

# MARKETING RECAP REAL FUN BEACH

DECEMBER 2020

[VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)



## PUBLIC RELATIONS HIGHLIGHTS

- **The Fishing Wire** shared information on season six co-hosts of "Chasin' The Sun," Capt. Justin Leake and Capt. Travis Holeman. Frank Sargeant who visited Panama City Beach in October.
- **The Fishing Wire** posted a first look at "Chasin' The Sun" season six, which includes a list of sponsors and a few special guests.
- **The Fishing Wire** published an overview of "Chasin' The Sun" season six episode one ahead of the premiere.

## PRESS RELEASES

- Catch a Dynamic Duo on "Chasin' The Sun"
- Hometown Anglers Battle Silver Kings in the Season Six Premiere of "Chasin' The Sun"
- Trade Snow for Sand with a Coastal Christmas in Panama City Beach
- Visit Panama City Beach Awarded Five Flagler Awards Including Three "Henry" and Two Bronze Awards
- Visit Panama City Beach to Host New Year's Eve Fireworks



867,686 likes



43.9k followers



70k followers

## MARKETING

### January Marketing

Our "always on" digital campaign continues into January 2021 to support Winter travel planning with our tried and true partners and tactics that have proven to deliver results. Partners include Trip Advisor, Adara, and Pandora. This month, Vevo will join our partner list. Tactics include our Brand Station, display banners, pre-roll ads, native and new Google Discovery ads. Social media channels, Facebook and Instagram, will continue with our Make It Yours and Likes Campaigns. Toward the end of the month, we will launch our new FB Poll ads.

### Misc. Projects

- Winter/Holiday Campaigns - Gift of Here and New Year's Eve
- UNwined
- Q1 Digital Media Assets
- Q2/Q3 Planning

### Current Print Ad Insertions

VISIT Florida Magazine (Annual)  
Florida Golf Alliance (Jan-June)  
Florida Saltwater Fishing Regulations (Jan-June)  
Southern Living (Jan/Feb)  
VIE Magazine (January)  
Beach Happy Magazine (January)  
Triathlete (January)  
Lindy's Sports Annual  
Sports Destination Management (Nov/Dec)  
Sports Events (Dec - Annual)  
Sports Events (January)

## Winter Billboards:

Emerald Coast Boat & Lifestyle Show Billboard Creative:

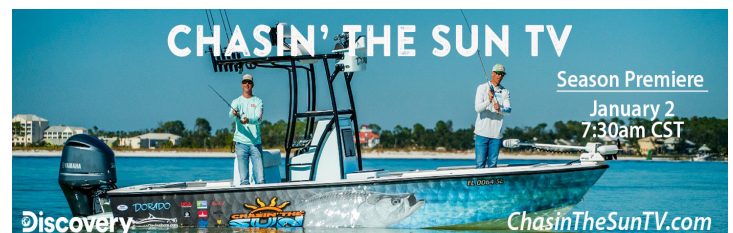


March 5-7, 2021 at Pier Park

[EmeraldCoastBoatShow.com](http://EmeraldCoastBoatShow.com)



Chasin' The Sun Season 6 Premiere Billboard Creative:







## REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

### Instagram

"It's the sun, sand, and emerald green waters for us! •@hostpcb•

#mypcb #realfunbeach #pcb

#panamacitybeach #panamacitybeachflorida"

Likes: 2.1K Comments: 30 Impressions: 25K



### Facebook Live

"Enjoy this live view from the #RealFunBeach!"

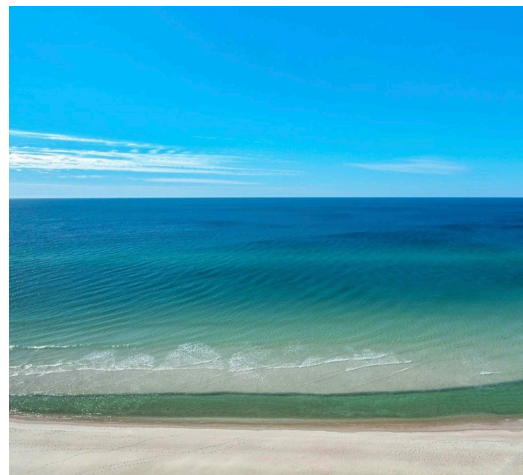
Likes: 1.6k Comments: 384 Reach: 42,928



### Twitter

"New Years Resolution: Get to the #RealFunBeach! @aquagulfresort"

Likes: 85 Retweets: 10 Impressions: 6.4K



## DECEMBER MARKETING: GIVE THE GIFT OF PCB

In December, we focused on our new campaign, Give the Gift of Here for the Holidays. We used videos and static ads to encourage people to give the best gift of all this holiday season, a trip to Panama City Beach.

Examples of the "Give the Gift of Here for the Holidays" Static Creative

