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New Marketing Campaign Invites Visitors to “Come Make Memories” on Amelia Island

AMELIA ISLAND, Fla. (April 16, 2008) – As part of a innovative advertising initiative starting this week, the Amelia Island Tourist Development Council (TDC) board unanimously approved a new marketing campaign developed and presented by Paradise Advertising & Marketing. The campaign is built around a simple but bold invitation for tourists to “Come make memories,” a positioning statement on which a wide variety of marketing materials and programs for Amelia Island is being built.

The “Come make memories” brand emerged following months of research and analysis, including a review of the island’s tourism assets (accommodations, activities, restaurants, etc.), a study of its competitors, consumer research in the Atlanta and Jacksonville markets, and more. The resulting advertising campaign presented to the TDC incorporates colors, language, and imagery that evoke favorite travel memories and encourage visitors to make new ones on Amelia Island. The exceptional vacation experiences Amelia Island offers are being communicated in a strategic, multi-faceted marketing campaign, including print, radio, and online advertising, promotions and publicity efforts.

“Many of us on island are accustomed to hearing from visitors who say that their first visit to Amelia Island was so memorable that they continue to return again and again for their vacations,” said David Caples, Chair of the TDC Marketing Committee. “It is part of the island enduring appeal and one of the things that makes Amelia Island a favorite destination for so many people.”

In the November 2007 issue, Amelia Island was named one of the Top 10 North American islands by *Conde Nast Traveler’s* Reader’s Choice Awards, a clear example of the destination’s popularity. According to Caples, the “Come make memories” brand will build on that reputation, directly appealing to a growing number of visitors who are in search of a travel experience they can treasure for a lifetime.

Gil Langley, Managing Director of the TDC, says that the new marketing campaign will also allow visitors to share their travel memories through new initiatives to be introduced on the

destination's new web site, which will be launched later this year. According to Langley, the "Come make memories" brand is now an integral part of everything the TDC does to attract tourists. The new brand will be introduced in a series of print, radio and online advertising throughout 2008.

The Tourism Development Council is a nine member board appointed by the Nassau County Commission to oversee the marketing of Amelia Island as a tourism destination. The program is managed under a contract with the Amelia Island/Fernandina Beach/Yulee Chamber of Commerce. For visitor information and online planning, visit www.ameliaisland.org

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