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CIM 111- Final Project

May 04, 2020

Creative Brief: Miami Travel Guide

Background Summary

The client, Miami and Miami Beach Tourism and Visitors Bureau, is looking to create a visually appealing information website that promotes Miami's tourist attractions. The strengths of Miami are the tropical climate, buzzing nightlife, artistic and youthful culture and international presence. The weaknesses of Miami are the stigma that Miami's is only a party city that doesn't cater to families and travelers uninterested with nightlife. Opportunities of the city of Miami include the vast variety of activities and people Miami can cater to. Another opportunity Miami holds is the access it holds. It is an easy non-stop flight from most major United States airports including Los Angeles, Dallas-Fort Worth, New York, Charlotte, Boston, Indiana and Detroit. A potential threat Miami faces is the environmental challenges. With climate change problems growing exponentially, Miami and in particular, Miami Beach, have to adapt to the rising sea level and related issues. Another threat of Miami is the Covid-19 virus. Since travel has been partially banned, Miami must implement this new website to promote travel after this pandemic has been resolved and is under control. After researching several "Miami Travel Guides" curated from popular travel magazines like "Cónde Nast Travel" and "Travel & Leisure", the Miami and Miami Beach Tourism and Visitors Bureau is ready to revamp its existing city guide to attract new business and attention.

Drivers

The goal for this project is to use a visually appealing website, for both mobile phones and desktop screens, to promote the sites, attractions, activities and lifestyle of Miami, Florida. The purpose is to revamp the Miami and Miami Beach Tourism and Visitors Bureau's existing Miami City Guide to give it a younger and more vibrant feel-intrinsic to Miami's nature. Our objectives with this project are to: 1) create a website that effectively conveys information, 2) convey said information in a colorful and visually attractive and vibrant way, and to 3) have a vast range of activities and options to cater to all age groups and market segments of people.

Audience

The main audience the Miami tourism board is trying to reach are potential travelers. Young couples and people in their 20s are the main target audience, but they're also looking to reach the fringe market of families with children and older people. Miami is a hotspot for young people and couples in their 20s, making it a prime destination for this market niche, but families and the older generation tend to consider Miami too much of a party town. But in reality, Miami has something for everybody. It is an easy location to reach and a city with beautiful weather and lots of activities for people of all age groups and interests.

Competitors

The competition of the city of Miami would include places like Southern California, Las Vegas and Ft. Lauderdale. Southern California has a lot of the similar beaches and nightlife culture that Miami has; Ft. Lauderdale is similar in accessibility and tropical weather; and Las Vegas is known for its nightlife and party scene and hot weather like Miami. Southern California lacks the variety of activities and international culture Miami holds. Ft. Lauderdale lacks the range of activities and quantity of activities. Las Vegas lacks the versatility that Miami has. Las Vegas has no beach culture and is mainly a gambling and party destination. What differentiates Miami from these places is the combination of activities and types of activities, along with the beautiful climate and beaches.

Tone

This information will best be communicated through a website for both mobile viewing and desktop viewing so it is more accessible for all people. The website should feel vibrant, colorful, lively and diverse. This information will be communicated through Instagram ads as people are constantly scrolling through Instagram looking at other peoples' vacations, now they can plan their own.

Message

The Miami and Miami Beach Tourism and Visitors Bureau will be sharing messages on where to stay, where to eat, what to do and nightlife in the city with options for all niches. Miami can cater to various interests and preferences and this website will reflect the options given to travelers who choose to come here. Some words from the current website will be used and

other content will be new. The audience should leave this website inspired to visit this colorful city and eager to explore it.

Visuals

Existing visuals will be used and curated to fit the new aesthetic of the website. Due to the timeframe of this project and the Covid-19 virus and pandemic, we will use existing images to not put any photographers in danger.

Details

The Miami and Miami Beach Tourism and Visitors Bureau will be delivered a revamped and updated website for both mobile and desktop viewing that delivers relevant and useful information about visiting Miami in a creative, vibrant and visually appealing manner. A preconceived idea for the website is its accessibility and vibrancy with limitations including using preexisting photos. The format of this website will be separated into sections of where to stay, things to do and where to eat. The timeline of this project will be 3 weeks with weekly check-ins to ensure continual progress and satisfaction with aesthetics and usability. The budget of this website will be $10,000 as one website designer will be doing the entire website design for the various website segments along with developing and creating the visual ideas and creative aspects for the project, and completing the pre-project information like the creative brief and wireframes under this strict timeline.

People

The website designer will be responsible for reporting to the Miami and Miami Beach Tourism and Visitors Bureau's Communications Manager, Stephanie Figueroa where the work will be approved by her and the communications team. She will be contacted by weekly Zoom calls and email correspondence for updates, inquiries and progress calls.