



PHASE 1: Project Pre-Approval

(Please complete the following fields until directed to stop. Initial inputs will be reviewed for pre-approval before the remaining fields will be required.)

| | |
|----------------------|--|
| Proposal Title | |
| Primary Organization | |
| Primary Contact | |
| Date Submitted | |

Background:

What is driving this idea? Enter any driving insights, trends, business objectives, etc.

Project Summary:

At a high-level, enter any details needed to describe the tactic and supporting messaging, format, etc?

Project Objectives:

Why should this project exist? What problem is this project looking to address and what is the expected outcome of this effort?

Tentative Budget Range:

Provide a ballpark estimate of what this project may cost in total.

Audience Definition (Please check all that apply):

Target Persona: Which audience segments is this idea targeting? Reference the approved VMB Personas for audience details.

- Classic Beachers
- Beach Sophisticates
- Family Tides
- Playful & Practical
- Other (Please specify audience details in the field below)

Primary Audience Details:

Enter any additional context on the audience here, if needed

- *Demographics:*
- *Psychographics:*
- *Rationale:*



Secondary Audience Details (Optional):

Enter any additional context on the audience here, if needed

- Demographics:
- Psychographics:
- Rationale:

Tertiary Audience Details (Optional):

Enter any additional context on the audience here, if needed

- Demographics:
- Psychographics:
- Rationale:

Audience Attributes: Is this idea relevant to any additional audience segments?

- Multigenerational Families
- International Audiences
- Audiences with Sensory or Neurodiverse Needs
- Audiences with Specific Physical Needs
- Racially or Ethnically Diverse Audiences
- Audiences who identify as LGBTQ+
- First-Time Visitors
- Other (Please specify audience details in the field below)

Partner Agencies:

Does this project have extensions or requirements that would benefit from involvement from other VMB agency partners? If so, please identify them below.

- | | | |
|---|--|--|
| <input type="checkbox"/> Cross Over Marketing (Brand Amplification & Sports Brand Partnerships) | <input type="checkbox"/> Miles (Website Development) | <input type="checkbox"/> Workshop TV (Broadcast Content) |
| <input type="checkbox"/> Fahlgren + Mortine (Public Relations) | <input type="checkbox"/> MMGY (Mktg Strategy, Paid Media, Creative, Social Media, Research/Insights) | <input type="checkbox"/> Zartico (Data Insights) |
| <input type="checkbox"/> Flip.to (Discovery & Advocacy Marketing) | <input type="checkbox"/> Relic (Content Support; Podcast Strategy) | |
| <input type="checkbox"/> Luckie & Co. (Data & Analytics) | <input type="checkbox"/> RSM (Brand Amplification Partnerships with Consumer brands) | |



STOP! End of Phase 1.

(Please submit this form with the existing fields. We will review, confirm project approval, and provide feedback for potential project edits.)

Team Feedback:



PHASE 2: In-Depth Project Briefing

(Please complete the following fields. Details will be shared across Team VMB to align all partners and identify potential extension opportunities.)

Goals Addressed:

Build Brand

- Continue to increase the volume and quality of owned content and intellectual property, with the objective of permeating the consumer's consciousness beyond the travel experience.
- Develop a more conversational approach to visitor communication in order to deepen our relationship and expand our influence.
- Expand DEI initiatives to promote inclusivity and accessibility
- Increase awareness of area assets, including events/festivals, attractions, restaurants, neighborhoods, arts, and live music.

Drive Growth

- Support off-season growth through comprehensive and integrated marketing programs that inspire visitors to book earlier, stay longer, spend more, and return more frequently
- Drive quality and incremental visitors to visitmyrtlebeach.com and position the site to be the most comprehensive and useful resource for travelers
- Increase focus on audience targeting and key high-value markets such as domestic flight, international, groups/meetings, and sports
- Optimize campaign performance

Internal

- Expand market-wide analytics, data, and insights to provide a competitive advantage to the destination and measure key performance indicators and impact
- Align Myrtle Beach's marketing initiatives under a shared strategic framework
- Increase value to member investors and/or stakeholders

Additional Goal Details:

Enter any additional context on project goals here, if needed

Traveler Journey Phase: At what phase in our target audience's journey will this idea seek to reach them (Reference the Team VMB Experience Arc for phase details)?

- Dreaming
- Planning
- Pre-Trip
- During
- After



Core Messages: What are the core messages that this project will use to address the concerns of our target audiences at the designated phases of their journey?

| Audience | Journey Stage | Messages |
|----------|---------------|----------|
| | | |
| | | |
| | | |
| | | |
| | | |

Mandatories:
Enter any key requirements and end deliverables here

References Materials
Include links to any supporting documentation

KPIs:
What does success look like? Detail key metrics or other success determinants here.

What Does Success Look Like?
Based on the above KPIs and other factors, quantify or describe a successful outcome for this project.

Timing:
Enter high-level project timing/key due dates and launch time/run time.

Finalized Budget:
Provide any anticipated costs associated with development and execution.

Core Team

| Team Member | Organization | Email | Phone |
|-------------|--------------|-------|-------|
| | | | |
| | | | |
| | | | |
| | | | |



Approved By: _____

Approved Date: _____

