



GRAPHIC DESIGN / BRANDING IDENTITY / WEB DESIGN & DEVELOPMENT / PHOTO & VIDEO / CONTENT CREATION / SOCIAL MEDIA



Making life a little more beautiful one pixel at a time, we elevate brands with great ideas.

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JACOB ER C R E A T I V E











ABOUT US

We are an  
award-winning,  
global marketing and  
branding firm based  
in Miami Beach, FL  
with clients all  
over the world.







OUR TEAM

We are a collective of creatives and brand strategists specializing in visual storytelling.



**NICO CONNELL**  
Graphic Designer



**CHELSEA OLSEN**  
Copywriter



**NICOLE JESKE**  
Graphic Designer



**ADRIANA MAZ**  
Art Director, Designer



**PAUL JACOBER**  
Creative Director



**DANIEL PERALTA**  
Business Development



**LUISA JIMENEZ**  
Marketing & Brand Strategy



**ROB ROSENBERG**  
Copywriter



**KERRY BURT**  
Web Developer





LEADERSHIP

# Direct attention from the executive level of the team

**PAUL JACOBER**

Creative Director

**DANIEL PERALTA**

Director of Business  
Development

**LUISA JIMENEZ**

Director of Marketing  
& Brand Strategy

**ADRIANA MAZ**

Art Director, Designer





EXPERIENCE

We collaborate with clients to fully realize their **mission** and vision.

- ▶ Municipal
- ▶ Consumer
- ▶ Marine







CASE STUDY

# The Town of Surfside

Destination Marketing

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OBJECTIVE:

**The Town of Surfside needed to *reposition* itself alongside a new wave of luxury developments that were being constructed along its shores.**







 **Surfside** Florida

BEFORE

# Surfside

FLORIDA

THE UPTOWN BEACHTOWN







# Brand Guidelines







**79% Visitors don't come alone**

**32% Come with spouse or partner**   **47% Come with Family**   **33% Come with children under 18**

**76% Visitors have been to Surfside before**   **50% Visitors have visited Surfside 5+ times**

Average number of visits is at least 4

**6 NIGHTS**  
Average stay

**The three highest scores:**

- Unhurried Pace
- Beach
- Restaurants

**Surfside Proprietary Research**

Because the Greater Miami Convention & Visitors Bureau (GMCVB) does not disaggregate Surfside from its research, Jacobber Creative, in conjunction with the Surfside Tourist Bureau, commissioned a series of research studies to specifically understand Surfside visitors and increase the effectiveness of Surfside's communication.

Currently, the GMCVB's research lumps Surfside with North Dade and Sunny Isles as a destination, which of the 4,500 intercepts the GMCVB performed in 2017, only represents 8% or 360 respondents. The challenge here was to distinguish how many of these 360 visitors actually came to Surfside.

Jacobber Creative and Surfside Tourist Bureau began an ambitious plan to obtain quantitative data specifically for Surfside through a series of surveys. Three of the surveys were intercept (December, February and April) and one was web-based. Nearly 600 completed questionnaires were collected in total.

The resulting data was used to create this first appendix to the original strategic plan, in order to strengthen it and make it more effective.

Dates	Type	Completed Surveys
Dec. 27, 28, 30, 2018	Intercept	126
Feb. 22, 23, 25, 2019	Intercept	138
Apr. 18, 19, 21, 2019	Intercept	362
April - June	Online	131
<b>Total</b>		<b>577</b>

**Executive Summary**

There are significant differences between the surveys collected from the web (SurveyMonkey) and the three intercept surveys.

Friends & family is the leading way by which visitors found out about Surfside, the second most important way are travel websites. Both, together, represent 74% of the mentions.

The four most significant factors in deciding to come to Surfside:

- Beach
- Comfort, Ease
- It is in Miami
- It is not South Beach

By city, the three most important origins:

- Miami
- New York
- Chicago

By country, the four most important origins:

- Canada
- Argentina
- England
- Brazil

**SURFSIDE TOURIST BUREAU**

**Strategic Plan: Appendix 1**

**JACOBBER CREATIVE**

**Type of Stay**

The majority of visitors stay in hotels (33%), followed closely by their own homes. However, when broken out by Domestic and International visitors, research shows that international visitors are more likely to opt for hotels and vacation rentals than domestic visitors, who are more likely to stay in their own homes.

**RESEARCH COMPARISON: SURFSIDE VS GMCVB**

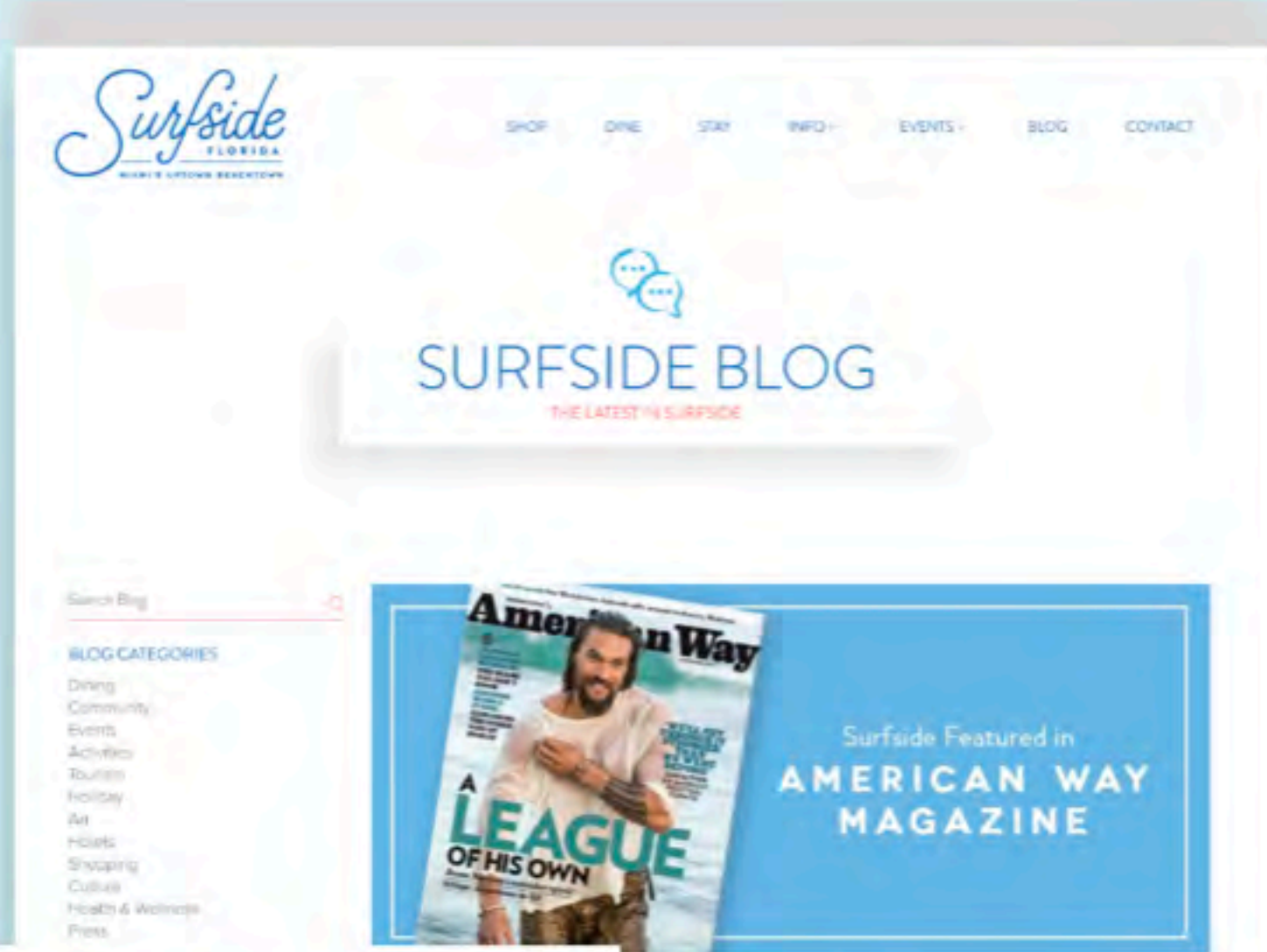
**Contrasts between the GMCVB and Surfside's Research**

The GMCVB does not disaggregate Surfside from its research. However, because Surfside's research does not account for full year findings, this is a baseline comparison.

Country	GMCVB 000s	GMCVB as % of Total	Surfside as % of Total
Brazil	462	3.9%	2.4%
Colombia	422	3.5%	0.5%
Argentina	364	3.0%	4.5%
Canada	357	3.0%	10.4%
UK	353	2.9%	1.9%
Germany	314	2.6%	1.2%
Venezuela	229	1.9%	0.5%
Mexico	226	1.9%	0.9%
France	216	1.8%	1.7%
Ecuador	207	1.7%	0.2%
Bahamas	173	1.4%	0.2%



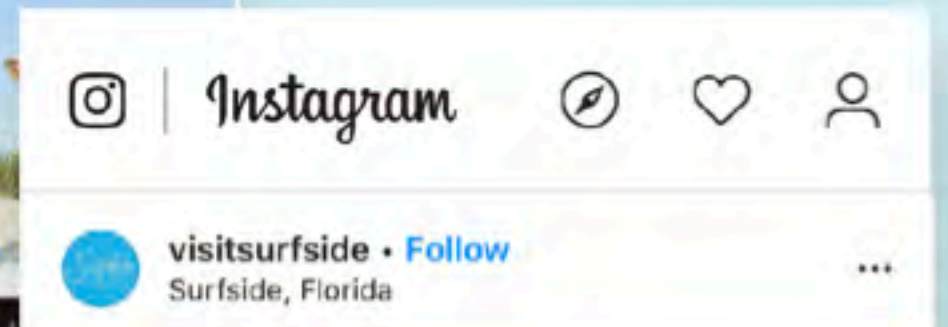
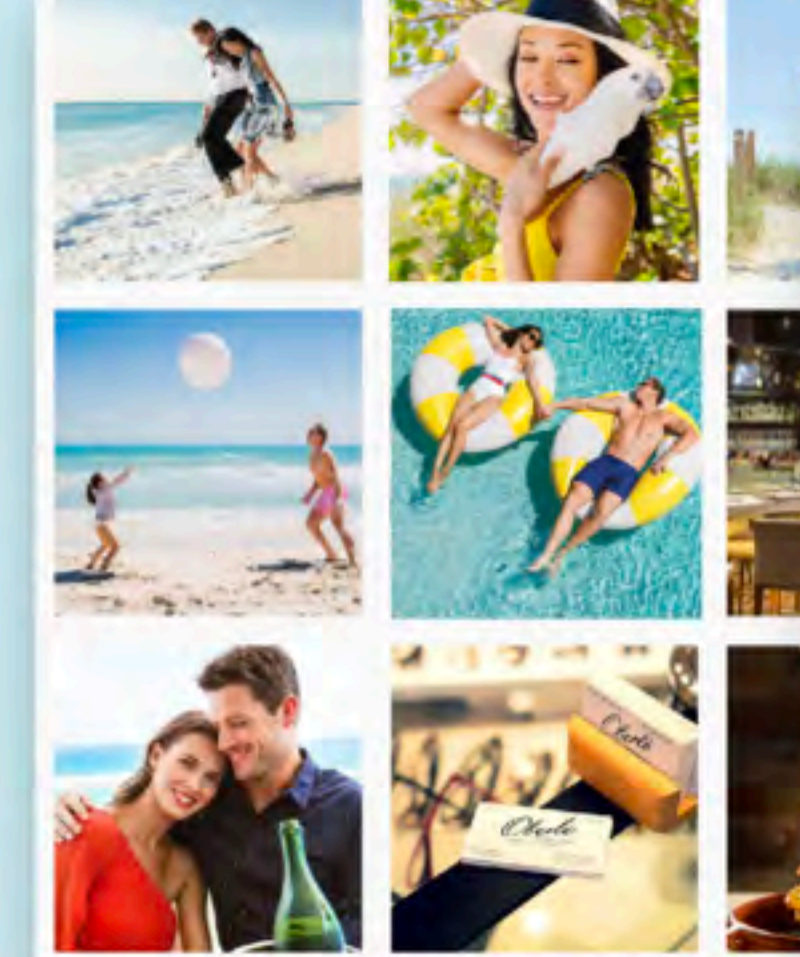
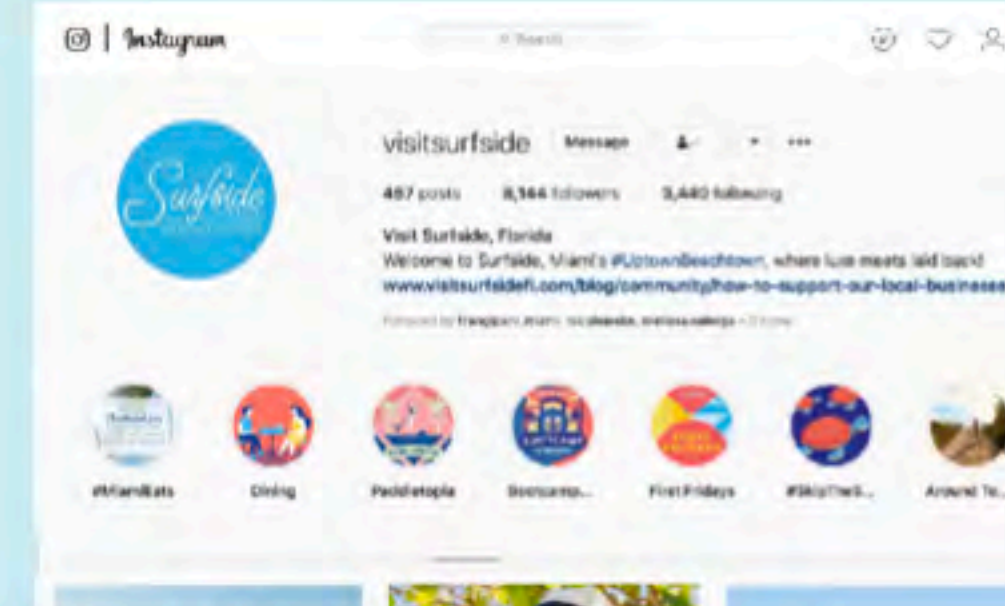
# Marketing Strategy



## Spreading the #SurfsideLove

This year, Valentine's Day falls on a Friday, a holiday weekend, and during the Miami Yacht Show -- giving you no shortage of opportunities to show your paramour the extent of your love. While a new yacht emblazoned with the name of your loved one may not be on the horizon for everyone this year, Surfside has some other ideas to celebrate your love. Whether it's a budding relationship, or one that's lasted through decades -- there's a Valentine's Day for everyone in Surfside.

[READ MORE](#)



384 likes

visitsurfside Beach days are best when the whole family is involved 🌞 #UptownBeachtown

View all 3 comments



### Surfside in American Way Magazine

Surfside was named the best place to live in the November issue of American Way magazine. The magazine is a leading publication in Miami and offers a more dynamic look at the city.

Surf Club, designed by Pulitzer Prize-winning architect Richard Meier, is a glamorous addition to the city's skyline, including a new Thomas Keller restaurant.

### Fun for Kids In and Around Surfside

By Surfside | Mar 23, 2018

#### Greater Miami's Fun Family Offerings

When you think about Miami, images of sun, sand, and surf are likely to come to mind, but the reality is that Surfside, Florida, is a vibrant and fun destination for the whole family. From great museums to world-class beaches, there's something for everyone in Surfside.



### A Weekend Outing in Surfside, Family Edition

By Surfside | Mar 23, 2018

#### A Family-Friendly Weekend in Surfside

Whether you're looking for a springtime city break or a summer getaway, Surfside has it all. And the best part? Your kids will have fun, too. From top-notch beaches to world-class museums, there's something for everyone in Surfside.





MIAMI'S UPTOWN BEACHTOWN

**WISH YOU WERE HERE**

VisitSurfsideFL.com

*Surfside*  
FLORIDA  
MIAMI'S UPTOWN BEACHTOWN

THE  
UPTOWN  
BEACHTOWN

*Surfside*  
FLORIDA  
THE UPTOWN BEACHTOWN

A luxury beachfront enclave that blends uptown luxuries with a beach town lifestyle.  
Experience everything Miami has to offer with expansive ocean views and a pace that's all your own.  
VisitSurfsideFL.com

FIT FOR FAMILIES,  
FABULOUS FOR EVERYONE

*Surfside*  
FLORIDA  
MIAMI'S UPTOWN BEACHTOWN

VisitSurfsideFL.com

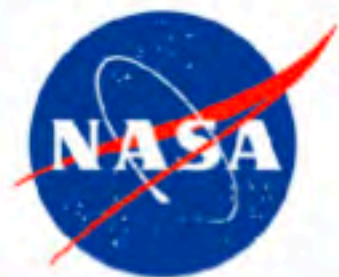
A luxury beachfront enclave that blends uptown luxuries with a beachtown lifestyle.  
Experience everything Miami has to offer with expansive ocean views and a pace that's all your own.



# New Website

Custom design and programming  
Robust & Nimble Web Platform  
Used by: NASA + Instagram

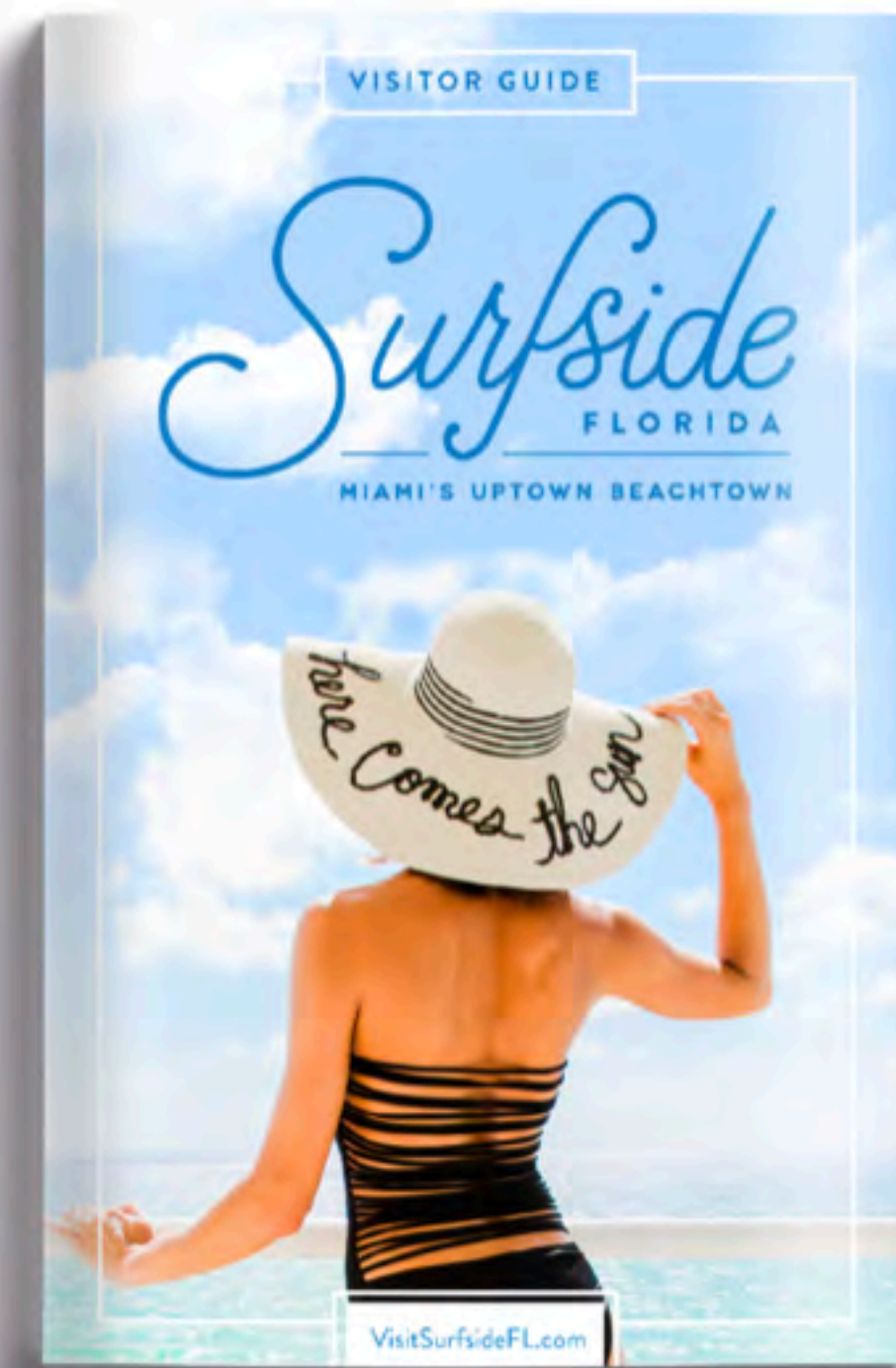
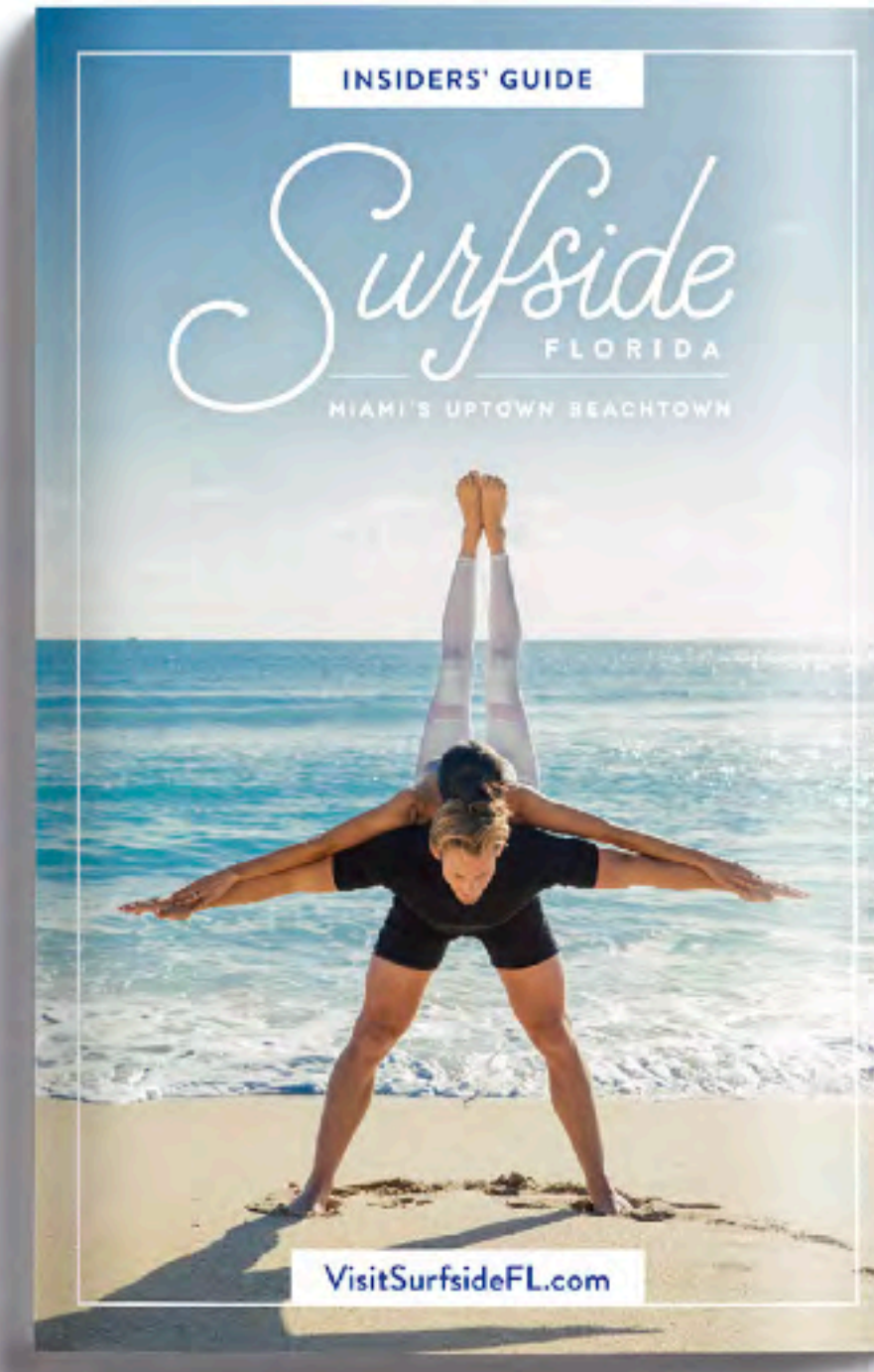
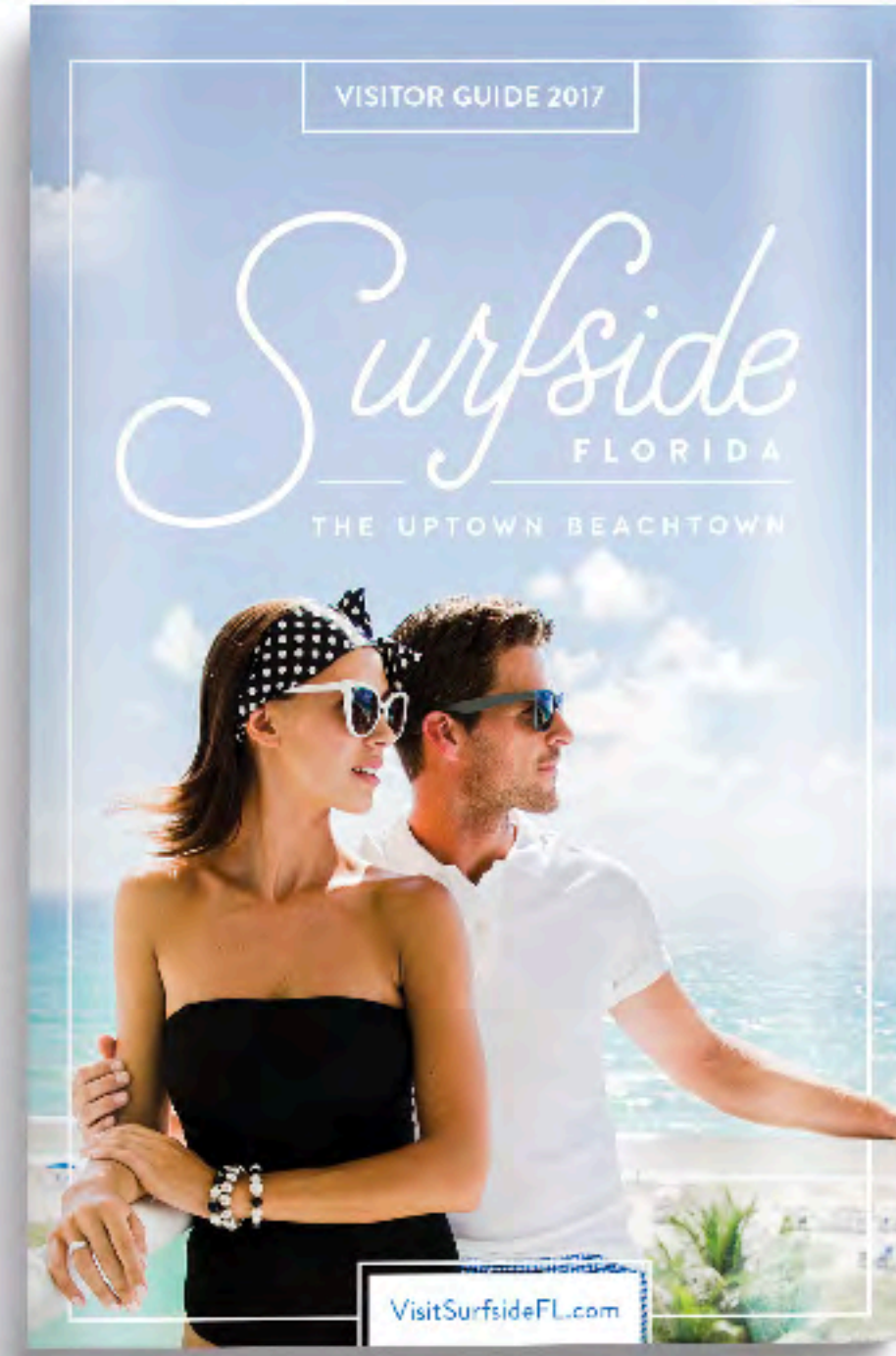
Award-winning booking portal  
and business pages.





ADVERTISING & MARKETING

# Seven-Time Award Winning Surfside Campaigns



VISITFLORIDA.





# As Seen In...

*NEW YORK*

**AFAR**

**INDULGE**  
Luxury Magazine

**CHICAGO**  
MAGAZINE

**CULTURED**

**Miami Herald**

**AMERICAN  
WAY**

**CONDÉ NAST**  
**Traveler**





CASE STUDY

# Sybaris

Yacht Branding

OBJECTIVE:

**To design a highly stylized, but modern family crest and accompanying logo to adorn their custom super yacht, Sybaris.**











CASE STUDY

# Star Yacht Group

Brand Design & Marketing

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OBJECTIVE:

**Rebrand and launch Star Yacht Group  
in the South Florida and  
Caribbean market.**

Star  
Yacht  
GROUP





star yacht  
GROUP



star yacht  
GROUP

MORENA BONFADINI  
FOUNDER

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33324 MIAMI

STARYACHTGROUP.COM

star yacht  
GROUP

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HELLO@STARYACHTGROUP.COM

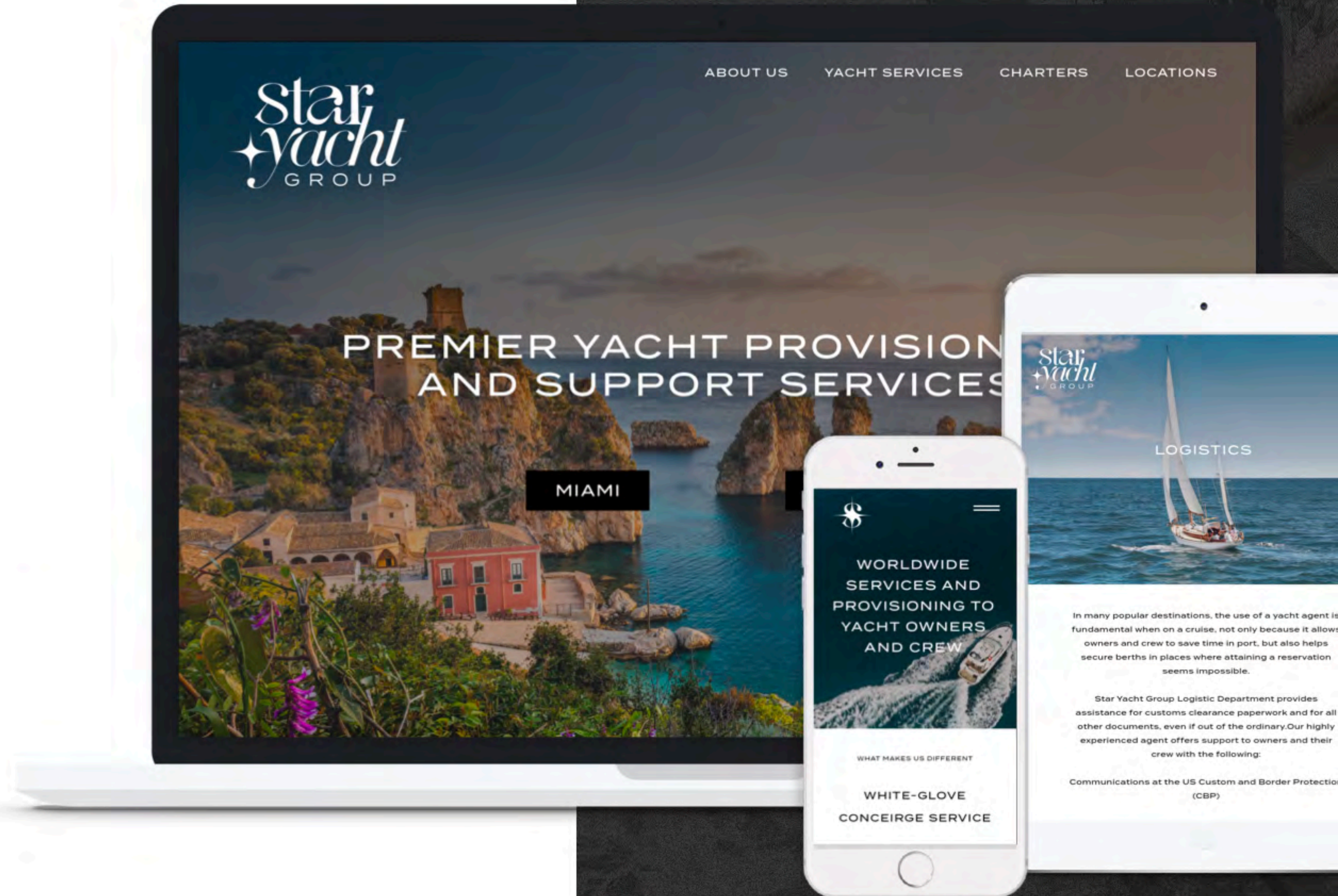
USA  
1324 BRICKELL AVENUE  
SUITE 1200  
33324 MIAMI





# New Website

Custom design and programming







## 01 Brand

Rebrand the Palm Beach Marina by combining modern influences with a defined sense of history and place

OBJECTIVES

## 02 Market

Using a data-driven advertising and marketing strategy to define, reach, and optimize target audiences

## 03 Launch

Bring the Palm Beach Marina experience to life with a dynamic grand opening event that makes waves





PROCESS + APPROACH

# A Data (and Results) Driven Approach

- ▶ Market Research
- ▶ Brand Development
- ▶ Marketing Plan
- ▶ Grand Opening Event





MARKET RESEARCH

# Research Sources

Existing Research

Industry Trends

Stakeholder Interviews

Online Surveys

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MARKET RESEARCH

# Research Deliverables

▶ Summary

▶ SWOT Analysis

▶ Competitive Analysis

▶ Brand Positioning  
Statement

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MARKET RESEARCH

# Target Audiences



- ▶ Palm Beach Residents
  - Full Time / Seasonal
- ▶ Visiting UHNW Owners
- ▶ Captain and Crew





MARKET RESEARCH

# Differentiators

- ▶ Accommodations for Superyachts
- ▶ Technological Advancements
- ▶ Convenience and Security Upgrades
- ▶ Sustainability
- ▶ World-Class Amenities
- ▶ Walking Distance to Palm Beach  
Points of Interest





PALM BEACH MARINA

# Brand Development



- ▶ Brand Narrative & Messaging
- ▶ Visual Brand Identity
- ▶ Brand Guidelines & Marketing Collateral



BRAND DEVELOPMENT

# Brand Narrative & Messaging

▶ Key Messaging

▶ Brand Personality, Tone  
and Voice

▶ Tagline





BRAND DEVELOPMENT

# Visual Brand Identity



▶ Primary Logo

▶ Logo Variations

▶ Brand Assets



BRAND DEVELOPMENT

# Brand Guidelines

Rules and guidelines of how to apply the graphic brand elements, ensuring continuity and longevity.



## Print and Digital Media

Including Social Media

## Apparel and Accessories

Such as T-Shirts and Hats

## Brand Collateral

Advertising, Trade Show Booths and More

## Experiential Activations

Consumer-facing, promotional, branded experiences

## Photo and Video

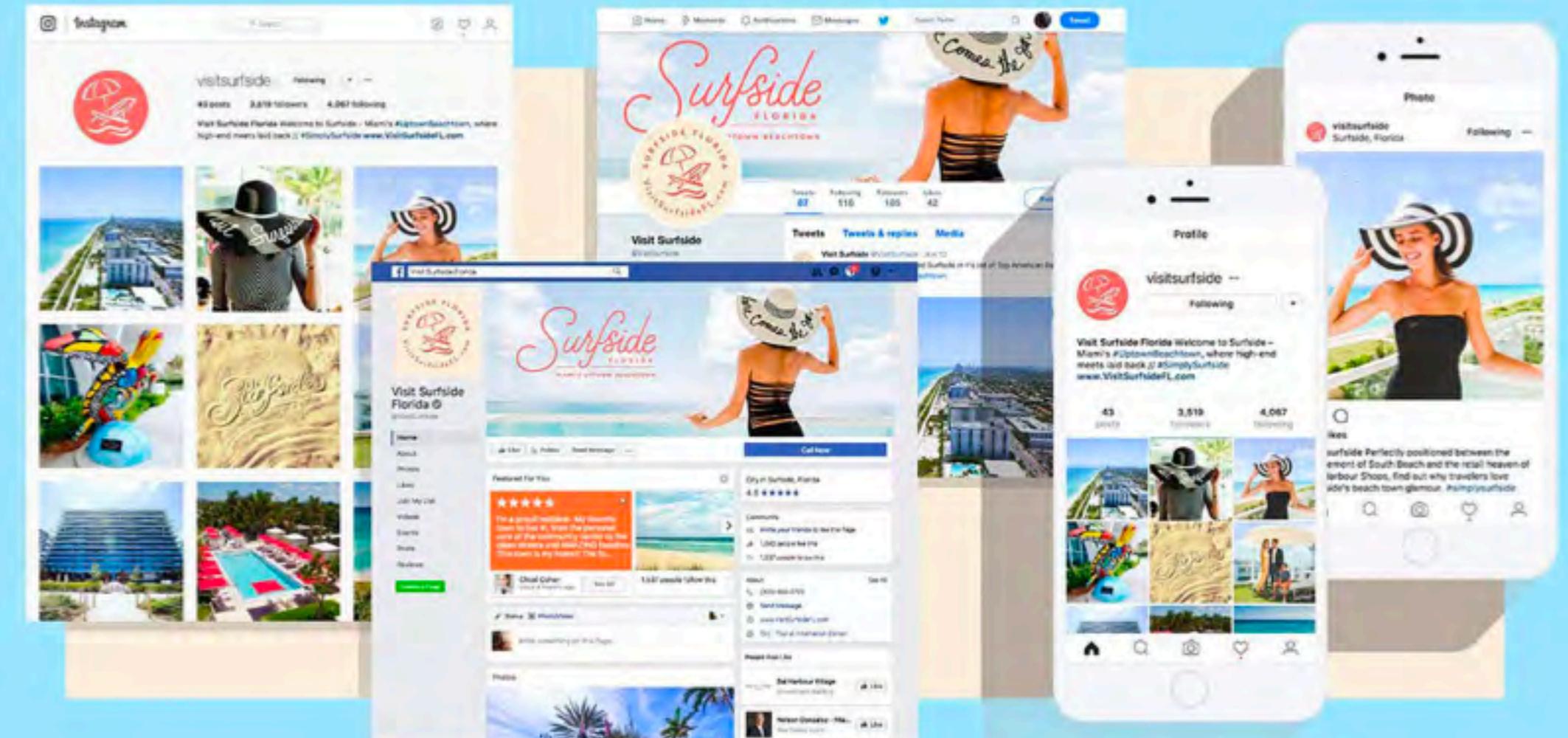
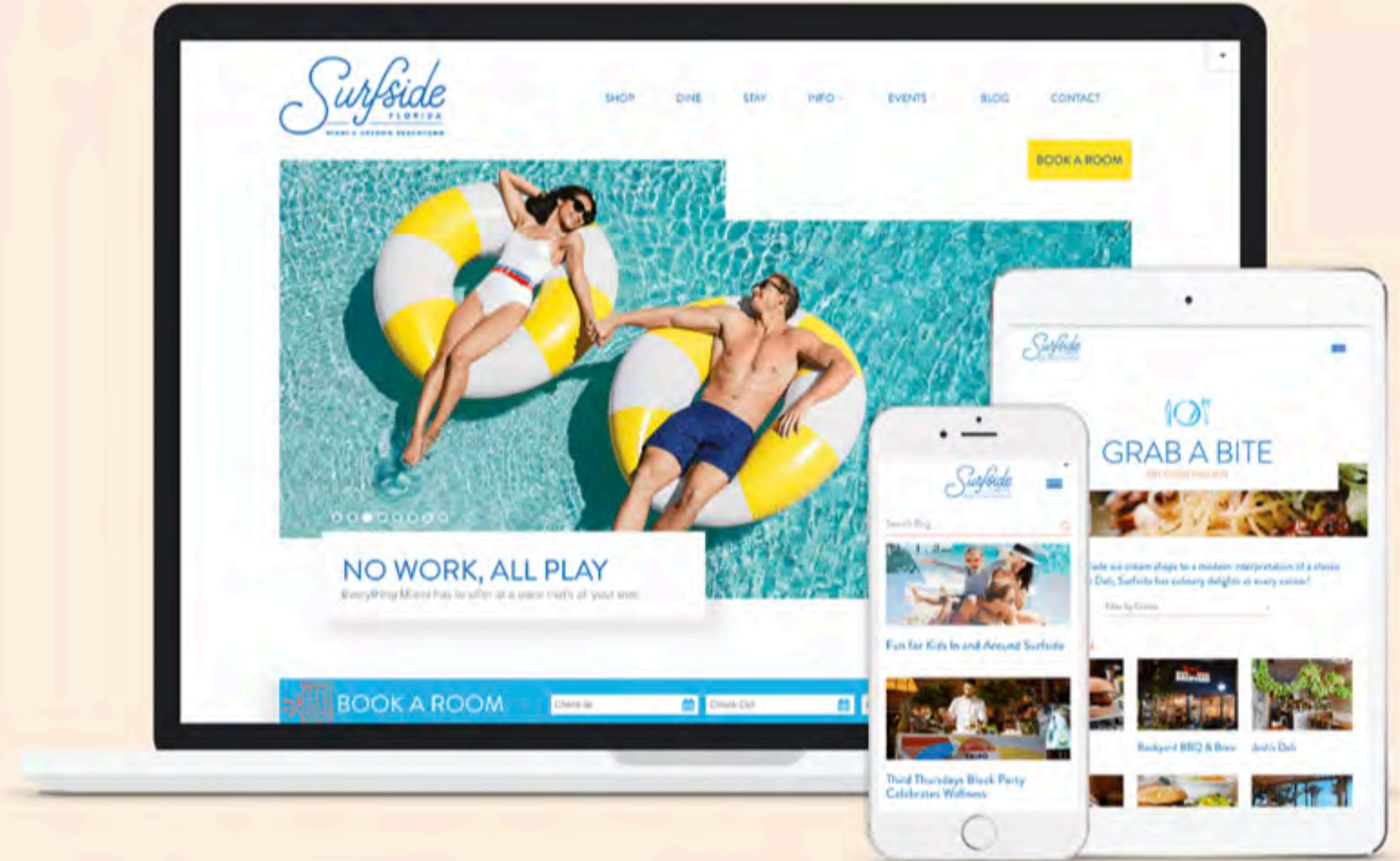
Original library of custom photography and video



BRAND DEVELOPMENT

# Marketing Collateral

- ▶ Digital Marketing Templates  
Email Newsletters, Social Media,  
Website Wireframes, Digital Ads,  
Presentation Decks
- ▶ Traditional Marketing Templates  
Uniforms, Apparel, Signage, Direct  
Mail, Flyers, Brochures, Reports





PALM BEACH MARINA

# Advertising/Marketing Plan



- ▶ Five-Year Marketing Budget
- ▶ Advertising Campaign Creation
- ▶ Media Planning and Buying





ADVERTISING PLAN

# Advertising Campaign Creation

Central to the messaging of the new brand will be a striking advertising campaign that is at once memorable and concise. Jacobber Creative will supply mood boards and storyboards that illustrate the creative direction for production.





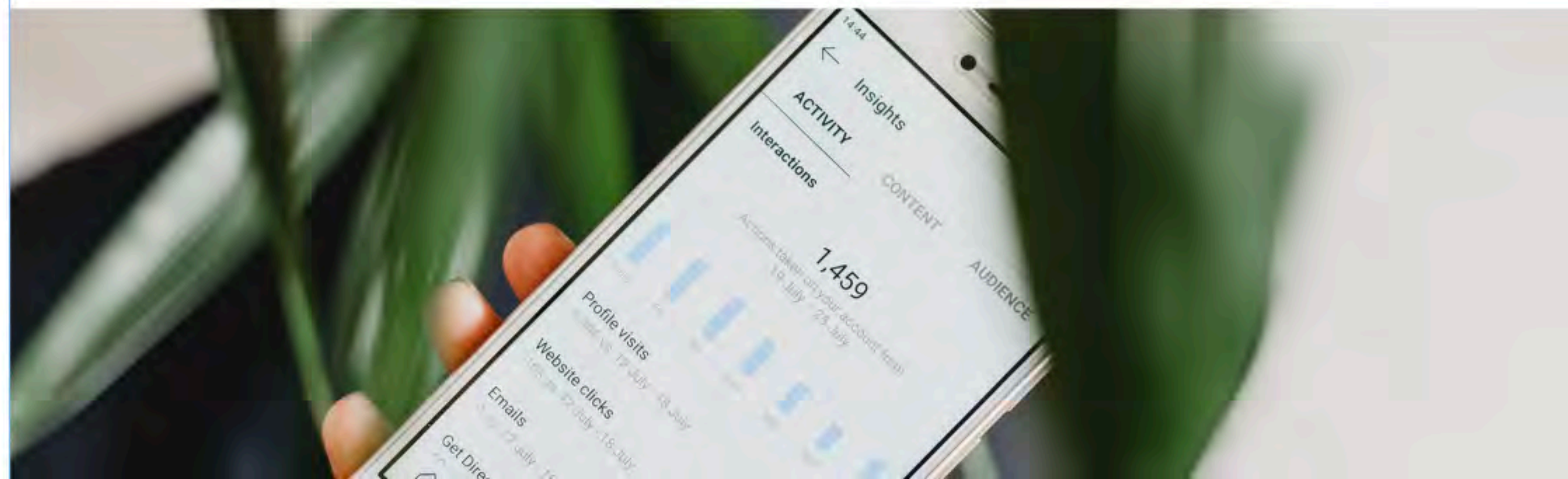


ADVERTISING PLAN

# Media Planning and Buying

Data-driven advertising and marketing strategy that encompasses:

- ▶ **Earned Media**  
Publicity from media outlets · SEO · Review Sites
- ▶ **Owned Media**  
Display Ads · Social Media Ads  
Trade Advertising · Search Engine Marketing
- ▶ **Paid Media**  
Website · Social Media Channels  
Blog Content · Email Channels







# Grand Opening Event

## ▶ Concepts

Decor, entertainment, food and beverage, and creative direction

## ▶ Promotion

Strategic partnerships, Sponsorships, Media and Guest List







## ADVERTISING PLAN

# Five-Year Marketing Budget



## Palm Beach Marina Launch Budget

1	Brand and message development	\$14,000
2	Branded design templates to be used for common needs	\$8,500
3	Collateral pieces to distribute at Boat Shows, mail and other requests	\$5,500
4	Marketing plan which includes the identification of key advertising partners and types of advertising that should be utilized	\$15,000
5	Boat show booth design and construction (need all components created in order to prepare for boat show participation in the future)	\$16,500
6	Concept development of grand opening event and associated marketing related to grand opening of marina.	\$17,000
7	Development of a five-year marketing budget	\$5,000
	<b>Total</b>	<b>\$81,500</b>



## ADVERTISING PLAN

# Five-Year Marketing Budget



Year One		Low	High
1	Advertising Spend	\$100,000	\$250,000
2	Printing Costs	\$40,000	\$80,000
3	Grand Opening Event	\$40,000	\$100,000
4	Public Relations	\$-	\$30,000
5	Trade Shows	\$10,000	\$15,000
6	Marketing Materials	\$6,000	\$8,000
7	Signage	\$5,000	\$20,000
8	Uniforms	\$3,000	\$8,000
9	Photography and Video	\$20,000	\$60,000
<b>Estimated Totals</b>		<b>\$224,000</b>	<b>\$571,000</b>



## ADVERTISING PLAN

# Five-Year Marketing Budget



## Years Two–Five

1	Marketing and Design Retainer	\$78,000
2	Advertising Spend	\$125,000
3	Printing Costs	\$20,000
4	Grand Opening Event	\$40,000
5	Public Relations	\$60,000
6	Trade Shows	\$25,000
7	Marketing Materials	\$6,000
8	Signage	\$-
9	Uniforms	\$5,000
10	Photography and Video	\$25,000
	<b>Estimated Totals</b>	<b>\$306,000</b>



# Why Jacobber Creative?

— We Know the Luxury Sector

— We Have the Creative Muscle

— We Operate from a Data Driven Perspective





Life is  
now  
you.  
design  
it.



Thank You.





JACOBBER CREATIVE



A FULL SERVICE DESIGN & MARKETING FIRM

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GRAPHIC DESIGN / BRANDING IDENTITY / WEB DESIGN & DEVELOPMENT / PHOTO & VIDEO / CONTENT CREATION / SOCIAL MEDIA