

The repositioning of Puerto Vallarta as a destination that is Beyond Gay Friendly

*Beyond gay friendly:
Building a community to
attract tourism*



The Downfall of this Segment:

Puerto Vallarta is Mexico's second resort city and was for years considered the go to destination for the LGBT segment. The swine flu, the global economy and the drug cartels sectors all contributed to diminish foreign tourists including the very vibrant gay visitor for nearly 5 years.

The Kick-Off

The Puerto Vallarta Gay Chamber of Commerce and Tourism (ACTLGBT) turned to Mijo! Brands to create a sub brand of the official destination brand that would be the center piece of a 3 year plan to reposition Puerto Vallarta as a destination that is beyond gay friendly.

The strategy developed for the campaign stakes a claim at being the only all inclusive resort that defies description and convention by successfully merging the very best of Mexico's traditions and global innovation.



PUERTO
VALLARTA
Beyond gay friendly

VALLARTA
PRIDE 2013

Tell Me More About The Project:



Mijo! Brands developed a bilingual ATL and BTL and brand activation strategy that targeted both the national and international LGBT visitor at the same time it launched an internal branding campaign to sensitize the local community to the importance of the role it plays in shaping the local experience.

In 6 weeks time, the aggressive and constant PR strategy managed to achieve +200,000 search results for the search term “Vallarta Pride” online. The social media strategy, which included Facebook and Twitter, reached +330,000 people

in a single day. Online advertising successfully targeted LGBT communities in cities with direct flights to the destinations with several local hotels reporting a maximum capacity during what is considered the off-season for tourism.

The first phase of the Vallarta Pride Project culminated with a 3-day festival that had Mijo! Brands work with ACTLGBT to create and coordinate +10 events that enjoyed sell out success and national corporate sponsorship and international media attention.

In -40 Days We Developed:

- Strategy repositioned Vallarta as beyond gay friendly to attract the LGBT market
- Internal branding campaign to recognize and celebrate LGBT icons
- Created an annual international event to revive tourism
- Achieved international PR impressions equivalent to more than \$1,000,000 pesos in ad spend
- 3 day festival drew an international and national audience and press coverage
- Launched successful Corporate Sponsorship Strategy
- Created social engagement campaign that grew at a weekly rate of 200%



Our Talents Applied:

Brand Strategy, Brand Identity, Branding, Graphic Design, Advertising and Public Relations, Event Coordination, Social Media Management and Campaigns & Editorial Content.

Contact us and find out what we can do for you and your brand

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