

SOUL OF SURF 2.0

Evolving A Campaign Into A Strategic Creative Platform

Jacksonville
THE FLIP SIDE
OF FLORIDA



**SOUL
OF SURF**
Jacksonville, FL



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OF SURF**
Jacksonville, FL



Andrea Mestdagh
Visit Jacksonville
ASSISTANT DIRECTOR OF
MARKETING & COMMUNICATIONS



Richard Goldman
MediaOne
SVP BRAND STRATEGY

Jacksonville
THE FLIP SIDE
OF FLORIDA

M **MediaOne**





WHY WE LAUNCHED

**SOUL
OF SURF**

Jacksonville, FL

YEAR ONE:

Building Brand Alliances & Credibility

**SOUL
OF SURF**
Jacksonville, FL

GoPro
■■■■

**CATCH
SURE**



SOUL OF SURF

Jacksonville, FL



Epic Jax Surf Trip

Enter to win a surf adventure & connect with Jax's surf community.

Win an EPIC **SOUL OF SURF TRIP**

Jacksonville THE FLIP SIDE OF FLORIDA

ENTER NOW >

12:01

EVANROSSELL Posts Follow

evanrossell Jacksonville Beach, Florida

Liked by alexisadowns and others
evanrossell Come visit JAX! Vibes! #SoulOfSurf alexisadowns So nice meeting you!

November 17, 2024

EVERY SWELL TELLS A STORY. DIVE IN.

SOUL OF SURF Jacksonville, FL

Win a Trip! Join our email list to be entered to win a trip to Jacksonville! Click the button for more details. MORE INFO

NEWSLETTER TRIP PLANNER

Jacksonville THE FLIP SIDE OF FLORIDA

JACKSONVILLE SURF ETIQUETTE JACKSONVILLE SURF SPOT GUIDE & RESOURCES

HOME > THINGS TO DO > OUTDOORS > WATER SPORTS > SOUL OF SURF

EVERY SWELL TELLS A STORY.

SOUL OF SURF Jacksonville, FL

EVERY SWELL TELLS A STORY.

SOUL OF SURF Jacksonville, FL

58,824
LANDING PAGE
TOTAL PAGEVIEWS

1:17
AVG SESSION
DURATION

6,863
SWEEPSTAKES
ENTRIES

2,544
VISIT JAX EMAIL
OPT-INS

129K
YOUTUBE
VIDEO VIEWS

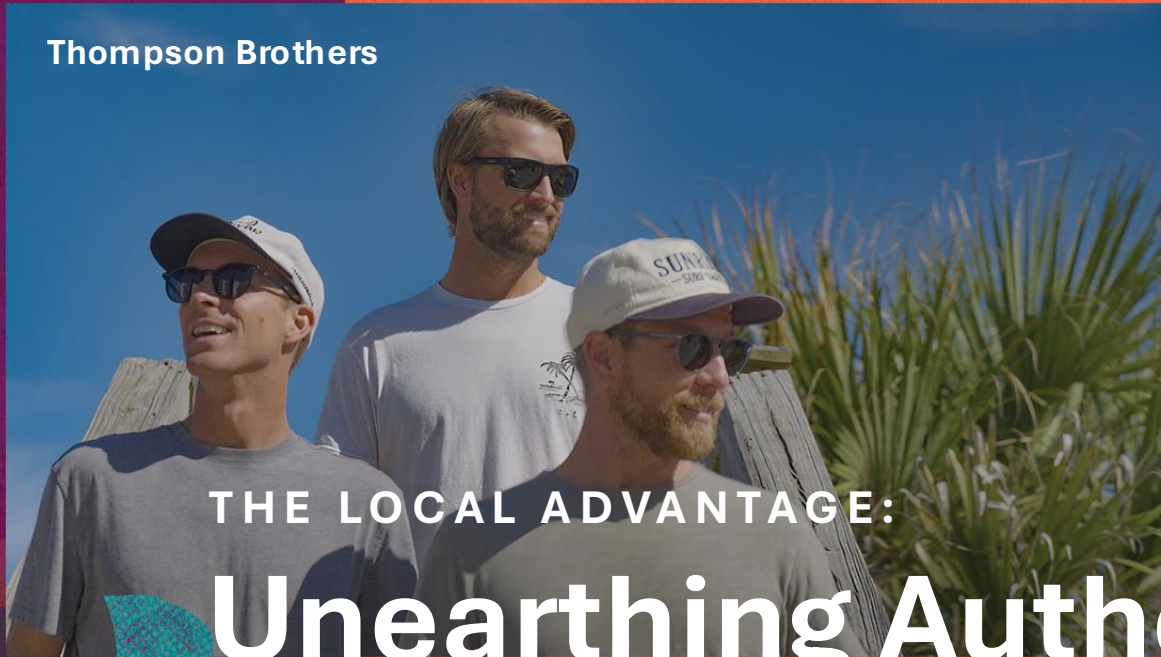
THE CATALYST:

Why We Evolved to 2.0

**SOUL
OF SURF**
Jacksonville, FL



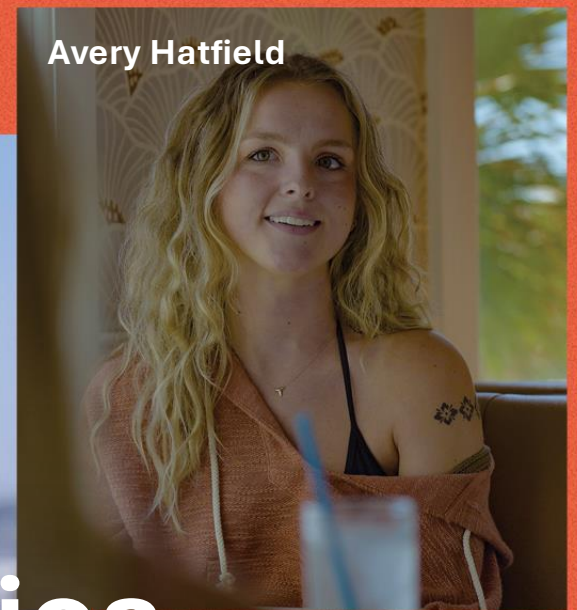
Thompson Brothers



THE LOCAL ADVANTAGE:

Unearthing Authentic Stories

Avery Hatfield



Maggie Sullivan



Sofie Falzone



Kurtis Loftus





MEET
THE SEAGALS.
WATCH THEIR
STORIES.



**SOUL
OF SURF**
SeaGals
Jacksonville, FL

Board Stories

**SOME PLACES HAVE WAVES.
THIS ONE HAS SOUL.**

SOUL OF SURF
Jacksonville, FL



SOUL OF SURF *SeaGals*

Saltwater runs in their veins

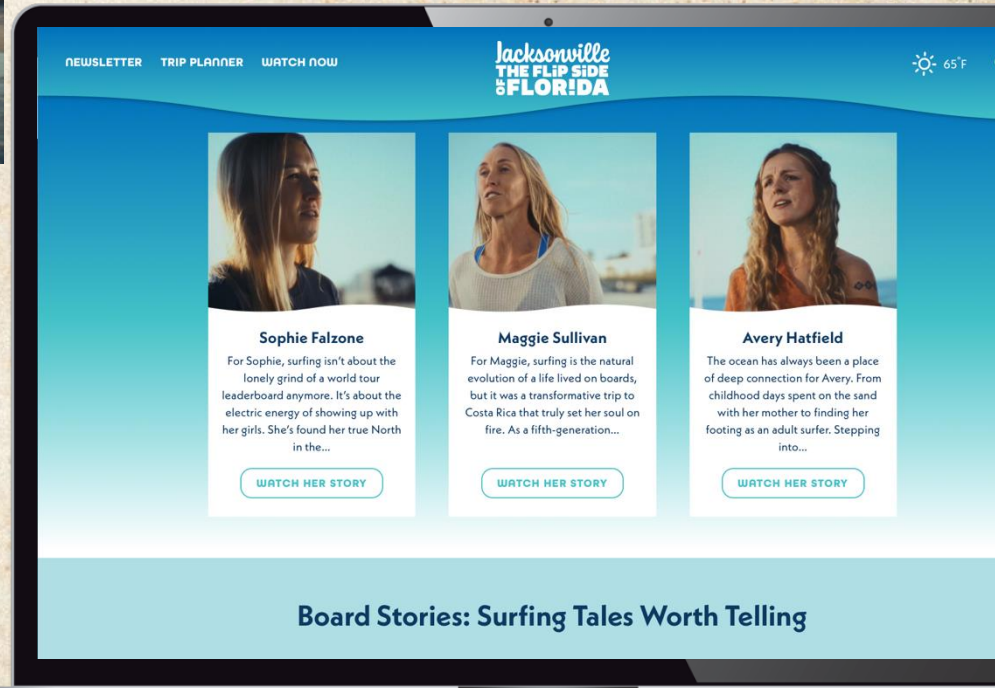
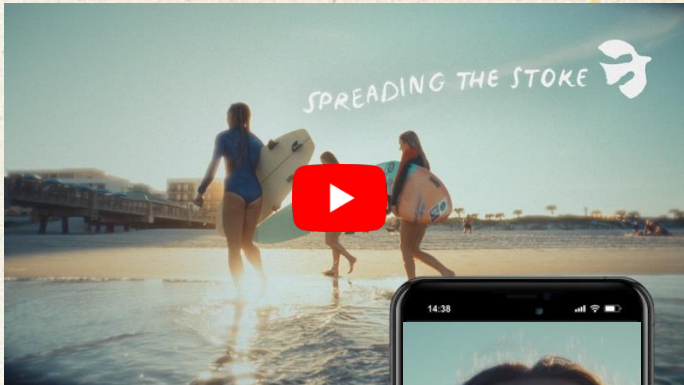
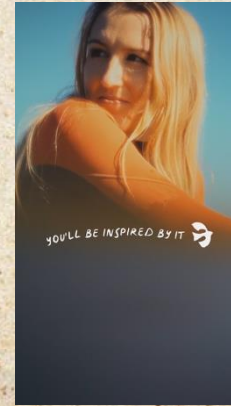
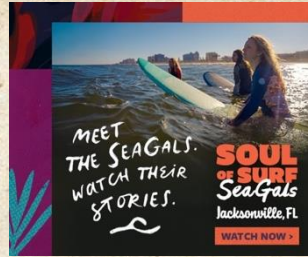
SeaGals is a vibrant celebration of women in the Jacksonville surf scene. This project is an ode to their strength, spirit, dedication, and powerful stories. It aims to move beyond the action, capturing the emotional depth and deep-seated connection these women have to the ocean and to each other.





JACKSONVILLE





Board Stories: Surfing Tales Worth Telling

Board Stories

Surfing Tales Worth Telling

*Every wave has a story.
Every surfer has a journey.*

A short-form video series capturing the heart, grit, and joy of surf culture through candid interviews. Featuring personal stories, from that first paddle out to the wave that changed everything.



A person with short, light-colored hair, wearing a dark wetsuit, is sitting on a surfboard in the ocean. The surfboard is orange and yellow. The person is facing away from the camera, looking out at the blue sea under a clear sky. The text "VISIT JACKSONVILLE PRESENTS" is overlaid in white, bold, sans-serif font across the middle of the image.

VISIT JACKSONVILLE PRESENTS

VISIT JACKSONVILLE PRESENTS



STRATEGIC DISTRIBUTION:

Connecting with Core and Aspirational Surfers

**SOUL
OF SURF**
Jacksonville, FL

Platforms and Channels:

- Jacksonville Landing Page
- Programmatic Display
- Meta
- YouTube
- Prime CTV
- Inertia Article
- Inertia E-Newsletter Inclusion
- Inertia Facebook + Promotion
- Inertia Instagram Story
- Inertia Dedicated E-Blast
- Inertia Tweet/X



6,099,589

TOTAL EST MEDIA IMPRESSIONS

Landing Page Engagement

- 81,032 Page Views
- 28,085 1+ Minute
- 1:45 Average Session Duration

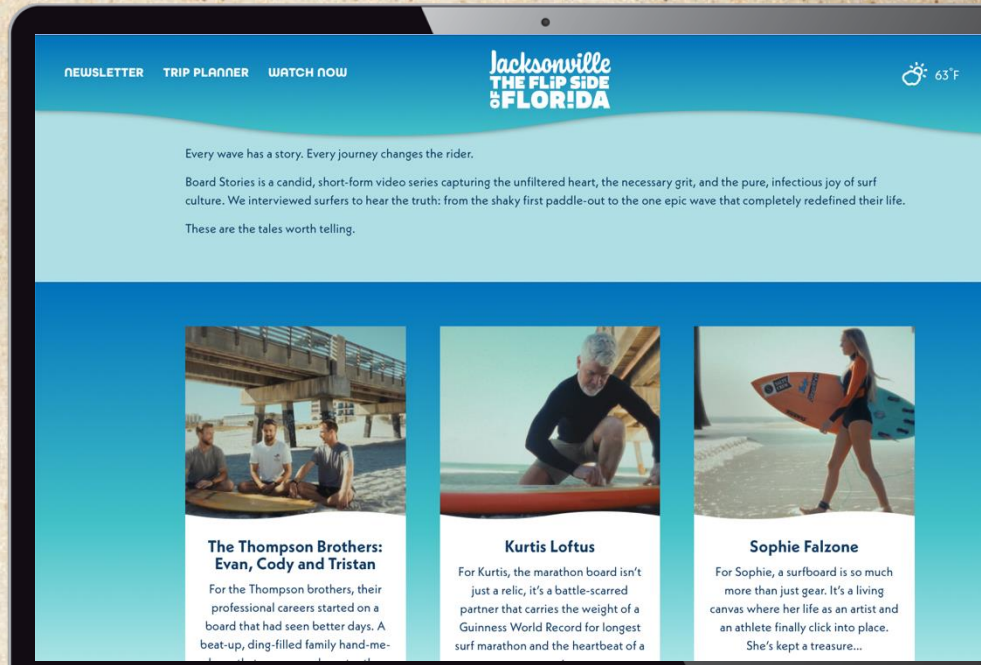
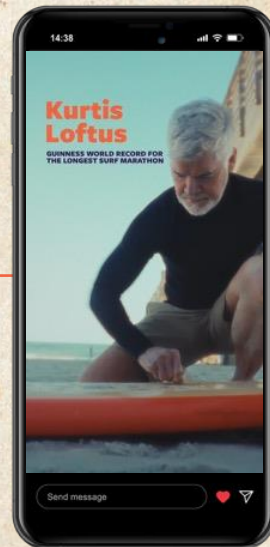


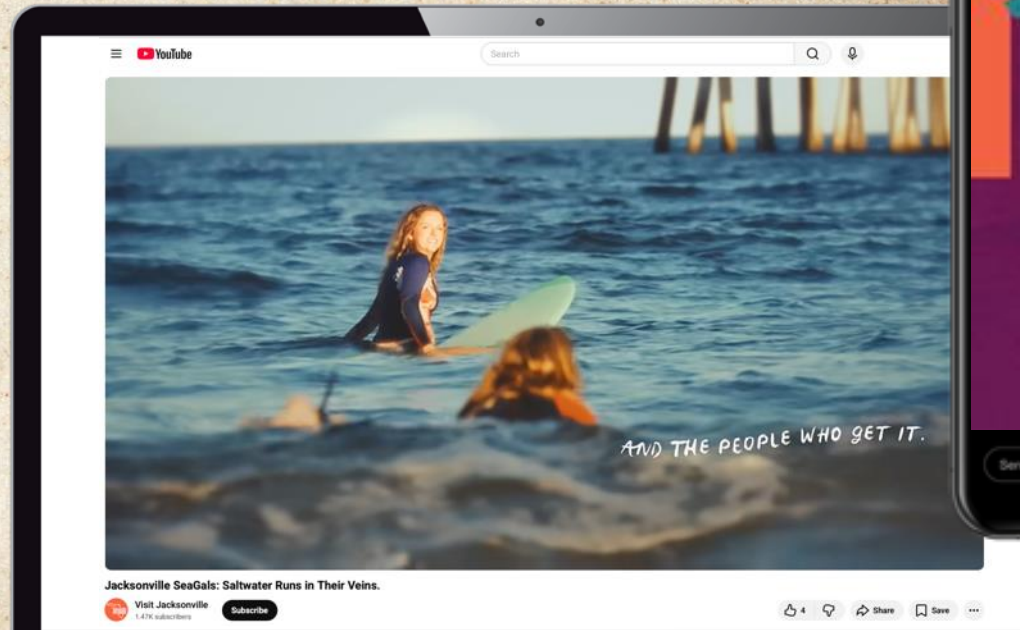
SeaGals

- 2,793,788 Programmatic Impressions
- 243,997 Prime CTV Impressions
- 159,810 YouTube Views
- 1,569,161 Meta Impressions

Board Stories

- 174,266 Prime CTV Impressions
- 111,929 YouTube Views
- 1,056,638 Meta Impressions







Soul of Surf 2025

- Digital and creative strategy
- Campaign concept/platform name, art direction, manifesto, and logo design
- Digital campaign
- Video (4 total, including resizes)
- GoPro x Catch Surf Brand Alliance
- 6 Influencers (IG Posts, TikToks, video footage, photos and live contest giveaway)
- YouTube vlog
- Live painting sessions (artist painted 2 boards)
- GoPro creators captured b-roll, video content and photos
- Sweepstakes
- Build landing page
- Retail Activation
- Reporting



Soul of Surf 2026

- Digital and creative strategy
- SeaGals creative campaign (interviews, manifesto and art direction)
- Board Stories creative campaign (interviews and art direction)
- Digital campaign
- 5 Local surfers
- Professional Video Shoot
- Videos (18 total, including resizes)
- Captured 7 interviews
- B-roll content and BTS photos
- Landing page update
- Reporting

Q&A

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