

Cup Match is an iconic Bermudian celebration that showcases the most incredible elements of our culture. There has long been a desire to better market the entire holiday weekend and develop its attraction to the African American market. With its roots in Emancipation and the evolution of the Cup Match Classic into a festival-style atmosphere, the BTA was tasked with devising a marketing strategy to capitalize on this cultural extravaganza. The former CEO of the BTA admitted that “he didn’t know how to sell Cup Match”; this at a stage when marketing efforts should have been well in hand.

The former Ministry of Tourism and Economic Development aimed to create a Cup Match initiative that would:

- Create a plan that had a measureable ROI
- Significantly increase, or where necessary create, dynamic visibility in the affluent African American travel market
- Create a Cup Match brand and market the holiday and Bermuda using consistent imaging
- Engage social media influencers who would travel to Bermuda; and
- Engage American journalists from the traditional media industry who would produce content that aimed to entice their readers to travel to Bermuda

Mosaic is an identified leader in the marketing and messaging industry with expertise in holding and managing influential conferences, festivals and exhibitions; increasing sales and performance by employing bespoke marketing campaigns; and tailor-making commercial communications that begin and end well beyond the point of purchase. At the time of their engagement Mosaic had under management a \$20m marketing campaign for technology giant Samsung. Mosaic has demonstrated the capability and resources to manage local, regional and international marketing contracts as it is ultimately owned by the Carlyle Group; a global entity with a commercial relationship with Butterfield Bank Ltd.

Mosaic devised a marketing campaign that proposed to use the sights and sounds of Cup match initially to attract tourists but then have the traveler delve deeper into the culture and attraction of Bermuda. The campaign was a two-pronged approach; firstly celebrity influencers would generate instant attention about Cup Match and Bermuda across social media during the weekend and secondly Mosaic’s Contend Partnership would continue to distribute marketing material and messaging to the African American travel market beyond the Cup match Weekend.

Mosaic’s on-Island campaign began at the airport with Cup Match Brand Ambassadors providing a sample size swizzle to arriving tourists. The slate of weekend events were:

1. In partnership with a local events company, Mosaic hosted a special beach event at Horseshoe Beach on Emancipation Day (2nd August 2018)
2. In partnership with a local company Mosaic managed a lounge at Somerset Cricket Club for the celebrity influencers in attendance
3. On 4th August the overseas influencers enjoyed a curated, exclusive tour of Bermuda conducted by a certified tourism ambassador
4. On 5th August, the overseas influencers enjoyed an ‘on the water’ experience on a local charter vessel

For up to 10 hours per day during the weekend Bermudian photographers and camerapersons were engaged, as were event organisers, furniture rentals, DJ’s, graphic artists and local hosts to ensure as much money as possible remained in the local economy.

The ROI:

- 23,176,519 impressions across Twitter and Instagram
- Throughout the weekend the hashtag #DreamBermuda reached 6,730,803 potential travelers
- Influencer measured engagement reached 522,382 potential travelers
- NB, the social media reach exceeded that of the WTS Triathlon which had a reach of 6.5m and cost over \$3m to support

Those who came:

- Jasmine Saunders – fashion model
- Terrance J (Jenkins) – actor/producer/TV personality
- Angela Yee – TV host / The Breakfast Club
- Raashaun Casey (DJ Envy) – TV Host / The Breakfast Club
- Cassandra Davis – fitness model
- Chef Roble Ali – celebrity chef / TV host
- Roger Mason Jr. – Fmr. President NBA Players Association
- Chef J.R. (Robinson) – celebrity chef (Hell's Kitchen)
- Jane Bolden – Bossip Media Publication
- Preston Davis – Complex Magazine
- Richard "Younglord" Frierson – RocNation (LTR)

NB Each Influencer posted to twitter and/or Instagram each event day using both #DreamBermuda and #CupMatch2018 to create trackablemetrics.

Mosaic was paid \$179,400. This included talent acquisition fees. From those payments they in turn paid local vendors. Any delays in those payments were occasioned by the need to confirm deliverables under the contract/agreement which could only be done after the events and in some cases after a confirmed analysis of the various phased deliverables under the contract.

Premier David Burt said: "This arrangement represents extremely good value for money. Partnerships with recognized media and event leaders like Mosaic are fundamental to increasing our product offering in tourism and developing a brand that matches our price point. This is even more important now as tourism sectors around the world seek to rebuild or even survive as a result of Covid. Bermuda's culture is vibrant and enthralling. Our responsibility is to continue to cultivate it and promote it as part of our efforts at making Bermuda stand out in a crowded marketplace. Cup Match is Bermuda at its finest and every effort must be made to attract the world to enjoy it."

"As the minister responsible for tourism, I am determined to break the cycle of resistance that still exists to promoting Bermuda to non-traditional markets. The suggestion that the publicly funded organization whose mission it is to sell Bermuda either refused or could not figure out how to sell Cup Match was unacceptable.

"I stand by my support of this initiative and reiterate that relevance in today's competitive marketplace will not be achieved by dwelling in Bermuda's comfort zone of what our tourism might have been. It would have been even more impactful if the taxpayer funded BTA did not resist this effort. Nonetheless

with a combination of an overseas firm with vast experience and local companies we were able properly show off Bermuda during our biggest weekend.

"There is a very clear reason this organized Cup Match weekend outperformed the World Series Triathlon on all social media platforms and represented an excellent return on investment. Bermuda is a vibrant and diverse cultural mix and any marketing effort that cannot capitalize on that culture does a disservice to the tourism professionals who invest in providing quality experiences for our visitors.

"The event provided immediate benefit with new tourism and group business traced directly back to the influencers who attended and residual benefits with the increase of Bermuda's profile. After the 2018 success, in 2019 the BTA used its own funding to replicate the effort in combination with the Government to promote Cup Match and but for Covid19, 2020 was on target to be even bigger and better."