

VISTA Worldlink Showcases Viral Marketing Idea

Live Streaming Beach Video Warms Hearts in Frozen Bus Shelters



Overview

The city of Boston, known for receiving record snowfall amounts – sometimes up to 94 inches, and the city of Chicago, known to experience dangerous windchills reaching 20 degrees below zero, are both key winter feeder markets for Greater Fort Lauderdale (GFL) tourism. To promote tourism for their city, the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB) came up with a one-of-a-kind idea to bring some much needed sunshine and fun to “warm up” Boston and Chicago as they suffered another brutal winter. VISTA Worldlink, a global leader in transmission services was selected as their strategic partner to make this idea come to life. VISTA who provisions satellite capacity, mobile and fixed uplinks, fiber optics, cutting edge streaming, archiving, creative and emerging technology solutions leveraged their partnership with Intelsat to instantaneously convert normal everyday people into brand ambassadors for the city of Fort Lauderdale.

VISTA Worldlink Challenge

It was GFLCVB’s vision to connect and engage with these consumers in real time during a time of high demand for warm weather escapes. To bring the vision to life, VISTA required satellite technology that enabled live, simultaneous interconnectivity between Boston, Chicago and Fort Lauderdale to reach passersby on the streets. VISTA chose steady-traffic outdoor bus shelters situated in business and high-end retail areas to ensure reaching a more affluent audience in cold, windy environments. Inspired by GFL’s “Hello Sunny” branded beach cabanas, the bus shelters were transformed into 24/7 live-broadcast network oases. They were outfitted with satellite-transmission-equipped digital monitors, hidden cameras, microphones, speakers, and benches that resembled the Lauderdale Beach Wave Wall, as well as cleverly placed heat lamps that enticed onlookers to become part of a live, two-way broadcast with people in Fort Lauderdale.

“We chose Intelsat as our satellite provider to support our emerging technology initiatives. This allowed VISTA to deliver the event to an IP connected millennial demographic plus provide a stable and reliable real-time interactive experience, minimizing delay.”

Joshua Liemer

Vice President, VISTA Worldlink

Once a week for four consecutive weeks, VISTA also deployed mobile satellite uplink trucks in Boston, Chicago and Fort Lauderdale to support live-broadcast days. GFL’s Hello Sunny mascot, *Mr. Sunny*, and swimsuit models were beamed live from 75° sunny beaches to the northern commuters on snowy 12° city streets by two-way communication via satellite.

VISTA Worldlink Solution

VISTA leveraged Intelsat’s ground and space technologies to bring multiple locations and content together for the *Hello Sunny* event. Intelsat provided Occasional Use (OU) services via a Ku-band satellite downlink of content produced in Boston,

Chicago and Fort Lauderdale to its Atlanta Teleport via Galaxy-17, one in its global fleet of 50+ satellites. The robust and fully redundant IntelsatOne® IP/MPLS-based network provided the transport path for the delivery of the downlinked content to the edge node located at the VISTA facilities in South Florida. These Intelsat services enabled VISTA to simultaneously connect Boston, Chicago and Fort Lauderdale with stable, high performance downlinks that allowed Mr. Sunny to appear live on screen to speak directly to stunned commuters, instantly switching from pre-recorded content to live broadcast with no delay. This live interaction

within the bus shelters, a key component of the campaign, enabled the GFLCVB to share the excitement, live on split-screen between the three locations, of those who won free Fort Lauderdale beach vacation packages. In collaboration with several strategic partners, including Southwest Vacations, JetBlue Airways and Southwest Airlines, 24 vacation packages were awarded during the live broadcast sessions. These broadcasts went viral, as they were streamed via the internet, and garnered the attention of the local media who also began live television interviews with the commuters.

Results

The end-user, GFLCVB, was the first to launch live-satellite surprise visits from GFL beaches directly into bus shelters in Boston and Chicago. Southwest Vacations reported a 30% increase in bookings to GFL, from Boston and Chicago combined, year-over-year that February. That winter was record-breaking in terms of hotel occupancy and average daily rate (ADR). February had an occupancy rate of 93% (+3.4%) and ADR of +9.4% over the previous year. March had similar results with an 88.3% occupancy rate (+9%) and ADR of +9.2% over the previous year. GFL also welcomed 15.4 million visitors (+8%) who spent more than \$14.2 billion (+10%) giving the Broward county economy a boost over the preceding year. These results are even more significant when you consider that there are 180,000 people employed in this county's tourism industry, and for every 85 visitors, one job in Broward is supported. For the first time ever, GFL led the state of Florida in terms of occupancy boasting the highest results ever.

The individuals who won vacation packages, shared their experiences via Facebook, Twitter and Instagram, making this event a social media grand slam as over 12 million people followed the campaign bringing awareness to GFL tourism. Additionally, street teams distributed over 21,100 pairs of sunglasses to pedestrians around the cities generating even more awareness.

The success of this campaign led to the launch of the Hello Sunny TV Network which uses Intelsat satellite capacity to integrate the network's live coverage of special events such as the Riptide Music Festival.

To view the "Surprise Bus Shelter – Greater Fort Lauderdale Hello Sunny" campaign, visit <https://youtu.be/EyMpxYHehA0>.



VISTA worked with vendors in Boston, Chicago and Fort Lauderdale to promote tourism from cities suffering from the winter weather

ABOUT VISTA WORLDLINK

VISTA Worldlink is a global leader in transmission and production services provisioning satellite capacity, mobile and fixed uplinks, fiber optics and cutting edge streaming, archiving, creative and emerging technology solutions. VISTA Worldlink is a full-service provider delivering world class customer service to the sports, entertainment, news, corporate, religious, government and PR industries worldwide.

www.vistaworldlink.com

ABOUT INTELSAT

Intelsat operates the world's first Globalized Network, delivering high-quality, cost-effective video and broadband services anywhere in the world. Intelsat's Globalized Network combines the world's largest satellite backbone with terrestrial infrastructure, managed services and an open, interoperable architecture to enable customers to drive revenue and reach through a new generation of network services.

Thousands of organizations serving billions of people worldwide rely on Intelsat to provide ubiquitous broadband connectivity, multi-format video broadcasting, secure satellite communications and seamless mobility services. The end result is an entirely new world, one that allows us to envision the impossible, connect without boundaries and transform the ways in which we live.

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