



CASE STUDY:

CITRUS COUNTRY/ DISCOVER CRYSTAL RIVER

BRANDING COMMUNICATION & STRATEGY

Our successful partnership with Discover Crystal River, the Manatee Capital of the World, showcases our expertise in promoting unique destinations to outdoor enthusiasts. As the agency of record for the Citrus County Visitors & Convention Bureau, we developed an ecotourism-focused campaign targeting nature lovers, families, and adventure travelers, while also executing a natural disaster recovery campaign. Our experience in engaging this audience, combined with our deep understanding of the challenges and opportunities faced by destinations known for their ecological attractions, positions us as an ideal partner. We are committed to leveraging our expertise to help promote responsible fishing practices, build a strong brand identity, and foster a community of conservation-minded anglers in the Gulf of Mexico region.



-  **INDUSTRY**
TRAVEL & TOURISM
-  **AUDIENCE**
OUTDOOR ENTHUSIASTS
ADVENTURE SEEKERS
FAMILIES
RV TRAVELERS
-  **CATEGORY/TACTICS**
WEBSITE REDESIGN &
INTERACTIVE DEVELOPMENT
PERSONA-BASED BANNER ADS
EXPERIENCE-FOCUSED CREATIVE
PRINT AND VIDEO ADVERTISING

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Website



IDEAS.

With the well-earned title of Manatee Capital of the World, Citrus County is one of the only places on the planet where travelers can swim with the endangered sea cows. A natural paradise brimming with waterways, woods and local charm, the destination's digital presence lacked an intuitive user experience that prioritized trip planning and activity booking. Our team's task was also to better position Discover Crystal River as a truly unique destination within Florida through an ecotourism-focused campaign targeting outdoors enthusiasts, families and adventure travelers.



Digital Ads for Adventure Seekers Personas

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“Best Days of My Life” Video
<https://bit.ly/DiscoverCrystalRiver>



WORK.

Interactive Development

The Discover Crystal River website’s most important objective is to help visitors plan and book a trip to the destination or activities in the area. Keeping this goal in mind, our creative and interactive teams designed and developed a website that:

- Allowed users to build, save, share or print multi-day trip itineraries, including activities and attractions in the area.
- Recognized and predicted users’ interests while browsing the website to recommend activities and encourage them to add days and lodging to their itinerary.
- Embedded feeds from Discover Crystal River’s social media channels within the site’s homepage so content remained fresh and current.

Using compelling video and photos showcasing the vibrant, exciting nature of this unique destination, we invited users to participate in the destination’s most well-known activity—swim with the manatees—and “dive into adventure.” Focusing on an aesthetically pleasing yet easy-to-navigate site, we created easily recognizable icons for navigation and a mega menu to decrease the necessary number of clicks to explore the site and book activities.

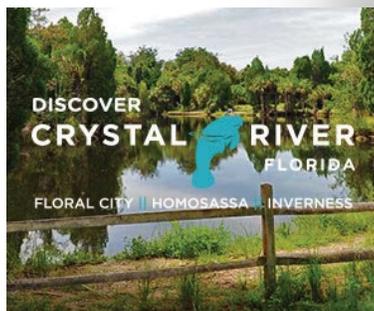
Experience-Focused Campaign Creative

In positioning Discover Crystal River as a must-see destination, we developed experience-focused creative that highlighted the area’s key attractions. From swimming with the manatees, to scalloping, fishing, hiking and camping, our marketing allowed potential visitors to picture themselves enjoying what Citrus County has to offer.

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Digital Ads for Active Families/Couples Personas



Digital Ads for Booming and Consuming Personas



Print Ad for the Adventure Seeker Personas



RESULTS.

We are particularly proud of this campaign because we have firsthand understanding of the devastation hurricanes can cause and, as Florida residents, we have a deep emotional connection to our beautiful state. It was our honor to ensure that potential visitors knew that Citrus County was still standing strong.

ECONOMIC IMPACT 2018

531,900

total visitors

\$166 million

visitor spend

\$278 million

total impact

4,660

tourism-related jobs

\$1,935,885

+94% from 2016

TDT collection

\$149.9 million

tourism job wages

KEY TAKEAWAYS

In the Discover Crystal River campaign we elevated a destination's brand through immersive storytelling, strategic digital design, and data-driven engagement. By positioning Citrus County as Florida's premier ecotourism hub, we connected the area's natural wonders—its springs, wildlife, and waterways—with the values of sustainability-minded travelers. Our team's website redesign and targeted digital campaigns made trip planning intuitive and inspiring, turning online exploration into real-world visitation.

Through a balance of creativity and technical innovation, we not only increased awareness of the "Manatee Capital of the World" but also helped drive measurable economic growth, from visitor spending to tourism-related employment. This partnership highlights our expertise in destination marketing—where emotional connection, visual storytelling, and user experience converge to build enduring brand equity and tangible results for Florida's natural treasures.