

SOCIAL MEDIA

2018 PROFILE OF WINTERFEST, INC.



TWITTER





TWITTER: AUDIENCE INSITE:

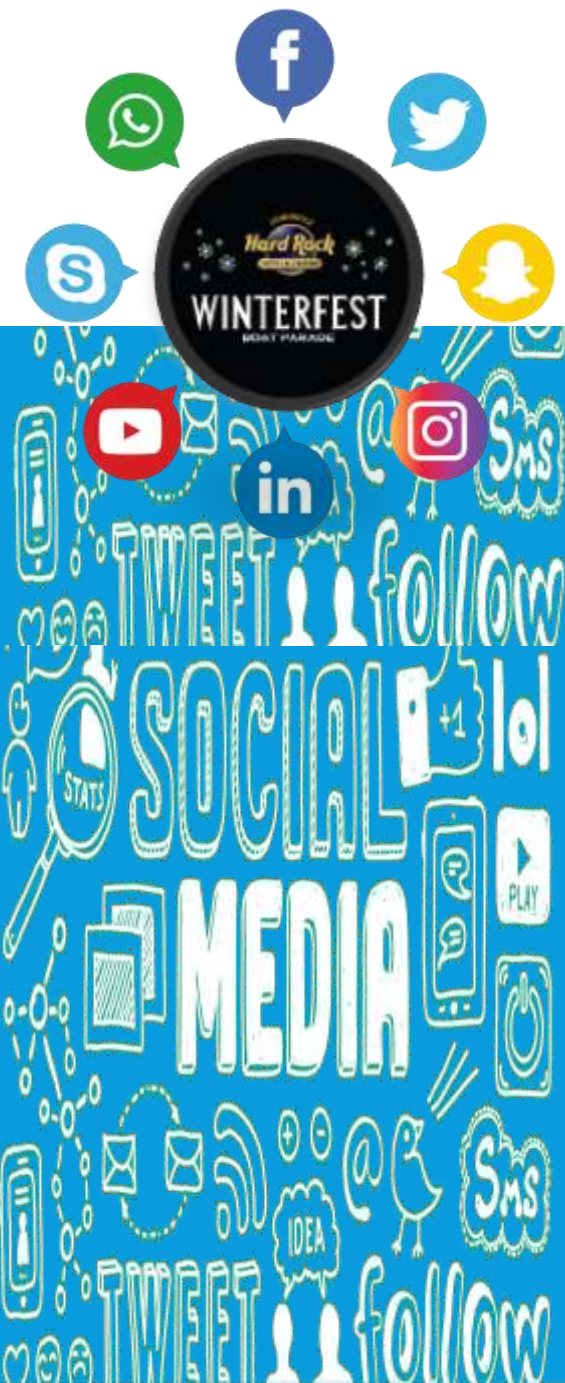
121K impressions in 91 days
81% Buy Premium Brands
51% Drink Wine

30% Net Worth \$1,000,000+
45% purchase a car +-2 years
60% Household income
over \$89,000



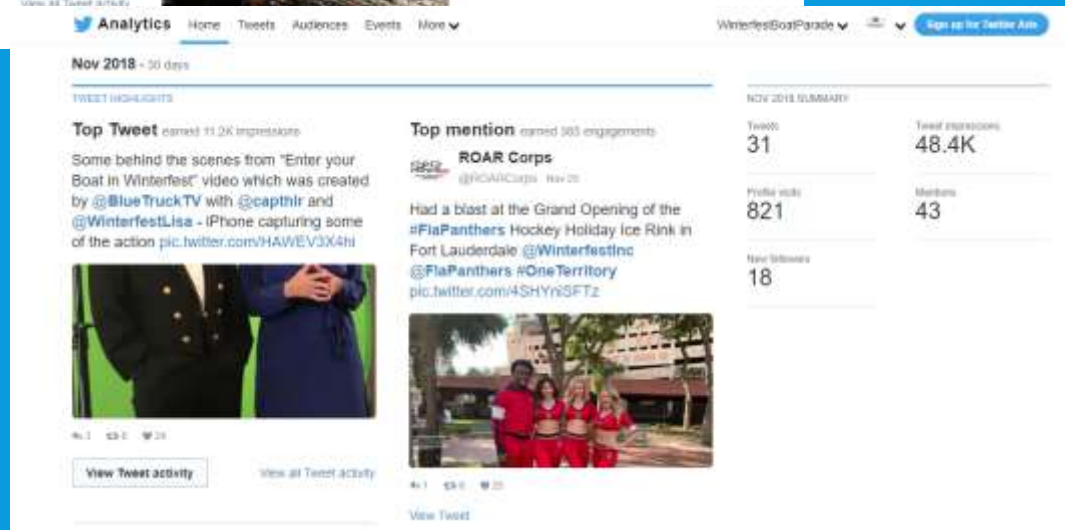
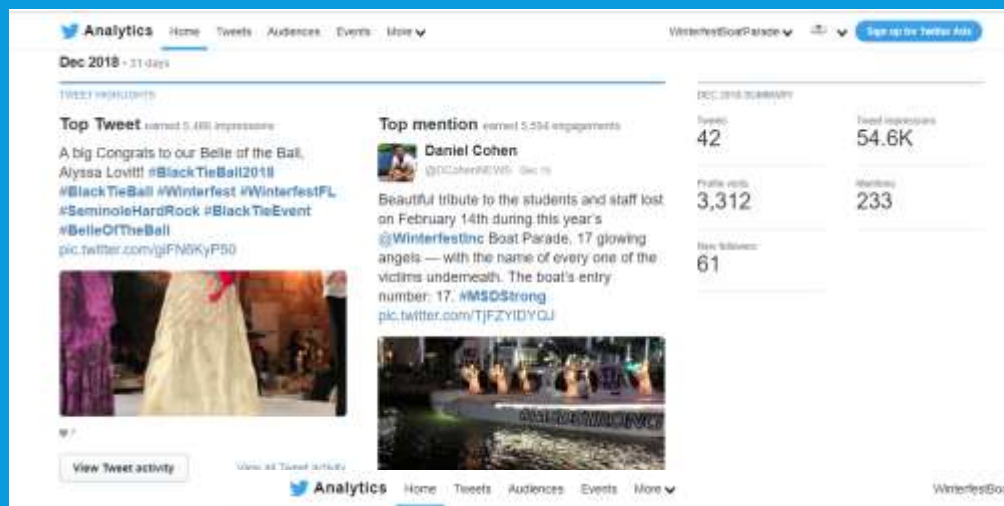
SocialMedia

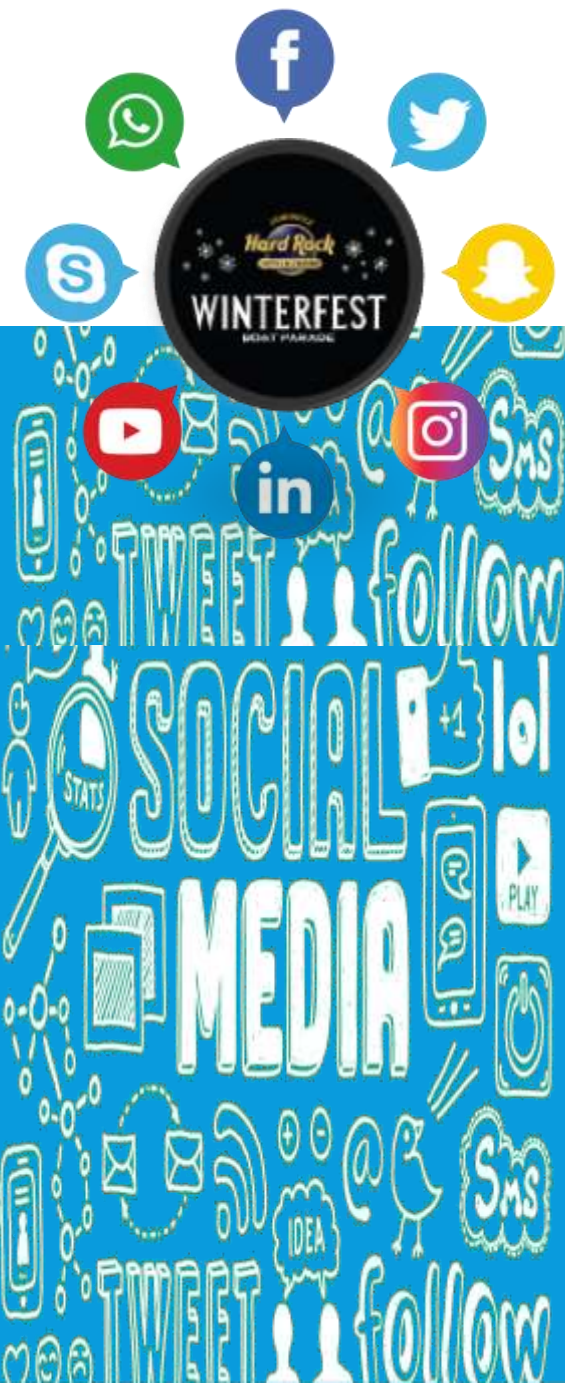




TWITTER:
DECEMBER:
 Impressions: 54.6K
 Profile Visits: 3.3K

NOVEMBER:
 Impressions: 48.4K
 Profile Visits: 821





TWITTER*:

OCTOBER:

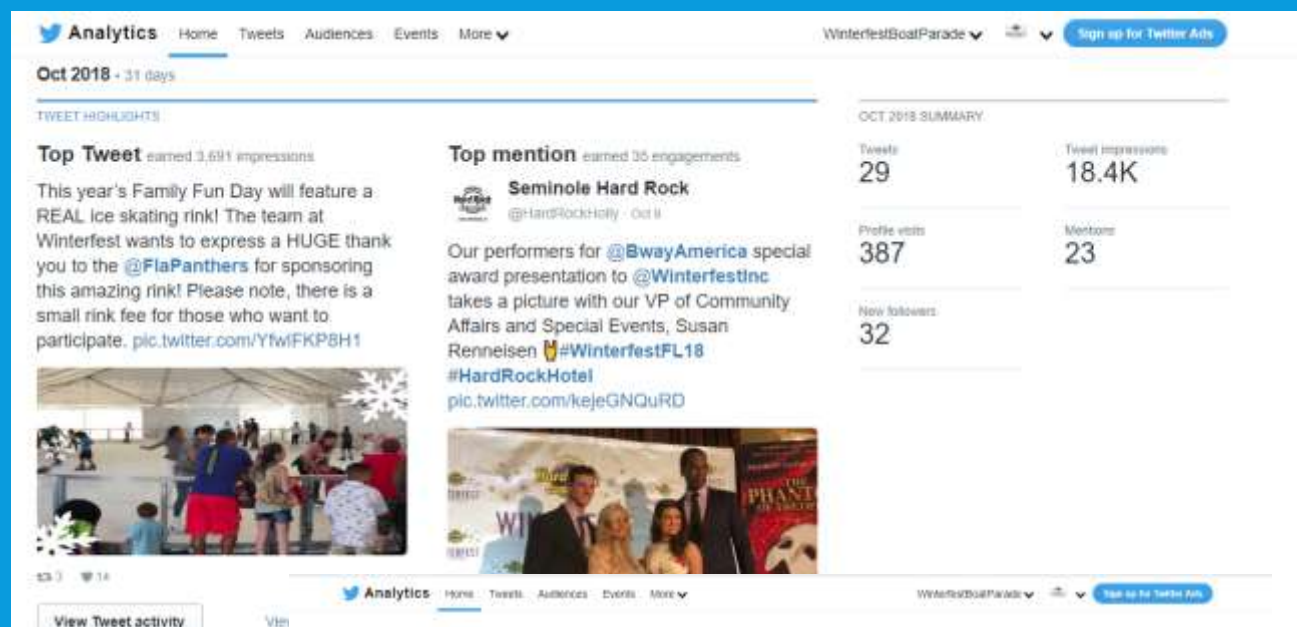
Impressions: 18.4K

Profile Visits: 387K

SEPTEMBER:

Impressions: 22.3K

Profile Visits: 441



* Numbers
from
JLB Florida



October – December 2018

Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



SAMPLE POSTS/ALBUM – GRAND MARSHAL RECEPTION – JM Lexus and Sylvester Comprehensive Cancer Center :



Winterfest Boat Parade added 242 new photos to the album: 2018 Grand Marshal Experience — with Huey Lewis & The News and Lisa Scott-Founds at Seminole Hard Rock Hotel & Casino - Hollywood, FL.
December 15, 2018 · 🌐

This Winterfest Celebration welcomed our Grand Marshal including dignitaries and celebrities who joined us at the Seminole Hard Rock Hotel & Casino to celebrate, Winterfest style.

This fabulous reception presented by JM Lexus was the prelude to the parade. Many local VIP's, dignitaries, sponsors were on hand to welcome this year's celebrity Grand Marshal. Fort Lauderdale's Mayor, Dean Trantalis, gave the Grand Marshal a key to our beautiful city and Riverwalk, Inc. presented a brick in Huey Lewis' name for the Riverwalk Celebrity Walk of Fame on the banks of the staging area of the Parade. Winterfest recognized

Sylvester Comprehensive Cancer Center and Dolphins Cancer Challenge warrior Sonia Rodriguez, Commodore Johnny Williams and Jr. Captain Tommy Boegler. Celebrities from N'Sync Joey Fatone and Chris Kirkpatrick were also on hand.

Photos by Howie Grapek / Grapek Photography Online



Performance for Your Post

3,678 People Reached

902 Reactions, Comments & Shares

508 Like	33 On Post	475 On Shares
314 Love	4 On Post	310 On Shares
2 Haha	0 On Post	2 On Shares
6 Wow	1 On Post	5 On Shares
56 Comments	6 On Post	50 On Shares
20 Shares	12 On Post	8 On Shares

895 Post Clicks

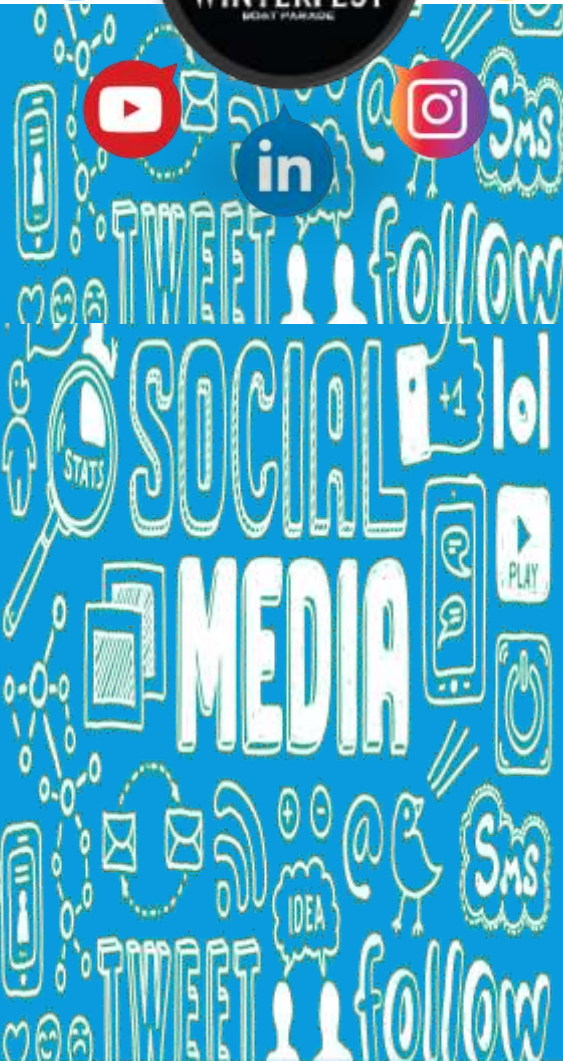
523 Photo Views	0 Link Clicks	372 Other Clicks
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FACEBOOK*:

Reach: 356,957

Average Reach Per Post: 1,068



Performance for Your Post

0 People Reached

8,872 Video Views

65 Reactions, Comments & Shares

74 Like	34 On Post	40 On Shares
26 Love	9 On Post	17 On Shares
1 Haha	0 On Post	1 On Shares
1 Sad	0 On Post	1 On Shares
1 Angry	1 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares



* Numbers
from
JLB Florida



Performance for Your Post

0 People Reached

5,697 Video Views

308 Reactions, Comments & Shares

143 Like	188 On Post	255 On Shares
53 Love	22 On Post	31 On Shares
1 Haha	0 On Post	1 On Shares
12 Wow	1 On Post	11 On Shares
13 Comments	13 On Post	0 On Shares
54 Shares	24 On Post	0 On Shares

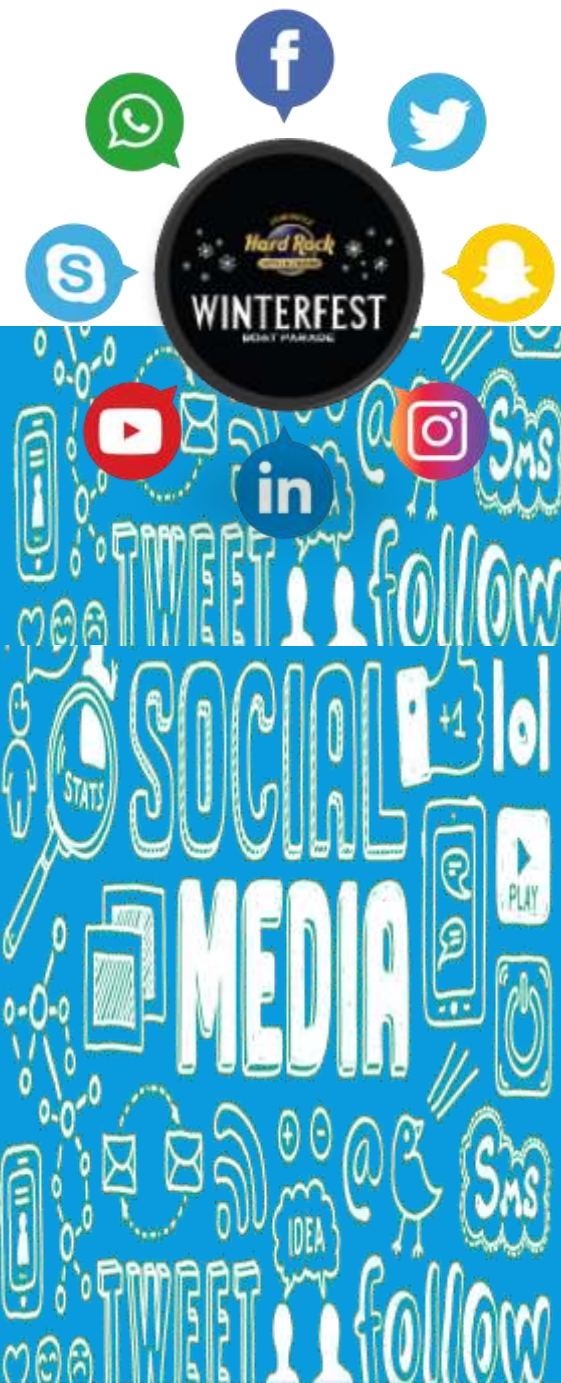
0 Post Clicks

0 Clicks to Play 0 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



FACEBOOK:
DECEMBER-JANUARY:
VOTE FOR YOUR FAVORITE BOAT – 10 posts promoting voting
Impressions: 48.2K with various posts ranging in 3K-6K reach



Winterfest Boat Parade
January 1 at 7:22 AM · 🌐

Happy New Year! Start 2019 by giving one of the Parade entries the gift of the People's Choice Award. You can vote once every 24 hours until Jan. 12. ONE lucky VOTER will have the chance to win Airline Tickets. What a great way to start the New Year - make someone an award winner and possibly win tickets to plan a great vacation for 2019. Thank you Seminole Hard Rock Hotel & Casino - Hollywood, FL - Southwest Airlines

Thank you to all the boaters including our boat sponsors: South Florida Sinus and Allergy Center - FPL Connect - Nova Southeastern University - City of Fort Lauderdale - City News - South Florida Ford - Republic National Distributing Company - Celebrity Edge - BlueFoot Pirate Adventures - iHeartRadio - Louie Bossi's Ristorante Bar Pizzeria - BB&T - WSVN-TV - Shane Duncan - Two Men and A Truck - Sixth Star Entertainment - 1000 Mermaids - Children's Diagnostic & Treatment Center - Salah Foundation - Rockfest - The Gallena at Fort Lauderdale - Cruisin' Tikis Fort Lauderdale - TWO MEN AND A TRUCK - Sylvester Comprehensive Cancer Center - Marine Toys for Tots Foundation - 4ocean - Sun Dream Yacht Charters - Charter One Yachts - Carrie B Cruises - Biscayne Yacht Charters - Anticipation Yacht Charters - Watertaxi

ROMANTIC VENICE

VOTE BY TEXTING: **Boat #** to 23000 or <https://winterfestparade.com/peoples-choice-award>

Winterfest Boat Parade
December 17, 2018 · 🌐

Boat # 15 - ALL HOOKED UP
 Boat # 16 - LOUIE BOSSI'S RISTORANTE ABOARD BOSS-SEA
 Boat # 17 - 17 ANGELS BOAT #MS0STRONG
 Boat # 19 - JR. PARADE CAPTAIN POWERED BY FPL

Remember you can vote for your favorite boat in the parade on this page! There are THREE WAYS to vote for your favorite boat (vote everyday until January 12th):

1. To vote on your iPhone - download the app - <https://winterfestparade.com/peoples-choice-award>
2. To vote on your Android phone - download the app - <https://winterfestparade.com/peoples-choice-award>
3. Vote by Text! Text the word "Boat" followed by the boat number to 23000

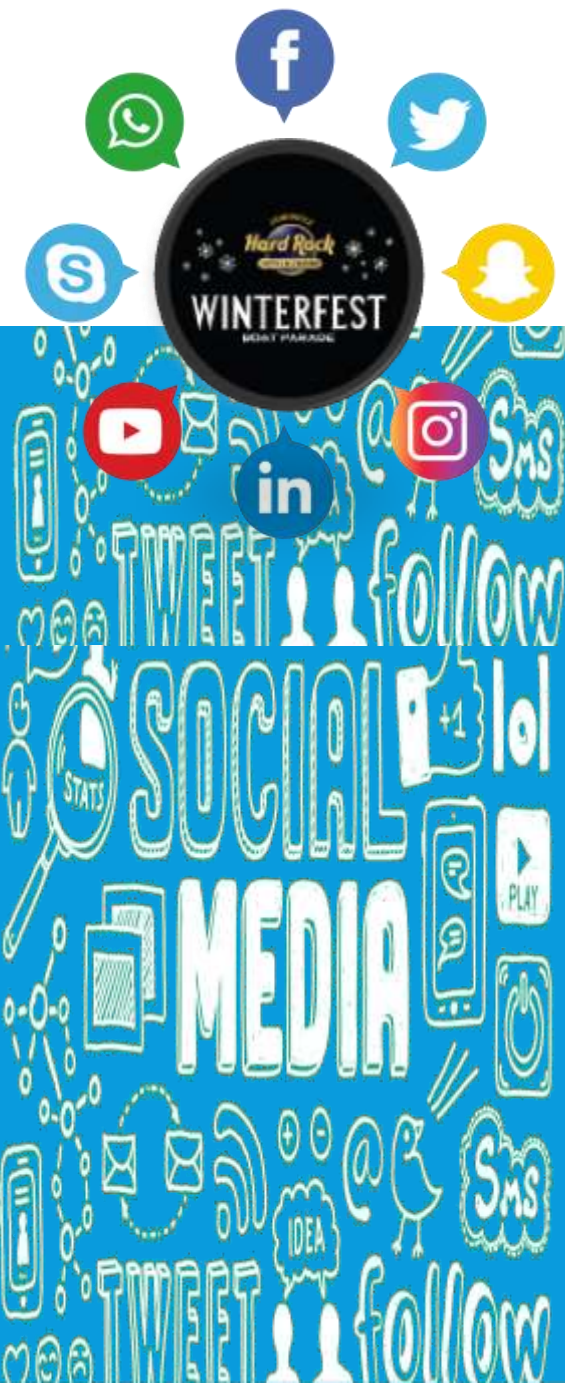
3,145 People Reached

138 Engagements

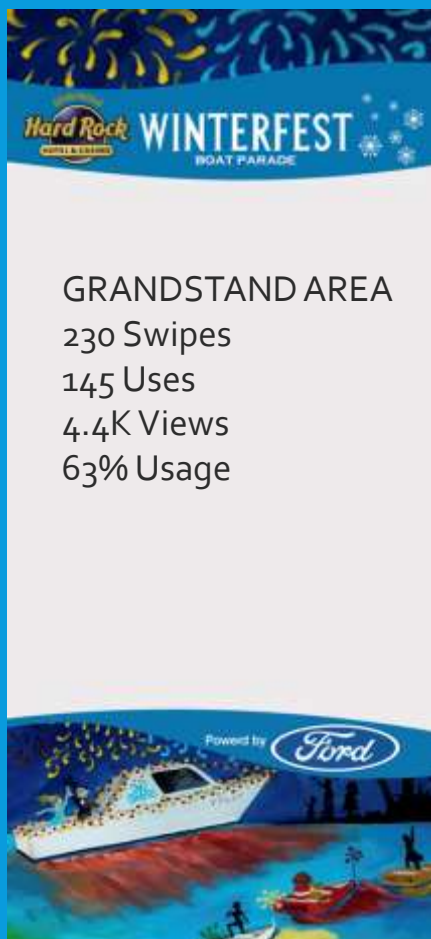
[Boost Post](#)

Trisha Olney, Renée Karbel Quinn and 31 others · 13 Shares

* Numbers from JLB Florida



SNAPCHAT FILTERS: OCTOBER - DECEMBER:



VIP AREA
1.1K SWIPES
138 USES
3.6K VIEW
12.9% USAGE



BLACK TIE BALL
286 SWIPES
49 USES
1.7K VIEWS
17.1% USAGE

SNAPCHAT FILTERS: OCTOBER - DECEMBER



FAMILY FUN DAY

255 SWIPES
89 USES
2K VIEWS
34.9% USAGE



WHITE PARTY AREA

131 SWIPES
27 USES
806 VIEWS
20.6% USAGE



WEBSITE: DECEMBER: What key words are used to find Winterfest



Keyword	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	58,466 % of Total: 67.84% (86,179)	55,891 % of Total: 64.42% (86,760)	80,727 % of Total: 65.88% (122,538)	48.17% Avg for View: 50.99% (-5.52%)	2.94 Avg for View: 2.81 (4.90%)	00:02:37 Avg for View: 00:02:22 (10.51%)
1. (not provided)	56,338 (95.68%)	53,945 (96.52%)	77,703 (96.25%)	48.35%	2.94	00:02:37
2. winterfest boat parade 2018	177 (0.30%)	144 (0.26%)	214 (0.27%)	32.71%	3.70	00:03:23
3. winterfest 2018	102 (0.17%)	96 (0.17%)	138 (0.17%)	44.20%	2.89	00:02:55
4. fort lauderdale boat parade	66 (0.11%)	60 (0.11%)	85 (0.11%)	37.65%	3.36	00:02:17
5. winterfest boat parade	66 (0.11%)	52 (0.09%)	86 (0.11%)	31.40%	3.63	00:02:29
6. fort lauderdale boat parade 2018	64 (0.11%)	56 (0.10%)	77 (0.10%)	44.16%	3.09	00:02:33
7. ft lauderdale boat parade	54 (0.09%)	52 (0.09%)	57 (0.07%)	40.35%	3.18	00:02:12
8. fort lauderdale christmas boat parade 2018	53 (0.09%)	38 (0.07%)	59 (0.07%)	40.68%	3.76	00:03:03
9. ft lauderdale boat parade 2018	47 (0.08%)	41 (0.07%)	51 (0.06%)	35.29%	3.10	00:02:24
10. https://winterfestparade.com/	45 (0.08%)	15 (0.03%)	53 (0.07%)	41.51%	2.74	00:01:54

* Numbers from JLB Florida

DIGITAL PROMOTIONS:



Sun Sentinel Display

	Run Date	11/13 - 12/15
	Targeting	Run of Site
	Total Impressions	2,041,973
	Click Rate	0.11%
	Website Visits	2,301



Examples of Sun Sentinel Display Ad units for Winterfest, including 'FAMILY FUN DAY' and 'VIEW THE PARADE BY LAND'.

- CTR performed **220%** above our site average of 0.05%
- Homepage Takeover:
 - 11/28 - 492,816 Impressions, 444 clicks, and 0.09% CTR
 - 12/4 - 516,480 Impressions, 480 clicks, and 0.08% CTR
- Video Pre-Roll yielded 350,007 Impressions and 404 clicks with a completion rate of **94%**
- **Recommending** an HTML5 refresh in efforts to maximize audience engagement
- **Recommending** shifting budget towards the Homepage Pushdown ad unit which yielded 65,680 Impressions, 295 clicks, and **0.45%** CTR

Programmatic Display

	Run Date	12/12 - 12/15
	Targeting	Geofencing
	Total Impressions	275,538
	Click Rate	0.21%
	Website Visits	581



Examples of Programmatic Display Ad units for Winterfest, including 'VOTE FOR YOUR FAVORITE BOAT IN THE 2019 BOAT PARADE'.

- CTR performed **962%** above historic average of 0.02%
- Both the **Cube** (300x250) and **Mobile** (320x50) ad units yielded a CTR of 0.21%
- **Recommending** an HTML5 refresh in efforts to maximize audience engagement
- **Recommending** shifting more budget into Programmatic to match the increased engagement

www.sun-sentinel.com

DIGITAL PROMOTIONS:



Email Blast

Run Date	12/5
Targeting	Entertainment Enthusiasts in MIA & FTL
Sends	150,121
Opens	25,329 (16.87%)
Clicks	3,257 (2.17%)

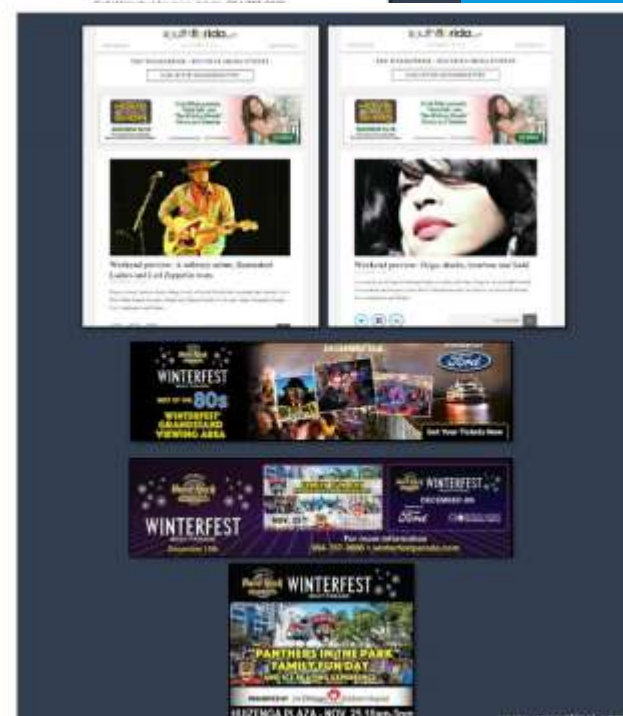
- Open rate performed **113%** above email industry average of 15%
- Click rate performed **145%** above email industry average of 1.5%



The Weekender Newsletter

Run Date	10/25, 11/8, 11/15, & 12/6
Targeting	Subscribed South Florida event enthusiasts
Sends	400,000
Opens	91,534 (22.88%)
Total Clicks	9,285 (2.32%)
Website Visits	435



- Open rate performed **153%** above email industry average of 15%
- Click rate performed **155%** above email industry average of 1.5%

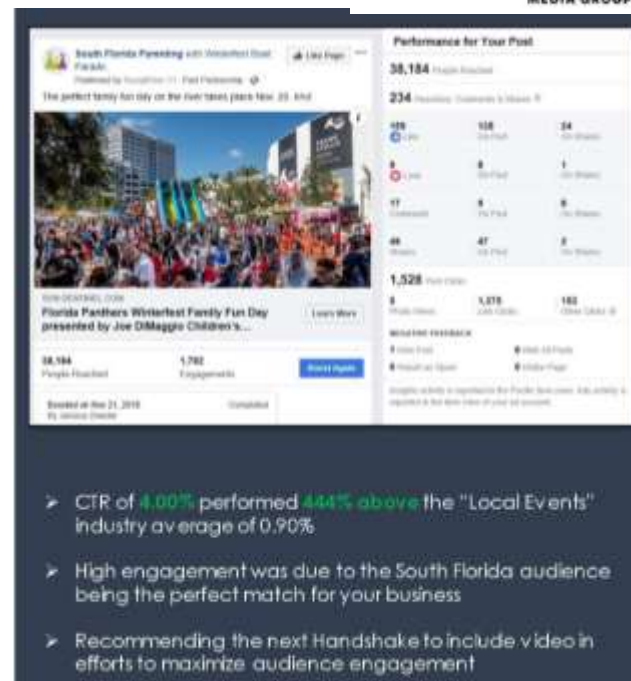


DIGITAL PROMOTIONS:



Facebook Handshake

	Run Date	11/20
	Targeting	South Florida Parenting Facebook Audience
	Total Reach	38,184
	Reactions	234
	Website Visits	1,528



Facebook Handshake

	Run Date	12/12
	Targeting	Southflorida.com Facebook Audience
	Total Reach	37,835
	Reactions	269
	Website Visits	1,345





Facebook Handshake

	Run Date	12/3
	Targeting	Sun Sentinel Facebook Audience
	Total Reach	54,025
	Reactions	588
	Website Visits	2,346

SunSentinel
MEDIA GROUP



- CTR of **4.34%** performed **482% above** the "Local Events" industry average of 0.90%
- High engagement was due to the South Florida audience being the perfect match for your business
- Recommending the next Handshake to include video in efforts to maximize audience engagement

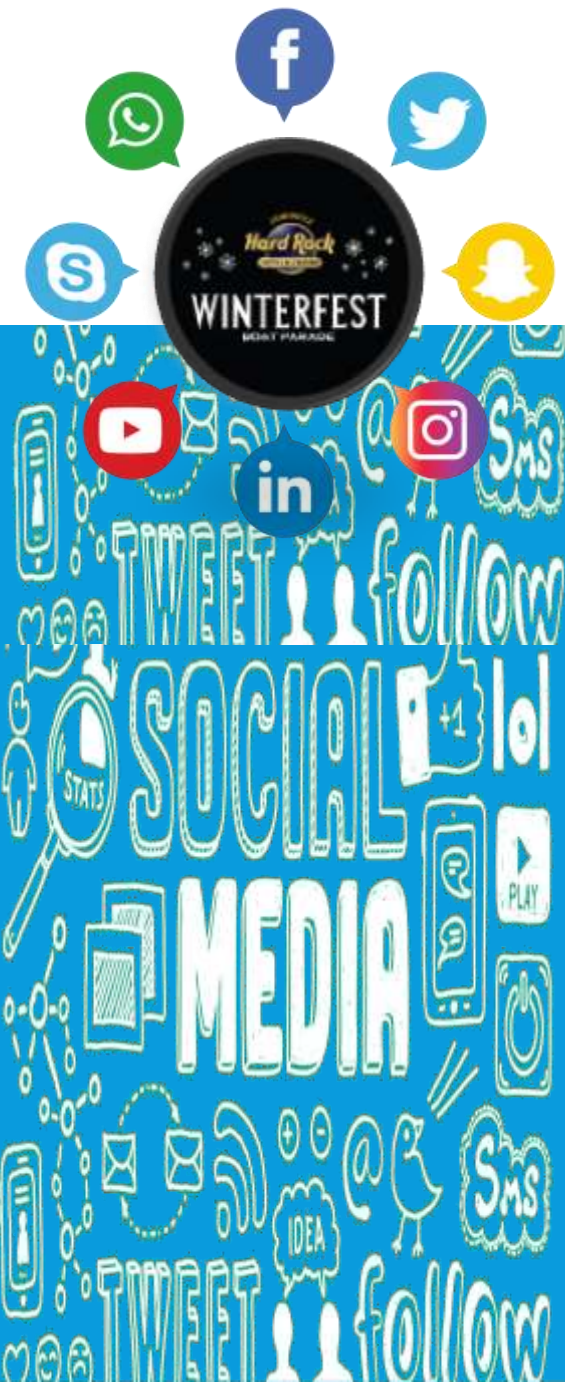
Facebook Handshake

	Run Date	11/26
	Targeting	City & Shore Facebook Audience
	Total Reach	32,398
	Reactions	286
	Website Visits	2,003

SunSentinel
MEDIA GROUP



- CTR of **4.18%** performed **484% above** the "Local Events" industry average of 0.90%
- High engagement was due to the South Florida audience being the perfect match for your business
- Recommending the next Handshake to include video in efforts to maximize audience engagement



October – December 2018
iHeart Social media pages promoted the
Seminole Hard Rock Winterfest
Boat Parade and Events



An approximate total
of 21,214,600 impressions





October – December 2018

iHeart Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



SAMPLE POSTS:





October – December 2018

iHeart Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



SAMPLE POSTS:





October – December 2018

iHeart Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



SAMPLE POSTS:





October – December 2018

iHeart Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



SAMPLE POSTS:



October – December 2018
iHeart Social media pages promoted
the Seminole Hard Rock Winterfest Boat
Parade and Events



CONTESTS ON iHEART WEBSITE:

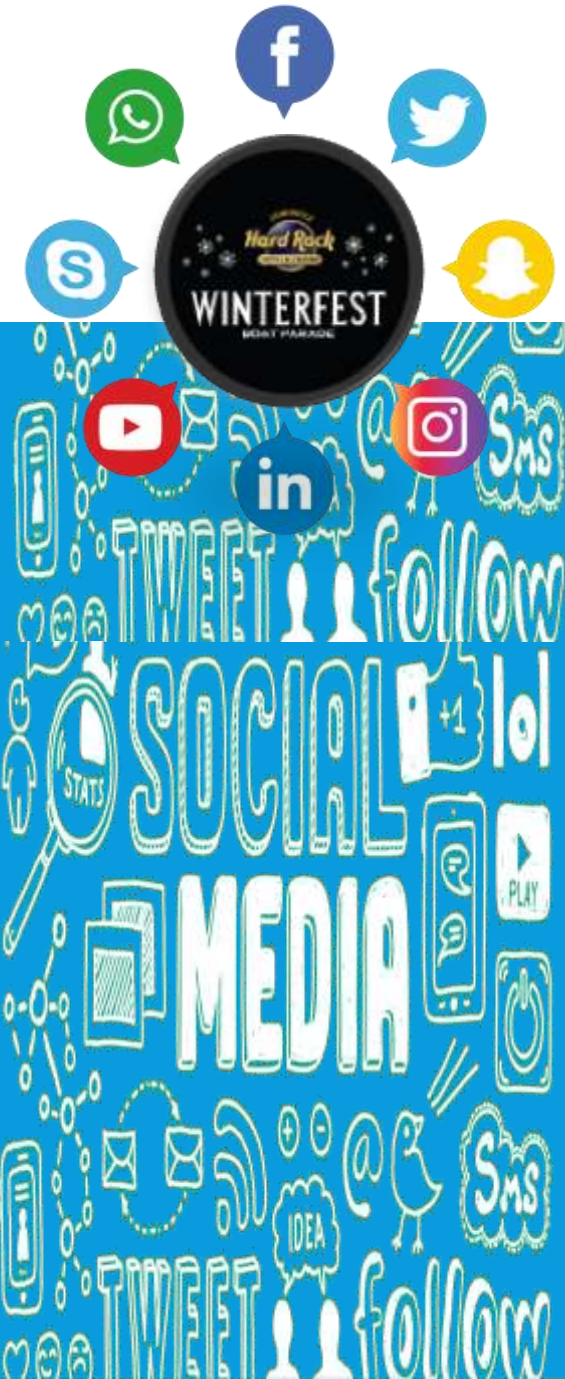
<https://y100.iheart.com/contests/seminole-hard-rock-winterfest-boat-parade-527764/>

<https://939mia.iheart.com/contests/the-seminole-hard-rock-winterfest-527760/>

<https://wiod.iheart.com/contests/win-tickets-to-the-winterfest-525298/>

<https://big1059.iheart.com/contests/seminole-hard-rock-winterfest-boat-parade-528696/>

With approximately **XXXXXX** entering the contest.





October – December 2018
WSVN Social media pages promoted the
Seminole Hard Rock Winterfest
Boat Parade and Events



WSVN Media has:
Followers on the following platforms:

Twitter: 377,811

Facebook: 545,676

Instagram: 56.6K

SnapChat N/A

Engagement / Views on Winterfest posts averaged:

Facebook: 51,512 Views

A fair number to access the impact of Winterfest on our social media is the reach or video views. This is a hard number on how many times a stream was watched.

Facebook Live total of 51,512 views

Twitter Live (periscope) total views of: 5,000 (Twitter rounds numbers up and down) Live on WSVN.com: 2,503



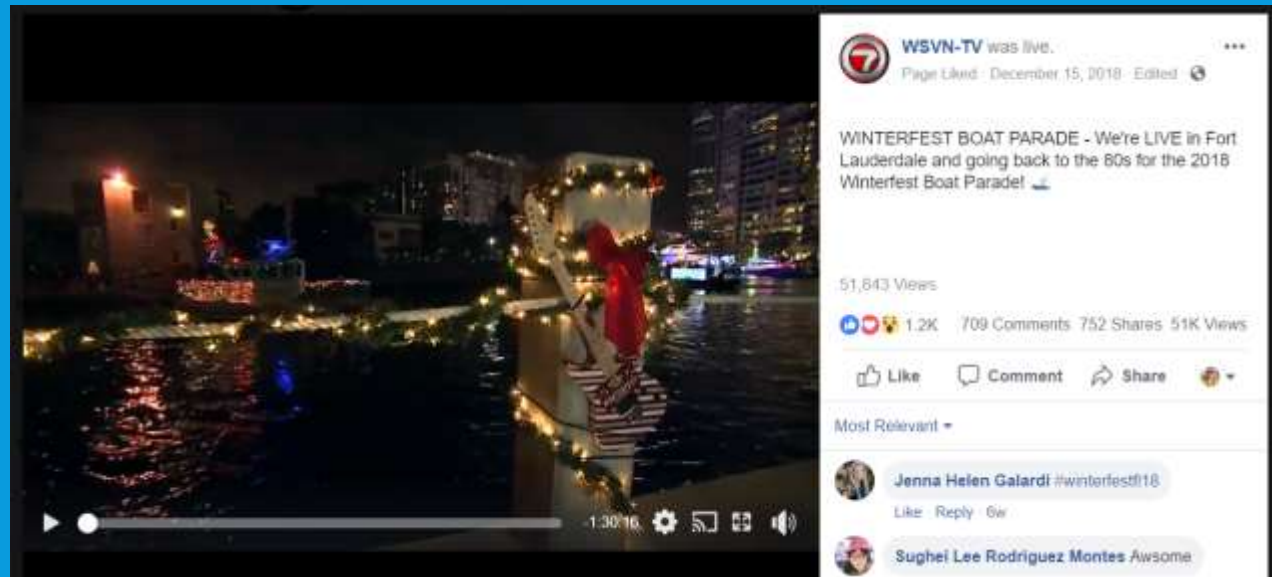
October – December 2018

WSVN Social media pages promoted the Seminole Hard Rock Winterfest Boat Parade and Events



SAMPLE POSTS:

Facebook Live: 51,843 Views





RAD
SEASON

EVENTS

MAGAZINE

10 OF THE BEST CHRISTMAS FESTIVALS IN THE WORLD

HOME > CULTURE > MUSIC > NIGHTLIFE > 10 OF THE BEST CHRISTMAS FESTIVALS IN THE WORLD

8 Christmas Festivals Across America That Will Get You In the Holiday Spirit

Plan a family getaway to one of these seasonal celebrations.

3. Winterfest Boat Parade



COURTESY OF WINTERFEST BOAT PARADE

Where: Fort Lauderdale, Florida

RAD
SEASON

November 9 - December 31, 2018

Location: Vörösmarty Square, Budapest, Hungary

EVENTS

3. Winterfest Boat Parade - USA



Throw on some sandals and a Hawaiian tee, but don't forget the Santa hat..

Tired of the cold winter weather but still love Christmas celebration? Look no further than the spectacular [Winterfest Boat Parade](#) in Ft. Lauderdale, Florida. Take in the beauty of two-foot mega-yachts decked out in Christmas lights as they effortlessly float along the Intracoastal Waterway. Make sure to get there early to secure a spot at one of the many bars or restaurants nearby for the best view.

Dates: December 15, 2018

Location: Downtown Ft. Lauderdale, Florida, USA