



INSIDE
D O W N T O W N
DELRAY
beach : The Series

A viral digital messaging video campaign





INSIDE

DELRAY

beach: The Series

Get the inside track on all that Downtown Delray Beach has to offer, both NIGHT & DAY!

From dining and shopping, to arts, culture, beauty & wellness and fun for everyone activities, the Inside Downtown Delray Beach video series showcases Downtown Delray Beach's restaurants from family-friendly options to culinary gems; specialty shops and boutiques and an dynamic entertainment and arts scene.

The series also features health, beauty and wellness, recreation, the beach, a vibrant night life and energetic happy hour scene.

The series is featured on Television, Airport & Visitor Center Digital Signage, Social Media, eBlasts and Online (DowntownDelrayBeach.com/Videos)



Media Production • Interactive Solutions
Media Production • Interactive Solutions

INSIDE
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beach: The Series

Inside Downtown Delray Beach Video Series (5):

- Dining
- Shopping
- Arts & Culture
- Beauty & Wellness
- Lifestyle



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Video Production • Interactive Solutions

WSP MEDIA

INSIDE

DELRAY

beach: The Series

HOW IT WORKS:

- A minimum of 4 individual Downtown business owners/managers needed for each segment
- Filming of each participating business at their location
- Each video is up to 5 minutes in length
- Includes editing, music, and in house voice talent if needed

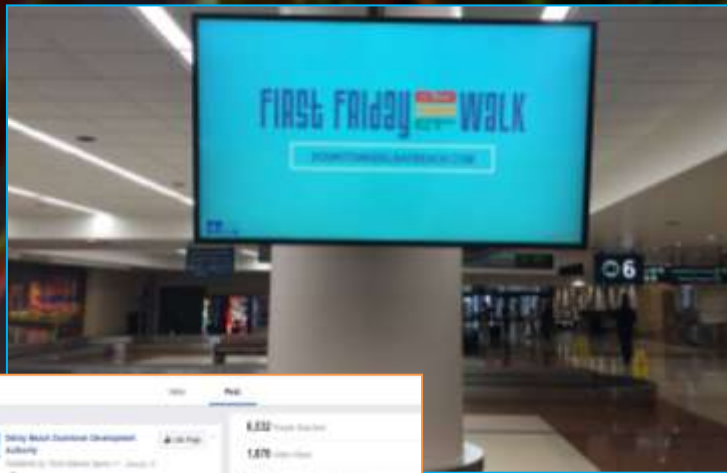


Media Production • Interactive Solutions
Video Production • Interactive Solutions

WSP

ADDITIONAL DETAILS:

- Each Segment was filmed interview style
- B-roll footage of the business was also filmed to be used elsewhere when needed i.e. for Digital signage (PBI & FLL Airports, Downtown Visitor Information Center and on the runway backdrop screens at Delray Beach Fashion Week), TV commercials, new Downtown videos, social, email and website content
- On camera participants represented the best of Downtown Delray Beach from a PR standpoint, talked about their business, why they chose to do business in Downtown Delray Beach, and were able to portray their view of the community as a whole
- One-day of shooting was dedicated per segment - participant filming was about 1-1.5 hours)
- Sound bites were also captured from participants including;
 - DDA's value in our community
 - Generic sound bites for use in local TV spots



Additional Details *(on video placement)*

**NIGHT & DAY
DOWNTOWN DELRAY**

Be Beautiful. Be Well. Be Happy.

The South Florida lifestyle magazine covers health and fitness, which is why it is important to look and feel your best. Downtown Delray is full of activities, from yoga studios to dance studios, and fitness centers to outdoor fitness classes. There are so many ways to stay healthy and happy in the city. Whether you're a local or just visiting, Downtown Delray can help you stay healthy and happy.

Start your morning with a fresh juice or smoothie, or grab a hot coffee. Downtown offers you a hot, vibrant and healthy lifestyle. It's all about the good life. Downtown Delray is a hot spot for the whole family. It's all about the good life. Downtown Delray is a hot spot for the whole family. It's all about the good life.

Inside Beauty & Wellness

Meet your local fitness instructor, Lindsay Hest, who is helping you stay healthy and happy. Lindsay is a fitness instructor and a wellness expert. She is helping you stay healthy and happy. She is helping you stay healthy and happy. She is helping you stay healthy and happy.

From game to game, reading articles to videos, Downtown Delray works with health and wellness at the heart of it all. For more information on all of the health & wellness offerings in Downtown Delray Beach, visit DowntownDelrayBeach.com/Wellness.

Facebook, Twitter, Instagram, YouTube, LinkedIn, Nextdoor, Email

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**Explore
DOWNTOWN DELRAY
2017**

Visit our website for more information on all the health & wellness offerings in Downtown Delray Beach, visit DowntownDelrayBeach.com/Wellness.

**EXPLORE THE
ENERGETIC VIBE**
on health and wellness in Downtown Delray

Wellness is a lifestyle choice that is becoming more and more popular. It's all about the good life. Downtown Delray is a hot spot for the whole family. It's all about the good life. Downtown Delray is a hot spot for the whole family. It's all about the good life.

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✓ **Email Marketing:** Themed dedicated emails (i.e. Beauty & Wellness, Art & Culture, Dining, etc.) are distributed to our **email subscribers (approx. 10,000)** linking to the corresponding landing page on the Downtown Delray Beach website & linking to the Insider Series Video for that category.

✓ **Example:** The Beauty & Wellness eBlast on the far left links to www.DowntownDelrayBeach.com/Wellness

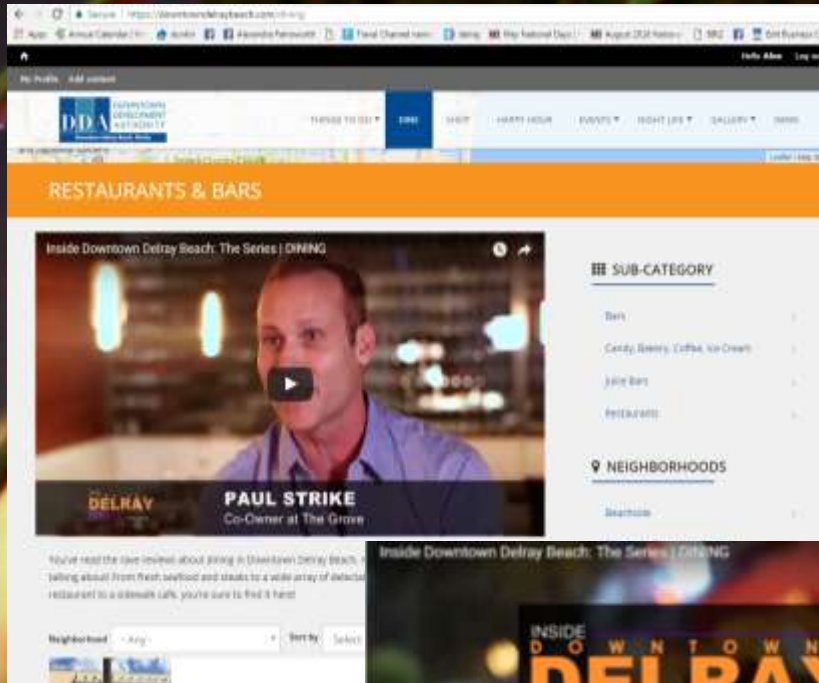
✓ **Connecting Print and Video:** The printed 2017 Visitors Guide to Downtown Delray Beach (also available online) has featured articles that link to specific Insider Videos on DowntownDelrayBeach.com (ex. the wellness article on page 21 provides a link to the Beauty & Wellness Video at the end of the article)

“VUP Media is proud to work with the DDA leadership in its efforts to market the downtown Delray Beach community and enhance the exposure of its businesses, while sharing the unique experiences that Downtown Delray Beach offers to both visitors and residents.” – Andrew Fogell, Videographer/Owner, VUP Media

VUP’s rate structure for video production represented a **cost savings of 30% off** of their traditional video production rates.



INSIDE SERIES: DINING VIDEO



- ✓ Video available at www.DowntownDelrayBeach.com/Dining
- ✓ Includes interviews with Downtown restaurant owners & managers, chefs, and (interior & exterior) footage of individual restaurants and also general footage of Downtown Delray Beach



INSIDE SERIES: SHOPPING VIDEO



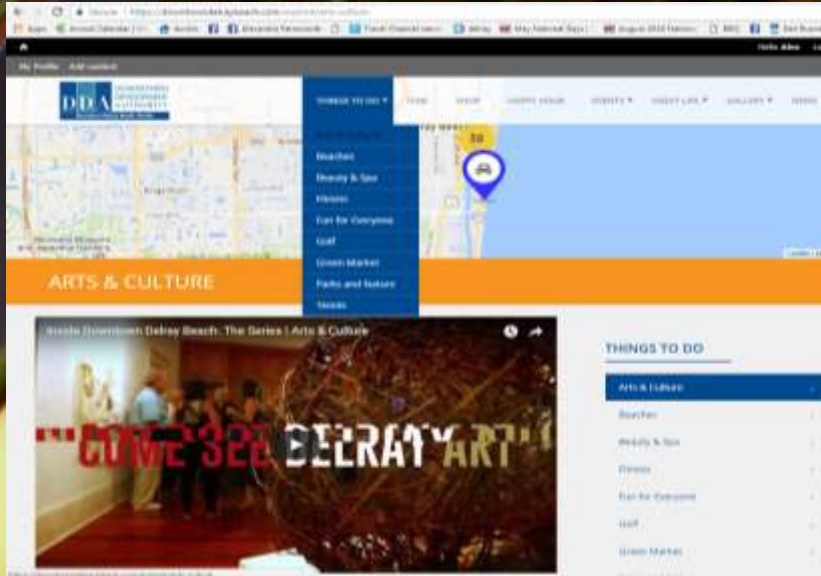
The screenshot shows the website <https://downtowndelraybeach.com/shopping>. The page features a navigation bar with 'SHOP' highlighted. Below the navigation is a 'SHOPPING' section with a video player showing a shop interior. To the right of the video is a 'SUB-CATEGORY' menu with options: Arts, Crafts & Framing; Books and Music; Clothing & Accessories; Consignment; and Jewelry. Below the video player is a paragraph of text:

Our decoratively lit, charming streetscapes are filled with an eclectic blend of unique shop boutiques where the latest designer fashions for your wardrobe, home or office are yours to enjoy. Delray Beach offers a mix of shops not unlike New York's Madison Avenue and SoHo with a City ambience and friendly services.

- ✓ Video available at www.DowntownDelrayBeach.com/Shopping
- ✓ Includes interviews with Downtown retail owners, managers & fashion designers, (interior & exterior) footage of individual specialty shops, fashion boutiques and art galleries and also general footage of Downtown Delray Beach



INSIDE SERIES: ART & CULTURE VIDEO

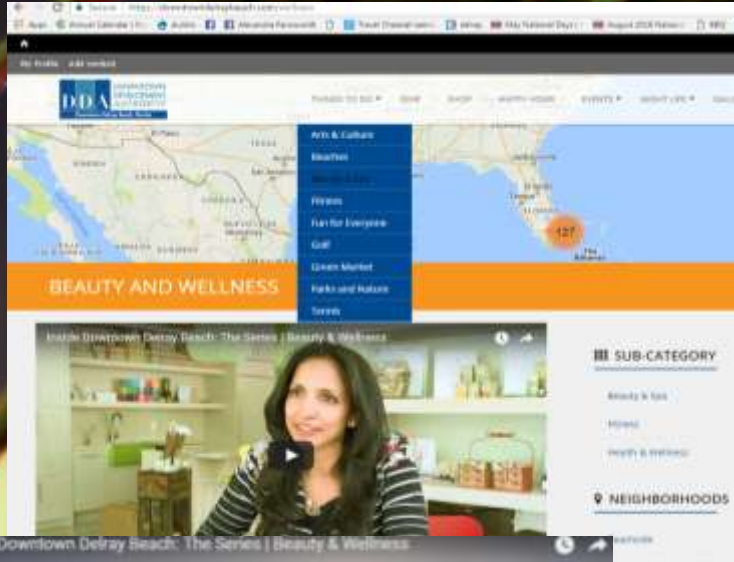


✓ Video available at <https://downtowndelraybeach.com/explore/arts-culture>

✓ Includes interviews with Downtown art gallery owners/managers/artists, and managers of Downtown museums, cultural arts centers and the historical society, (interior & exterior) footage of fine art galleries, working artist studios, museums, cultural arts centers, public art and also general footage of Downtown Delray Beach



INSIDE SERIES: BEAUTY & WELLNESS VIDEO



✓Video available at <https://downtowndelraybeach.com/wellness>

✓Includes interviews with Downtown salon and spa owners/managers, (wellness) retailers, boutique fitness studio owner, Juice Bar Owner (interior & exterior) footage of fine art galleries, working artist studios, museums, cultural arts centers, public art and also general footage of Downtown Delray Beach

✓The Beauty & Wellness video was funded in part by **VISIT FLORIDA**



INSIDE SERIES: LIFESTYLE VIDEO



✓ Video available at <https://downtowndelraybeach.com/living-downtown>

✓ Includes interviews with Downtown business owners/managers, residents and visitors about the Downtown Delray Beach lifestyle



Business Profile Videos



Each VIDEO BUSINESS PROFILE Package Includes:

- An on-location HD shoot of your business
- HD Post-Production Editing
- Business Profile video (up to 2 minutes in length)

Cost to Participating Businesses: Only \$425.00*
*PER VIDEO PROFILE

We are excited to learn of your interest in the Downtown Development Authority's Business Profile opportunity! This package provides your business with a profile of your unique product/service. You will receive one on-location HD video shoot and post-production of an edited spot (up to 2 minutes in length). Please complete this questionnaire and submit it to Sandra@vupmedia.com.

✓ Downtown businesses (within the DDA district) may take advantage of the **Business Profile Video** marketing opportunity for \$425 which includes a 2 minute HD Video (\$2,500 value – an 83% savings), as a result of the DDA's partnership with VUP Media.

✓ The DDA funds a portion of each business profile video.

✓ Biz Profile Videos are interview-style videos with the Downtown business owner/manager. The owner is provided with about 15 questions that they can choose from to answer. (Please reference the Business Profile Summary and Questionnaire PDF that was uploaded as part of this submission).

✓ The completed video is then showcased on the business' landing page on **DowntownDelrayBeach.com** and the Video Gallery (DowntownDelrayBeach.com/Videos). The Downtown Delray Beach website receives over a half-million visits annually. It is also shared on the DDA's social media channels (Facebook.com/DelrayDDA alone has 61,000 likes). The business may also share the video through all of its marketing channels.

✓ Many of the Downtown Delray Beach business profile videos may be found at www.DowntownDelrayBeach.com/Videos or www.Youtube.com/DelrayDDA