

Dear Paradise Coast Tourism Partner,

At the most recent Collier County Tourism Roundtable Skype meeting, CVB Executive Director Jack Wert shared a new brand messaging approach for Florida's Paradise Coast that will be running throughout the COVID-19 crisis.

The video concept was designed to send a positive message to consumers that says, "we are all in this together, and the Paradise Coast will be here for you when this crisis is over." Here is the script:

"Florida's Paradise Coast: We Aren't Going Anywhere" :30

*Like all things, this will pass.
And when it does, the beaches will still be gorgeous.
The Everglades will still be breathtaking.
And the food will still be amazing.
Until then, stay safe. Stay smart. And most importantly, stay positive.
Because even though you might not be going anywhere right now..
The good news is, neither are we.
Florida's Paradise Coast. Naples, Marco Island, and the Everglades.*

Shortly after the Roundtable, the Naples Zoo asked Jack if they could make a slight variation to the messaging, and provided the following script:

*Like all things, this will pass.
And when it does, the lions will still be roaring.
The primates will still be swinging.
And the giraffes will still be standing tall.
Until then, stay safe. Stay smart. And most importantly, stay positive.
Because even though you might not be going anywhere right now..
The good news is, neither are we.
Naples Zoo.*

Suddenly, an idea we had already been talking about was given new life.

The fact is, we ARE all in this together. You. The Naples Marco Islands Everglades CVB. And Paradise Advertising. So, it's time we all did something about it...TOGETHER.

For the duration of the COVID-19 crisis, Jack Wert has authorized Paradise Advertising to help tourism partners like you create positive, forward-focused messaging that helps your business and Florida's Paradise Coast retain top-of-mind awareness with consumers.

Best of all, Paradise's expert assistance will be provided AT NO COST to you.

If you want to create your own version of the "We Aren't Going Anywhere" script, Paradise can review your copy or help you write one.

Our agency is also authorized to consult with you and help create copy and content messaging that reflects the county's "We Aren't Going Anywhere" message for things like:

- Websites
- Digital banners
- Social media posts
- Customer or employee newsletters
- Emails
- Presentations

If you would like to take advantage of these marketing support services during this crisis period, please don't hesitate to contact us at Paradise Advertising. Starting today until further notice, you may simply reach out directly to:

Amber de Lisser, Account Director

adelisser@paradiseadv.com

or

Julia Cummings, Account Executive

jcumings@paradiseadv.com

Again, there is no cost to you for our agency to assist you with your copy or messaging needs. We believe that a unified message will help us all in the long run. We encourage you to tap into the skills of our dedicated creative team members who are here to help you.

We look forward to doing whatever we can to help you through this difficult time. But like the video says..."This will pass." We eagerly await your email and are ready to jump in and help.

Until then, stay safe and stay positive.

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