



Discover. Stay. Dine. Play.



City of Fort Lauderdale
Marketing and Website Administration
RFP Event #575

February 16, 2026

Submitted by:



5255 NW 33 Avenue
CAM #26-0541
Fort Lauderdale, FL 33309
Exhibit 3A
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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Mad 4 Marketing, Inc. is a 33-year-old marketing and advertising firm headquartered since the beginning in the City of Fort Lauderdale. Our office is at 5255 NW 33rd Avenue, Fort Lauderdale, FL 33309. Our team has considerable experience working with municipalities and private-sector companies on destination marketing, brand positioning and integrated marketing strategies with measurable results. From entities like the Dania Beach CRA, Sarasota County BreezeTransit and The City of Hallandale Beach to Las Olas Boulevard, Plunge Beach Resort and the Fort Lauderdale Water Taxi, we have executed branding and awareness campaigns, strategic marketing and media plan development and implementation, and community involvement programs throughout South Florida and beyond.

You can feel confident in your decision to hire Mad 4 Marketing because our dedicated and talented team of marketing, media and creative professionals have worked with many travel/tourism clients to promote their unique brands, programs, and events. What makes Mad 4 Marketing different? Our deep-dive assessment process will provide us with the knowledge and insights needed to fuel our creative process and we won't stop until we have absolutely nailed it! Additionally, our actions are driven by data. With a mantra of "Track. Measure. Manage." we are relentless in our pursuit of actionable intelligence through testing, tracking and benchmarking.

Staffing and Organization

Part of the Mad 4 Marketing philosophy involves a team approach to our accounts, so that knowledge and inspiration is shared. The common denominator behind our culture and success is our people.

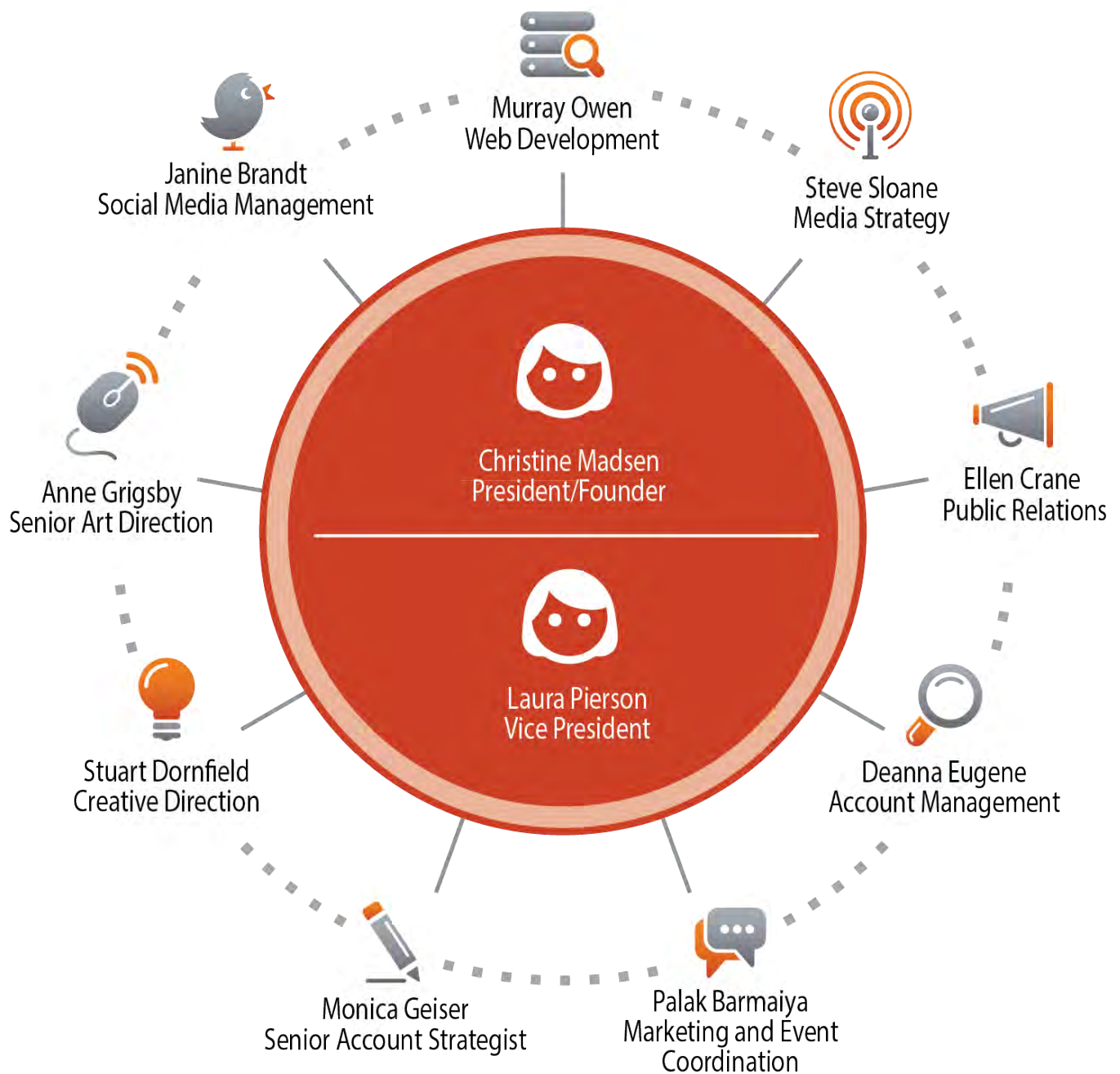
The primary contact on this contract will be Laura Pierson, Vice President and she can be reached at:

954-485-5448

laura@mad4marketing.com



Team members that will be assigned to this contract:



Our local approach and familiarity with the City of Fort Lauderdale will certainly be an asset as we have lived and worked in Broward County for many years. We look forward to exceeding your expectations in performing the key elements of this engagement.

In summary, we will...

- Serve as a full-service destination marketing partner
- Operate at both strategic and operational levels
- Be accountable for measurable performance
- Manage brand, media, digital, PR, and stakeholder communications under one umbrella
- Provide consistent reporting and optimization

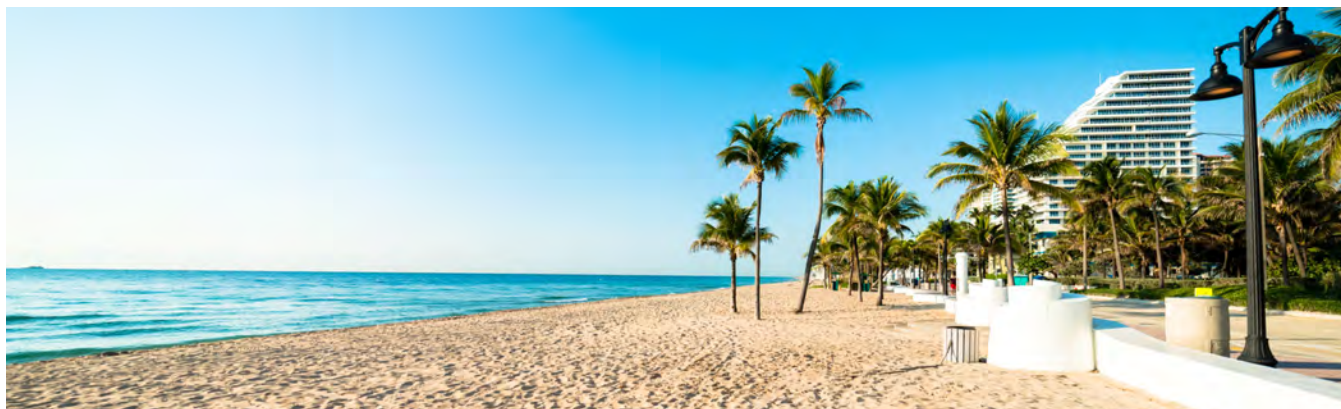
It is not a campaign-only assignment.

It is ongoing brand stewardship with execution responsibility across all channels.

From thought-leading ideas in destination marketing to breakthrough positioning and creative solutions for your local activities and attractions, Mad 4 Marketing will bring a unique approach to the BBID's goals and initiatives. And of course, we will maintain in good standing all required licenses, certifications and permits as required.

We are members of the Greater Fort Lauderdale Chamber of Commerce and sit on the Branding and Marketing Committee, participate in the monthly Tourism Coalition calls, and work closely with Visit Lauderdale to stay informed for our tourism clients.

This is **our** community and we look forward to helping you reposition your brand as a vibrant and distinct luxury destination.



A close-up, profile shot of a young woman with blonde hair, wearing a blue sun hat and dark sunglasses. She is smiling and holding a clear glass filled with an orange beverage, garnished with a slice of orange and a cherry. She is using a white straw. The background is a soft-focus outdoor setting with green foliage and sunlight filtering through. A semi-transparent white banner is overlaid across the bottom of the image, containing the text 'EXPERIENCE AND QUALIFICATIONS' in orange capital letters.

EXPERIENCE AND QUALIFICATIONS

EXPERIENCE AND QUALIFICATIONS

For 33+ years Mad 4 Marketing has specialized in Brand Development and Positioning. It is a core strength and the foundation for all other work to follow, including traditional advertising, creative design and media strategy. Over fifteen years ago, as the digital age of marketing ramped up, we expanded our services to include Website Development, Digital Advertising and Social Media Management, evolving into a full-service agency that will act as your marketing department, handling all aspects required in the scope of work with an integrated, multi-channel approach.

We have worked with many municipality clients right here in Broward County and beyond, as well as many private companies in the travel and tourism sectors on similar scopes of work. Here are some examples of these relationships, with case studies and creative examples to follow in section “g” of the Approach to Scope of Work:

- City of Dania Beach
- Sarasota County Breeze Transit
- Plunge Beach Resort
- The Las Olas Company (Las Olas Boulevard)
- Fort Lauderdale Water Taxi

Additional municipalities and travel/tourism companies that we have worked with include:

- City of Miramar
- Broward County Transit
- MAP Broward
- City of Hallandale Beach & CRA
- City of Fort Lauderdale
- Port Everglades
- Town of Cutler Bay
- City of Coral Springs
- City of Pompano Beach CAD (contract starts April 1st)
- Jungle Queen Riverboats
- Casa Playa Restaurant
- Chimney House Restaurant
- The Grill at the Grove (Birch State Park)



We pride ourselves on being organized, meeting timelines and budget requirements, and will scale staff as needed to meet and exceed expectations.

When it comes to sustainability, Mad 4 Marketing has embraced digital technology in our own business practices as well. We strive to be a paperless entity and participate in take-back programs for unused electronics. We also design campaigns to achieve impact with minimal physical resource use, prioritizing digital delivery and responsibly sourced materials when print is necessary.

Mad 4 Marketing is a Corporation, registered as a legal entity and a Woman Owned Business in the State of Florida. We operate at 5255 NW 33 Avenue, Fort Lauderdale, Florida 33309.

Main contact: Laura Pierson

Phone: 954-485-54488

Email: laura@mad4marketing.com

Website: mad4marketing.com

Our firm is managed and staffed by approximately 15 people, including W2 employees and contracted staff. Copies of our relevant business licenses follow below in the Required Forms section.





APPROACH TO SCOPE OF WORK

APPROACH TO SCOPE OF WORK

Our understanding of the City's needs is as follows:

The City of Fort Lauderdale, on behalf of the Beach Business Improvement District (BBID), is seeking a full-service destination marketing partner to strategically reposition Fort Lauderdale Beach as a distinctive, elevated, and competitive luxury tourism destination that drives measurable visitation, hotel demand, and economic impact.

The City's core need is not simply marketing execution. It is brand transformation with accountable performance.

Our primary objectives are to:

- Reposition the Brand
- Drive Measurable Economic Impact
- Enhance Destination Image & Sense of Place
- Execute Integrated, Data-Driven Marketing
- Serve as Strategic & Operational Partner

We will transform Fort Lauderdale Beach's market perception, elevate its competitive position, and drive sustained hotel demand and economic growth through integrated, performance-driven destination marketing campaigns.

OUR APPROACH

The approach outlined below is based on our destination marketing experience, years in this market, and our research, but without the benefit of a full discovery process which is critical to understanding individual business goals and big-picture vision.

Our goal is to reposition Fort Lauderdale Beach in a way that appeals to the more affluent and discerning traveler, while differentiating from Miami Beach, Palm Beach or Naples. We want to make our own lane, creatively bold and destination specific. Below is a framework for how we will do this.

STRATEGIC POSITIONING

Current Perception:

Fort Lauderdale still carries its spring break legacy and is perceived as a casual beach town with a big boat show. It is often thought of as an affordable South Florida option.



Desired Position:

Refined Coastal Luxury. Understated. Confident. Elevated without being performative.

We need to speak to the desired audience through our messaging and visuals. For example, craft cocktails instead of fishbowl drinks, oceanfront dining instead of velvet rope scenes, yachts instead of loud nightclubs.

"Fort Lauderdale Beach is South Florida's most refined waterfront escape, where oceanfront elegance meets yachting culture, culinary sophistication, and relaxed coastal luxury."

So what makes Fort Lauderdale different?

- 300+ miles of waterways
- Walkable beachfront
- Boutique hotel renaissance
- Strong culinary scene
- Mega yachts in everyday view
- Proximity to private aviation + cruise port

This is not just a beach. It is waterfront living culture.

"Not a scene. A standard."

MESSAGING FRAMEWORK

BIG IDEA:

"Elevated by Water."

In synergy with Visit Lauderdale's new campaign message, everything connects back to water as luxury lifestyle.

Waterfront Sophistication =

Not just beach views.

Marinas. Yachts. Dock-and-dine. Sunset charters.

Culinary Coast =

Position the beach as chef-driven, ocean-to-table, wine-forward, rooftop refined.

Effortless Access =

Private jet friendly, cruise adjacency, walkable beachfront, Marina Village culture

TARGET AUDIENCE EXAMPLES

Affluent Experiential Travelers - "Escape the spectacle. Arrive in style."

- Age 35–65
- Household income \$250K+
- Interested in culinary travel, yachting, art, architecture
- Seeking elevated but relaxed luxury
- Markets: NYC, Boston, Chicago, Dallas, Atlanta, Toronto

Luxury Couples & Empty Nesters - "Oceanfront intimacy without the chaos."

- Romance travel
- Anniversary and milestone trips
- Boutique hotel seekers
- Markets: Northeast, Midwest, Canada

GEOGRAPHIC MARKETS

Primary Push

- NYC Metro
- Boston
- Chicago
- Toronto
- Dallas
- Atlanta

Local Luxury Capture - "the sophisticated weekend alternative"

- Palm Beach
- Miami
- Naples

CREATIVE CONCEPT DIRECTION

Luxury Seasonal Moments - Instead of marketing "Spring Break," reposition seasonal anchors:

Summer: "Quiet Luxury Season"

Promote summer as intimate, uncrowded and elevated.

Fall - Boat Show: "The Global Stage of Yachting"

Winter: "The Warm Escape for the Well-Traveled"

VISUAL & TONAL SHIFT

We would look to move away from:

- Neon
- Loud party imagery
- Large crowds
- Discount language
- "Fun in the sun"

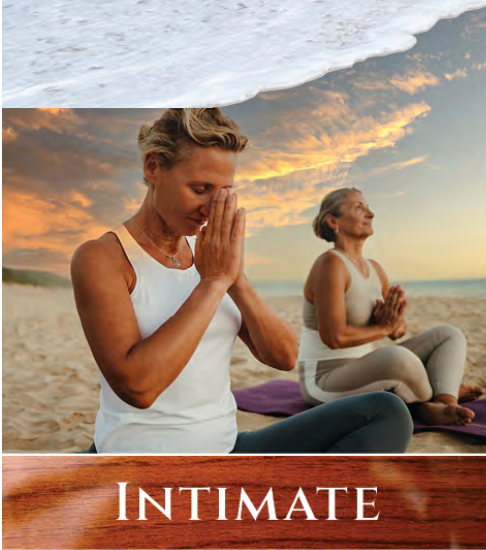
Move toward:

- Textures: linen, teak, stone, marble
- Details: colors with textures like palms, water, woodgrain, sand
- Soft coastal palettes: sand, sage, navy, oyster white
- Editorial style photography

On the next pages are mood boards that illustrate our thoughts for this visual shift and creative message.

FORT LAUDERDALE BEACH

SUMMER FOR THOSE IN THE KNOW



INTIMATE



ELEVATED



UNCROWDED



track.measure.manage.

FORT LAUDERDALE BEACH

THE WARM ESCAPE FOR THE WELL-TRAVELED



UNDERSTATED



RELAXED



REFINED



track.measure.manage.

POSSIBLE STRATEGIC PARTNERSHIPS

- Yacht charter companies
- Private aviation services
- Luxury cruise pre/post packages
- Wine & culinary festivals
- Art Basel satellite programming

ORGANIC SOCIAL MEDIA APPROACH

Our approach positions social media as a structured perception platform that helps redefine Fort Lauderdale Beach as an elevated, distinctive coastal destination across regional, domestic, and international markets. This supports the goals outlined, including increasing tourism, strengthening competitive positioning, and driving hotel demand.

To successfully reposition the brand, content must move beyond generic beach imagery. The storytelling needs to reflect refinement, intentionality, and consistency. We recommend anchoring all social and digital storytelling around a clear positioning platform that expresses Fort Lauderdale Beach as:

Luxury without pretense
Water-centric without chaos
Vibrant without excess

This is expressed through five narrative territories that guide all content development.

Refined Waterfront Living - Resort architecture, marina views, spa experiences, sunrise rituals, design-forward hospitality.

Culinary and Michelin Energy - Chef storytelling, tasting menus, cocktail programs, oceanfront dining experiences.

Nautical Heritage and Modern Yachting - Superyachts, dockside culture, marine recreation, maritime identity.

Walkable Sophistication - Pedestrian-friendly streets, boutique retail, art installations, curated experiences steps from the beach.



Seasonal Coastal Momentum - Events, festivals, holiday activations, and seasonal storytelling that reinforce vibrancy while maintaining a premium tone.

Every piece of content connects back to one of these territories to support the brand repositioning goals.

Summer 2026 Bridge Campaign

We agree with treating Summer as a strategic preview of the repositioned brand rather than a short-term promotional effort. The Summer bridge campaign introduces elevated creative direction, refined tone, and water-centric storytelling. It begins conditioning audiences for the full repositioning rollout in Fall 2026.

Initial execution includes high-production vertical video assets, targeted paid campaigns in key feeder markets, curated creator immersions, and coordinated email outreach. Retargeting infrastructure is implemented immediately to re-engage Summer audiences during the Fall expansion. The objective is near-term influence combined with long-term brand reset.

Influencer and Creator Strategy

For Fort Lauderdale Beach, partnerships must reflect the district's premium positioning. We propose a curated hospitality-focused creator program that prioritizes luxury travel, culinary storytelling, yachting lifestyle, wellness, and affluent regional audiences.

Partnerships are structured as immersive hosted experiences rather than one-off posts. Creator content is repurposed into paid campaign assets to maximize reach and maintain high production quality. This approach strengthens credibility, expands high-intent reach, and supports integrated campaign performance.

Our recommendation is to balance consistency with premium production value. For the primary BBID channels, we propose publishing four to five in-feed posts per week on Instagram, supported by two to three Reels and several Story touchpoints that highlight daily coastal moments, dining, and activations. Facebook would mirror core content at three to four posts per week, with added support for events and seasonal campaigns. TikTok would focus on two to three short-form videos weekly centered on elevated lifestyle and water-centric storytelling.

This cadence results in approximately 18 to 22 high-quality posts per month per primary channel, meeting and exceeding the RFP requirement while maintaining brand standards appropriate for a luxury destination. Posting volume would increase strategically during campaign launches such as the Summer bridge activation and Fall repositioning rollout. The

emphasis is on quality, narrative consistency, and campaign alignment rather than volume for its own sake.

PAID MEDIA STRATEGY APPROACH

If the goal is luxury repositioning, paid media cannot behave like mass tourism media. We are not buying impressions. We are buying perception shift among affluent audiences. Below is a strategic paid media framework built specifically for repositioning Fort Lauderdale Beach as elevated coastal luxury.

We start with luxury media strategy principles:

1. Precision > reach
2. Context matters more than CPM
3. Environment signals status
4. Seasonality shifts intent
5. Upper funnel must be premium

We are not optimizing for cheap clicks. We are optimizing for brand equity + high-value visitation.

Here is a look into who the target market is according to our initial research.



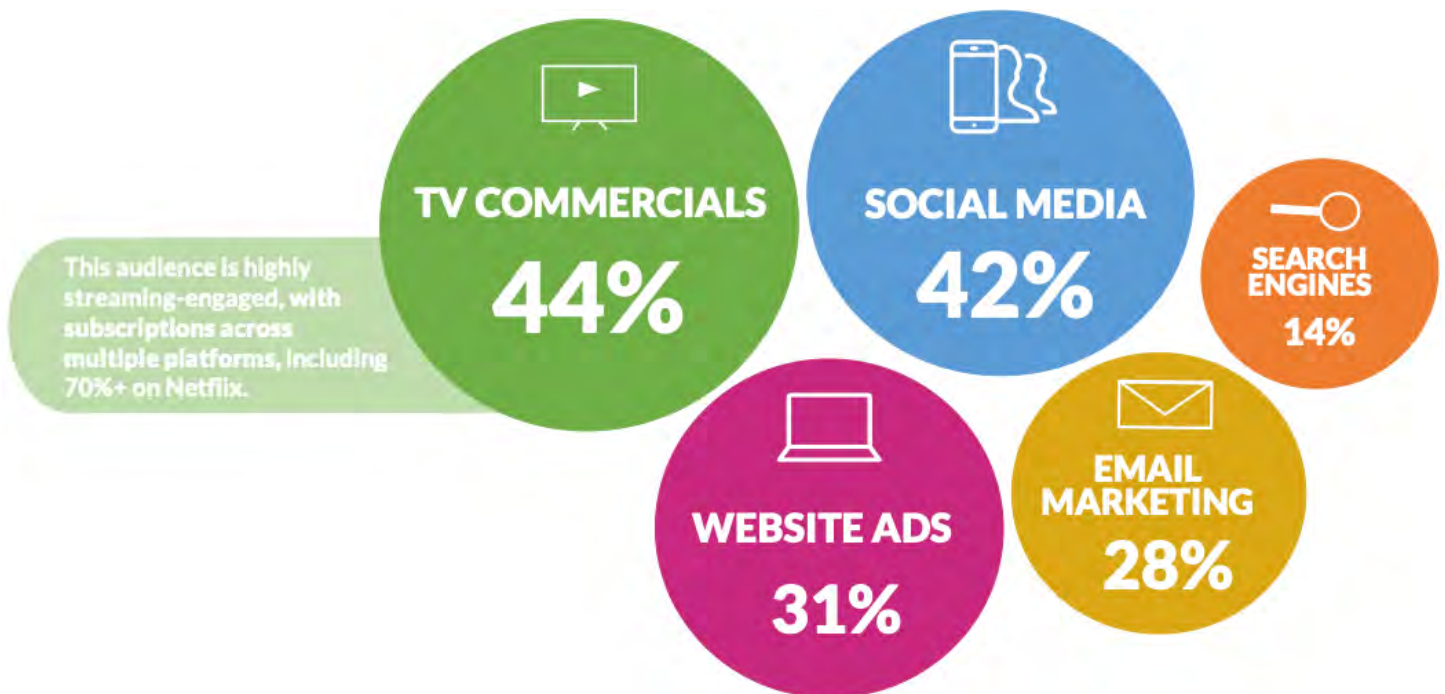
Why Their Demographics Matter:

This audience's age, education, and household signals more consideration to travel and decision-making. They are not impulse planners; they research, compare, and validate choices over time. Their established lifestyles and varied family structures mean travel planning is often collaborative and influenced by multiple needs and perspectives.

How It Informs Our Strategy:

Reaching this audience means showing up consistently in the places they turn to for information and inspiration. Because consideration builds gradually through research and reinforcement, multiple touch points across trusted environments are essential to staying relevant throughout the traveler's planning process.

CORE PAID MEDIA CHANNELS:



Premium Digital Display + Native (High-End Contextual)

Where: it is critical that we show up where our audience is consuming their media, but bonus if they are in a lifestyle or travel/vacation frame of mind.

- Architectural Digest
- Condé Nast Traveler
- Robb Report
- Forbes Travel
- Financial Times (US & UK editions)
- Bloomberg Pursuits
- Departures

Why? Environment signals affluence, and it reaches HNW individuals in trusted editorial settings which reinforces luxury positioning.

Paid Social (Luxury Targeting, Not Broad)

Platforms would include:

- Instagram
- Meta (precise income + interest layering)
- LinkedIn (executive targeting)
- Pinterest (luxury travel planners)
- YouTube pre-roll (high-end travel + yachting content)

Targeting Layers:

- Household income top 5–10%
- Yacht owners / boating enthusiasts
- Frequent international travelers
- Private aviation interest
- Luxury hotel brand affinity

Why? Visual storytelling appeals to this target audience. These layers allow for precision geographic targeting and support mid-funnel consideration.

Programmatic CTV (Connected TV)

This channel is critical for brand repositioning.

Where: Paid streaming channels like Hulu, YouTube TV, Roku, Peacock premium tiers

Target:

- HHI \$200K+
- Northeast + Midwest cold-weather markets
- UK audiences in winter

Why? It gives us an opportunity for premium long-form storytelling, a large-screen cinematic presence, and it elevates brand perception quickly.

Search (High-Intent Capture)

We would focus on:

- Luxury Fort Lauderdale hotels
- Yacht charter Fort Lauderdale
- Dock and dine Florida
- Luxury Florida beach vacations
- Winter luxury escapes

The rationale behind this is to capture demand from rebranding efforts, protect branded search terms, and dominate luxury modifiers. Budget allocation for this would be smaller because search is not a primary brand builder.

High-End Print Placements

These would be very selective and are considered because they create tangible luxury credibility, reach affluent readers in lean-back mode, and support our repositioning narrative.

Magazines could include:

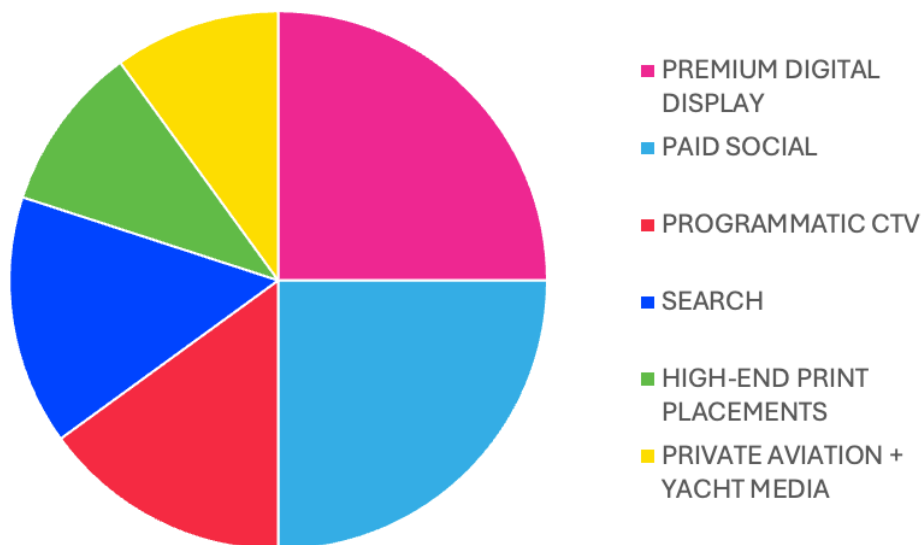
- Robb Report
- Travel + Leisure (print)
- Condé Nast Traveler
- Palm Beach Illustrated
- Boston Common
- Modern Luxury regional editions

Private Aviation + Yacht Media

This would be a small part of the plan but extremely targeted and powerful because we can reach a high concentration of ultra-HNW individuals and it reinforces our yachting identity which brings our desired audience to Fort Lauderdale.

- Private jet terminal digital screens
- FBO lounge placements
- Yacht registry publications
- Boat show media partnerships

MEDIA BUDGET ALLOCATION



SEASONAL BUDGET SHIFTS

WINTER (Nov–March)

Peak High-Income Travel Window

Markets: Northeast, Midwest,
Canada, UK

Strategy:
Aggressive brand + intent capture

Shift Budget:
Increase CTV, search, and premium
digital

Rationale:
Cold-weather demand.
Higher conversion window.

SPRING (April–May)

Boat Show Halo + Shoulder Luxury

Strategy:
Maintain premium positioning,
reduce broad awareness.

Allocation:
Social: increase storytelling
Reduce CTV slightly and maintain
search

Focus messaging:
Dock & Dine
Yacht lifestyle
Culinary coast

SUMMER (June–September)

Quiet Luxury Season

Reposition summer as:
"Intimate, uncrowded, elevated."

Shift Strategy:
Reduce CTV significantly
Increase regional fly-market and
drive-market targeting
Increase social + native storytelling
and social budget

Rationale:
Lower travel demand.

FALL (October)

Pre-Winter Warm-Up

Ramp awareness.
Begin winter narrative.
Last minute Boat Show

Increase:
CTV
Premium digital

Position:
"Your winter escape begins here."



Measurement Framework - Luxury is a perception shift. Metrics must reflect value, not volume. We will track the usual (clicks, impressions, etc.) and beyond:

- Search volume lift for “luxury Fort Lauderdale”
- Hotel ADR increase
- Branded search growth
- Average length of stay
- Luxury hotel occupancy lift
- Share of voice in premium publications
- Geo-lift in Tier 1 markets

SUMMER BRIDGE CAMPAIGN

Summer is not just about filling rooms. It is about training the market to see Fort Lauderdale Beach differently. By executing summer correctly, we will also build the emotional foundation that makes winter conversion easier and more profitable.

Below is a focused strategy for how to influence summer travel decisions and how that ladders up to the larger luxury repositioning.

Objective: Influence + Reframe

Summer audiences are typically planning shorter trips, booking closer to departure, and are often looking for quieter, less crowded options. **Instead of fighting seasonality, we lean into it.**

SUMMER POSITIONING

“Quiet Luxury Season”

Summer is not the discount season. It becomes the insider season.

Key message:

- Fewer crowds
- Easier reservations
- Private-feeling experiences
- Personalized service
- Oceanfront intimacy



This is a strategic reframing.

Summer bookings are shorter-window and inspiration-driven. To influence summer travel decisions, media must do three things:

1. Create desire quickly
2. Provide social proof
3. Make booking feel effortless

We will lean on **high-impact paid social** as a primary influence driver. It has short decision cycles, strong visual story-telling and the ability to geo-target affluent urban markets. The execution could include things like cinematic reels of morning ocean rituals, chef-driven dining visuals, rooftop sunsets and “Arrive Friday. Reset by Sunday.” Messaging.

We can target the top 10% HHI and layer interest in boutique hotels, fine dining, and spa travel to drive mid-funnel desire and quick conversion, all within the local and drive markets.

If budget allows, we will also use premium native and contextual digital to build credibility in local and regional publications. These could be editorial-style placements to frame the narrative in trusted luxury environments: “Why Summer Is the Best Time to Visit Fort Lauderdale Beach”.

HOW THIS CONNECTS TO THE LARGER REPOSITIONING

Summer is Phase 1 of the brand reset.

Narrative Seeding

Train the audience: Fort Lauderdale Beach = refined, calm, elevated.
Even if bookings are softer, perception shifts.

Phase 2 (Fall)

Amplify

Reintroduce winter travel through the same lens.
Now when winter ads appear, the audience already sees the destination as luxury.

Phase 3 (Winter)

Convert

High CTV + search = Heavy awareness + capture.

But the creative remains consistent.

Same tone. Same elegance. Same visual language. Consistency is what builds brand equity.

CRISIS RESPONSE & RECOVERY PLANNING

When responding to a crisis, the focus is speed, clarity, and coordination with the BBID Advisory Committee and City leadership to ensure accurate and consistent messaging.

We will establish a structured crisis response matrix that includes weather event messaging protocols, open-for-business recovery content, water-quality transparency templates, geo-targeted paid adjustments, and FAQ landing page integration. Strict protocols about posting cadence and content will be set forth and followed in the case of an emergency or any situation that requires this type of response. Pre-planning is critical.

In the event of a hurricane or severe weather, initial messaging would prioritize safety and official updates. Once conditions stabilize, recovery messaging would shift quickly to reassurance. For example: "Fort Lauderdale Beach is open and welcoming visitors. Our hotels, restaurants, and marina partners are ready to host you." Supporting video content would highlight clean beaches, active businesses, and on-the-ground visuals to restore traveler confidence.

For environmental or water quality concerns, messaging would acknowledge updates directly while reinforcing transparency and monitoring efforts. Once resolved, follow-up content would confirm restored conditions and encourage return visits. During economic slowdowns or travel hesitation, messaging would emphasize accessibility, drive-market convenience, and experiential value while maintaining an elevated tone.

This structured crisis protocol ensures consistent communication, rapid response, and brand protection during disruption.

WORK PLAN AND TIMELINE

Below is a high-level timeline for the initiatives described in this response. A much more detailed plan will be supplied and reviewed each month as we understand approval processes and execute on the scope of work.

Activities	2026								2027			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Mobilization & Strategy Alignment												
KPI Framework & Dashboard Setup												
Summer Bridge Campaign Planning												
Summer Bridge Campaign Execution												
Brand Positioning Development												
Full Repositioning Rollout Prep												
Full Brand Launch												
Winter Campaign Planning												
Winter Campaign Execution												
Spring Sustain Campaign												
Content Capture & Asset Library												
Website Optimization (Ongoing)												

REPORTING CADENCE

Monthly

- Media performance
- Social analytics
- Website analytics
- Email metrics
- Budget pacing
- Optimization recommendations

Quarterly

Formal presentation to BBID Advisory Committee including:

- KPI performance vs goals
- Occupancy trends (if available)
- Campaign effectiveness
- Media ROI
- Brand search lift
- Recommendations for next quarter

STAKEHOLDER COMMUNICATIONS

Similar to the way we communicate with the Las Olas Company Merchants on the boulevard, we believe it will be important to communicate effectively to all of the businesses in the BBID to set the tone, keep them informed of what we are doing, and offer available tools that help them to amplify our new brand positioning as appropriate.

TEAM AND KEY PERSONNEL

At a minimum, we expect the following team members to be assigned to your account and will inform the City if there are any expected changes in personnel:

Christine Madsen – President

Christine is the founder and President of Mad 4 Marketing. She comes from a marketing and print/design background where she discovered her true entrepreneurial spirit. She opened the agency in 1992 and never looked back. By surrounding herself with dedicated professionals who have a diverse set of skills, she has built the agency and her standing in the community where she has served in numerous leadership roles such as Chair of the Greater Ft. Lauderdale Chamber of Commerce, President of the Fort Lauderdale Executives' Association, and a graduate of Leadership Broward and Leadership Florida. She also believes in giving back to the community and has served on many non-profit boards. Through these relationships, she has been able to serve our clients well, providing countless introductions and cooperative efforts that benefit all parties involved.



Laura Pierson – Vice President

Laura is enjoying her 13th year at Mad 4 Marketing where she manages client relationships, strategic planning, and results-driven campaigns. With a B.S. degree in Graphic Design from University of Florida, and a strong background (20 years) in digital and web marketing, she understands the importance of combining compelling creative with data to generate the best possible outcome and ROI for our clients. She is the primary contact on the Sarasota County Breeze Transit contract, the MAP Broward account, and also handled strategy for City of Dania Beach, City of Miramar, City of Hallandale Beach CRA, and various projects for The City of Fort Lauderdale, so she is no stranger to government clients.

Laura will be the main point of contact for the BBID, should we be fortunate enough to be awarded this contract.

Monica Moreno – Account Strategy and Management

Throughout Monica's career, she has worked in all aspects of the marketing and advertising business. Her 14 years of experience marketing numerous industries gives her a unique, "big picture" viewpoint of marketing strategy and execution, and her tenacious focus on ROI has helped her succeed in growing our clients' business. She is also the account executive for accounts with similar scope, including Sarasota County's Breeze Transit and the City of Pompano Cultural Affairs Department.

Monica's expertise includes:

- Web design and development projects
- Search Engine Optimization implementation
- Multimedia advertising campaigns utilizing traditional, non-traditional and grassroots media
- Innovative creative concepting and execution
- Vendor and resource management
- Project Management

Janine Brandt – Social Media Management

Janine Brandt is a digital marketing strategist specializing in destination, hospitality, and experiential brands. She brings extensive experience aligning brand positioning, paid media, and lifecycle marketing to drive visitation and measurable business growth.



Janine led global digital channel and lifecycle marketing analysis for Merlin Entertainments (LEGOLAND, Madame Tussauds, LEGO Discovery Centers), reviewing performance across domestic parks and developing best-practice frameworks to strengthen acquisition, retention, and brand consistency. Her tourism-related experience also includes lifecycle and campaign strategy for Netflix House experiential venues, resort marketing for Plunge Beach Resort, and vacation rental portfolio marketing across coastal destinations.

Her expertise spans email and SMS lifecycle strategy, paid social optimization, audience segmentation, GA4 analytics, and conversion-focused campaign design. She approaches destination marketing through a performance lens, ensuring that storytelling, media, and CRM systems work together to support occupancy, repeat visitation, and long-term brand equity.

Murray Owen - Web Development and SEO

Murray is a dedicated developer that has worked with our team for over 15 years and has 30+ years of web experience. He handles end-to-end website development with a specialization in WordPress and Search Engine development, and has a unique ability to translate “business to web.” He is Google Analytics certified and driven by this data. With a comprehensive understanding of Google’s algorithm and how it works, he knows exactly what to do to “move the needle” and drive relevant traffic to any website.

Steve Sloane – Media Strategist

Steve Sloane is uniquely positioned to get our clients the most value for their media investment because he has worked successfully “inside” media companies for more than 20 years, selling for companies like Beasley Broadcast Group and iHeartMedia. Since “switching sides” he has become an expert in media strategy, planning and buying on national, regional and local levels.

Steve is a highly strategic, data-driven professional that leverages the “secret sauce” of media negotiation and thus our clients reap the benefit of that knowledge, experience and buying power. He has worked with clients that run the gamut from high-end retail, financial services, government, healthcare, B2B and technology sectors.

Anne Grigsby – Senior Art Director

A creative visionary with over 20 years of experience, Anne's creative passion coupled with her strong business sense delivers unique and targeted marketing solutions. Anne has a BFA specializing in Graphic Design from the *University of Florida* and has worked in major markets such as Toronto, Dallas and South Florida. She is a respected strategic thinker, team leader and creative manager. She is the primary creative talent on the work we do for Sarasota County Transit, The Las Olas Company, Water Taxi, Jungle Queen, and others. Anne's work has been awarded and recognized by the *Florida Direct Marketing Association's Max Sackheim Creative Awards*, *The American Advertising Federation's ADDY Awards*, and the *National Mature Media Awards*.

Stuart Dornfield – Creative Director

Stuart has over 40 years of marketing strategy and creative experience across every business category and media channel. He is skilled in brand development, copywriting, creative direction and "big idea" concepts demonstrated by the famous "Taking Care of Business" campaign for Office Depot and the **"Love is all you need" creative for Sandals Resorts**. Stuart was also responsible for the concepts used for the City of Dania Beach branding campaign, included in the examples provided in this RFP response. Additional municipalities and destinations include City of Long Beach, City of Port Jefferson and the Miami Design District.

Ellen Crane – Public Relations

Ellen Crane has a proven background in providing strategic public relations planning and execution in public and private companies, governmental organizations and nonprofits. A strong writer with a curious mind, Ellen enjoys the process of listening to clients' visions, and then applying creative communications techniques that deliver measurable results.

She previously served as Director of External Affairs and Communications for Boca Raton-based Cancer Treatment Centers of America® (CTCA), a national network of hospitals and outpatient facilities that treat adults fighting cancer. Before joining CTCA, she managed her own public relations firm for more than 15 years. Among her clients were Broward Education Foundation, John Knox Village Foundation, YMCA of South Palm Beach County and the Lighthouse of Broward.

Team Certifications

Advertising & Analytics

- Meta Digital Marketing Associate
- Meta Media Buying Professional
- Google Ads Search
- Google Ads Measurement
- Google Analytics 4
- HubSpot Marketing Software
- Google Ads Video Certification
- Google Display Ads Certification
- Google Shopping Ads Certification

CRM & Lifecycle

- Klaviyo Product Certification
- Klaviyo Deliverability Certification
- Braze Foundations
- HubSpot Email Marketing Certification
- Mailchimp Foundations Certification
- Salesforce Marketing Cloud Trailhead Modules (Content Builder + Journey Builder)

Content & Social Strategy

- Hootsuite Social Media Strategy
- HubSpot Content Marketing
- HubSpot Social Media

AI, Data & Emerging Technology

- Google Advanced Analytics
- Generative AI for Marketing Programs

RELEVANT EXPERIENCE / CASE STUDIES

The City of Dania Beach - Contract Description: The overall objective was to introduce and create awareness for the city's new branding (new logo, tagline, look and feel) through exciting creative and strategic media planning/placement. Specific projects included:

- Strategy and planning for all campaigns
- Creative development for print, out-of-home, and digital advertising
- Media planning and placement, reporting on digital campaign performance
- Search Engine Optimization
- Social Media content development, posting, monitoring, fan acquisition, and reporting

Challenge:

The City of Dania Beach was Broward County's first incorporated city. It was known as a sleepy historic town with many antique shops and older residents. The City's new brand needed to show current and prospective residents, as well as businesses that Dania Beach was becoming an exciting place to live, work and visit, due to a great deal of new development in the area. New restaurants, stores, hotels and other businesses are re-energizing this city and people needed to know about this great growth. The overall budget for this annual contract was \$200,000 with 50% being media budget.

Resolutions:

Mad 4 Marketing immersed ourselves in this community, attending events, city commission meetings, and talking to residents and business owners. We developed and executed a strong media plan and creative advertising campaign to create buzz and get people talking.

We also corrected significant architectural issues with their website to improve their search engine rankings and overall presence. We significantly increased the number of monthly impressions on google, as well as the number of visitors to their site from organic search.

Additionally, we increased their presence (followers and engagement) on Facebook and Instagram by posting branded content, sharing great photos from residents, and developing brand ambassadors that love talking about their awesome city. We monitored responses to be sure we were answering inquiries, engaging with those who were engaging with us, and keeping that conversation going. **We are proud to say our creative won two Addy Awards.**



OUT OF HOME





COME FOR
the **SAND**

STAY FOR
the **BAND**

Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment. Come discover why Dania Beach is the destination that is easy to get to, easy to park, and easy to love.

 **DISCOVER DANIA BEACH**

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



COME FOR
the **SEA LIFE**

STAY FOR
the **NIGHT LIFE**

Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment. Come discover why Dania Beach is the destination that is easy to get to, easy to park, and easy to love.

 **DISCOVER DANIA BEACH**

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

PRINT



OPEN FOR BUSINESS

The City of Dania Beach takes pride in not just welcoming new businesses — but helping them thrive. We are attracting visitors from near and far with our freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to satisfy everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.

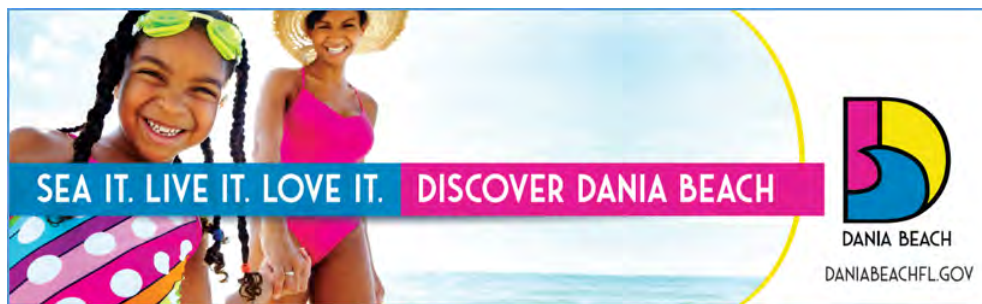
 **DISCOVER DANIA BEACH**

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



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DIGITAL

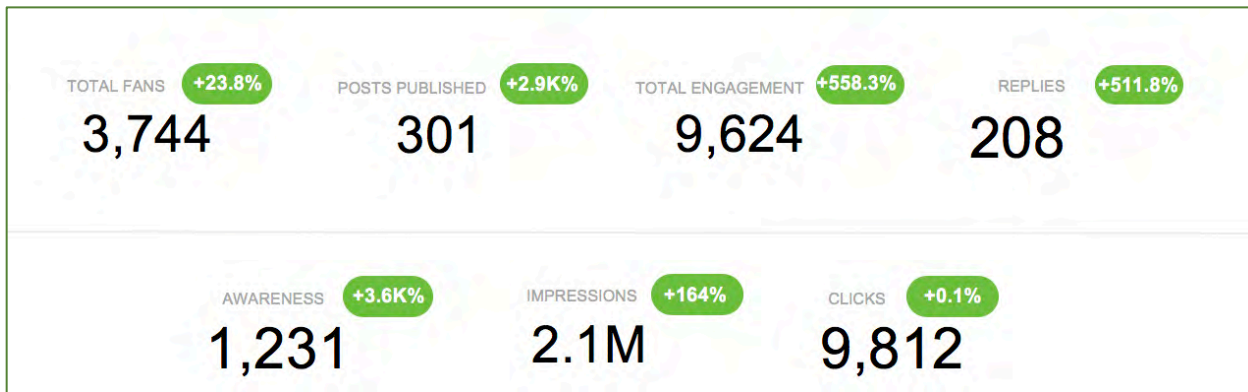


SOCIAL

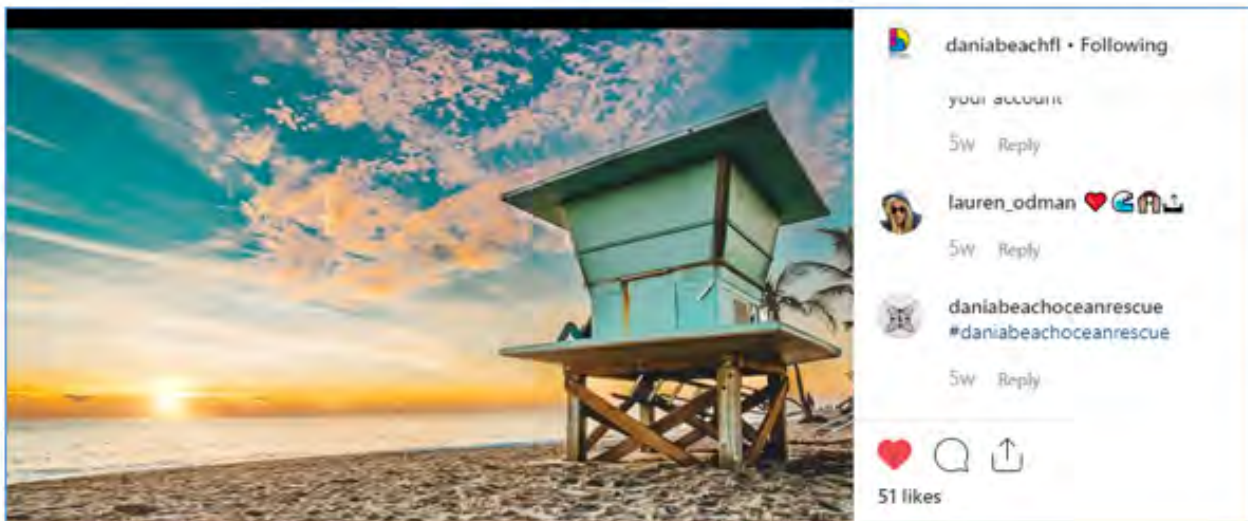


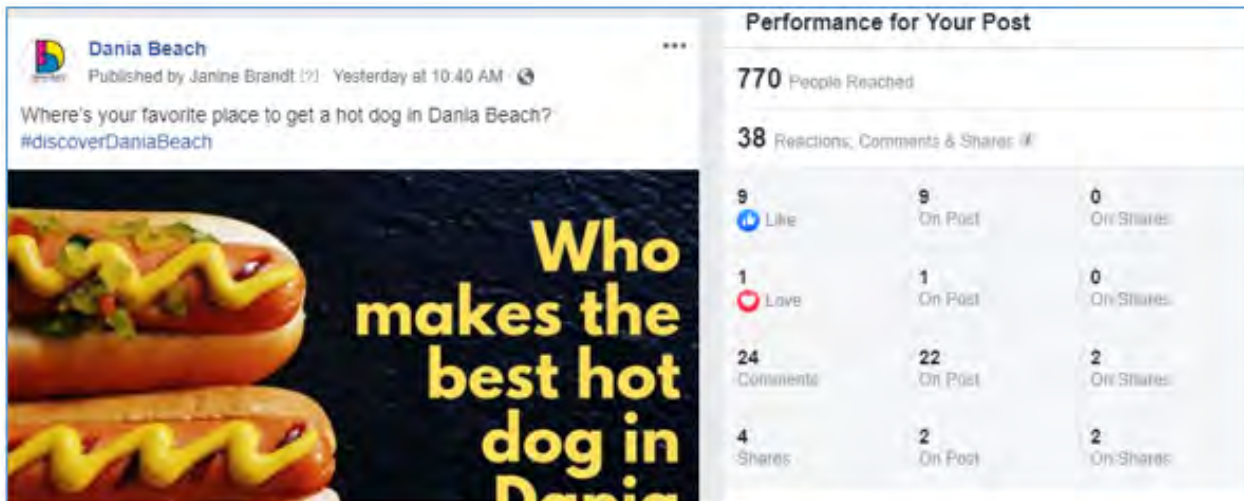
- Six-month engagement for social media
- Significant increases across the board on engagement, followers, impressions, etc.
- Over 1,200 new fans and followers on FB and IG combined, in a joint effort with PIO
- Below are some examples of the different types of posts and the results

Facebook -



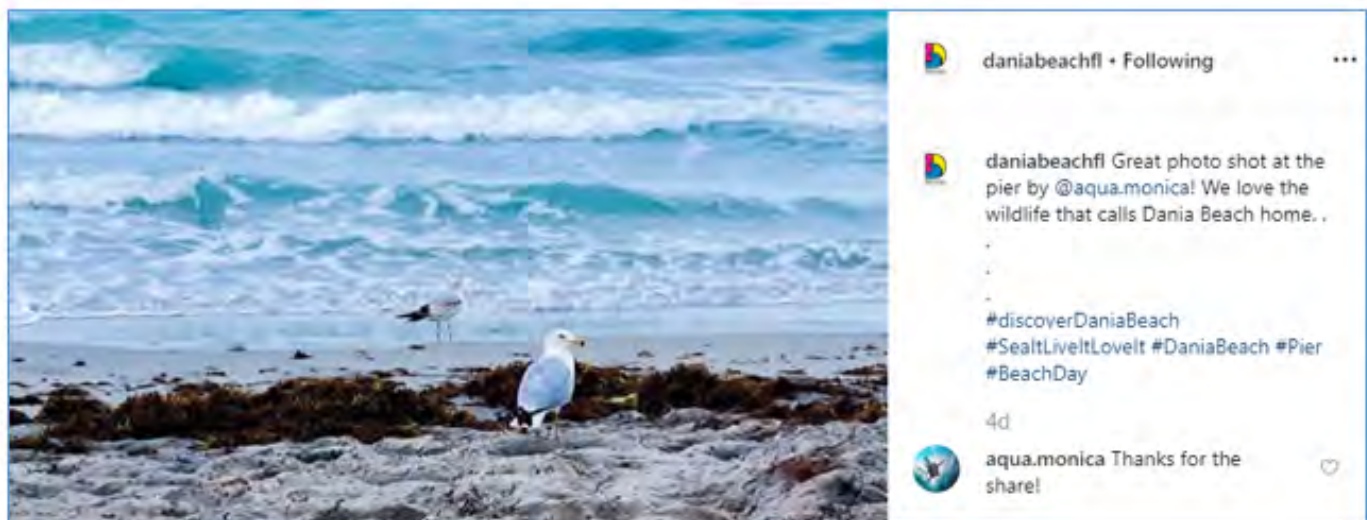
Instagram -





This post was shared from the CRA Facebook page. They received great engagement on their page and this shows the additional engagement on the Dania Beach page from the share.

Below - A user posted a great photo that we shared and gave her credit through tagging.



SARASOTA BREEZE TRANSIT

Contract Description: Mad 4 Marketing was hired to execute a full rebrand and handle subsequent brand awareness and ridership campaigns. This contract has been renewed every year and is in its fifth year currently.

Specific projects included in this contract are:

- Market research
- Rebrand from SCAT (Sarasota County Area Transit) to Breeze Transit (includes new logo, look and feel, and messaging to multiple target audiences)
- Strategy and planning for all campaigns
- Creative development for print, out-of-home, television and digital advertising
- Media planning and placement, reporting on all campaign performance
- Yearly benchmark research study to measure increases in awareness over time, as well as other changes in the market that will drive marketing/media strategy
- Design for bus, trolley and other vehicle wraps, bus stop signs, system maps, building signage, banners, etc.
- Video Production for advertisements and training materials

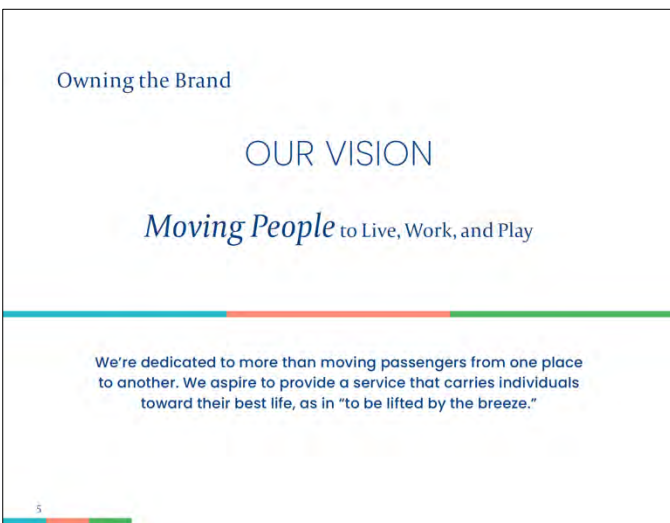
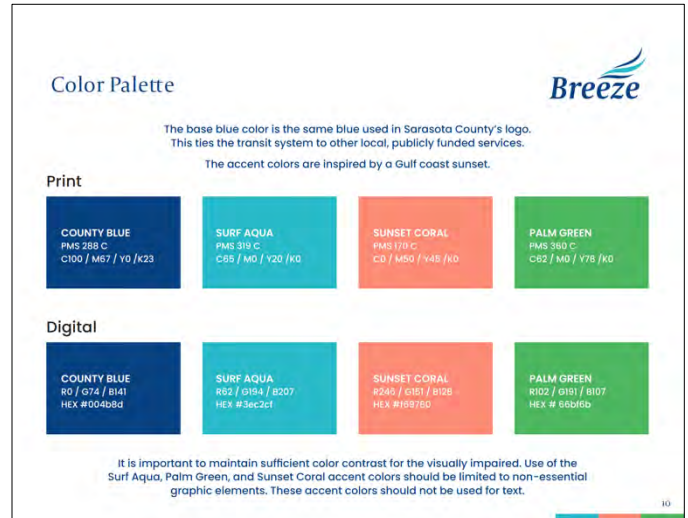
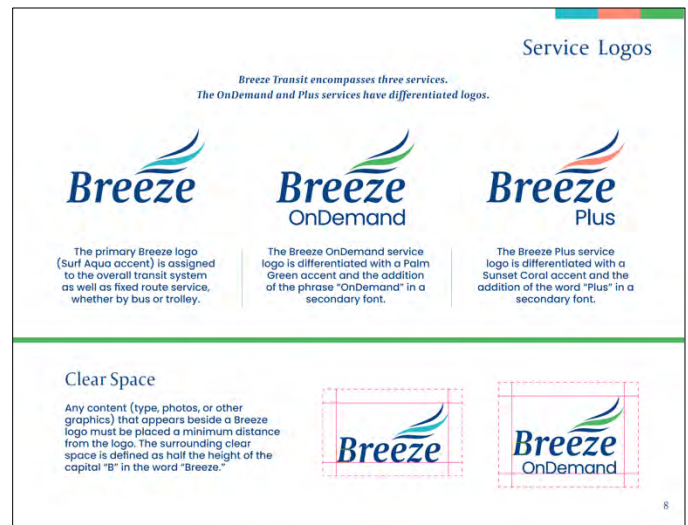
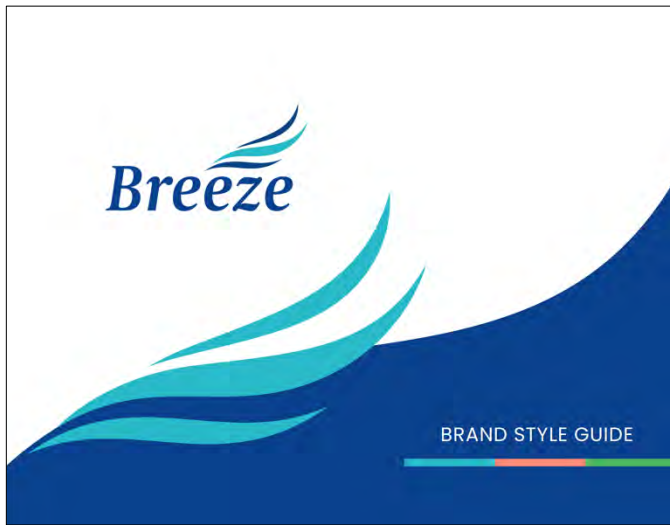
Below are some examples of the work provided:

NEW BRANDING



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EXCERPTS FROM BRAND STYLE GUIDE:



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BRAND LAUNCH AD CAMPAIGNS

Community Awareness: Showing the importance of public transit to support the workforce



Leisure Senior Target



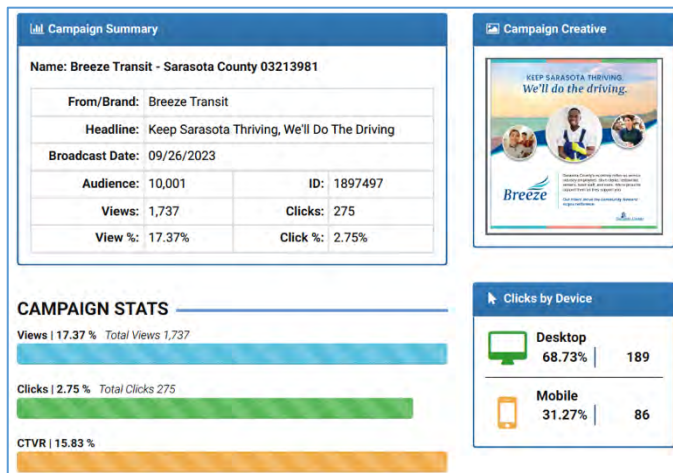
track.measure.manage

General Ridership

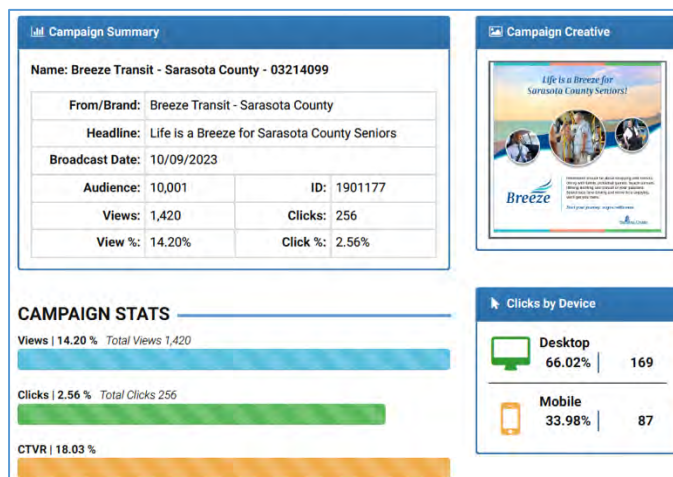
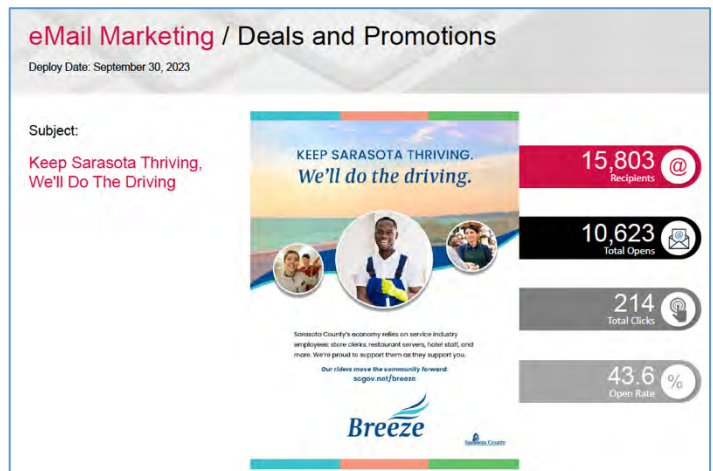


SOME OF OUR AD CAMPAIGN RESULTS

Sarasota Herald Tribune



The Observer



GENERAL RIDERSHIP AD CAMPAIGN

Print Ad



*Take it Easy. Take **Breeze***

Visit scgov.net/breeze for information on how to ride.

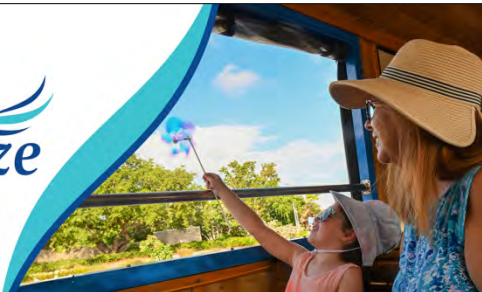
 Sarasota County



Digital Banners

*Take it Easy.
Take **Breeze***

 Sarasota County



GENERAL RIDERSHIP AD CAMPAIGN (cont'd)



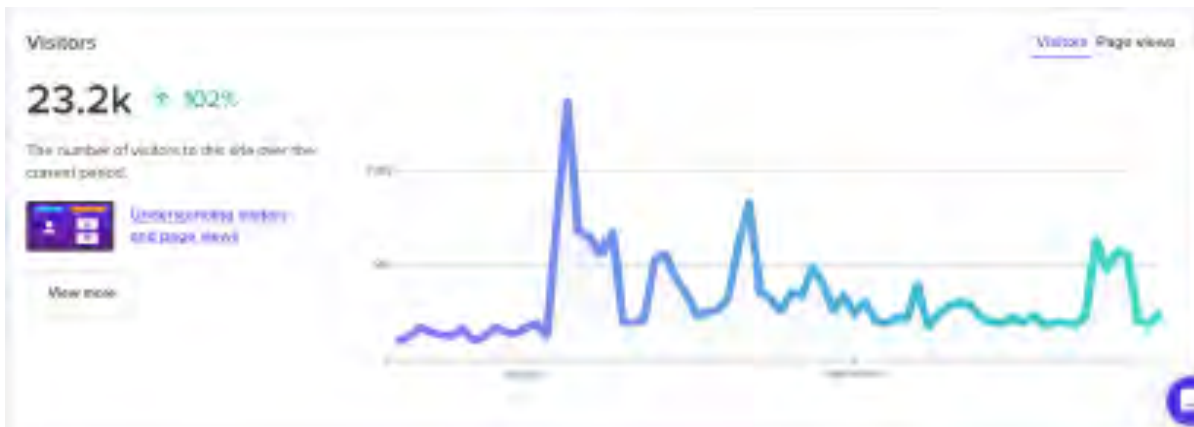
View our Television Commercial at the link below:

youtube.com/watch?v=E6IHafdoyeU

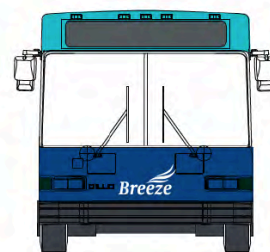
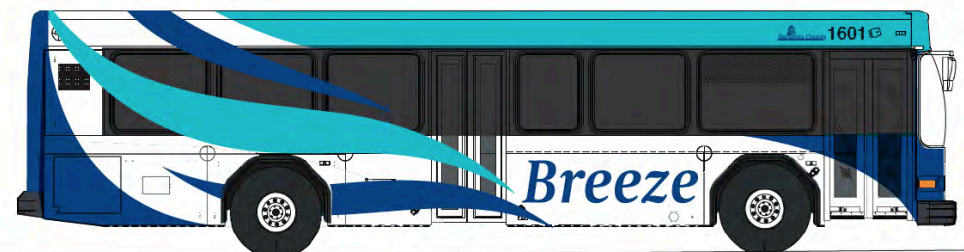
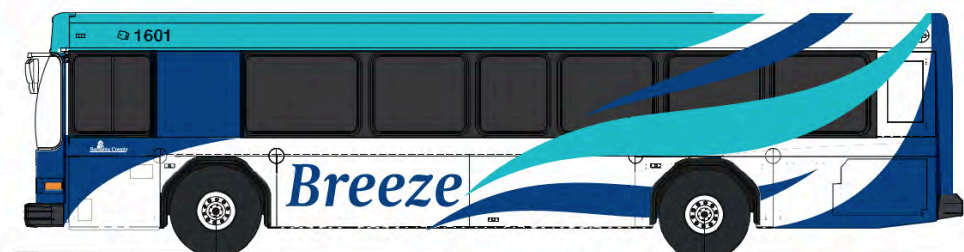


Mad 4 Marketing also handled all photography and videography for this campaign.

This campaign generated a significant lift in traffic to the Breeze Transit website pages.



VEHICLE DESIGNS



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PLUNGE BEACH RESORT

Mad 4 Marketing serves as the primary full-service marketing partner for Plunge Beach Resort, supporting the property across social media, paid media, email marketing, public relations, creative design, and strategic account services. Our engagement is designed to drive direct bookings, brand awareness, and year-round occupancy, while positioning Plunge as a standout destination in the Lauderdale-by-the-Sea market.

This ongoing retainer reflects a deeply integrated partnership, combining daily execution with senior-level strategy and measurable performance outcomes.

Scope of Engagement & Services

- Social Media Marketing (Primary – Hotel Channels)
- Social Media Marketing (Secondary – Food & Beverage Outlets)
- Paid Social Media Campaigns
- Public Relations
- Email Marketing
- Graphic Design & Creative Services
- Ongoing strategic planning
- Weekly status meetings and calls
- On-site visits and event support
- Senior-level participation and oversight
- Overall reporting, evaluation, and concept development

Featured Case Study: Email Marketing Performance - Turning Summer Slump into \$119K in Incremental Revenue

Challenge

Florida's summer season traditionally brings a slowdown in tourism. Plunge Beach Resort needed a way to maintain occupancy and revenue during the hottest months when demand is typically lower.

Strategy & Execution

Mad 4 Marketing expanded Plunge's existing email efforts into a high-frequency, promotion-driven strategy, shifting from monthly sends to weekly campaigns. The approach included:

- Seasonal offers such as *"Summer Packages"* and *"One Last Plunge"*
- Strong beach-forward visual storytelling



- Strategic resend campaigns to non-openers
- Targeted segmentation to re-engage dormant audiences
- Clear, conversion-focused CTAs

Results

From May–September 2025, email marketing generated:

- \$119,794 in incremental revenue
- 4 major seasonal promotions
- Sustained bookings during the slowest months of the year

This campaign transformed a traditionally soft season into a measurable revenue driver and reinforced email as a core performance channel for the resort.

Below are some examples of the work assets provided:

Social Media:



PLUNGE INTO THE ARTS



**SATURDAY
JUNE 14, 2025
6:30 - 8 PM**

ARTIST OPEN HOUSE

Featuring the works of
**PENELOPE FEDOR
ZELDI ESKENAZI**



4660 El Mar Drive • Lauderdale By The Sea, FL 33308
Online registration • Walk-ins always welcome

SANTA BY THE SEA



**SATURDAY
DEC. 20
11 AM - 2 PM**

**TAKE A PHOTO
WITH
SANTA!**



• Arts & Crafts
• Fun Games

4660 El Mar Drive • Lauderdale By The Sea
PlungeBeachResort.com

Email Marketing:

SUMMER PACKAGES SALE

20% OFF ROOM RATE

when choosing one of the packages below.

- Romance Package
- Family Package
- Summer Package
- Pet Package
- VIP Package



BROWSE ALL PACKAGES!

4660 El Mar Drive • Lauderdale By The Sea
PlungeBeachResort.com

CYBER SAIL



SAVE 30% OFF YOUR STAY!

Book between November 18, 2025 and December 3, 2025 to save 30% off our best flex rate on select room types for stays from November 18, 2025 through December 30, 2026. Blackout dates and other restrictions apply.

BOOK NOW!

PlungeBeachResort.com



New reservations only. Non-transferable.
First night deposit taken at the time of booking.



General Graphic Design:

JANUARY EVENTS 2026

BEACH VENDOR MARKET
 SATURDAY JAN 10 • SATURDAY JAN 24

PLUNGE INTO THE ARTS
THE REUNION SHOW!
 FRIDAY • JANUARY 23 • 6:30-9PM
 Featuring the works of our Alumni Artists!
 Plus a special 20x20 Gallery Wall by AOTA

NATIONAL FISH TACO DAY!
\$5 FISH TACOS
 SUNDAY JAN 25
BACKLIP
BEACH VIBES • BART • DRUGS

FULL MOON PARTY
 DJ Music and Dancing
 Glow Accessories
 Free Body Paint
 Drink Specials
SATURDAY JAN 31 7PM-10PM

LIVE MUSIC **JONNY WYNN'S**
 FRIDAY • JAN 30 • 6PM-9PM

4660 El Mar Drive • Lauderdale By The Sea
PlungeBeachResort.com

ART BRAWL

Presented by **ART ATTACK**

SATURDAY NOV. 8 6PM-10PM
 A one-of-a-kind night of creativity and community! Watch local artists take over the Lobby Art Gallery at Plunge Beach Resort, creating art and competing for cash prizes.

- Live Art
- Free Entry
- Raffle Prizes
- Drink Specials
- Art for Sale
- \$5 Parking

ARTISTS
 Constance Ivana
 DXE Studios
 Heather Neiman
 Jose Silva
 Marene Downs

4660 El Mar Drive • Lauderdale By The Sea
PlungeBeachResort.com



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BACKLIP
BEACH VIBES • BAR • GRUB

DIA DE LOS MUERTOS FIESTA!

**SATURDAY
NOVEMBER 1
6 PM - 9 PM**

- Live Music
- Free Face Painting
- Glow Accessories
- Drink Specials

Plunge
BEACH RESORT

4660 El Mar Drive • Lauderdale By The Sea
PlungeBeachResort.com

TREAT YOUR TEAM TO THE ULTIMATE HOLIDAY PARTY AT PLUNGE BEACH RESORT!

Celebrate this year's success with an event to remember. Whether inside our Eclectic Lobby Art Gallery or out in the sand on our Beach Dunes, it's a memory your staff won't want to miss. Breathtaking Views, Delectable Bites and Coastal Vibes included!

Plunge
BEACH RESORT

START PLANNING TODAY!
For inquiries, contact Michele Leyden, Director of Sales.
Phone: 754-312-5780 Email: mleyden@plungebeachresort.com

LIMITED TIME OFFER
BOOK BY OCTOBER 31
and we'll waive your venue fee.

4660 El Mar Drive • Lauderdale By The Sea • PlungeBeachResort.com

Quarterly Brochures:

SEPTEMBER

Sept 1 Labor Day BBQ
Sept 6 Howl at the Moon Party with DJ
Sept 12 Plunge Into The Arts
Sept 12 Country Night
Sept 13 Beach Vendor Market
Sept 17 Welcome To Town Wednesday
Sept 20 Luau Party with DJ
Sept 26 Plunge Into The Arts
Sept 26 Live Music with Jonny Wynns
Sept 27 Beach Vendor Market

OCTOBER

Oct 5 Howl at the Moon Party with DJ
Oct 10 Plunge Into The Arts
Oct 11 Beach Vendor Market
Oct 11 Carnival Luau Party with DJ
Oct 15 Welcome To Town Wednesday
Oct 17 Live Music with Jonny Wynns
Oct 22 - Oct 26 Pumpkin Contest Voting
Oct 24 Plunge Into The Arts
Oct 25 Beach Vendor Market
Oct 25 Boo Bash on the Beach
Oct 31 Boots & Booz Country Night
HAPPY HALLOWEEN

NOVEMBER

Nov 1 Dia De Los Muertos Party
Nov 5 Full Moon Party with DJ
Nov 7 Plunge Into The Arts
Nov 8 Beach Vendor Market
Nov 14 Live Music with Jonny Wynns
Nov 19 Welcome To Town Wednesday
Nov 21 Plunge Into The Arts
Nov 22 Beach Vendor Market
Nov 27 Happy Thanksgiving
Nov 29 Family Fall Fun Day

BEACH YOGA
with Instructor Melissa
Saturday Mornings 8:30 - 9:30 AM

Bean & Barnacle
Coffee, Sandwiches & Gelato
Open Daily at 6:30 am

Freshly-brewed Coffee,
Breakfast & Lunch Sandwiches,
Gelato & Sweet Pastries

Octopus
Kitchen and Bar

Octopus Kitchen and Bar
Daily Breakfast 6:30 am - Noon

\$20 Bottomless
Mimosas & Bloody Marys
2-Hour Limit with purchase
of Breakfast Entree

Plunge
BEACH RESORT

Plunge Beach Resort
754.312.5775
4660 El Mar Drive
Lauderdale By The Sea, FL 33308
PlungeBeachResort.com

Plunge
BEACH RESORT
FALL
SEPT-NOV 2025



BACKFLIP

BEACH VIBES • BAR • GRUB

Sunday-Thursday 11 am -10 pm
Friday & Saturday 11 am -11 pm
Beach & Poolside Service Available

Try our new menu with fresh house-made recipes!

HAPPY HOUR
SUNDAY-THURSDAY
4 pm-6 pm • 9 pm-Close

Remember to bring your card.
Cash-free and Carefree
Tap, swipe, or insert to pay.

FOOD DELIVERED TO YOUR ROOM



Scan the QR code in your room to have food delivered right to your door!

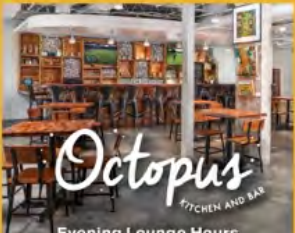
OCTOPUS 9:30 am-11:30 am
BACKFLIP 11:30 am-4 pm

PLUNGE INTO THE ARTS



Check out our Lobby Art Gallery featuring the works of local artists.

ARTIST OPEN HOUSE
Friday Evening - January 23
February 13 • February 27
March 13 • March 27



Octopus
KITCHEN AND BAR

Evening Lounge Hours
Thursday-Saturday 4 pm-10 pm
Happy Hour 4 pm-6 pm



Sunshine, ocean air, cold drinks and no rush to be anywhere else. This is how days at Plunge are meant to feel.



Enjoy a sweet treat and chill at Bean & Barnacle.

STASH REWARDS LOYALTY PROGRAM

Enjoy Plunge Perks & Points!

- Discounted nightly parking
- Complimentary room upgrades**
- Early check-in (12 PM)**
- Late check-out (1 PM)**
- Best rate guaranteed

STASH HOTEL REWARDS



*Must book direct and be a member of Stash Hotel Rewards **Perks are subject to availability.

SUMMER FLASH SALE



Laudy's Legendary Summer Flash Sale is here! Book by June 14 for stays through September 30, 2025 using promo code **LAUDY20** and enjoy 20% OFF stays of 2+ nights. All room types included. Blackout days apply.



BOOK NOW
Promo Code: **LAUDY20**

4660 El Mar Drive
Lauderdale By The Sea
PlungeBeachResort.com



BACKFLIP

BEACH VIBES • BAR • GRUB

SUMMER HAPPY HOUR

EVERYDAY!
4 pm - 6 pm
9 pm - Close



4660 El Mar Drive
Lauderdale By The Sea
PlungeBeachResort.com

PLUNGE INTO SUMMER

There's still plenty of summer left to make unforgettable memories, so why not put a dent in your **Bucket List**?

- ✓ Stay at PLUNGE this summer!
- ✓ Take a selfie at our new mural
- ✓ Cruise down A1A on a Plunge bike
- ✓ Enjoy a cool dip & sip on a Plunge Punch
- ✓ Catch live music under the stars at Backflip

BOOK NOW!

Plunge
BEACH RESORT

PlungeBeachResort.com

NATIONAL MARGARITA DAY!

SUNDAY FEB. 22

BACKFLIP
BEACH VIBES • BAR • GRUB

HALF PRICE MARGARITAS ALL DAY!

Plunge
BEACH RESORT

4660 El Mar Drive • Lauderdale By The Sea
PlungeBeachResort.com

Corporate Events Brochure, selection of pages (Print and Digital)

A VENUE THAT INSPIRES

Plunge
BEACH RESORT

CORPORATE EVENTS



MEET

The expansive LOBBY BALLROOM transforms our boutique style versus, featuring the OCTOPUS BAR & LOUNGE. Into an industrial chic event space. Complete with uplights and a spacious dance floor, this dynamic, non-traditional space is where work meets play.

BEACHSIDE BALLROOM



MINGLE

SUITE 123, one of our nearby rooms, offers a cozy and comfortable breakout space. Complete with 2 balconies, 2 televisions, 2 bathrooms, parlor and bedroom, it is perfect for intimate meetings or small group sessions where comfort and productivity go hand in hand.



STAY

Welcome to your serene seaside hideaway, where comfort on the coast is yours to enjoy! It's the fun little details that give Plunge Beach Resort its signature flair. Think beach balls and chalkboards in every room, comfy linens, and quirky wall furnishings that make your stay uniquely special.

For those 21 and older seeking a more exclusive, laid-back experience, our beachside bungalows are the perfect escape. Enjoy a private pool, VIP lounge, luxurious bathtubs, Keurig coffee makers and more while you unwind. It's your personal paradise in Lauderdale-by-the-Sea.



UNPLUG AND RESET




CONNECT

Picture our VIP lounge transforming into the ultimate formal breakout space, complete with a large display screen — perfect for getting down to business in style.

What could be better than a reception poolside at Plunge Beach Resort, with the ocean peeking in the distance? It is the ideal setting for enjoying drinks with your team while soaking in the coastal vibe.



SUN, SAND & STRATEGY






Imagine starting your day and ending it in the same place!

THE COFFEE SHOP transforms into a cozy event space when the sun goes down. You will enjoy the laid-back vibe, floor-to-ceiling windows, and graffiti artwork that adds a touch of industrial chic to this versatile spot.

If a lush oasis with palm trees, string lights, and Adirondack chairs is your vibe, you will want to check out THE COURTYARD. This vibrant setting is the perfect venue for a beachside cocktail reception, offering a relaxed and inviting atmosphere with an ocean breeze.

Here is a link to the entire brochure as a flipbook: <https://online.fliphtml5.com/bntdt/imvo/>

THE LAS OLAS COMPANY

Contract Description: The overall initial objective was to **elevate the branding** for The Las Olas Company to attract new tenants, support existing tenants, and drive consumer traffic from vacationers and locals alike. Our ability to reach downtown residents and working professionals, as well as residents of surrounding cities and suburbs was key to driving this traffic.

Specific projects included in this contract were:

- Brand tagline and messaging development
- Website design and development
- Media planning and placement
- Creative development for print and digital advertising

Challenge:

The Las Olas Company owns 80% of the real estate on Las Olas Boulevard and, in the past, had not needed significant marketing of the company to do well. They have always stayed in the background and focused on promoting the Boulevard's merchants, rather than themselves. With the increasingly competitive real estate environment, they found themselves needing to make their presence known to attract the right mix of merchant tenants to the Boulevard.

Mad 4 Marketing recognized the need for bolstering the company brand, while simultaneously driving traffic to the boulevard to make real estate that much more desirable, and keep their tenants successful and happy.

Resolutions:

Mad 4 Marketing took The Las Olas Company through our Branding Process in order to identify their brand essence and develop a new tagline and messaging that resonates with their target audiences.

We also designed a fresh, new website, that included strategic content areas using this messaging, and were able to drive prospective tenants and consumers alike to The Las Olas Company and Las Olas Boulevard.

Additionally, we developed an award-winning print ad campaign that ran in local magazines and in-room cruise publications. These ads illustrated the new branding of "The Las Olas Experience" with various themes from Shopping, to Happy Hour, Dining and more. These same themes were used in a programmatic digital advertising campaign that drove thousands



of new visitors to the website, specifically the Merchant Directory. We have since built out messaging and creative for many campaigns including the latest one, **"FabuLAS OLAS BOULEVARD"**, which the client loved so much, **they trademarked it**. We also send out a monthly eblast to the merchants on the Boulevard to keep them informed on what is going on and keep lines of communication open for sharing promotions on our social media channels.

We are in our tenth year working with this client and are fully managing:

- Website and merchant directory maintenance
- Paid and organic social media
- Media planning and placement
- Creative design and execution
- Boulevard Activations
- Events and contests
- Merchant communications
- Community outreach

Here are examples of work done over the 10-year relationship:



DIRECT MAIL



EXPERIENCE THE LAS OLAS LIFE



IT'S ALWAYS GIRL'S DAY OUT HERE. Whether it's being pampered at the spa, lunch with the girls, or shopping at the boutiques, Las Olas Boulevard offers the best array of fashion and lifestyle experiences. Come experience the Las Olas Life, and you'll find time by completely losing track of it.

SHOP | DINE | STAY | PLAY

PRINT

EXPERIENCE THE LAS OLAS LIFE FOR *Mother's Day*



MAKE HER DAY UNFORGETTABLE. There's no shortage of adjectives or nouns to describe a mother's love. And on Las Olas Boulevard, you'll find endless ways to express what she means to you with a great vocabulary of boutiques, galleries and restaurants that are sure to make her downright speechless.

SHOP | DINE | STAY | PLAY



track.measure.manage.

EXPERIENCE THE LAS OLAS *Holiday* LIFE



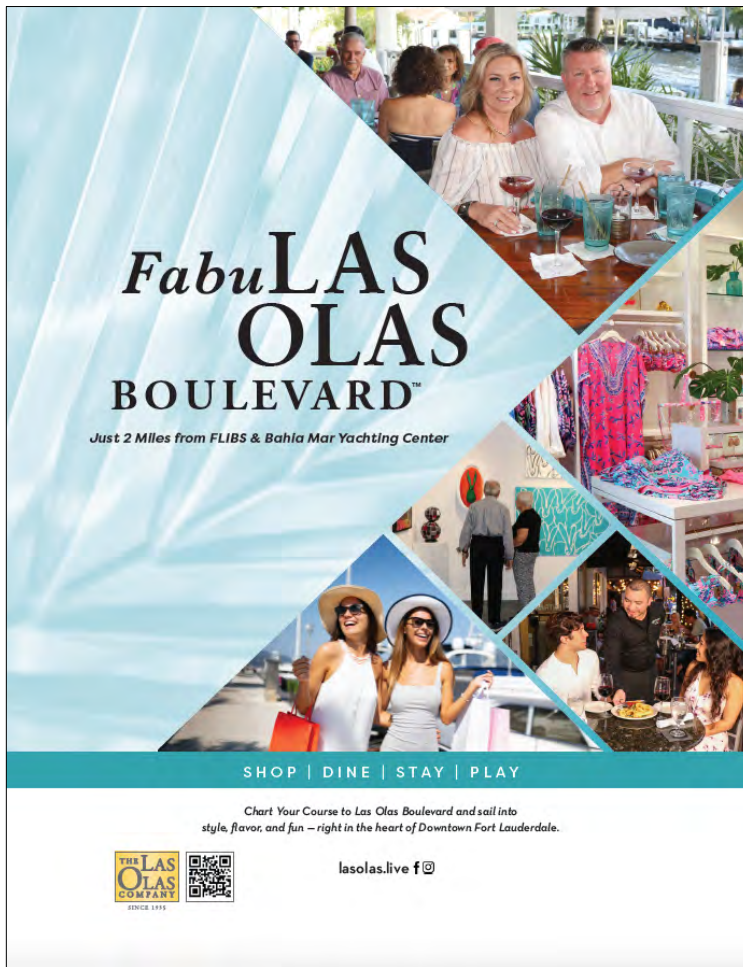
It's time for mistletoe and twinkling lights. Time to find special gifts and share holiday gatherings with family and friends. Time to experience the joy of Las Olas Boulevard. Where a great array of boutiques, galleries, and restaurants bring the holiday spirit to life.

SHOP | DINE | STAY | PLAY

TAXI TOPPER



track.measure.manage.



BRIGHTLINE STATION TAKEOVER

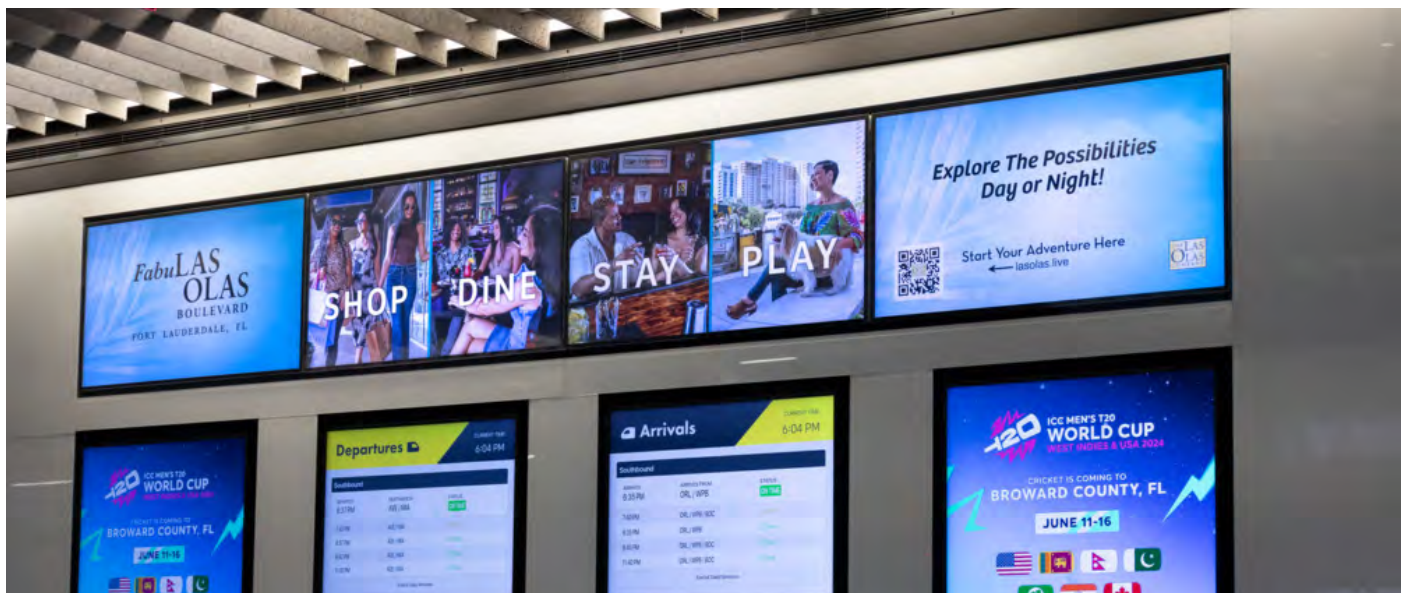
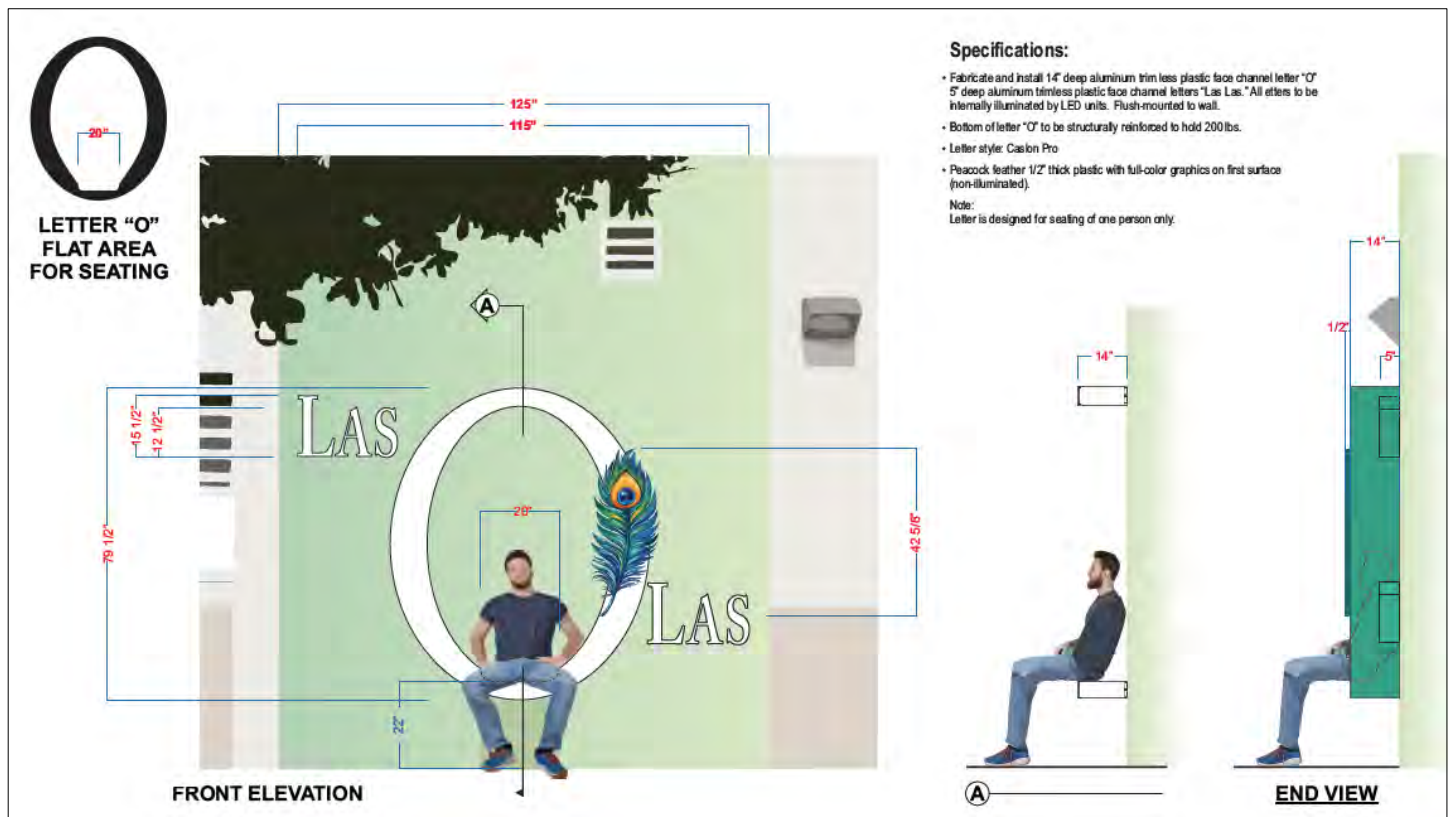


PHOTO OP ACTIVATION (Currently in fabrication)



PUBLIC ENGAGEMENT CAMPAIGN

Hi. I'm Laslo!



When COVID-19 shut down the majority of Las Olas Boulevard's merchants, time stood still while these business owners suffered. As things began to open back up slowly, The Las Olas Company looked to us to help let the community know they could come back, but in a limited way. We took this opportunity to develop a creative campaign that received tremendous engagement. We invented a new character that could serve as a mascot to the Boulevard... and Laslo was born!

Laslo is a peacock that represents the affluent and fun audience that Las Olas has always attracted. He was "the Bird on the street with the word on the street" keeping the Ft. Lauderdale community apprised of new openings, great sales and specials, and reassurance that these merchants were following CDC

guidelines and making it safe to come back. The primary channels for this campaign were social media and grass roots efforts, but Laslo has also been spotted in magazine ads and on the Fort Lauderdale Water Taxi from time to time.



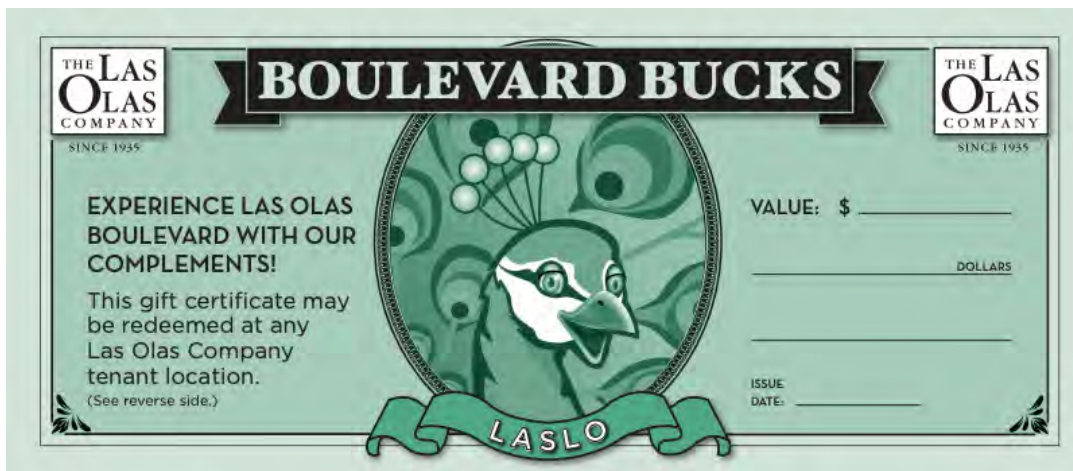
Each merchant was given a branded VIPeacock BAG that contained:

- A stuffed Laslo (Santa hat and scarf came later)
- Laslo buttons
- Window clings and social distancing signs
- Flash drives with Laslo social media graphics
- Card with full description of the campaign



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There were also visits by the Laslo Street Team and give-aways of Boulevard Bucks on social media.



Laslo has developed quite a following. During this campaign we increased Facebook followers by 106%.

39% of all website traffic came from Facebook!

Our client is thrilled with the results and wants to keep Laslo around for a long time.

FORT LAUDERDALE WATER TAXI

This client has no doubt been one of our favorites. With a two-pronged approach for reaching local residents and visitors to the Fort Lauderdale area, we refined their messaging and planned and executed countless campaigns that include print, digital, social media, grass roots, and out of home. The ability to track each campaign and tie directly back to engagement and ticket sales has been a game-changer for Water Taxi. Below are some examples of the creative we have done (including a series of original illustrations), along with a look at the Google Analytics tracking for our campaigns.

Great Locations Publication, front & back cover



The advertisement is a rectangular print piece with a decorative border of alternating orange and green squares at the top and bottom. The top section features the Water Taxi logo on the left, which includes a stylized yellow boat and the text "Water Taxi™ A BOATLOAD OF FUN!". To the right, the headline "A Great Day on the Waterway" is written in a green script font, followed by the offer "Unlimited rides from 10 am - 10 pm with your all-day pass" in a green sans-serif font.

The middle section is divided into two main images. The left image shows a yellow Water Taxi boat docked at a pier with a large building in the background. The right image shows a sunset over water from the perspective of someone on a boat, with a QR code overlaid and the text "Scan for Discounts" below it.

Below these images is a row of six smaller photos: a Las Olas sign, people on paddleboards, a sign for Hugh Taylor Birch State Park, live entertainment on a boat, a bar interior, and a boat at night.

The bottom section contains two columns of text. The left column lists activities: "SHOPPING • PADDLE BOARDS", "HIKE THE PARK • LIVE ENTERTAINMENT", and "SPECIAL EVENTS • AND MORE!". The right column lists benefits: "VISIT 60+ CRUISE & SAVE PARTNERS FOR DISCOUNTS ON FOOD • DRINKS • ATTRACTIONS". At the bottom, the website "WaterTaxi.com" is on the left, the phone number "954-467-6677" is in the center, and a "Safe & Clean" logo is on the right.

The Weekender Digital Newsletter (Banner ads) through Sun Sentinel



The fun never stops!
But the boat does, at all the cool places. 😎

Water Taxi
CLICK HERE TO LEARN MORE



Less Mosquito. More Mojito.
Sip cocktails in comfort along Fort Lauderdale's waterways.

Water Taxi
CLICK HERE TO LEARN MORE



If You Wanted a Set Schedule, You'd Be at Work.
Explore the city by water ... no plans, no problem.

Water Taxi
CLICK HERE TO LEARN MORE



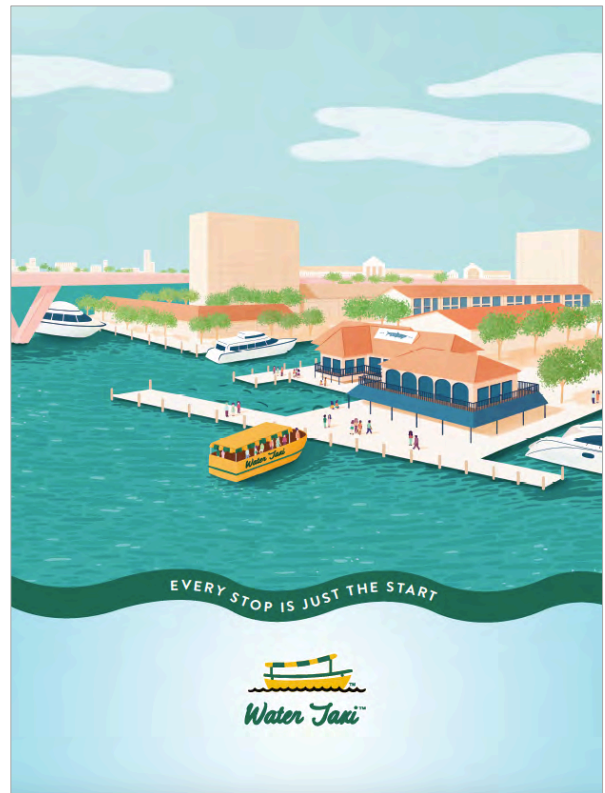
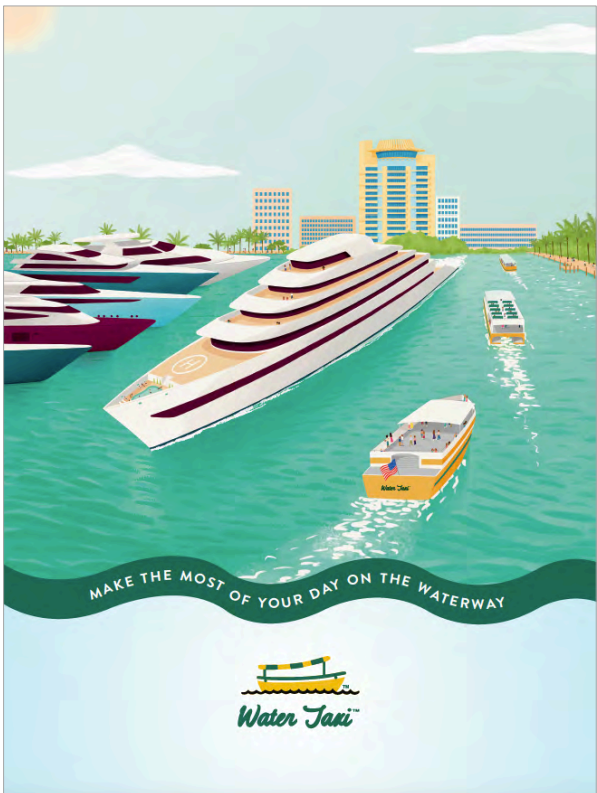
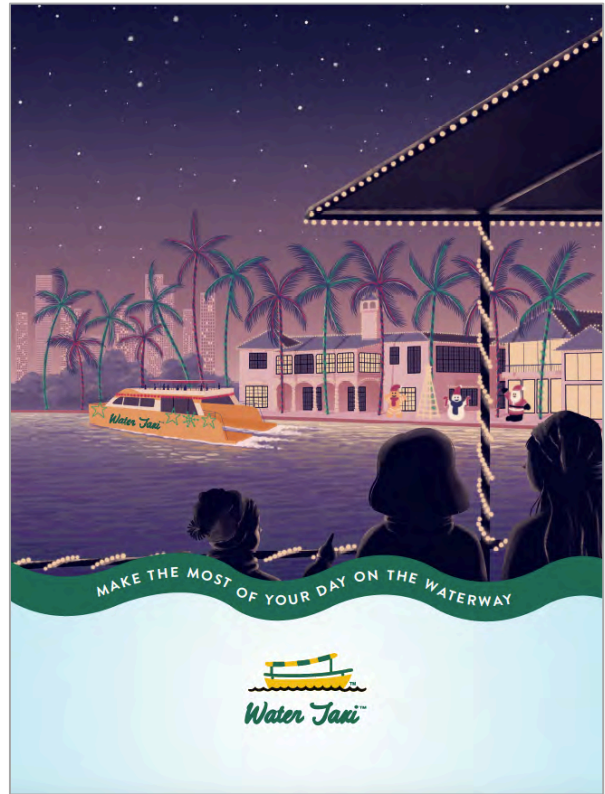
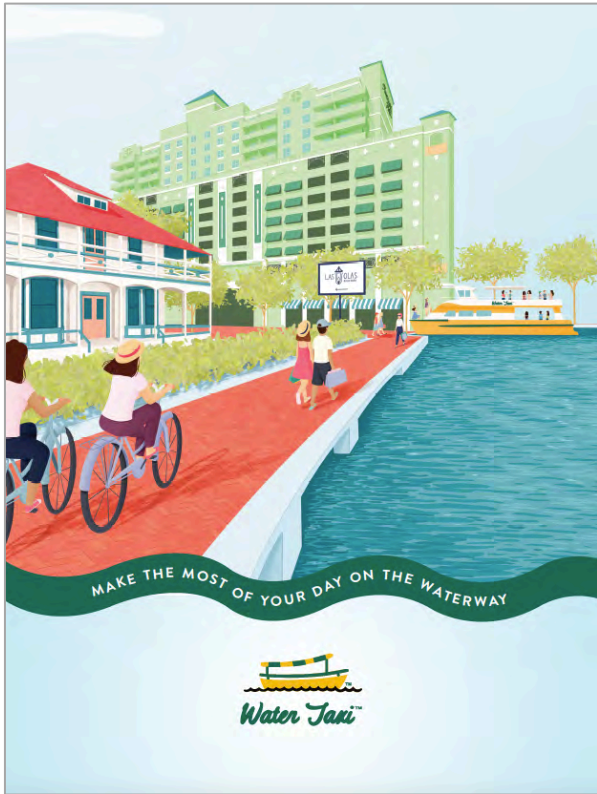
One-and-Done or Hop-on-Fun?
Take Water Taxi to bars, beaches, and back again ... all day long.

Water Taxi
CLICK HERE TO LEARN MORE

These custom original illustrations were created in the theme of nostalgic travel posters for a new twist on an old favorite. The personality of the Water Taxi really comes out in these unique representations of iconic places in Fort Lauderdale. This campaign received a very positive response, and these were used on print and digital channels.



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To measure results effectively, every print campaign has a QR code, which helps us track our results through Google Analytics, from how many scanned the code to how many tickets were sold. All of our digital campaigns are similarly tracked as well.

Source / Medium	Acquisition			Behavior			Conversions	Goal 1: Tickets ▾
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Tickets (Goal 1 Conversion Rate)	Tickets (Goal 1 Completions) ⬇
	232,314 % of Total: 100.00% (232,314)	230,711 % of Total: 100.00% (230,711)	392,513 % of Total: 100.00% (392,513)	40.73% Avg for View: 40.73% (0.00%)	2.93 Avg for View: 2.93 (0.00%)	00:03:48 Avg for View: 00:03:48 (0.00%)	36.04% Avg for View: 36.04% (0.00%)	141,460 % of Total: 100.00% (141,460)
1. google / organic	125,099 (50.88%)	117,341 (50.86%)	212,609 (54.17%)	36.10%	3.19	00:04:23	34.95%	74,303 (52.53%)
2. (direct) / (none)	74,129 (30.15%)	73,569 (31.89%)	111,956 (28.52%)	47.17%	2.54	00:03:01	35.93%	40,223 (28.43%)
3. Water Taxi Brochure / print	5,043 (2.05%)	4,058 (1.76%)	9,274 (2.36%)	58.85%	2.04	00:03:00	85.37%	7,917 (5.60%)
4. Water Taxi Website / Digital	7,017 (2.85%)	5,554 (2.41%)	12,470 (3.18%)	56.62%	1.96	00:02:43	28.45%	3,548 (2.51%)
5. bing / organic	3,728 (1.52%)	3,397 (1.47%)	5,430 (1.38%)	23.78%	4.20	00:05:16	38.34%	2,082 (1.47%)
6. yahoo / organic	2,523 (1.03%)	2,320 (1.01%)	4,241 (1.08%)	29.69%	3.43	00:04:26	36.67%	1,555 (1.10%)
7. tortugamusicfestival.com / referral	2,590 (1.05%)	2,204 (0.96%)	3,939 (1.00%)	55.75%	2.01	00:02:29	35.64%	1,404 (0.99%)
8. linktr.ee / referral	1,193 (0.49%)	1,166 (0.51%)	1,366 (0.35%)	40.04%	2.58	00:02:10	85.87%	1,173 (0.83%)
9. dealscove.com / referral	1,022 (0.42%)	49 (0.02%)	1,941 (0.49%)	36.42%	3.21	00:04:17	39.72%	771 (0.55%)
10. duckduckgo / organic	1,154 (0.47%)	1,087 (0.47%)	1,984 (0.51%)	28.98%	3.30	00:04:44	34.22%	679 (0.48%)
11. m.facebook.com / referral	2,035 (0.83%)	1,932 (0.84%)	2,194 (0.56%)	43.98%	2.45	00:01:48	30.49%	669 (0.47%)
12. visitflorida.com / referral	1,542 (0.63%)	1,477 (0.64%)	1,861 (0.47%)	37.08%	3.42	00:03:41	28.32%	527 (0.37%)
13. margaritavillehollywoodbeachresort.com / referral	2,036 (0.83%)	1,907 (0.83%)	2,536 (0.65%)	54.14%	2.66	00:02:59	18.85%	478 (0.34%)
14. fortlauderdale.gov / referral	1,276 (0.52%)	927 (0.40%)	1,677 (0.43%)	39.59%	3.05	00:03:06	27.13%	455 (0.32%)
15. sunsentinel / newsletter	1,224 (0.50%)	1,217 (0.50%)	1,250 (0.30%)	46.72%	3.22	00:02:41	35.52%	444 (0.30%)
16. miamiboatshow.com / referral	568 (0.23%)	521 (0.23%)	728 (0.19%)	31.18%	2.80	00:02:37	59.62%	434 (0.31%)
17. lasolasboulevard.com / referral	864 (0.35%)	780 (0.34%)	1,149 (0.29%)	27.15%	3.66	00:04:04	30.64%	352 (0.25%)
18. sunny.org / referral	866 (0.35%)	652 (0.28%)	1,106 (0.28%)	24.14%	4.13	00:05:07	24.59%	272 (0.19%)
19. Travel Host January 2022 / print	190 (0.08%)	175 (0.08%)	305 (0.08%)	51.48%	2.34	00:02:55	87.21%	266 (0.19%)
20. marriott.com / referral	1,063 (0.43%)	1,003 (0.43%)	1,250 (0.32%)	40.96%	3.09	00:03:17	18.80%	235 (0.17%)
21. l.facebook.com / referral	672 (0.27%)	544 (0.24%)	794 (0.20%)	29.72%	3.41	00:03:28	28.72%	228 (0.16%)
22. RSVP / Direct Mail	253 (0.10%)	240 (0.10%)	380 (0.10%)	42.63%	2.42	00:01:55	53.42%	203 (0.14%)

We have also designed and deployed email campaigns, managed photo and video shoots, and produced a :30 TV commercial that ran on Connected TV (OTT) locally.

REPORTING & ACCOUNTABILITY

Mad 4 Marketing will always be accountable and transparent with media spend and results. Our reporting is comprehensive and not only includes individual campaign results, but also how they tie to other initiatives, website traffic and overall goals and objectives.

We will provide monthly reporting covering comparison data, month over month and year over year to catch seasonal trends, along with analysis of what we are seeing and recommendations for optimization. It will include analytics for all channels including website, email marketing, social media (paid and organic), digital advertising, QR code scans, etc.

On a quarterly basis we will prepare a presentation for the BBID Advisory Committee that gives a big picture view of our activity and results. We will be prepared to drill down into more detail from the monthly reports if needed. We will also incorporate any data available to us from Visit Lauderdale on economic impact, average ADR and other key metrics.

Below are some snapshots of digital dashboards that will be available:



MEDIA BUYING AND VENDOR MANAGEMENT

Mad 4 Marketing provides the full range of media services to our clients:

- Media and market research which adds guidance for target identification and strategic direction
- Platform neutral media planning, negotiation, buying
- Online tracking, optimization and campaign maintenance
- Performance verification, invoice auditing, reconciliation and billing
- Budget management and full disclosure to clients

The development and implementation of effective media campaigns depends on having the right team of media people equipped with state-of-the-art resources. The Mad 4 Marketing team has kept up with the rapid changes driven by technology. Although the media plans mirror today's media habits and the new economic realities, the structured media planning process is built on a solid foundation that has stood the test of time.

Multi-channel campaigns – The development and implementation of a multi-media campaign in today's media environment is no easy task. There is no question that digital marketing opportunities have been a "game changer". However, as we often say to our clients "there is no silver bullet when it comes to media." Mad 4 Marketing understands how to use traditional and digital media together for optimum results – a challenge considering the ever-changing digital marketing world.

Every component of the plan will be customized according to the various target audiences and specific goals, and will work together as one and communicate in a single voice. Our media strategists have long-standing relationships with media representatives which helps to better leverage your media buys, negotiate value-added benefits, and to keep your promotional opportunities top-of-mind.

When choosing vendors for events, activations and promotional items we will focus on two things. First, if you have solid relationships with vendors who have proven their reliability and quality, without jeopardizing budgets, we will maintain that continuity. We also have longstanding relationships with vendors in all areas and, like our media buying, will negotiate the best deal with added value to make the most of the budget allowed.





REFERENCES

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A minimum of three (3) references shall be provided. It is the responsibility of the Bidder/ Proposer to ensure that the information provided is accurate and current. The City may find your firm non-responsive for providing wrong and or outdated information. Additional references may be provided on a separate page.

Company Name:	City of Dania Beach
Address:	100 W Dania Beach Boulevard, Dania Beach, FL 33004
Contact Person:	Kathleen Weekes (now at Hallandale Beach)
Title:	Operations Manager, Community Redevelopment Agency
Phone #:	954-632-2809 (cell)
Email:	kweekes@cohb.org
Contract Value:	\$200,000
Year(s):	January 2019 to November 2019 (one year contract)
Description:	Strategy and planning for all campaigns, creative development Media planning/placement, SEO, Social Media Mgmt

Company Name:	Sarasota Breeze Transit
Address:	5303 Pinkney Avenue, Sarasota, FL 34233
Contact Person:	Miranda Lansdale
Title:	Marketing and Communications Professional
Phone #:	941-202-2294
Email:	mlansdale@scgov.net
Contract Value:	\$75,000 - \$200,000 annually
Year(s):	January 2021 to present
Description:	Full system rebrand, annual research for benchmarking Annual marketing plan development and execution, creative media planning and placement, photography/videography, reporting

Company Name:	Plunge Beach Resort
Address:	4660 El Mar Drive, Lauderdale by the Sea, FL
Contact Person:	Joe Imbrogno (now at Reverb by Hard Rock in Atlanta)
Title:	General Manager
Phone #:	954-706-8030 (cell)
Email:	joe.imbrogno@reverbhotelatianta.com
Contract Value:	\$75,000 - \$100,000 annually
Year(s):	April 2024 - present (ongoing)
Description:	Strategy and planning for all campaigns, creative development, PR Media planning/placement, social media mgmt, event promotion photography/videography, reporting



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Company Name:	The Las Olas Company
Address:	600 SE 4th Street
Contact Person:	Pam Zirkle
Title:	Vice President of Real Estate
Phone #:	954-463-5630
Email:	pzirkle@lasolas.co
Contract Value:	\$90,000 annually
Year(s):	2017 to present (ongoing)
Description:	Brand repositioning, Design for all advertising, collateral, and web pages Website design and build, maintain Merchant Directory, Media planning/ placement Video and TV commercial conceping and production, Social Media Management, Public relations, Event promotion and support



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