

PCB MEDIA PLAN

1Q22

Presented November 2, 2021

1Q22 STRATEGY

- Scale up MIY Always On tactics to impact spring and summer travel (MIY programmatic last ran in October)
- Heavy Up Competitive Conquesting ACR tactics in 1Q
 - DMO advertisers run heavier TV spots in 4Q and 1Q
 - The ACR audience comprises of 90-day lookback window of people who've been exposed to competitor TV ads
 - This means by 1Q, a larger audience will be available to reach and it's the right time to scale up dollars
- Events Support: Mardi Gras, UNwineD, and Valentine's Day
- Launch Addressable TV
- Launch new content partners to reach new audiences and create fresh content
- We were dark in OTT, YouTube and Facebook Poll Ads in 4Q21. Those tactics return in 1Q22

1Q22 PULSE & EVENTS

Pulse Campaigns



Valentine's Day

Events

Mardi Gras

UNwineD



1Q22 MEDIA OVERVIEW

OVERALL

**does not include print*

CHANNEL	PLANNED BUDGET
Digital	\$636,333
Social Media & Fee	\$312,125
TV <i>(Streaming, Cable, Local Event, VF Grant)</i>	\$341,333
Radio <i>(Pandora, Spotify, Event)</i>	\$210,000
Local OOH	\$36,595
1Q22 PLANNED	\$1,536,386

BY CAMPAIGN

**not including print and OOH*

CAMPAIGN	PLANNED BUDGET
MIY	\$1,086,666
Competitive Conquesting	\$205,000
Pulse & Events	\$171,000





1Q22 PAID SOCIAL, EVENTS, & PROGRAMMATIC DIGITAL

Continuing Tactics 1Q22

Ramping up our always on tactics. MIY was scaled back in 4Q21 (ran in October only). YouTube and OTT were dark in 4Q21.



Programmatic Display



\$30K
Always On



Programmatic Native



\$45K
Always On



Programmatic Pre-Roll



\$45K
Always On



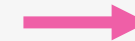
Streaming TV
(OTT/CTV)



\$83K
Always On



YouTube



\$25K
Always On

COMPETITIVE CONQUESTING

Creative Performance to Date

Overall the current creative is under-performing as compared to industry benchmarks and PCB benchmarks.

TV Retargeting: Pre-Roll: CTR .08%

- CTR under industry benchmark of (0.20%-0.50%). MIY Pre-Roll returns CTR's around 0.80%-0.90%
- 81% Video Completion Rate. Just above PCB benchmark of 70-80% and above industry benchmark of 60-70%
- **Paused on September 9th (3Q) & moved funds to OTT. In 4Q we are running only OTT.**

TV Retargeting: OTT

- VCR 99%

TV Retargeting: Display: CTR 0.13% (3Q) & CTR 0.10% (4Q)

- Within benchmark of (0.10%-0.20%). MIY display returns CTR's around 0.17%-0.19%

Programmatic Display (4Q only): CTR .07%

- CTR under industry benchmark of (0.10%-0.20%). MIY display returns CTR's around 0.17%-0.19%
- **1Q recommendation: Test Display via another inventory source, Google Display Network (GDN)**

Programmatic Pre-Roll (4Q only): CTR 0.19%

- CTR under industry benchmark of (0.20%-0.50%). MIY Pre-Roll returns CTR's around 0.80%-0.90%
- 84% video completion rate. Above PCB benchmark of 70-80% and above industry benchmark of 60-70%

YouTube (4Q only): CTR 0.20% & Video Completion Rate 88%

- VCR within PCB's benchmark of (85-95%). MIY YouTube returns VCR's in the 90% range

COMPETITIVE CONQUESTING

CAMPAIGN	BUDGET	FLIGHT	NOTES
Display	\$15,000	Always On	
Pre-Roll	\$20,000	Always On	
Native	\$20,000	Always On	
YouTube	\$10,000	Always On	
TV Retargeting – Display	\$20,000	Always On	Increase from 4Q
TV Retargeting – OTT	\$20,000	Always On	Increase from 4Q
Ad Theorent	\$50,0000	January 24th	External Vendor
TOTAL	\$155,000		



PAID SOCIAL

CAMPAIGN	BUDGET	FLIGHT	NOTES
MIY	\$60,000	Always On	
Competitive Conquesting	\$50,000	Always On	
Likes	\$15,000	Always On	
Visitor's Guide	\$10,000	Always On	
Facebook Poll Ads	\$25,000	January 24th	Using Luckie creative from 4Q (revised to be vertical)
Pinterest	\$45,000	Always On	need MIY creative for January!
Valentine's Day	\$10,000	January 17 th – February 13 th (Sunday) 4 weeks	
Mardi Gras	\$10,000	January 31 st – February 25 th 4 weeks	
UNwined	\$50,000	January 17 th – March 17 th 9 weeks	Same spend as FY21
TOTAL MEDIA	\$275,000		
Fee	\$37,125		



EVENTS: TV & RADIO & DISPLAY

Mardi Gras: Friday February 25th & Saturday February 26th

UNwined: Friday March 18th & Saturday March 19th

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
Mardi Gras	Radio	\$10,000	2/7 – 2/25 (3 weeks)	PCB, Dothan, Columbus, Tallahassee
Mardi Gras	TV	\$3,000	2/14 – 2/26 (2 weeks)	PCB
Mardi Gras	Display	\$4,000	1/31 – 2/25 (4 weeks)	Always On Markets & PCB
UNwined	Radio	\$30,000	2/21 – 3/17 (4 weeks)	Always On Markets
UNwined	Radio - PCB	\$5,000	3/7 -3/18 (2 weeks)	PCB
UNwined	Pandora Radio	\$15,000	2/21 – 3/17 (4 weeks)	Always On Markets
Unwined	TV	\$5,000	2/28 – 3/18 (3 weeks)	PCB
UNwined	Display	\$25,000	1/10 – 3/18 (10 weeks)	Always On Markets & PCB

Three white curved lines of varying lengths and curves, overlapping each other, set against a solid blue background.

1Q22 MEDIA PARTNERS

MEREDITH/SOUTHERN LIVING - DIGITAL

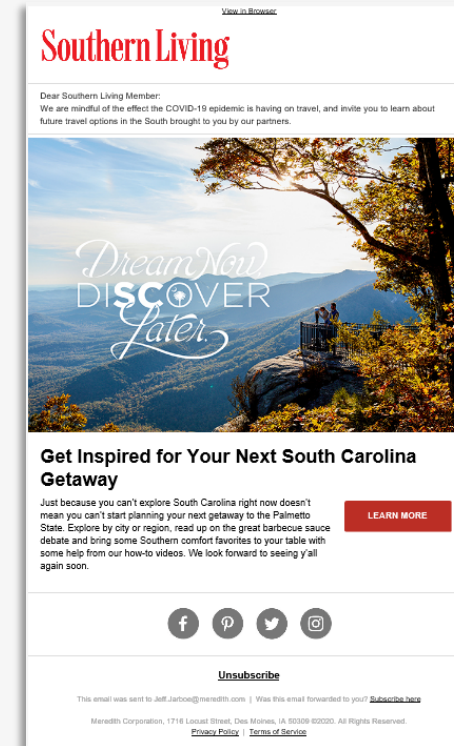
\$50,000

Flight: 1/24/2022 – 3/30/2022

Digital Campaign Elements

- 1x Custom Native Article with Promotional Units
- 1x Co-Branded Email (February 2022)
- Travel Hub Sponsorship for One Month: February 2022

Southern Living



Co-Branded Email Example

AD THEORENT



Competitive Conquesting Partner

Steal share from competing destinations by using a high-impact, super engaging custom ad that brings PCB to life

\$50,000

Flight starts January 24th

- Custom Display Interactive Banner (All Devices)
- Custom Rich Media Mobile Unit
- **Competitive Audience Targeting:**
 - People who have spent money in our competing destinations in the past 12 months
 - People who have visited hotels, airports, or attractions in our competing destinations in the past 12 months

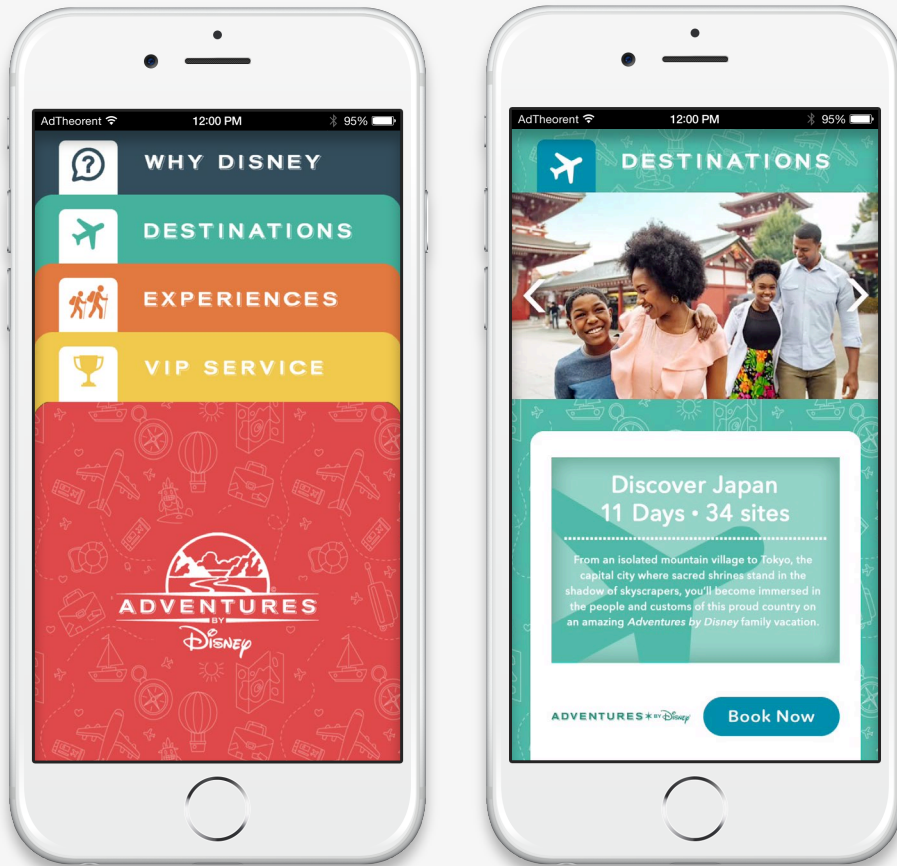
Next Steps

- Kickoff call in late November or early December
- Luckie will provide a few creative examples for Ad Theorent to review, and then together we determine the rich media ad format that fits best with our assets and goals

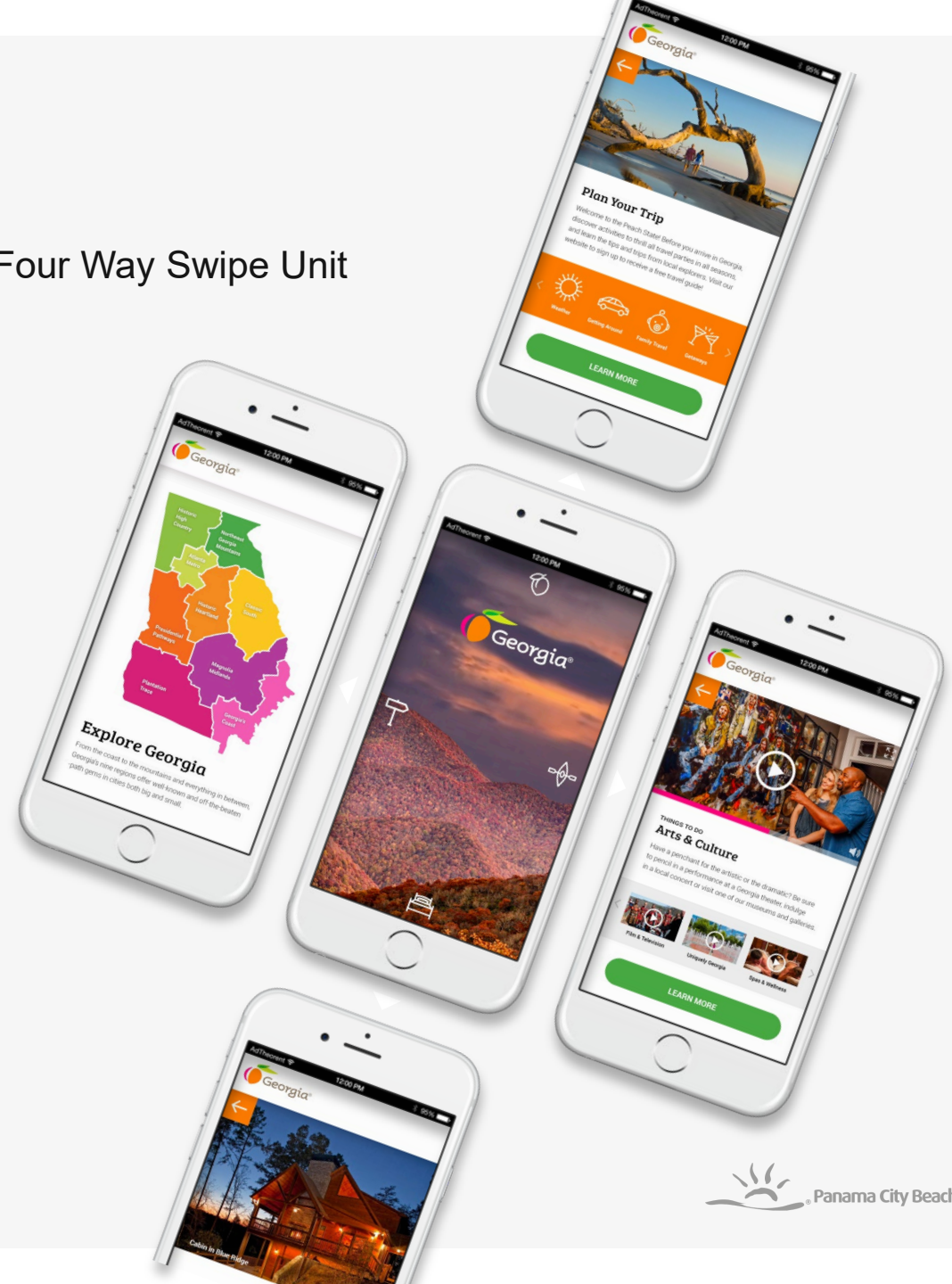
AD THEORENT

Rich Media Example

Video Pocket Portfolio Unit



Four Way Swipe Unit



MACARONI KID: MEDIA OVERVIEW



Reach this new, loyal group of moms with maximum exposure and less legwork
Drive new site sessions by reaching a new audience

\$25,000

Flight: March - May (1Q-2Q22)

- **200 Social Media Posts**, nationally & locally in our target markets
 - 3x social media posts will be approved by client & then will be syndicated – lots of exposure with little legwork
- **Dedicated Email** to 300K local subscribers in our target markets
- **Display ads** in 200 local editions for 4 months
 - 728x90 (leaderboard) and 300x250 (sidebar)

JUN GROUP

\$50,000

Flight: January 24th – April 3rd (1Q22)



- Video Ads
- Display Ads
 - Minimum of 30 seconds spent on site
- Added Value:
 - Display Ads
 - Brand Study

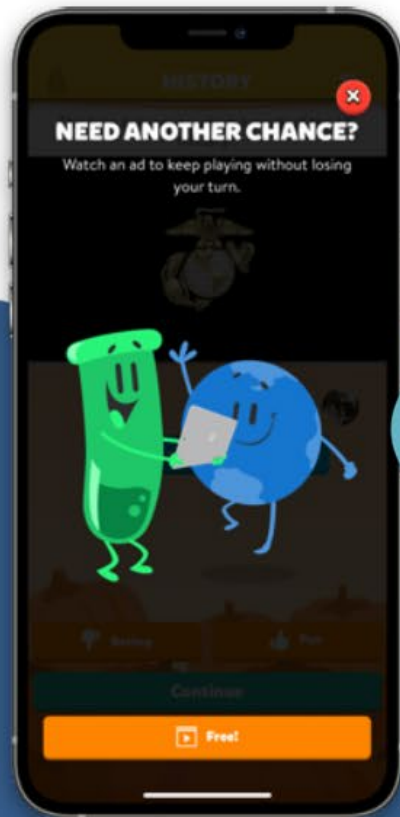
How Jun Group's Ads Work

1. Serve Ad to a Qualified Consumer
2. Consumer has to opt-in to watch video or view display ad
3. **Consumer gets a reward** to watch full video, they receive the reward when the video ends. For display, they have to click to our website and spend :30 seconds there to earn the reward

DISPLAY AD EXAMPLE (JUN GROUP)



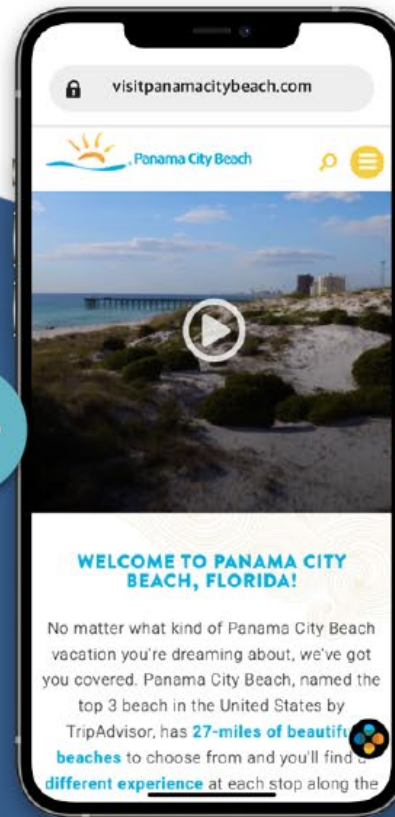
Consumers opt-in to earn a digital reward in-app.



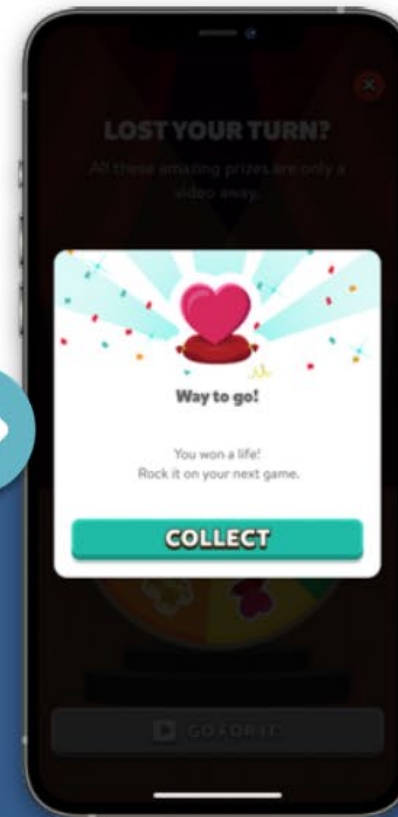
Your full-screen display unit prompts consumers to engage on-site.



Consumers engage with your CTA and are driven to your landing page.



After browsing, consumers return to the app and receive their reward.



Consumer Must spend 30 seconds on site to earn reward

TRAVEL MINDSET

Influencer Marketing

\$100,000

Flight: March – May (1Q-2Q22)

- 6 influencers travel to PCB individually
 - Influencers will participate in PCB challenges and Trends, encouraging others to join in. Each will feature a creative twist & hook within the first 3 seconds
- 140 Social Posts, priority going to TikTok and Instagram
- 1 Twitter Chat
- 12 Lives (Tik Tok & Instagram live videos)
- 6 Videos or Blog Posts that can be integrated into the PCB Digital Visitor's Guide site from FY21 or on PCB's main site
- Added Value (worth \$23K)
 - 20 amplification shares by Travel Mindset, resharing the influencer's posts
 - 6 paid boosted posts (IG & FB) targeting PCB's competitive set (Destin, Myrtle Beach, etc)
- Usage rights: PCB able to reshare all content indefinitely on PCB organic social platforms. 1 year usage rights for sharing content on the PCB website



TRAVEL MINDSET
Travel · Social · Influencers



BUZZFEED



\$100,000 over 1Q-2Q22

Flight: February – April
(*\$70K in 1Q & \$30K in 2Q*)

Campaign Elements:

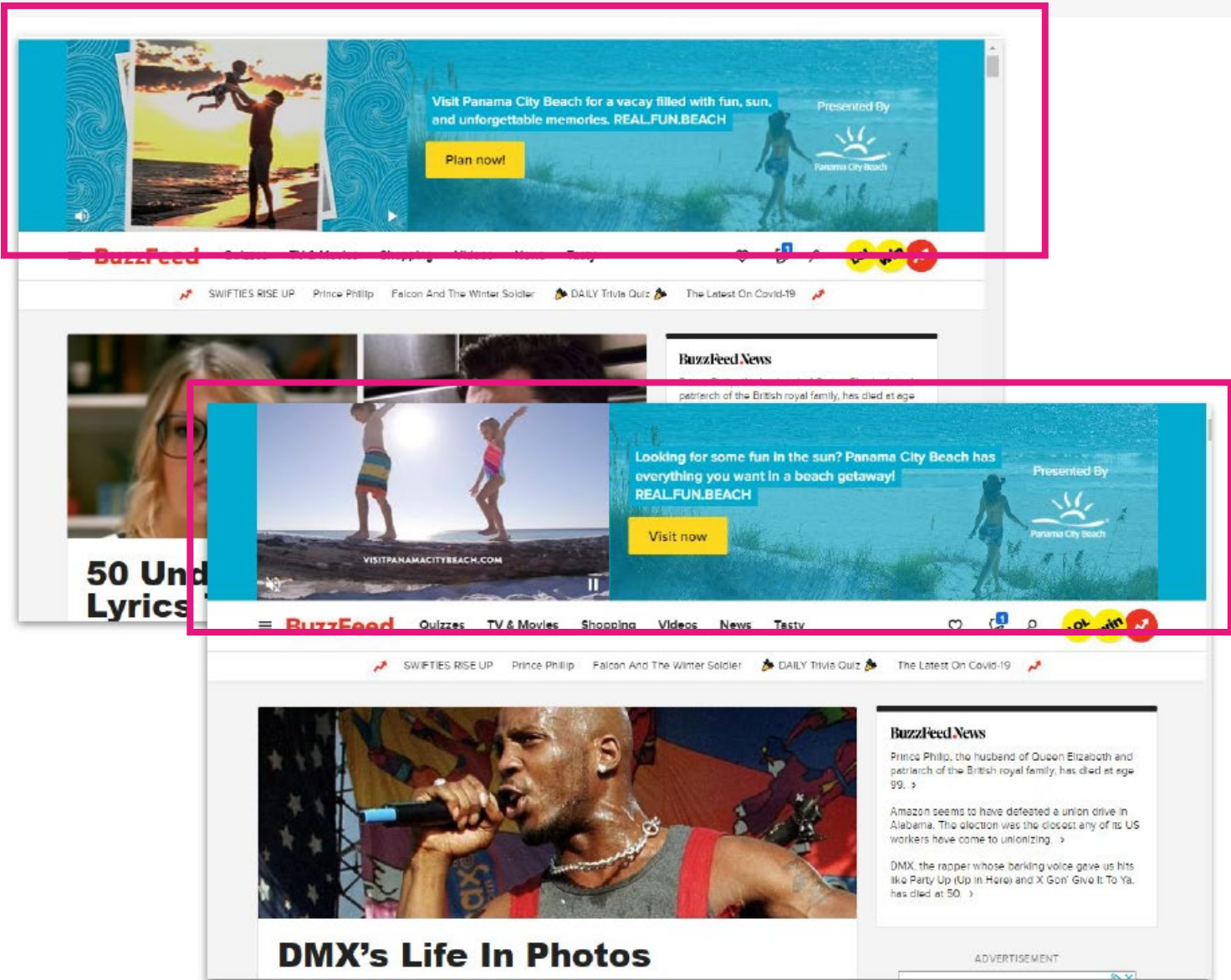
Spotlight Video Unit

- Our pre-roll video ad(s)

Two Custom Posts

Format: 1 Listicle and 1 Quiz

- Thought Starter Quiz Concept: “Pack for the Ideal Beach Vacation And We’ll Give you the Perfect Beach Activity”
- Thought Starter Hype List Format: “Reasons To Visit Panama City Beach That Will Keep You Coming Back”



SPOTLIGHT UNIT
EXAMPLE FROM FY21

SPOTIFY



1Q22

\$50,000

Flight: January 24th - March 30th

Campaign Elements

- Audio Everywhere
- Video Takeover
- Sponsored Sessions

Spotify will produce one audio spot per quarter



ADDRESSABLE TV: Visit Florida Co-Op



1Q22
\$200,000

Flight

- January 10th – February 27th
- 7 weeks

Domestic Target Audience

- Excludes Florida
- Drive Markets: 700 mile radius + BOS, CHI, NYC, PHI, DC
- A25-54
- Travel Enthusiasts

ADDRESSABLE TV



1Q22
\$50,000

Targeting: Families with kids & domestic travel intent

Flight

- March 7th – April 3rd
- 4 weeks
- Starts one week after VF Co-Op ends

**this will continue into the first 4 weeks of April (2Q22)

We can apply data to our audience targeting, making this channel more efficient and impactful than traditional TV

Gain broad awareness in opportunity markets

Using data in a traditional channel to reach a highly qualified audience

1Q22 ADDITIONAL PARTNERS



\$20,000

Campaign Elements

- Destination Page Sponsorship
- Traffic Drivers to Destination Page



\$62,500 – Brand Station

\$37,500 – Sponsored Listening

NEXT STEPS

ACTION	DEADLINE
Client to Confirm Approval	Friday November 5th

- Watauga will finalize and sign contracts with vendors
- Luckie/PCB will produce creative
- For campaigns launching early January, Luckie/PCB will traffic creative to Watauga before Christmas week so that we are ready to go right after New Year’s Day



THANK YOU