

# Orange 142 Helps Grand Boulevard Attract More Visitors

Smart marketing tactics leads to more foot traffic in stores, high spend and more overnight stays.

Grand Boulevard is a mixed-use lifestyle center in Miramar Beach, Florida. It combines 765,000 square feet of retail, restaurant and office space, cinema and events, as well as an upscale, open-air environment just steps from Sandestin's exclusive resorts and South Walton's world-famous beaches.

The primary goal of the Grand Boulevard campaigns is to drive brand awareness, consideration, website traffic, and ultimately foot traffic to experience Grand Boulevard and everything the lifestyle center has to offer, which includes shopping, dining, movies, on-site hotels, and even seasonal and marquee events.



## How Orange 142<sup>®</sup> Delivered Results

### FOCUSED APPROACH

The 2023 Grand Boulevard campaigns were built with a hyper-focused approach and targeted local 30A audiences, which include the Mobile, AL-Pensacola, FL DMA, Ft Walton Beach-Destin DMA, and Panama City DMA.

### CUSTOM SEGMENTATION

Retail and Dining Experience and Coastal Culture: Orange 142 created a custom audience segment composed of luxury audiences that enjoy shopping, elevated dining experiences, movies and entertainment, and seasonal events.

### TACTICS

Pay-per-click, interest-based native advertising, display and retargeting, Meta, programmatic in-stream video. The campaign's success is evident not only in strong ad engagement but also in driving foot traffic and sales to Grand Boulevard's tenants.

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## The Challenge

Throughout 2023, Grand Boulevard campaigns were hyper-focused on local 30A audiences, i.e. residents and visitors along Scenic Highway 30A, a picturesque road that runs through the Florida Panhandle's Emerald Coast, particularly in South Walton County.

While the campaigns were successful overall, the Orange 142 account team felt there was a lot of untapped opportunity to drive more foot traffic and hotel stays at Grand Boulevard by targeting audiences outside of the traditional DMAs.

To combat this challenge, Orange 142 leveraged the marketing and advertising strategies of the surrounding destination marketing organizations (DMOs) to make the most of Grand Boulevard's budget.

## The Solution

The regional DMOs had active advertising and marketing initiatives to attract visitors to Florida. Orange 142

complemented those initiatives with ads to encourage visitors to Grand Boulevard. This targeted approach focuses on out-of-state visitors, a demographic with the potential to make an immediate economic impact. The campaign's success is evident not only in strong ad engagement but also in driving foot traffic and sales to Grand Boulevard's tenants. This collaboration demonstrates the value of strategic marketing partnerships.

**“Working with the team at O142 has been among the most satisfying professional partnerships we’ve enjoyed at Grand Boulevard. Their media knowledge, analytical prowess, and ability to pivot when necessary has been impressive and extremely helpful.”**

Grand Boulevard Manager

**The results of the campaign had a tangible benefit to the Grand Boulevard's bottom line, as it drove shoppers, sales and overnight stays to the facilities.**

**4.7M**

Impressions:  
General 2023

**74K**

Clicks:  
General 2023

**1.58%**

CTR:  
General 2023

**1M**

Impressions:  
Coastal Culture 2023

**10.7K**

Clicks:  
Coastal Culture 2023

**1.07%**

CTR:  
Coastal Culture 2023

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