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Florida Hotel Embraces the Drama in New Marketing Campaign

By Jordan Bradley

A St. Petersburg, Florida, hotel is embracing the drama of travel in its latest marketing campaign.

The SkyBeach Resort, an independent waterfront hotel, released the final installment of an eight-part scripted vertical microdrama marketing campaign across its Instagram, TikTok and Youtube channels earlier this month.

The series follows a couple, played by influencers Haylee Michalski and Nicole Doriano, who arrive at the SkyBeach Resort for a little rest and relaxation—and a surprise proposal. After they check in to one of the resort's Oasis suites, a comedy of errors ensues across the beachfront property, and the couple must enlist hotel staff for help.

Filmed entirely on SkyBeach Resort property, the series marks "a new approach to hospitality marketing that places entertainment-driven storytelling at the forefront of its social media strategy," hotel representatives said.

Earlier this year, Marketing Dive released an article about the increase in brands utilizing vertically filmed microdramas on social media to market their companies and products.

"The cliff-hanger-heavy format, which first took off in Asia, is flooding into social platforms like TikTok

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Influencers Nicole Doriano (second from right) and Haylee Michalski (far right) filming the scripted microdrama series for the SkyBeach Resort in St. Petersburg, Florida.

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that have made short-form video a leading form of media consumption in the U.S., especially among Gen Z," Marketing Dive said. Companies such as Procter & Gamble, Maybelline, Dr Pepper, Marc Jacobs and Crocs have already embraced the format.

"We're seeing a shift in consumption habits of our consumers where they are looking for content that feels like entertainment," Carly Gomez, CMO, Crocs, told Marketing Dive. "Microdramas are just that, which is why we're leaning into this space."

In the SkyBeach microdrama, viewers are introduced to the resort's amenities as the couple settles into their suite, have specialty cocktails by the pool, charter a boat from the resort's marina, encounter local celebrities in the lounge, brood in the hotel's beachfront hammocks, enjoy a celebratory glass of champagne in a poolside cabana and share a special dance on the pool deck.

"Rather than presenting the property through a conventional promotional campaign, the series allows audiences to experience different aspects of the resort through the characters and their interactions," hotel representatives said. "The approach reflects a broader shift toward entertainment-driven marketing, with SkyBeach using original scripted content to connect with potential guests in a way that feels organic to the social platforms where travelers increasingly discover destinations."

Find all eight episodes of the Skybeach Micro Series here.

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