Version 1.0 - 01/17/2023

UNIVERSAL Project Brief VISIT MYRTLE BEACH

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.

☐ Cross Over Marketing (Brand Amplification & Sports Brand Partnerships)

☐ Miles (Website Development)

☐ Workshop TV (Broadcast Content)

☐ Fahlgren + Mortine (Public Relations)

☐ MMGY (Mktg Strategy, Paid Media, Creative, Social Media, Research/Insights)

☐ Zartico (Data Insights)

☐ Flip.to (Discovery & Advocacy Marketing)

☐ Relic (Content Support; Podcast Strategy)

☐ Luckie & Co. (Data & Analytics)

☐ 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:

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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 visitmytrlebeach.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:_____