

# PANAMA CITY BEACH FY22 PLAN | MEDIA & CREATIVE

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PRESENTED | September 14, 2021





# FY21 SUCCESSES



# PAID MEDIA & SOCIAL MEDIA

FACEBOOK PAGE LIKES  
**INCREASED BY**

**6.8%**

IN FY21 COMPARED  
TO FY20

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YOUTUBE VIEWS  
**INCREASED BY**

**7.1%**

IN FY21 COMPARED  
TO FY20

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INSTAGRAM FOLLOWERS  
**INCREASED BY**

**10.8%**

IN FY21 COMPARED  
TO FY20

**25K+**

PCB FACEBOOK PAGE  
LIKES DRIVEN BY PAID  
SOCIAL MEDIA

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**665K+**

SITE SESSIONS  
DRIVEN BY PAID  
MEDIA

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**549K+**

NEW SITE SESSIONS  
DRIVEN BY PAID  
MEDIA

**205M+**

MEDIA IMPRESSIONS SERVED

*Source: Adara Impact\**

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**\$36M+**

REVENUE DRIVEN BY PAID MEDIA

*Source: Adara Impact\**

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**PANDORA**

Radio Station

AVG. MINS PER SESSION: **31**

TOTAL NEW LISTENERS: **53,618**

UNIQUE LISTENERS PER WEEK: **126,946**

HOURS LISTENED: **66,887**



# FY21 3Q CREATIVE



# CREATIVE LAUNCHED LAST WEEK OF JULY/FIRST WEEK OF AUGUST



Panama City Beach



**MAKE IT  
RELAXING**



**MAKE IT  
DREAMY**

[PLAN YOUR TRIP TODAY](#)

[BOOK NOW](#)



**MAKE IT  
A MOMENT**

Panama City Beach [PLAN YOUR TRIP TODAY](#)



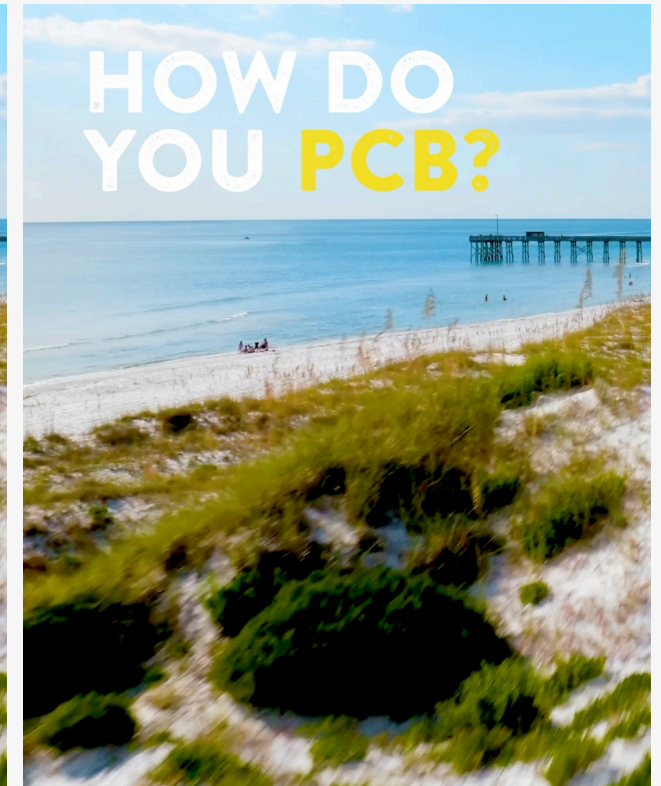
**MAKE IT  
PLAYFUL**

Panama City Beach [PLAN YOUR TRIP TODAY](#)





# REFRESHED THE PANDORA STATION & FACEBOOK POLL ADS





# INTRODUCED SPECIFIC BUDGET IN 3Q FOR COMPETITIVE CONQUESTING





# MEDIA PLAN

# Executive Summary

Our goal is to build brand awareness and perception of Panama City Beach across key audiences in core and new markets while remaining flexible and innovative in our strategies and executions.

We will drive preference and visitation by:

- Stealing share from competing beach destinations
- Securing repeat visitation among new visitors in FY21
- Engaging and holding on to PCB loyalists
- Continuing to target and raise awareness with new audiences

## **Audience:**

We will target our segments by identifying those with travel intention – those who have visited PCB in the past as well as prospecting new visitors.

## **Channel:**

We will use a digital first approach as it allows for flexible flighting, frequent messaging optimization and drives more personalization by segment.

## **Message:**

The “Make It Yours 2.0” will continue as an overarching platform while also utilizing shorter pulse campaign messaging to encourage “getaways” with shorter booking windows.



# Media Strategy and Measurement

In order to drive preference and visitation for Panama City Beach our media strategies will align channel preference of our audiences to the timing of their travel interest and intention.

- We will continue a **digital first approach** across all media efforts – bringing digital buying strategies to traditional media negotiations
- Implement a flexible buying approach: **planning ahead annually, executing quarterly**
  - Ability to dial up or back as needed based on Covid-19 & any weather impacts
- Target all segments across broader audiences
- Focus on competitive conquering
- Expand promotion of pulse campaigns and dedicated support of PCB-owned events
- Utilize data and learnings in real-time and from historic results

## Measurement of Success

Research shows that those who visit the Panama City Beach website stay longer and spend more. For media performance we will monitor these metrics as indicators of success.

- Expanded reach
- New sessions to website
- Time on site

# REACHING OUR KEY AUDIENCE SEGMENTS



Couples



Long Weekend  
Families



Young Families



Summer Families



Sports Families



Winter Residents



# MARKETS

## Always On

Core markets representing majority of year-round visitation.

Georgia	Tennessee
Atlanta	Chattanooga
Columbus	Nashville
Albany	Knoxville
Macon	
Alabama	Other
Birmingham	Tallahassee
Dothan	Orlando
Huntsville	Dallas
Mobile	Houston
Montgomery	
Auburn	
Tuscaloosa	

## Seasonal

These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

- Chicago
- Indianapolis
- Louisville
- Minneapolis
- New Orleans
- Baton Rouge
- Cincinnati
- Detroit

## Opportunity

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

- Austin
- Jackson, MS
- St. Louis
- Denver
- Kansas City
- Washington DC
- Little Rock
- New York
- Columbus, OH
- Newark



# PULSE & EVENTS



## Pulse Campaigns

Thanksgiving

Holidays/NYE

Mother's Day

Valentine's Day

Labor Day

## Events

Mardi Gras

UNwineD

Pirate's Fest

Beach Home  
for the Holidays





# NEW PARTNERS

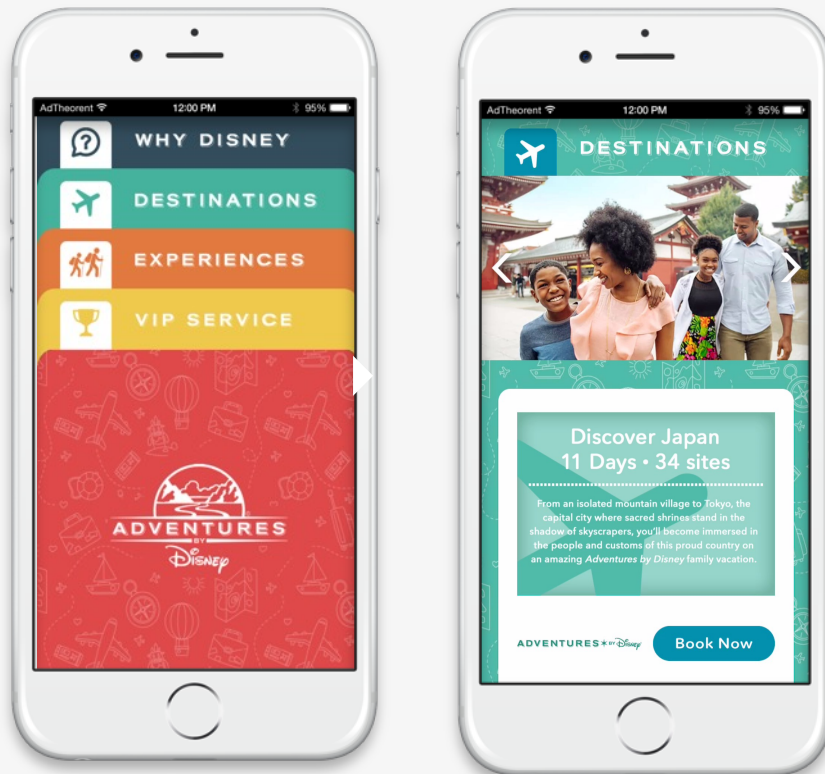
# AD THEORENT

Competitive Conquesting Partner

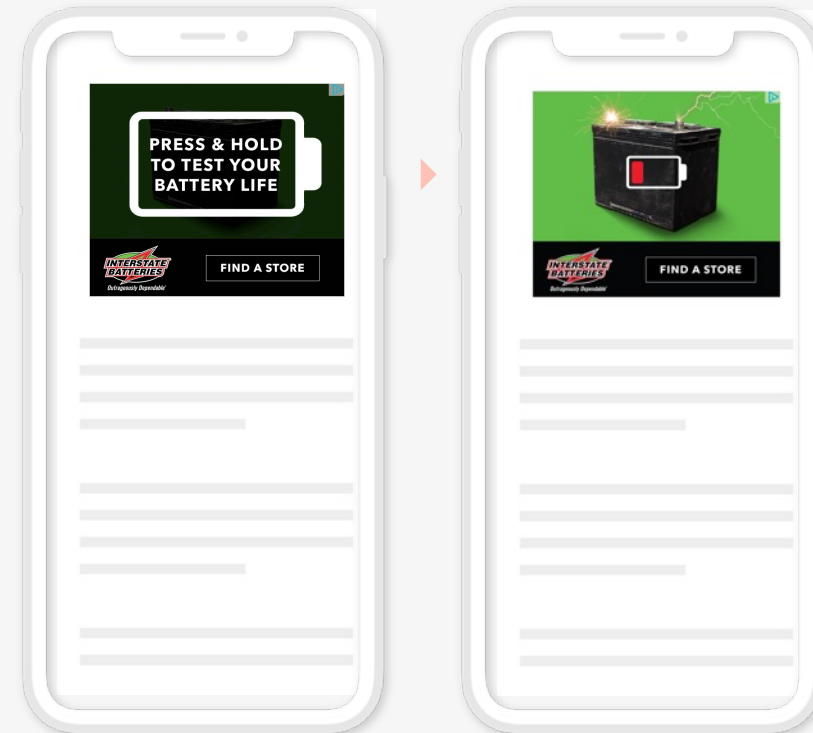


- Steal share from competing destinations by using a high-impact, super engaging custom ad that brings PCB to life

Rich Media Unit Example



Interactive Banner Example





# MACARONI KID



A mom-to-mom community and publishing platform. National editions and local editions.

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

## Reader Profile

- 88% are moms of kids ages 1-12
- 76% read Macaroni Kid once a week or more
- 73% plan to take a family vacation this year

## Partnership Overview

- Social Media Posts, Dedicated Email, Display Ads



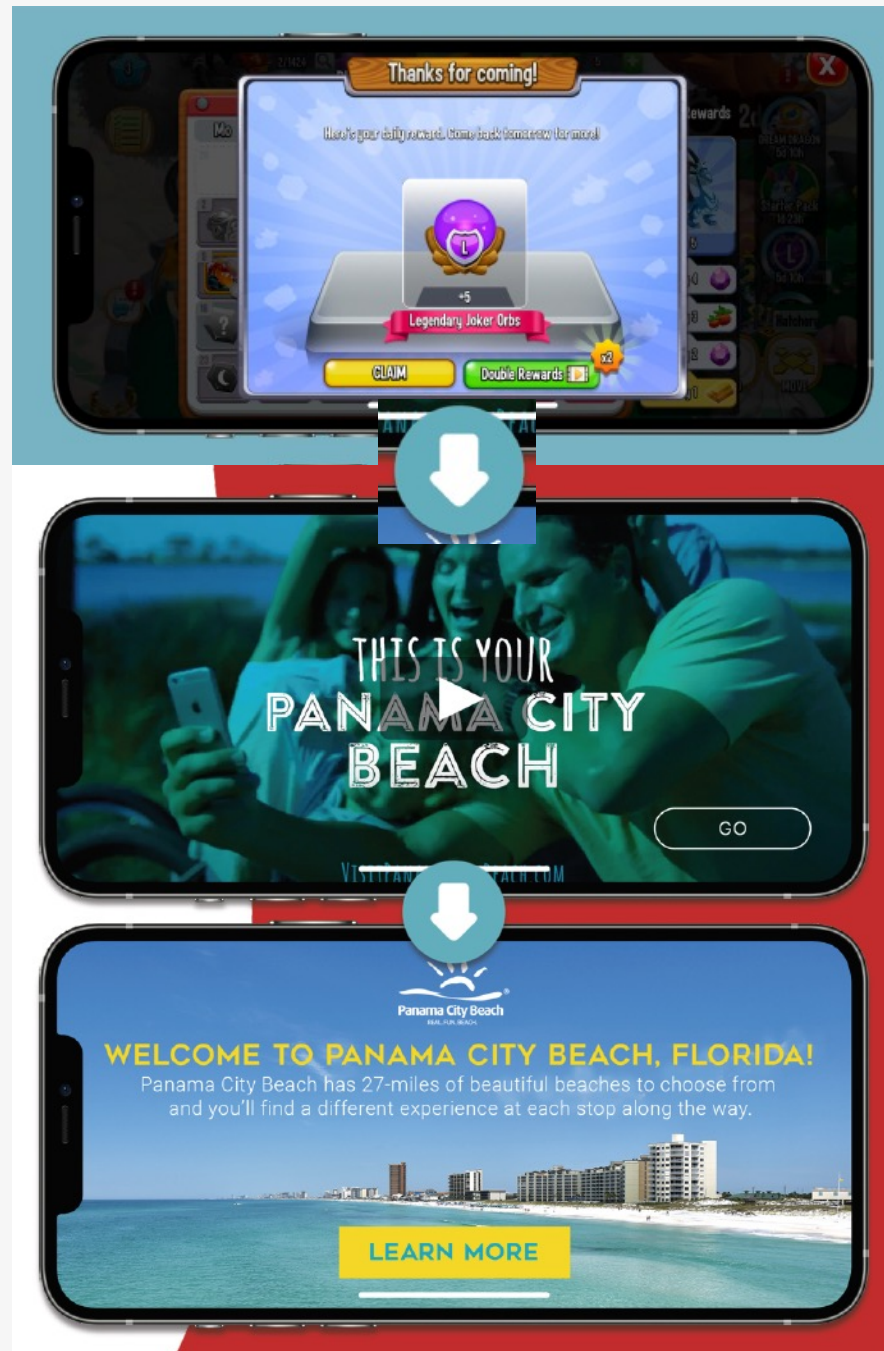
# JUN GROUP

Jun Group serves ads to highly qualified consumers mostly with in-app inventory and some on-site inventory

Opt-in, engagement focused ads drive prospective consumers to engage with PCB in exchange for entertainment, points, or other digital content

## Partnership Overview

- Video and Display ads
- Brand Study





# RETURNING PARTNERS

# TRAVEL MINDSET

## Influencer Marketing



TRAVEL MINDSET  
Travel · Social · Influencers

Expand on the success of past campaigns with the addition of TikTok

Travel Mindset will provide PCB with actionable steps to increase and utilize our own TikTok channel to capture new audiences on this platform

Travel Mindset will give PCB the tools to make every post count



### Partnership Overview

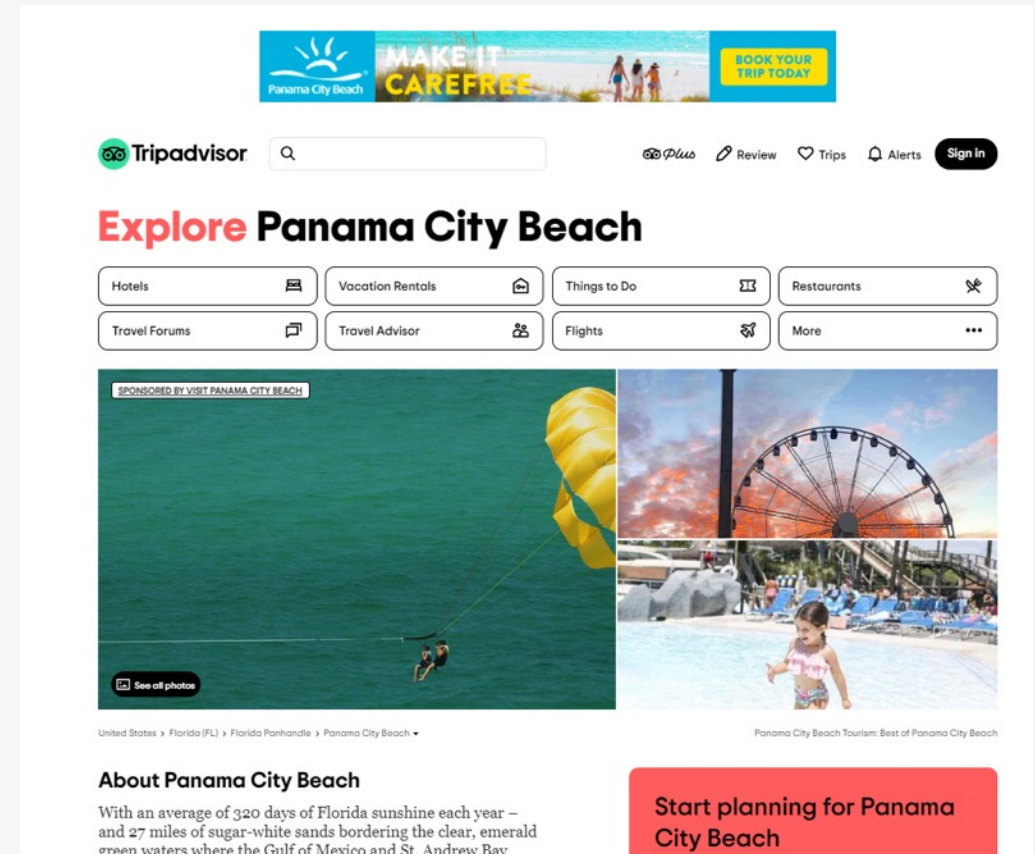
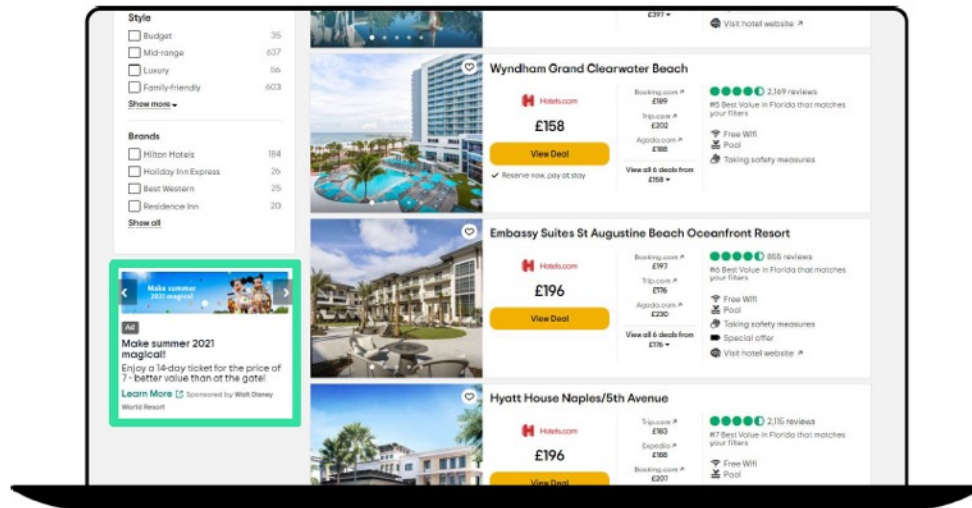
- 6 influencers travel to PCB individually and participate in Challenged and Trends with a creative hook
- Live videos, social posts, blog posts, and social amplification of influencer content
- Twitter Chat



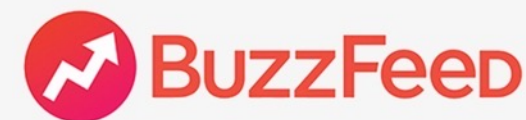
# TRIP ADVISOR

- Renew Destination Sponsorship Page
- Implement new native traffic drivers to increase page visitation

## Native Traffic Driver Example



# BUZZFEED



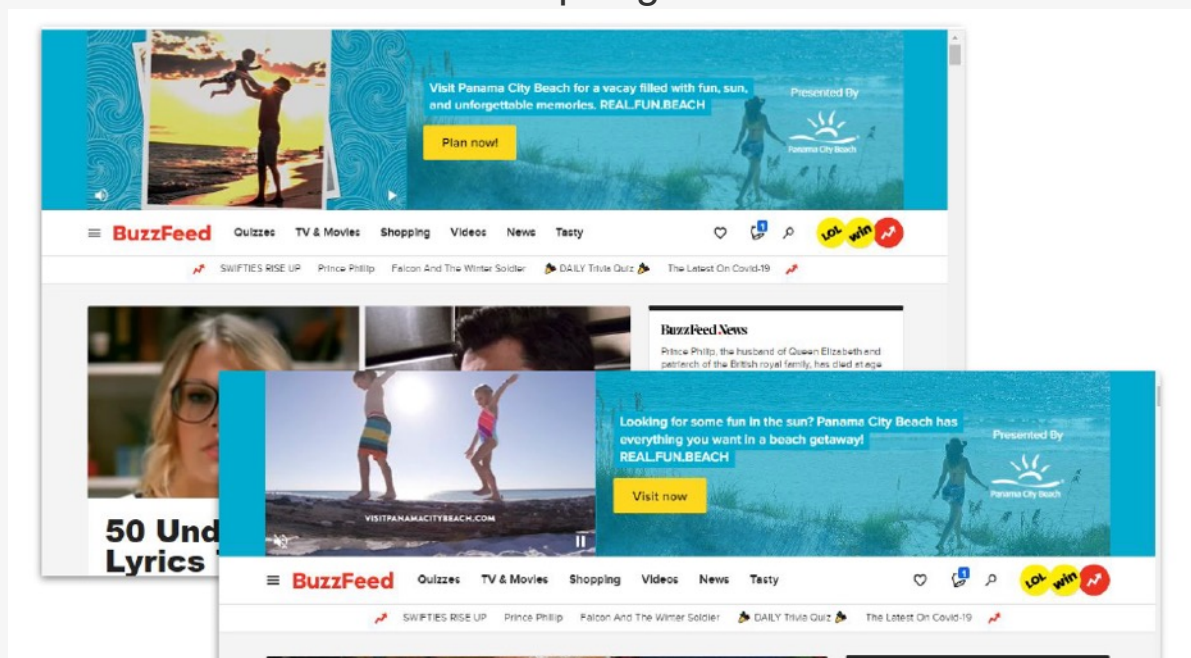
Replicate the enormous success of FY21 tactics with fresh concepts

FY21's custom listicle post drove a CTR 80x over the benchmark

## Partnership Overview:

- Two Custom Posts
- Native Spotlight Unit on main Homepage

## Native Spotlight Unit





# SOUTHERN LIVING

Continue our partnership with Southern Living to drive awareness and boost ticket sales for UNwineD 2022

- Print executions in regional issues of Southern Living, Better Homes and Gardens, Coastal Living
- Digital Partnership including custom article, co-branded email, and premium display banner inventory
- Event Enhancement and Sponsorship

**Southern Living**



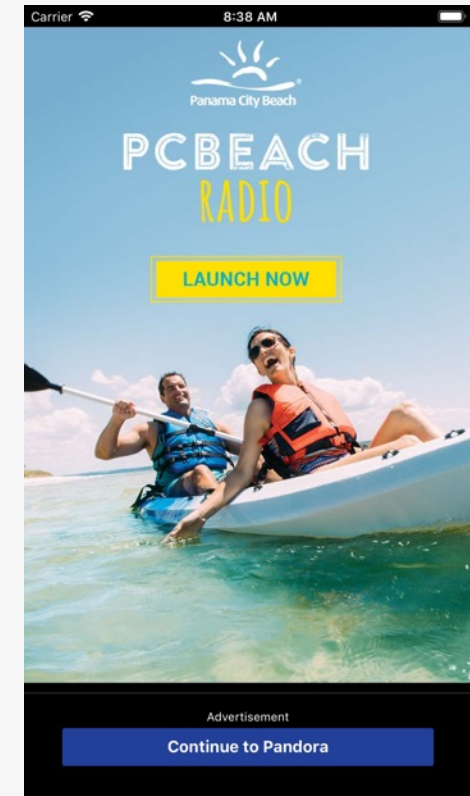
# PANDORA

Continue with our **custom radio station, PCBeachRadio**

- new artist seeds and new creative as of August 2021
- introduced connected home placements and will continue that into FY22

Continue our **Sponsored Listening** partnership where listeners receive an ad-free hour of music in return for listening to or watching our ad

We see consistently strong CTR's, engagement, and hours listened across both tactics

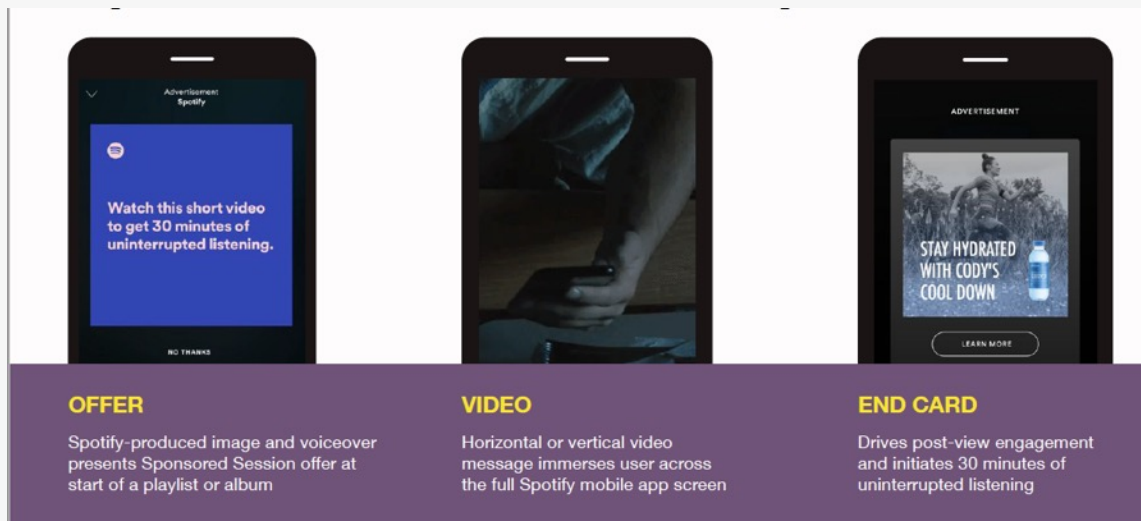


72% of Spotify free listeners are planning to take a vacation and 53% are in vacation planning mode

31% of audio listeners say Spotify is the brand they use most often (more than any other streaming audio brand)

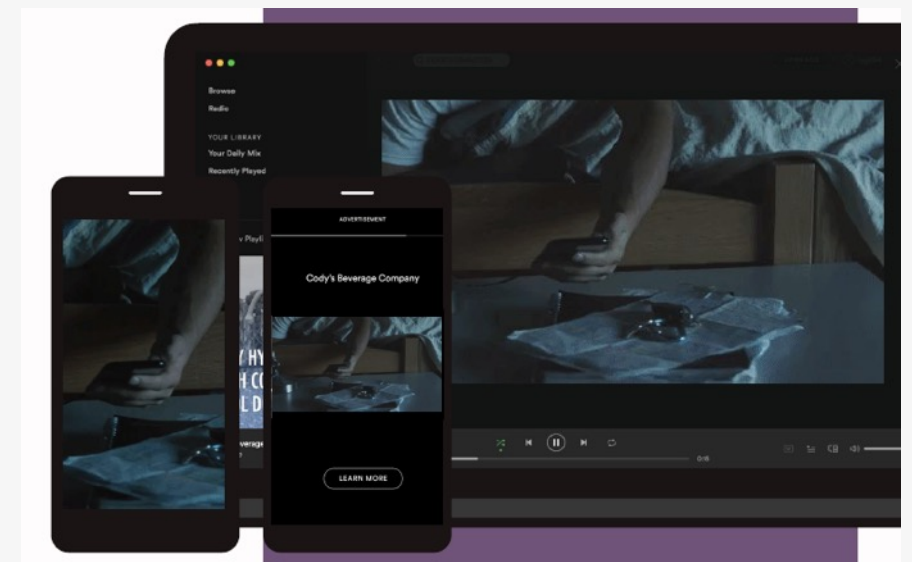
Testing new audio inventory while continuing Video Takeover and Sponsored Sessions

## Sponsored Sessions Example



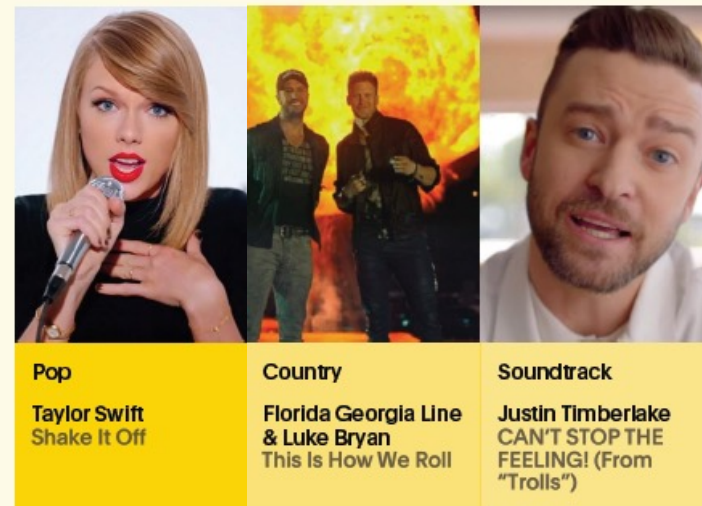
OFFER	VIDEO	END CARD
<p>Watch this short video to get 30 minutes of uninterrupted listening.</p>	<p>STAY HYDRATED WITH CODY'S COOL DOWN</p>	<p>STAY HYDRATED WITH CODY'S COOL DOWN</p>
<p>Spotify-produced image and voiceover presents Sponsored Session offer at start of a playlist or album</p>	<p>Horizontal or vertical video message immerses user across the full Spotify mobile app screen</p>	<p>Drives post-view engagement and initiates 30 minutes of uninterrupted listening</p>

## Video Takeover Example





- New product called Mood Media identifies music videos by the moods they elicit when people watch
- Allows PCB to create congruency between the emotion of our ad creative and the premium music video content
- Increases ad recall and brand favorability
- PCB will align with the mood: FUN



# ADDRESSABLE TV



Using data in a traditional channel to reach a highly qualified audience, targeting families with kids & travel intent

Gain broad awareness in opportunity markets

Early Spring and Late Summer flights to impact Summer and Fall travel



# Continuing Tactics



Programmatic Display



Programmatic Native



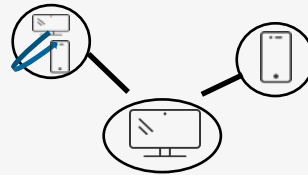
Programmatic Pre-Roll



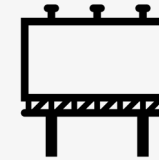
YouTube



Streaming TV (OTT/CTV)



ACR (Audio Content Recognition)  
TV Retargeting



OOH



PRINT

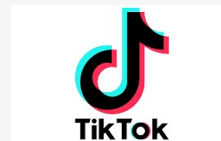


# Sports & Sales Support

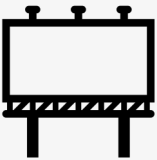
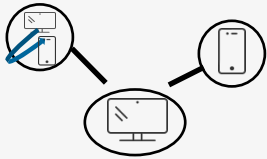


# PAID SOCIAL

- Scale up PULSE campaigns with longer flights and higher budgets
- Test paid support of PCB's new TikTok channel and content
- Continue MIY Always On - stories, video, static, carousels
- Always keep funds in reserves to take advantage of new and innovative opportunities
- Continue to optimize and refine our audience targeting & retargeting tactics & consistent creative refreshes



# Channel Alignment





# QUARTERLY PLANS

# QUARTERLY STRATEGY

## 4Q21

- Ramp up support for Thanksgiving, Holiday, and Competitive Conquesting
- Reach general audience in October and focus on Winter Residents in November/December to impact Jan/Feb travel

## 1Q22

- Scale up MIY Always On tactics to impact spring and summer travel
- Launch new content partners to reach new audiences and create fresh content
- Support Mardi Gras, UNwineD, and Valentine's Day promotion

## 2Q22

- Continue to scale up MIY Always On tactics to impact spring and summer travel
- Continue momentum of 1Q22 partnerships with vendors, reaching new audiences

## 3Q22

- Scale back partnerships and MIY Always On tactics as summer is the high visitation season
- Support Winter Residents Campaign, Pirate's Fest, and Labor Day promotion

# FY22 MEDIA BUDGET

CHANNEL	PLANNED BUDGET
Digital <i>(includes ad serving fee)</i>	\$1,581,000
Social Media & Fee	\$1,276,875
TV <i>(Streaming, Broadcast, Local/Event)</i>	\$711,000
Radio <i>(Pandora, Spotify, Local/Event)</i>	\$614,000
Local OOH	\$146,380
Print <i>(includes Meredith Production Fee)</i>	\$522,685
Contingency Funds	\$250,000
Unallocated	\$98,060
<b>TOTAL FY22 PLANNED</b>	<b>\$5,200,000</b>



# CREATIVE PLAN

# BUILDING ON WHAT WORKS

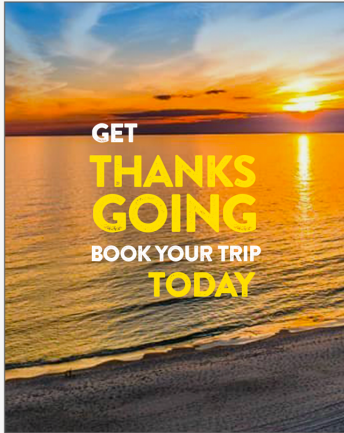
- Video outperforms all other assets
- The more fun, exciting and real the imagery, the better
- Amplify existing Pulse Campaigns (*Happy Thanks-Beaching, Gift the Gift of Here, Valentine's Day, Moms Who PCB*)
- UGC has added a lot to our campaigns – Let's take it further





# HAPPY THANKS-BEACHING | Tentative Launch on October 1

VIDEO 1 | :15



VIDEO 1 | :15



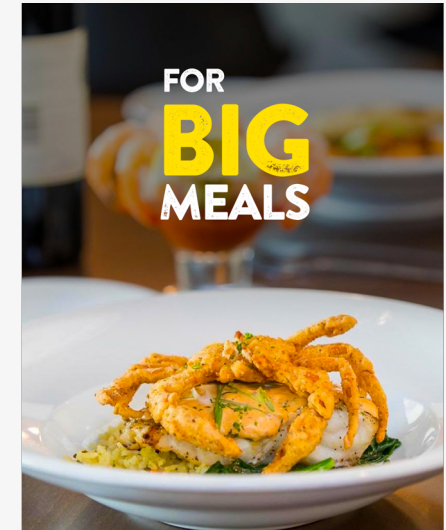


# I AM THANKFUL | Launching November 21





# I AM THANKFUL | Launching November 21



## POST COPY:

Today, we're thankful for so many moments, big and small. But most of all, we're thankful for all our visitors at PCB.

## NOTE:

THIS IS A PLACEHOLDER  
FOR SAND ART





THANK YOU!