

# PCB MEDIA PLAN

## 2Q22

Presented March 1, 2022

# 2Q22 STRATEGY

Continuing strong media support across multiple partners and tactics to drive awareness and preference as people make spring/summer travel plans

- Ramp up MIY Always On tactics to impact spring and summer travel
- Continue momentum of 1Q22 partnerships with multiple vendors, reaching new audiences to drive awareness and preference
- Continue competitive Conquesting efforts across all tactics to influence decision-making and showcase what sets PCB apart, ultimately driving people to choose PCB over other beaches
- Support pulse campaign: Mother's Day
- Support all events occurring in PCB with social media (events carousel)

# 2Q22 PULSE & EVENTS

## Pulse Campaigns

Mother's Day

Sunday May 8, 2022



\$7,000

Recommended Tactic: Native

Flight: April 4<sup>th</sup> – May 8<sup>th</sup>  
(5 weeks)

# 2Q22 MEDIA OVERVIEW

## OVERALL

*\*does not include print*

CHANNEL	PLANNED BUDGET
Digital	\$327,000
Social Media & Fee	\$374,550
TV <i>(Streaming, Cable, Local Event, VF Grant)</i>	\$193,334
Radio <i>(Pandora, Spotify, Event)</i>	\$150,000
Local OOH	\$36,595
<b>2Q22 PLANNED</b>	<b>\$1,081,479</b>

## BY CAMPAIGN

*\*not including print and OOH*

CAMPAIGN	PLANNED BUDGET
MIY	\$808,334
Competitive Conquesting	\$165,000
Pulse & Events	\$27,000





2Q22 PAID SOCIAL, EVENTS,  
& PROGRAMMATIC DIGITAL

# Continuing Tactics 2Q22

Increasing display and native based on strong CTR.



Programmatic Display



\$40K  
Always On



Retargeting Display



\$15K  
Always On



Programmatic Native



\$40K  
Always On



Streaming TV  
(OTT/CTV)



\$83K  
Always On



YouTube



\$25K  
Always On



Programmatic Pre-Roll



\$35K  
Always On

# COMPETITIVE CONQUESTING

Maintaining budget weight & bringing back Native

CAMPAIGN	BUDGET	FLIGHT
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
TV Retargeting – OTT	\$20,000	Always On
<b>TOTAL</b>	<b>\$105,000</b>	

# PAID SOCIAL



- Increase: MIY and CC budget based on strong CTR and cost-efficient clicks
- Slight increase in Visitor's Guide budget based on new release in 2Q
- Events Carousel continues
- TikTok is new! Boosted Posts
- Direct Flight promotion returns for May-June
- Chasin' the Sun returns for April
- Mother's Day pulse campaign

CAMPAIGN	BUDGET	FLIGHT
MIY	\$75,000	Always On
<b>Competitive Conquesting</b>	\$60,000	Always On
Likes	\$15,000	Always On
Visitor's Guide	\$15,000	Always On
Facebook Poll Ads	\$25,000	Always On
Pinterest	\$55,000	Always On
Mother's Day	\$20,000	April
TikTok	\$25,000	TBD
Chasin' the Sun	\$10,000	April
Events Carousel	\$15,000	Always On
Direct Flights	\$15,000	May - June
<b>TOTAL MEDIA</b>	<b>\$330,000</b>	
Fee	<b>\$49,500</b>	







# 2Q22 MEDIA PARTNERS

# NEW PARTNER: ORIGIN MEDIA

## CTV HIGH IMPACT UNITS



- Highly engaging :15 second custom unit that runs attached to our :15 commercial
- Ads served ONLY on big screens: smart tv's or tv's with connected devices like Roku, Firestick
- These units elevate brand awareness and recall, consideration, and subsequently site traffic (organic searches)

### Why Origin?

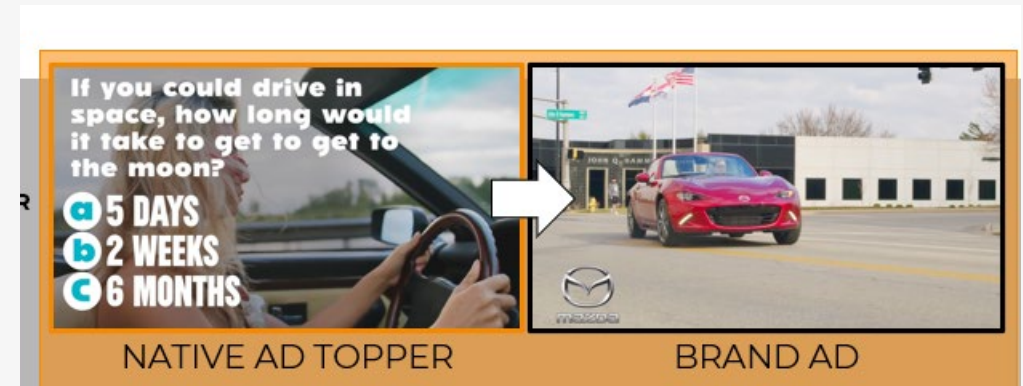
- Several vendors in this space, they are the most custom and affordable
- Allows Watauga to run the campaign

### How does it work?

- PCB & Luckie ideate with Origin to create a custom concept
- Luckie sends our commercial & any other assets we want to use
- Origin produces the spot and attaches it to our commercial
- Origin delivers the spot to Watauga
- Watauga runs the campaign through Trade Desk, aligning with all our desired targeting

2Q Investment: \$60,000

### [Visit Florida Example](#)



# CONTINUING PARTNERS

Macaroni KID<sup>®</sup>

 BuzzFeed

 Spotify<sup>®</sup>

 ampersand



TRAVEL MINDSET  
Travel · Social · Influencers

## 2Q22 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 March 4th

- Watauga will finalize vendor partnerships & set up campaigns
- Luckie and/or PCB will produce creative



THANK YOU