

Media Pack 2015

Part of the Ocean Holidays brand

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About Us

Specialists in Florida and US holidays, Ocean Florida have sent an excess of 100,000 clients on holiday since 2004 and as a result, have become the UK's Number 1 Independent Florida Travel Specialist. Educated and professional travel consultants in the UK, as well as a dedicated Orlando Welcome Centre, are just some of the ways Ocean Florida have raised the bar. Ocean Florida work closely with hundreds of well-known hotel brands and leading airlines to ensure our customers receive the best possible products out there, which accommodate all pockets.



- **Over 100,000 customers booked since 2004**
- **16,000 holidaymakers sent away in 2014**
- **An estimated 20,000 holidaymakers for 2015**
- **Over 50,000 room nights booked in 2014**
- **Over 60,000 room nights expected in 2015**

- Over 200,000 e-newsletter database
- 20,000 direct mail database
- Average e-newsletter open rate 16 – 18%
- Average click through rate from open 15 – 20%
- Unique visitors to the site 60,000 - 100,000 per month
- One million yearly homepage visits
- Tens of thousands of views on our monthly sale page
- 3000+ Facebook followers & 1,100+ Twitter followers

Our Objectives

- ✓ Increase Disney Property room revenue from £817,126 (\$1,225,689) in 2014 to £1,021,407 (\$1,532,111) in 2015 representing a 25% increase
- ✓ Increase Disney related attraction tickets revenue from £355,957 (\$533,957) in 2014 to £444,946 (\$667,419) in 2015 representing a 25% increase
- ✓ Increase Disney product package ratio inclusive of dine, attraction tickets and Disney Hotels from 75% to 80%
- ✓ Introduce Fast Pass Plus to our client base and educate all prospects and customers of Ocean Florida on the merits of this service campaign.

*Estimated @ 28th August 2014

Our Proposal

For our Disney Campaign in 2015 we wish to run the Ocean Platinum Package in 2015 which includes the following:

Packages are a guide and tailor-made packages can be discussed

E-newsletters

- **Feature Newsletter:** Be featured on Ocean Florida's monthly newsletter.
- **Flash Newsletter:** A dedicated individual newsletter sent to a segmented database relevant to your product and/or service.
- **Educational Newsletter:** A dedicated newsletter promoting your destination, brand or product which will be directed to our new blog with a professionally written article on your product or service.
- **Reactive Newsletter:** A further dedicated newsletter sent out to previously engaged prospects obtained from your Flash and Educational newsletters.

We currently have a database of 200,000+ and are able to segment this database in various ways including but not limited to holiday types, destinations, airlines, airline classes, theme parks, preferred departure airports, accommodation types and favoured departure dates.

Online

- **Landing page:** A dedicated stand-alone page that users can be directed to via a link on a newsletter, banner or any other distribution channel.
- **Banners and background image:** Opportunity to promote your material on homepage side banners and the main banner, as well as use our background space on either side for your background image.
- **Social media/blog:** Around 3000 Facebook fans, and 1,000 Twitter followers, brand new blog and Pinterest included. Opportunity to promote your material through these platforms throughout the year.
- **Deals:** Place four of your chosen deals on our Ocean Florida monthly & seasonal campaigns.

Offline

- **2 page brochure spread:** Dedicated two-page spread sent to our ever-growing 25,000 database.



Our Contributions

Ocean Platinum Package x3 Newsletters (feature, flash & educational)

Feature Month = Jun, Jul, Sept '15

Cost

£1,000 per send

£3,000 total

Disney contribution **£1,500**

Ocean contribution **£1,500**

Homepage background takeover (8 weeks)

Feature Month = Jun '15 (integrated with both the Disney Dine launch and National TV Disney Campaign) NB: A guarantee of 50,000 impressions to the home page. (If 50,000 aren't reached we will continue to serve until it is)

Cost

£12,000 total

Disney contribution **£6,000**

Ocean contribution **£6,000**

Homepage banner (2 months)

Feature Month = Jun, Sept '15

Cost

£3,000 total

Disney contribution **£1,500**

Ocean contribution **£1,500**

x4 Blog Articles on Ocean's Wave Blog article supported by Twitter & Facebook

Feature Month = Jun, Jul, Sept '15

Cost

£500 per article

£1,500 total

Disney contribution **£750**

Ocean contribution **£750**

x4 deals in Ocean Florida Monthly campaign (2 months)

Feature Month = Sept, Oct '15

Cost

£4,000 total

Disney contribution **£2,000**

Ocean contribution **£2,000**

x1 Reactive newsletter per send (3 total)

Feature Month = Sep, Oct & Nov '15

£500 per send

£1500 total

Disney contribution **£750**

Ocean contribution **£750**



2 page spread in direct mail piece (to drop Jan 15)

Feature Month = Jan '16 (completed 2015)

Cost

£4000 total

Disney contribution **£2000**

Ocean contribution **£2000**

Summary of campaign costs

Feature Month = Jun '15 – Jan '16

Overall Total Cost £27,000

Disney Contribution £13,500

Ocean Contribution £13,500

Samples

What you waiting for? Combine 14-nights at your chosen Disney hotel with return flights, throw in 14-day Ultimate Tickets and you'll magically receive FREE Quick Service Dine or Disney Dining Plan!

- Virgin Atlantic flights from Gatwick or Manchester direct to Orlando
- Complimentary transportation around Walt Disney World® Resort
- Disney's Extra Magic Hours
- Book by 5th November 2013 and you can save yourself up to a massive £400pp!

To book any of these wonderful deals call us on
0207 939 7773

Last chance to book Famous Disney Dine!

Disney Florida Holidays for 2014 including flights, Disney Hotel, FREE Disney Dine & Disney's 14-day Ultimate tickets!

Adults from **£1,189** per person

Kids from **£1,159** per person

Save up to £400 per person



Ocean Florida; The UK's Number 1 Independent Florida Specialist!

Dear Muna,

Save yourself money and book your 2015 Walt Disney World holiday today and take advantage of our incredible prices. Choose from value, moderate or luxury Disney hotels, for an unforgettable visit to Orlando.

Fly direct from London Gatwick straight into Orlando International Airport with Virgin Atlantic to start your holiday in style. Stay for 14 nights from just £839pp, with massive savings of up to £320pp.

Book or enquire today calling
0207 939 7773
and we will be more than happy to help!

Disney 2015 Fly from London Gatwick to Orlando International Airport

Prices from **£839pp**
Save up to **£320pp**

virgin atlantic Walt Disney World

Best Wishes,
Lisa
Editor

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NEWSLETTER

Last chance to book the famous free Disney Dine... and you can save up to £400pp | Virgin Atlantic flights for 2014, a Disney hotel, FREE Disney Dine & 14 day Ultimate Park Tickets!

Sent: 21st, 22nd & 23rd Oct 2013

Email database: 145, 404

NEWSLETTER

There's no me like the present. Book your 2015 Walt Disney World holiday today from only £839pp!

Sent: 29th November 2013

Email database: 6,597

FREE DISNEY DINE

Disney Dining Plan is Back

Disney Value Resorts - FREE QUICK BREAKFAST

| | | |
|---------------------------------|---------------|---------------------------|
| Disney's All Star Sports Resort | From £1,039pp | VIEW DEAL |
| Disney's All Star Music Resort | From £1,039pp | VIEW DEAL |
| Disney's All Star Movies Resort | From £1,039pp | VIEW DEAL |
| Disney's All Star Villas Resort | From £1,039pp | VIEW DEAL |

You only have until the 10th July 2014 to take advantage of Free Quick Service Breakfast when staying for one of our 2014 Disney Value Resort packages. These offers are also inclusive of 14 Day Ultimate Tickets, as well as an array of Disney Resort guest benefits.

Our 14 Night holidays start at just £1,159pp, so make sure you grab one of these amazing offers before it's too late.

FREE DISNEY DINE

Free Quick Service Breakfast on Disney Value Resorts ends **10th July!**

Disney's All Star Music Resort From £1,159pp

NEWSLETTER

Complimentary Disney Dine is back

Sent: 24th, 26th & 28th April 2014

Email database: 142,115

NEWSLETTER

Disney Dine Quick Service Ends

Sent: 19th June 2014

Email database: 15,386

Samples



DISNEY HOME PAGE BANNER

Disney Dine Quick Service Ends

Entrance: 14,669 from
13/08/13 to date

HOME PAGE BACKGROUND

<http://www.ocean-florida.co.uk/>

Page Views: 12,000



2 PAGE SPREAD IN DIRECT MAIL PIECE (TO DROP JAN 15)

SeaWorld Parks & Entertainment DPS shown as an example, 20,000 copies will be printed and distributed in December 2014 to the Ocean Florida direct mail database

Samples



BLOG

<http://blog.ocean-florida.co.uk/top-10-reasons-fly-states-british-airways-2/>

Page Views: 2,900



BLOG

<http://blog.ocean-florida.co.uk/new-international-drive-i-shops-area-openingsummer-2014>

Page Views: 1,550



BLOG

<http://blog.ocean-florida.co.uk/top-10-things-to-do-in-clearwater-st-petersburg/>

Page Views: 1,077



BLOG

<http://blog.ocean-florida.co.uk/top-10-things-florida-keys-key-west/>

Page Views: 1,077

Samples

DEDICATED DISNEY SMS MESSAGES

Sent: 18th & 19th October 2013

SMS messages sent: 4200 (Disney quoted but not booked)

Free Disney Dine & 14-day Ultimate Park Tickets flying Virgin Atlantic w/Ocean Florida from £1189. Call 0207 939 7697 for an instant quote. To opt out, reply STOP

Sent: 29th & 30th November 2013

SMS messages sent: 2400 (Disney list)

Book your 2015 Disney Holiday with Ocean Florida today. From only £839pp! Save up to £320pp! Call 0207 939 7697 for an instant quote. To opt out, reply STOP

Disney PPC October 2013 – July 2014

| Campaign | Imp. | Clicks | CTR | Cost | Avg. Pos. | Avg. CPC |
|------------------------------|----------------|--------------|--------------|-------------------|------------|--------------|
| Holidays - Disney | 259,561 | 3,905 | 1.50% | £10,865.74 | 1.93 | £2.78 |
| Disney Dining Plan | 32,826 | 500 | 1.52% | £1,008.04 | 1.63 | £2.02 |
| Featured Properties - Disney | 45,495 | 724 | 1.59% | £781.04 | 3.2 | £1.08 |
| Totals | 337,882 | 5,129 | 1.52% | £12,654.81 | 2.2 | £2.47 |

Please note this is dedicated Disney only marketing spend and does not include anything outside of Disney activity



Disney PPC October 2013 – July 2014

Top 10 Ad Copy

| | Impressions | Clicks | CTR | Avg. CPC | Cost | Avg. Position | CPA |
|---|-------------|--------|-------|----------|---------|---------------|--------|
| Free Disney Dining Plan Book with Ocean Florida Today for Exclusive Disney Resort Benefits! Ocean-Florida.co.uk/FreeDisneyDine | 7,317 | 103 | 1.41% | £2.42 | £249.06 | 1.1 | |
| Disney Florida Holidays Free Disney Dining Plan for All 2015 Departures. Book Today! Ocean-Florida.co.uk/FreeDisneyDine | 5,002 | 66 | 1.32% | £2.94 | £194.05 | 1.9 | £24.26 |
| Disney Florida Holidays Enjoy a Free Disney Dining Plan Only with Ocean Florida. Call Now Ocean-Florida.co.uk/Disney | 8,884 | 168 | 1.89% | £0.75 | £125.52 | 2.3 | |
| Free Disney Dining Plan Book with Ocean Florida today for Exclusive Disney Resort Benefits! Ocean-Florida.co.uk/FreeDisneyDine | 5,513 | 110 | 2.00% | £2.81 | £309.04 | 1.2 | |
| Disney Florida Holidays Free Disney Dining Plan for All 2015 Departures. Book Today! Ocean-Florida.co.uk/FreeDisneyDine | 5,155 | 35 | 0.68% | £3.15 | £110.24 | 1.4 | £15.75 |
| Disney Florida Holidays Save up to £400pp on Disney Florida Holidays. Call & Book Today! Ocean-Florida.co.uk/Sale | 320 | 5 | 1.56% | £0.97 | £4.83 | 1.3 | |
| Disney Florida Holidays Free Flights with 14 Day Disney Dine Package Holidays. Book Now! Ocean-Florida.co.uk/Sale | 93 | 6 | 6.45% | £1.18 | £7.11 | 1 | £7.11 |
| Disney Florida Holidays Free Flights with Disney Packages for a Limited Time Only. Book Now! Ocean-Florida.co.uk/Sale | 84 | 1 | 1.19% | £2.57 | £2.57 | 1.3 | |
| Disney Florida Holidays Free Flights with Disney Packages for a Limited Time Only. Book Now! Ocean-Florida.co.uk/Sale | 84 | 1 | 1.19% | £2.57 | £2.57 | 1.3 | |
| Disney Florida Holidays Free Flights with 14 Day Disney Dine Package Holidays. Book Now! Ocean-Florida.co.uk/Sale | 85 | 1 | 1.18% | £1.74 | £1.74 | 1.2 | |
| Disney Florida Holidays Florida Holidays from £569pp with Free Tickets to LEGOLAND® Florida Ocean-Florida.co.uk/Sale | 292 | 3 | 1.03% | £0.65 | £1.94 | 1.2 | £0.00 |



Summary of Ocean Florida Media Activity and budgets for 2014/2015

- PPC Search Spend in excess of 600k per annum
- RTB (programmatic display) and re-marketing spend in excess of 180k per annum
- Third party website spend in excess of 100k per annum. Example includes Travelzoo, Dibb, Cheap Flights, Icelolly, Trip Advisor
- Content investment in excess of 75k per annum
- Direct Mail spend of 50k per annum
- TV Advertising campaign planned with 50k spend in 2015
- Total Media activity equivalent to £1million+ to ocean-florida.co.uk per annum

Affiliations and partnerships

- Official Brand USA tour operator partner
- Member of Visit Orlando
- Active with more than 12 CVB's in the state of Florida
- Visit Florida partner program





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