

Tonisha L James

From: Katie Cacciola <kcacciola@hiltonheadisland.org>
Sent: Thursday, June 27, 2024 8:17 AM
To: Tonisha L James
Cc: Ray Deal; Bill Miles; Ariana Pernice
Subject: Hilton Head Island-Bluffton Chamber of Commerce Q4 Nonrecurring Funds Report
Attachments: SCPRT Q4 and End of Year Non-Recurring Funds Report[49].pdf; Kingdom Spring Ads (3).pdf; Kingdom Magazine Summer Issue Section.pdf

Tonisha,

Good morning. Please find attached our Q4 Quarterly Report showing expenditures against the nonrecurring funds. Below you will also find a final summary detailing each project and the goals achieved.

For all programs listed below, the overall benefit to the public is the same. These partnerships and investments benefit the public by generating brand awareness and driving visitation to the destination, creating a continued stream of accommodations and hospitality taxes that can be reinvested within the community and the state to continue the promotion of tourism.

Please confirm receipt and let us know if you have any questions upon review.

Thank you,
Katie

Katie Cacciola
Director of Marketing
Hilton Head Island-Bluffton Chamber of Commerce / Visitor & Convention Bureau
1 Chamber of Commerce Drive, Hilton Head Island, SC 29928
kcacciola@hiltonheadisland.org
843.341.8384

North & Warren Agency - Photo and Video Asset Development

After collaborating with the North & Warren agency on various partnerships, they were the natural choice for producing new photo and video assets showcasing our destination. Leveraging compelling visuals is crucial in effectively marketing our distinctive and picturesque locale across all our promotional channels. Given the amount of time since our last photo/video shoot, it became imperative to capture updated materials that will serve our marketing needs well into the future.

There are numerous studies and analyses that highlight the importance of fresh photo and video collateral in marketing. The consensus among marketing professionals is that incorporating fresh and visually appealing content into marketing strategies is essential for engaging today's audiences effectively.

Here are some key points based on research and industry practices:

1. **Visual Appeal and Engagement:** Visual content such as photos and videos are crucial for capturing attention and engaging audiences effectively. Studies show that posts with images or videos receive higher engagement rates than those without.
2. **Brand Perception:** High-quality visuals contribute to a positive brand image. Consumers often perceive brands that use professional and updated visual content as more credible, trustworthy, and modern.
3. **Social Media Impact:** Platforms like Instagram, Facebook, and TikTok heavily rely on visual content. Posts with captivating visuals tend to generate more shares, likes, and comments, thus increasing brand visibility and reach.
4. **Conversion Rates:** Visual content plays a significant role in driving conversions. Product videos, for instance, can increase purchase intent and lead to higher conversion rates on e-commerce sites.
5. **SEO and Visibility:** Search engines like Google prioritize content that includes images and videos, leading to better search engine rankings. Optimizing visual content with relevant keywords can enhance visibility.
6. **Content Freshness:** Regularly updating visual content helps in keeping the brand message current and resonant with evolving consumer trends and preferences. It also prevents content fatigue among the audience.
7. **Mobile Optimization:** With the increasing use of mobile devices, visual content that is optimized for mobile viewing is crucial. High-resolution images and well-edited videos perform better on mobile platforms.

Results: We received a collection of new professional photos and video assets

Sample Photos:



North & Warren Agency - Gullah Documentary Production

Preserving, promoting, and celebrating Hilton Head Island's vibrant Gullah culture stands as a paramount initiative for our destination. In collaboration with our trusted partners at the North & Warren agency, we are embarking on a significant project: the creation of a documentary spotlighting the enduring legacy of the Gullah people. Central to this is also telling the story of Mitchelville, the first freedmen community of the Civil War era located on the island. This endeavor aligns seamlessly with current efforts to enhance Historic Mitchelville Freedom Park through extensive restoration and construction projects, ensuring a more profound and compelling narrative of this crucial chapter in history.

Results: This project is currently underway but not yet completed. There is already significant and increasing interest in the Gullah culture and historical tourism on Hilton Head Island, and we are confident that the final product will effectively convey this history to a broader audience for years to come.

North & Warren - Kingdom Media Partnership

Kingdom is a distinguished luxury golf and lifestyle media brand with a substantial impact: its print publication reaches over 200K individuals and boasts a total readership of 761K. The brand's audience consists primarily of high-net-worth individuals, with 80% possessing a net worth exceeding

\$1 million, and many holding combined assets surpassing \$5 million. Notably, 81% of this affluent audience spend 10 or more nights annually at hotels and resorts.

We have strategically partnered with *Kingdom* across their spring and summer issues, as well as through an ongoing digital campaign. These collaborations are integral to promoting our broader partnership, the Kingdom Cup golf tournament hosted on Hilton Head Island. This exclusive event attracts affluent golf travelers, aligning perfectly with our goal to position Hilton Head Island as a premier destination for golf enthusiasts.

Results:

- Full-page advertisements highlighting our iconic destination and promoting the Kingdom Cup golf tournament in the Spring 2024 Issue. (Spring Issue Advertisements attached)
- A 12-page booklet that will be included in the Summer 2024 issue. (Summer Issue Booklet Attached)
- Distribution: 761K readers with 2M reached across all marketing channels and activations.
- The digital campaign is in process and results are not available at this time.

Condé Nast Traveler Media Partnership

For the past 35 years, *Condé Nast Traveler* has been a leader in the travel industry, setting the standards and pushing forward to the future of travel. The readership of this publication is perfectly aligned with our target consumer which is why we partnered with them for an immersive media buy from October 2023 – April 2024. The activation included digital placement including a hosted editor on Hilton Head Island to capture content for social media videos. Inclusion of branded video on website, Hilton Head Island Hub update on CNT website, and banner ads.

[Hilton Head Island Media Hub on Condé Nast Traveler website](#)

Videos

- The Feel Good Itinerary on Hilton Head Island (ecotourism focus) [Link to Video](#)
- Follow the Reco (arts and culture focus) [Link to Video](#)
- Oral History (Gullah Traditions and history focus) [Link to Video](#)
- POV (Point of View) (Savannah/Hilton Head International Airport Focus) [Link to Video](#)

Results:

Digital Performance

- 20M+ Delivered Campaign Impressions
- 27K+ Social Link Clicks
- 7.4M+ Social Video Views

Giorgio Armani Tennis Classic Event Activation

Through the official partnership with the Giorgio Armani Tennis Classic 2024, we are aligning with the state on prioritizing the growth of international markets. Elite partnerships like this help to reinforce Hilton Head Island as a luxury destination. Through our marketing campaign and branded event activations, we have positioned Hilton Head Island as a naturally beautiful destination that offers plenty of places to play tennis and golf, as well as countless other arts and culture, recreation, and wellness experiences. We look forward to building this relationship as well as recognition of the Hilton Head Island brand with this audience for future years.

Results:

As the event is June 25-29, 2024, campaign results are not available at this time.
