



PROJECT SPOTLIGHT:

DISCOVER FLORIDA CHANNEL

NATIONAL LAUNCH OF ECO PROGRAMMING

As the largest collection of premium Florida content ever assembled, the Discover Florida Channel aims to educate Floridians and visitors about the state's natural wonders and the importance of protecting its resources. Our partnership with Crawford Entertainment and the Discover Florida Channel not only highlights our commitment to promoting ecotourism, conservation, and responsible outdoor recreation, but also showcases our expertise in driving action from audiences similar to those *Reel 'Em Right* seeks to mobilize.



INDUSTRY
TRAVEL & TOURISM



AUDIENCE
OUTDOOR ENTHUSIASTS
NATURE LOVERS
FLORIDA RESIDENTS
ECO-TOURISTS



CATEGORY/TACTICS
DISCOVERY
CREATIVE
DIGITAL MEDIA
SEM

PROJECT SPOTLIGHT: DISCOVER FLORIDA CHANNEL



“Protect Our Paradise” Trailer

[Play Video](#)

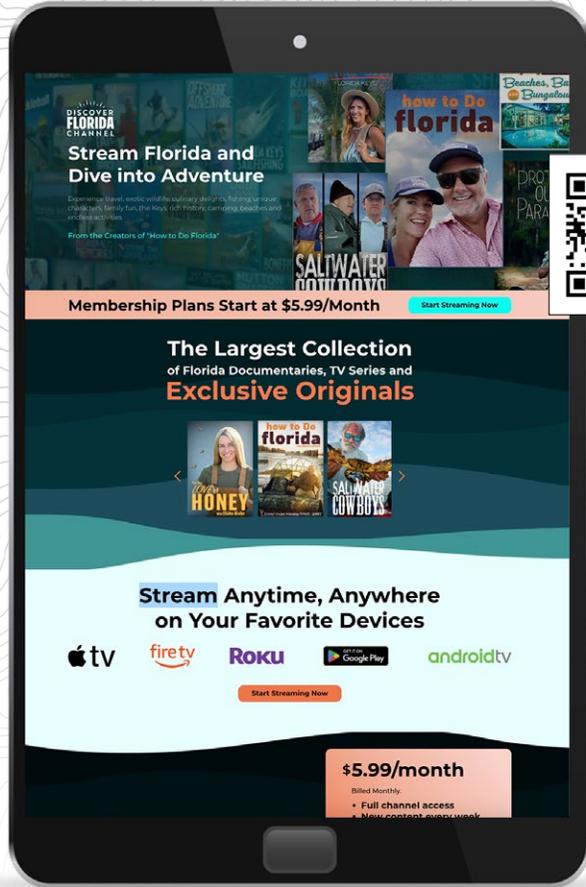


Our collaboration with the Discover Florida Channel began with the development of a comprehensive Go-To-Market strategy designed to increase awareness of the channel and grow the number of paid subscribers. By leveraging our expertise in digital marketing, social media, and public relations, we have successfully enhanced the channel’s visibility and engagement across various platforms.

Our work with the Discover Florida Channel extends beyond content integration. We have developed a comprehensive digital marketing strategy that includes the creation of a landing page, organic and paid social media campaigns, influencer partnerships, and targeted advertising through geofencing and other innovative techniques.

One of the key objectives of our partnership is to support Crawford Entertainment’s mission to educate the public about ways they can protect Florida’s natural resources. Through the “Protect our Paradise” TV series, produced in partnership with Conservation Florida, the Discover Florida Channel showcases the environmental challenges faced by the state and highlights the dedicated individuals working to preserve its beauty. This series aligns perfectly with Reel ‘Em Right’s commitment to promoting conservation and responsible outdoor practices.

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*View
it here*

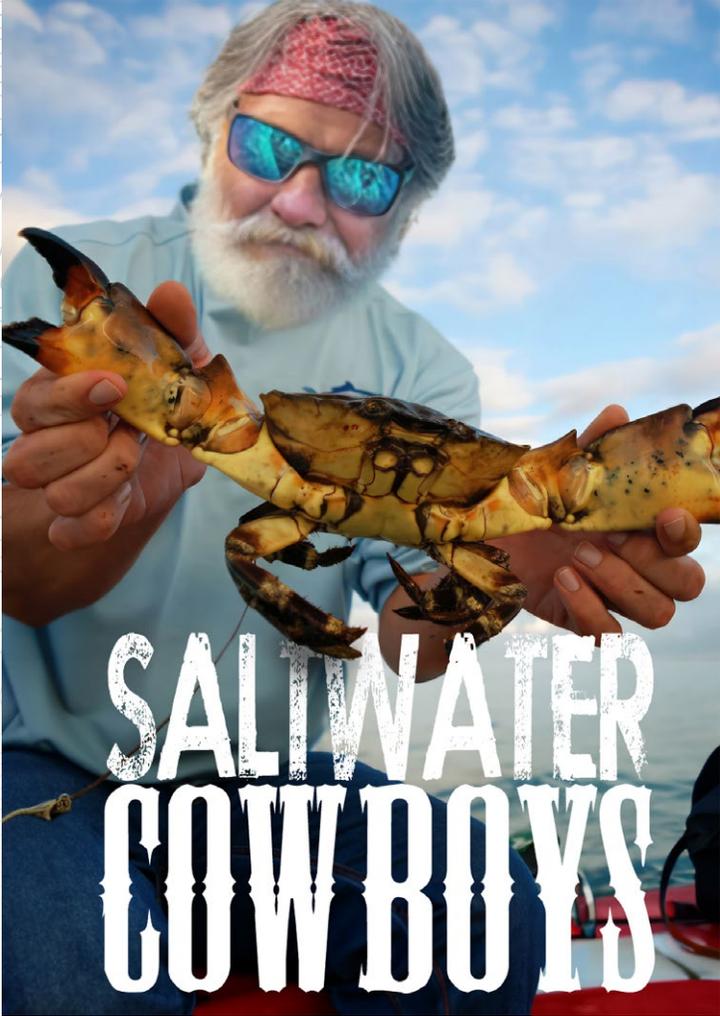
Discover Florida Landing Page
<http://join.discoverflchannel.com/>

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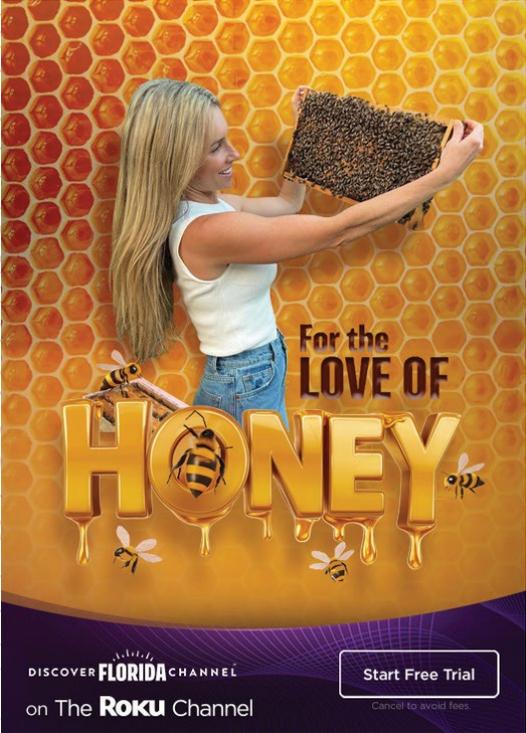
Digital Banner

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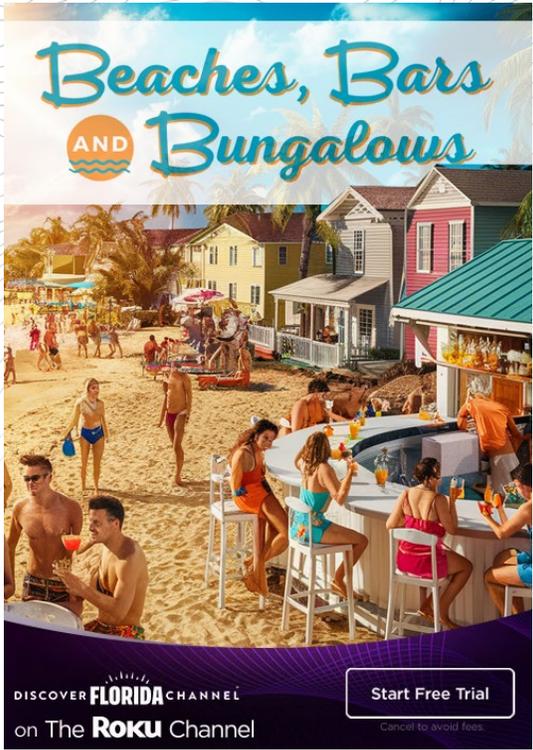


Saltwater Cowboys
Roku Native Ads

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For the Love of Honey Roku Native Ads



Beaches, Bars and Bungalows Roku Native Ads