

Company: Martin County Office of Tourism & Marketing

Company Description: Encompassing 9 distinct communities in South Florida, this hidden gem is a place for unwinding and reconnecting. The Martin County Office of Tourism and Marketing is the official tourism marketing arm of Martin County, whose goal is to provide information to those interested in visiting our one-of-a-kind destination.

Nomination Category: Marketing Campaign Categories - Industry

Nomination Sub Category: Marketing Campaign of the Year - Culture & The Arts

Nomination Title: Martin County's "Sea Where Art Takes You" Campaign

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

<https://discovermartin.com/arts/>

3. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 238 words used.

Martin County, Florida is beloved for its natural beauty—but less recognized is its vibrant arts and cultural scene. From historic theaters and galleries to public art installations and creative festivals, our community boasts an incredible array of artistic offerings. Yet awareness among potential visitors was limited. We saw an opportunity to reposition Martin County as a destination where arts and culture are seamlessly woven into every visit.

Stakeholder feedback confirmed our instincts: local artists, nonprofits, and cultural organizations felt underrepresented in destination messaging. Research further validated this approach. Americans for the Arts recently released its sixth report on Arts & Economic Prosperity, which found the nonprofit arts and culture sector generated \$151.7 billion of economic activity in 2022. Mandala Research's "Cultural and Heritage Traveler Report" also indicated 76% percent of all US leisure travelers participate in cultural or heritage activities on vacation, like visiting museums. These travelers spend 60% more money on average than other leisure travelers. So with economic and community benefits at stake, we set out to elevate Martin County's artistic identity and create a campaign that would spark curiosity, drive visitation, and support our creative economy.

We knew we needed to break away from traditional "arts" marketing and instead showcase art in all its forms—music, dance, design, performance, culinary arts, and the beauty of the place itself. Our vision: a campaign that was as inspiring and imaginative as the people and places it celebrates.

4. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 239 words used.

We collaborated with local arts stakeholders and cultural venues during our monthly roundtable meetings to brainstorm, refine, and ultimately shape the direction of the campaign. The creative brief was clear: develop something fresh, fun, and authentic to Martin County's coastal charm and artistic energy.

We established two key goals: build awareness of Martin County's arts offerings and drive web traffic to a new landing page. Our creative team developed a bright, engaging visual identity anchored in watercolor textures, coastal hues, and playful brushstrokes. The campaign theme, *Sea Where Art Takes You*, paired effortlessly with messaging like "at the edge of color and water" and "where every visit is a masterpiece." A Polaroid-inspired layout allowed us to easily rotate in seasonal or event-driven visuals throughout the year, oftentimes highlighting multiple art forms in a single execution – whether that was print ads, digital banners, or sponsored social media posts.

The digital campaign launched first, with a mix of static, animated, and video assets created for Facebook and Instagram. We used Meta's targeting tools to reach high-intent audiences—cultural travelers, art lovers, and performing arts fans—in our top drive and fly markets. We optimized in real-time, testing variations of imagery and copy to refine performance.

We also designed a dedicated landing page as the campaign hub, featuring attractions, events, blog content, and local arts organizations. The rollout was timed to coincide with key arts programming and festival season for maximum impact.

5. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 207 words used.

Since launching in April 2024, the *Sea Where Art Takes You* campaign has delivered exceptional results. On social media, the campaign generated 9.4 million impressions and over 83,000 clicks. Our CTR hit 1.58% (75% higher than the tourism industry benchmark) and our CPC was just \$0.29 (making it 53% more cost-effective than the average tourism social media ad).

The newly created arts landing page quickly became one of the most-visited pages on DiscoverMartin.com, earning over 116,000 pageviews since launch. Visitors engaged deeply with the content, exploring everything from museums and historic theaters to seasonal festivals and public art trails.

The campaign was well-received within the tourism industry, winning a Gold and Silver Travel Weekly Magellan Award. The effort also strengthened relationships within our community. Local artists and partners reported increased visibility and event attendance. More arts-related events are now being submitted to our site, and the campaign's impact has prompted plans to expand efforts in 2025 with new print ads, blog posts, social content, and creative mailers.

Ultimately, this campaign has not only amplified Martin County's cultural identity—it's helped visitors and residents alike see our destination in a new light: as a vibrant, creative community where art lives in every experience.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

7. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

We launched the "Sea Where Art Takes You" campaign on April 15, 2024.

Attachments/Videos/Links:

[Martin County's "Sea Where Art Takes You" Campaign](#)

[REDACTED FOR PUBLICATION]

