

## **Marketing in the Big Apple - FOX Orlando 35 Interview with Commisioner Barbara Revels**

FOX Orlando News 35 interviewed Commissioner Barbara Revels regarding the digital billboard advertising Flagler County's Economic Opportunity. The 10 second virtual ad was written, produced and directed by Flagler County staff and will run 18 times a day through the height of the holiday season in Times Square, New York

The ad depicts a business man walking of Flagler Beach transitioning from business attire and a work attitude to board shorts ready to hit the surf.

The concept of the ad epitomizes the Flagler County Department of Economic Opportunity's tag line "Business to Beaches"

<https://youtu.be/iq9EFbk55k4>