

MY 20/20 EXPERIENCE | Florida Eye Institute Celebrates the Vero Beach Centennial | A/9 Integrated Marketing

SITUATION ANALYSIS: A centennial celebration is a historic occasion. It's not every day your hometown turns 100! For Florida Eye Institute, the Vero Beach Centennial Celebration was a golden opportunity to formulate a unique community partnership and showcase the spirit of their founding city.

Florida Eye Institute (FEI) was established in Vero Beach in 1985. Throughout its 35-year history, the legacy healthcare provider has earned a solid reputation for community leadership, supporting popular local events such as the Vero Beach Wine & Film Festival, Indian River Cultural Council's Arts Fest, and annual Oceanside Christmas Parade.

In summer of 2018, FEI was invited to sponsor the upcoming Vero Beach Centennial. The historical occasion would entail a momentous year of activities beginning October 2018, culminating in a Grand Finale scheduled for October 26, 2019.

Tammy Bursick, City Clerk and co-chair for the centennial suggested incorporating a branded event as part of the package.

FEI jumped at the idea. Research shows audiences prefer doing business with companies they know and trust. Community sponsorship is a proven way to build trust and engage directly with target audiences.¹

After considering the vast event calendar already in place for the centennial (a full 32 pages!), FEI Marketing Director conceived of a photo contest to add unique value to the sponsorship. Photos would capture the excitement and vibe of the celebration while aligning with FEI's key mission of vision. FEI would create, design and run the contest; the city would assist with promotion through their volunteer channels.

GOAL OF PROGRAM: Enhance Florida Eye Institute's reputation as a community leader; crafting a unique, multi-touchpoint, branded sponsorship to commemorate the Vero Beach Centennial. **MESSAGING:** Florida Eye Institute celebrates the Vero Beach Centennial through the eyes of the community. *My20/20 Experience* photo contest.

RESEARCH: *Informal-* When used as part of a larger marketing and public relations strategy, sponsorships help build credibility and improve public image by allowing organizations to come face-to-face with desired audiences.² FEI dedicates 20% of its annual six-figure marketing budget in the support of community events. Sponsorships are evaluated individually based on demographic and psychographic criteria. Preference is given to sponsorships with interactive audience potential.

Audience Demographic- Vero Beach is a beachside municipality of 17, 677. Indian River County is the 7th wealthiest in Florida with a median age of 52; 33% of residents are over the age of 65. The area has experienced 2% annual growth each year since 2010.³ *Psychographic-* City and county residents support the cultural arts. Data from the Indian River Cultural Council reports, "county cultural expenditures have amounted to \$43.6M, generating a GDP of \$26.2M."⁴

OBJECTIVES: *To be obtained in Centennial Year 2019* 1) Expand FEI patient base 5% above annual 10-year average 2) Create an interactive sponsorship to commemorate the centennial not to exceed 8% of annual budget 3) Increase organic social media engagement 10% with original centennial content 4) Achieve a minimum of 5,000 direct person-to-person contacts (30% of city population) with FEI branded centennial content throughout the year.

STRATEGIES: 1) Create multiple branded touchpoints to attract new audiences to FEI 2) Build alliances with community partners through networking at city meetings, chamber of commerce events, and FEI sponsored events 3) Engage audiences by promoting *My 20/20 Experience* at major community events throughout the year; Vero Beach Wine and Film Festival (VBWFF), Health Fairs, Seminars, Networking Events, Centennial Parade and Finale.

TACTICS: 1) Design FEI branded website My2020Experience.com to host photo contest entries and winner information. 2) Create promotional materials using original photo contest content: rack cards, print ads, postcards, display boards for winning photos 3) Curate social media posts, videos, email blasts, website blog, press release related to sponsorship and photo contest 4) Design digital billboard display for Centennial Parade truck.

IMPLEMENTATION/TIMELINE: 1) Sponsorship and planning discussions began in the summer of 2018. Centennial activities began Oct. 2018 with a city proclamation, culminating with a parade and finale event on Oct. 26, 2019. A calendar of events and sponsors was produced by the city. 2) FEI secured My2020Experience.com URL in 2018, anticipating a creative alignment of the visual acuity term 20/20 leading up to the year 2020. The messaging affirmed Florida Eye Institute's mission to provide added value for the centennial. 3) The contest website was created after researching contest rules and photo upload options.⁵ Rules and judging were reviewed by FEI administration and approved. 4) The photo contest began Nov. 2018 and was promoted through social media, networking, centennial publications and media releases.⁶ 5) Monthly winners were selected and awarded a \$50 Amazon Gift Card. Winners were recognized on social media and in promotional materials. 6) Promotional postcards were created in April 2019 featuring photos from the contest. A 3-D display was also created to showcase monthly winners at health fairs and cultural events. 7) FEI created a Centennial cross-promotional sponsorship with the Vero Beach Wine and Film Festival (VBWFF) in June 2019.⁷ *My 20/20 Experience* was promoted to sold-out film venues during the 4-day festival. 8) The Centennial Parade and Finale was Oct 26, 2019. Winning photos were displayed on a 20 x 20' digital video truck.⁸ The contest Grand Prize winner was awarded \$250 during the finale.⁹ 9) Creation, timeline and content was implemented by FEI Marketing Director with graphic and webmaster design from FEI's advertising agency.

EVALUATION: The Vero Beach Centennial will be remembered throughout the community for many years. FEI achieved and exceeded objectives with the year-long sponsorship, but most importantly contributed to the overall success of a historic occasion. 1) Exceeded: FEI welcomed 2,285 new patients in 2019, a 7% increase above 10-year average, and 2% above objective 2) Exceeded: FEI created 6 branded elements for the campaign: *My 20/20 Experience* website, rack cards, media ads, post cards, 3-D display, and video. The entire campaign totaled 7% of annual sponsorship budget, 1% under goal. 3) Achieved: FEI Facebook posts averaged 5-13% organic engagement for *My 20/20 Experience* related content, double the typical 2-5% engagement for FEI posts. Post reach was highest in Oct 2019 during the final month of centennial. 4) Exceeded: *My 20/20 Experience* was promoted via direct networking throughout the year at Physician Seminars, Health Fairs, Chamber Events, Centennial Meetings, Centennial Parade, Centennial Finale, Vero Beach Wine and Film Festival achieving over 7500 direct person-to person contacts.

BUDGET: Sponsorships account for 20% of FEI marketing budget. Vero Beach Centennial accounted for 7% of total budget (1% less than budgeted). Department hours for planning, creation, and implementation totaled 240, 12% of staff time.

ROI: *My20/20Experience* provided multiple opportunities to engage with community audiences throughout the year using less than half of annual sponsorship budget. The photo contest received 229 original entries that will be used for additional promotional content including a calendar. *My 20/20 Experience* sponsorship reached an estimated 44% of city residents and 5% of county residents with direct interaction and received additional co-branded impressions through city communications and Vero Beach Wine and Film Festival promotional channels. A post of City Clerk Tammy Bursick receiving FPRA Treasure Coast Communicator of the Year achieved organic reach of nearly 1K on FPRA social media.