

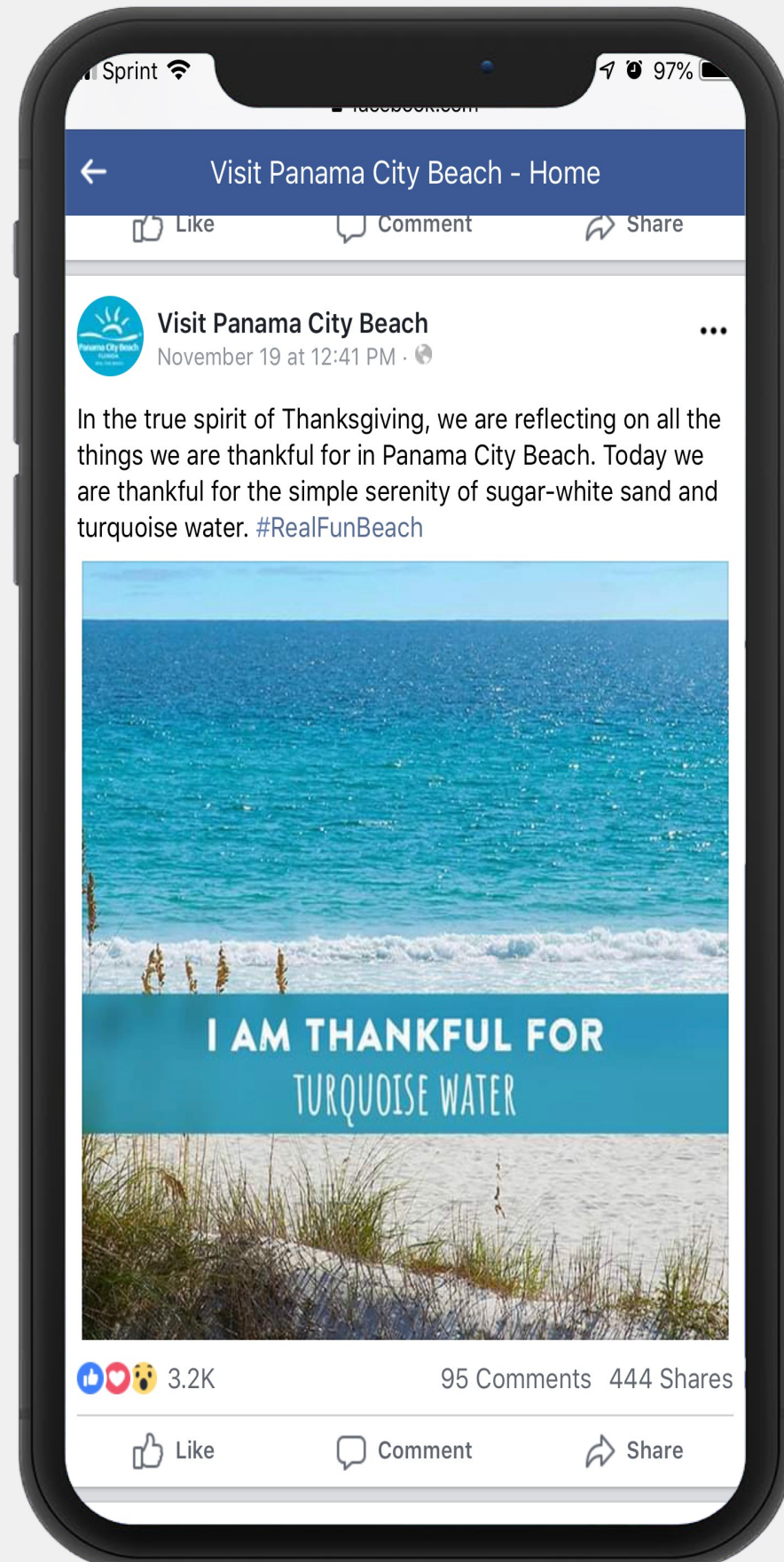
“I AM THANKFUL” MINI-CAMPAIGN

DECEMBER 12, 2018

Goal: KEEP PCB TOP OF MIND

Use inspirational messaging to encourage visitors to start planning their spring and summer vacations

I AM THANKFUL | BACKGROUND



To kick off our post hurricane messaging, we created a mini-campaign for the week of Thanksgiving to capture the real people of PCB and their authentic gratitude during this time.

We saw many passionate locals and loyal visitors expressing their thanks on social media.

We wanted to expand the reach of this conversation, and the mini-campaign allowed those outside PCB to see how the community was coming together and growing stronger.



I AM THANKFUL | GOAL

The goal of this campaign was to bring Panama City Beach back to top of mind for loyalists and locals.

We also wanted to shift the conversation from the hurricane's destruction to a more positive focus on the locals.

Thankfully, Panama City Beach suffered significantly less damage from the hurricane than nearby communities, so we wanted to take this opportunity to show our gratefulness.

This campaign led to the "Real PCB" campaign, which is designed to give updates about PCB and let everyone outside the destination know that "we are OK and are getting ready for you to come back and reunite with your paradise."

I AM THANKFUL | CREATIVE

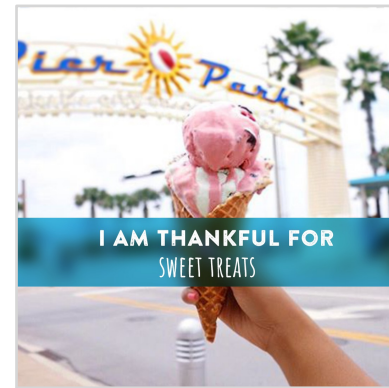
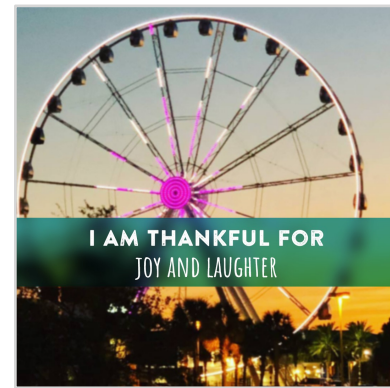
MONDAY | STATIC POST | FB AND IG



Post Copy

In the true spirit of Thanksgiving, we are reflecting on all the things we are thankful for in Panama City Beach. Today we are thankful for the simple serenity of sugar-white sand and turquoise water. #RealFunBeach

TUESDAY | IG CAROUSEL | FB MULTI-PHOTO POST



WEDNESDAY | STATIC POST | FB AND IG



Post Copy

We are all thankful for any opportunity to lose the shoes and enjoy long walks with our toes in the sugar-white sand.

THURSDAY | IG CAROUSEL | FB MULTI-PHOTO POST



Post Copy

Today we are all thankful for the simple joys found in Panama City Beach, the people who make them possible and the loved ones we share them with.

Post Copy

Happy Thanksgiving from the #RealFunBeach! At the end of the day, we are all thankful for each other, the moments shared, the memories made and the place that always brings out the best in us.

FRIDAY | STATIC POST | FB AND IG



Post Copy

And we love you too! Whether PCB is your home or your home away from home, the strength of our community is something to be thankful for. What are you thankful for?

I AM THANKFUL | RESULTS

PEOPLE REACHED: 220K

REACTIONS, COMMENTS & SHARES: 16,622



Joann Medley I am thankful that I enjoyed an amazing vacation with my family and rode the sky wheel with my grandchildren ,the first week of October. I went from being terrified to being amazed at the view we had. The beach was beautiful at sunset from the top.

Like · Reply · 2w



Visit Panama City Beach It is an amazing view - especially during sunset! So glad you enjoyed your visit with us, Joann Medley!

Like · Reply · 2w



Freida Guzman Bucket list  1

Like · Reply · 2w



Visit Panama City Beach Hope you can check it off soon!


Like · Reply · 2w



Carol Cole My favorite activity while in PCB. Beach walks calm the soul and fill the heart with hope and peace.


Like · Reply · 2w



Visit Panama City Beach We agree, Carol!  1

Like · Reply · 2w

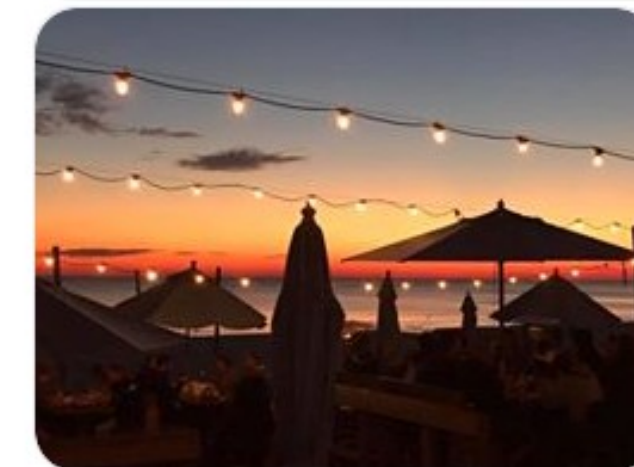


Lynn Pollock We are all very thankful for PCB!! And the opportunity to come enjoy the ocean, the beach, the sunshine, the restaurants, and all the fun activities y'all offer! It's our favorite vacation spot and represents years of wonderful memories for us there!! Thank you so much for your gracious hospitality! We can't wait to come back and see you!! 

Like · Reply · 2w



Cindy Sawyer Little Thankful I got to come here and spend Thanksgiving with my mom.



Like · Reply · 1w



I AM THANKFUL | RESULTS

Through the “I Am Thankful” campaign, we were able to shift the conversation of the hurricane to be more about the love and appreciation people have for Panama City Beach. We also turned our loyalists into advocates by not only encouraging them to share their stories, but also to help us educate about the differences between Panama City Beach and Panama City.



Marion Williams Remember the hundred walks on sugar white sands, collections shells, feeding seagulls, watching the waves roll in forever. Looking at the beautiful water as far as the eye can as if it was eternity. And the sunsets that were more breathtaking than the ones before. No place like Panama City Beach. The jetties, St. Andrew state park. Fishing peers or just walking on the beach with your footsteps behind you. Love Panama City Beach ❤️❤️

Like · Reply · 2w



Sue Batts The most beautiful place on Earth to me. I love the ocean and the sand. Growing up we went every summer. Haven't been in 35 yrs sure would love to go 1 more time. 🙏🙏

Like · Reply · 2w



1



Visit Panama City Beach Hope you can make it back again soon!

Like · Reply · 2w



Cindy Brewer ❤️❤️ My home away from home.. ❤️❤️

Like · Reply · 1w



2



Nancy Lopez It's all going to be ok at PCB they are strong !!!

Like · Reply · 2w



Visit Panama City Beach Thanks, Nancy!

Like · Reply · 2w



Bonnie Rubio Wish I was there instead of looking at dreary weather here!

Like · Reply · 2w



2



Visit Panama City Beach We wish you were too, Bonnie Rubio!

Like · Reply · 2w



2



Hannah Leahy Can't wait for January. 🙏

Like · Reply · 2w



Visit Panama City Beach See you then Hannah!

Like · Reply · 2w



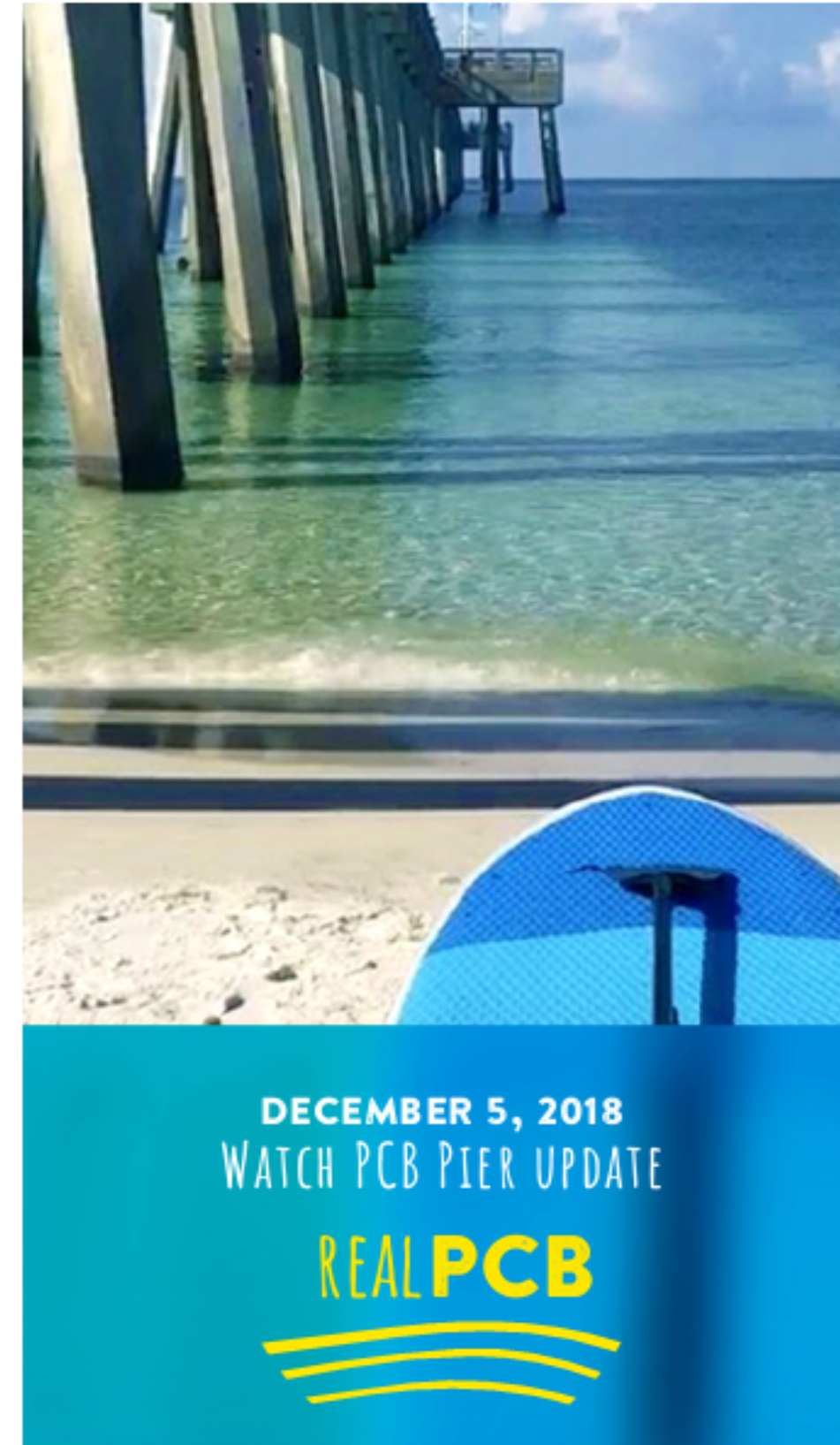
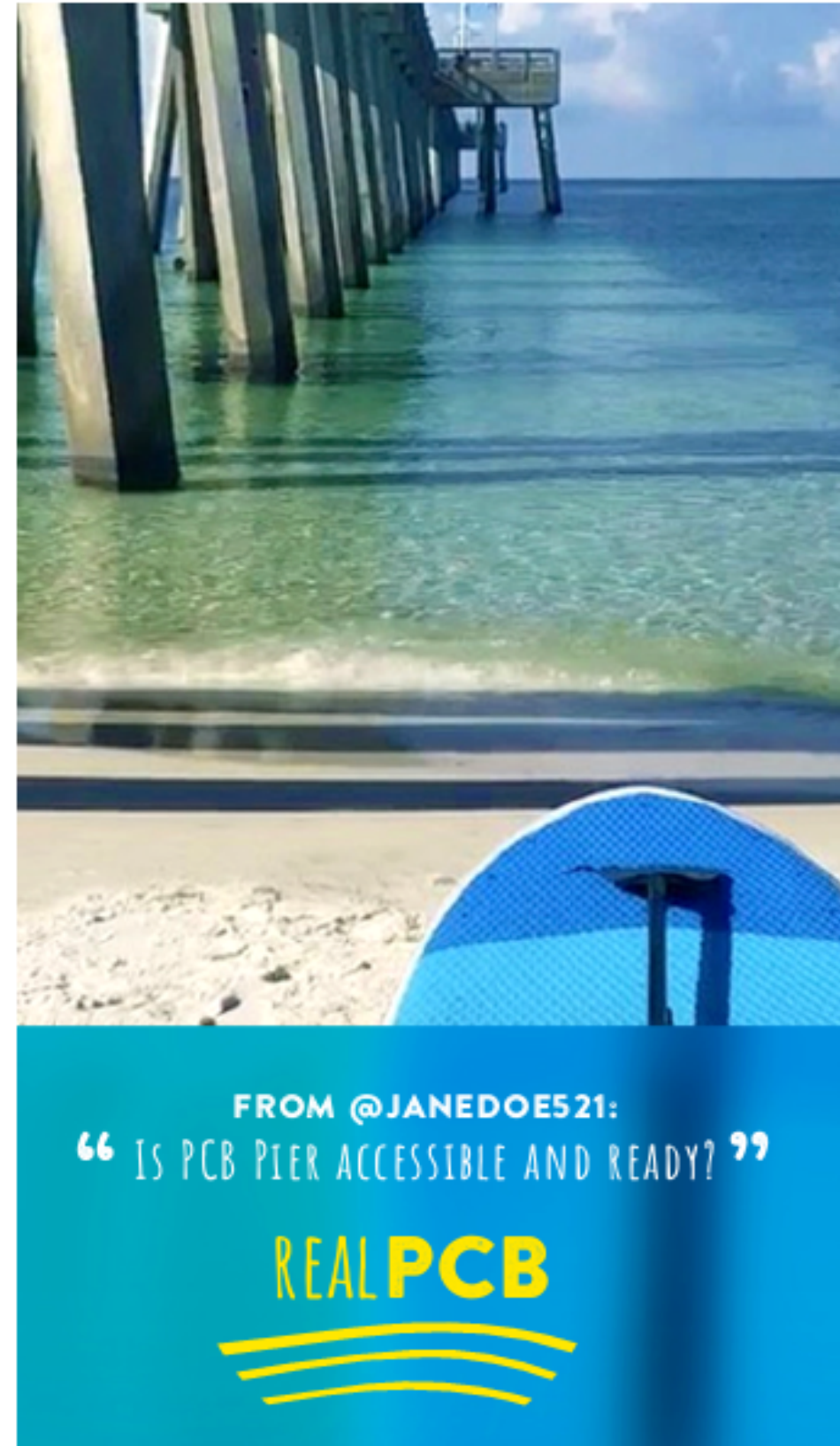
“REAL PCB” MINI CAMPAIGN

December & January 2019

REAL PCB | TUNE IN TO CURRENT UPDATES WITH PCB LOCALS

Captured REAL footage of the current PCB conditions | Real PCB Template

REAL PCB will capture real footage of the current PCB conditions. We will bring out the most recent questions from the social media engagement and give the locals an opportunity to show the real footage of PCB.

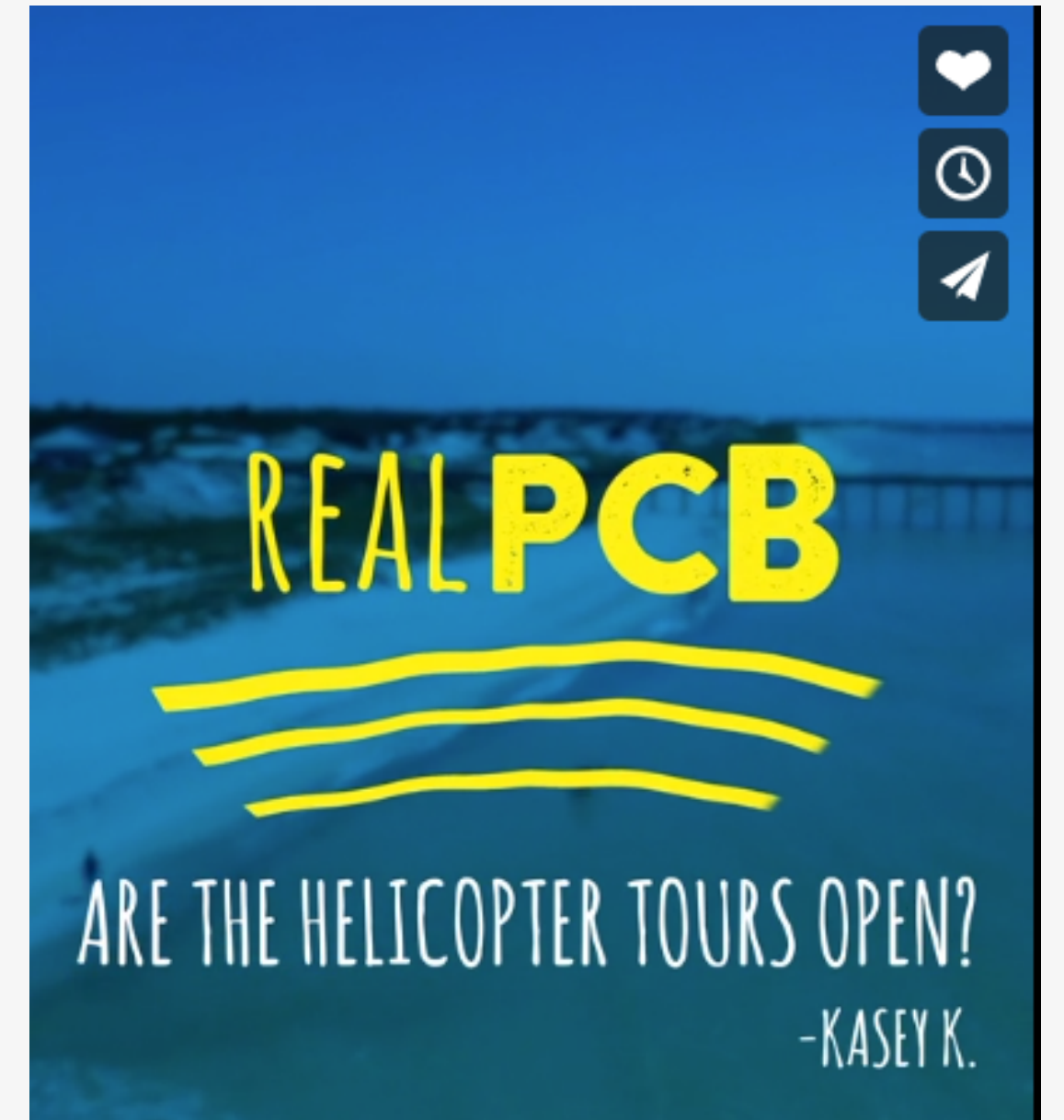




DOG BEACH UPDATE



LODGING UPDATE
FROM LORI ALLEN



PANHANDLE
HELICOPTER UPDATE

REAL PCB WEBSITE LANDING PAGE

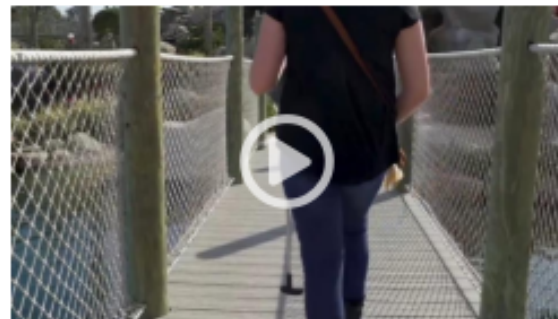
REAL PCB

Many of our loyal visitors have been asking about updates of their favorite place to stay, restaurants and attractions. You have asked and now our locals are here to answer. Check out the recent updates from some of your favorite Panama City Beach spots:

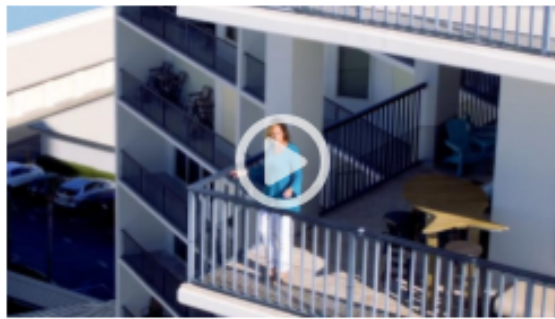
LODGING



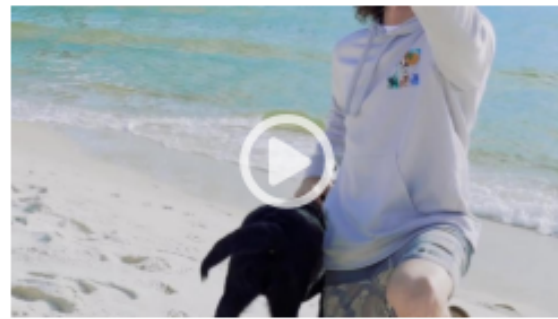
ATTRACTIONS



BEACHES & ACCOMMODATIONS



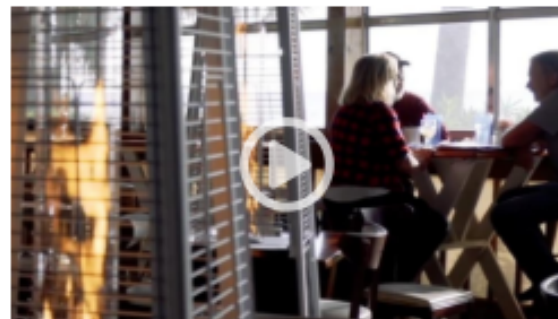
DOG BEACH



M.B. MILLER COUNTY PIER



RESTAURANTS



PANHANDLE HELICOPTER



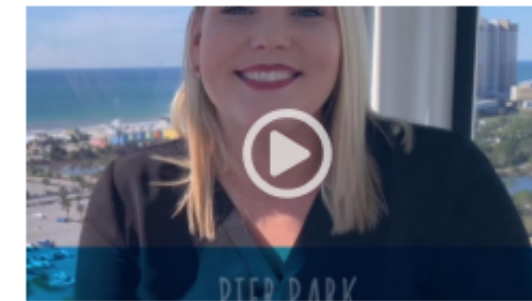
HALF HITCH



PIER PARK



SKYWHEEL IN PIER PARK



PIRATES COVE MARINA



SANDBAR RESTAURANT



SHOPPING



FISHING



“HOW DO YOU PCB” CAMPAIGN

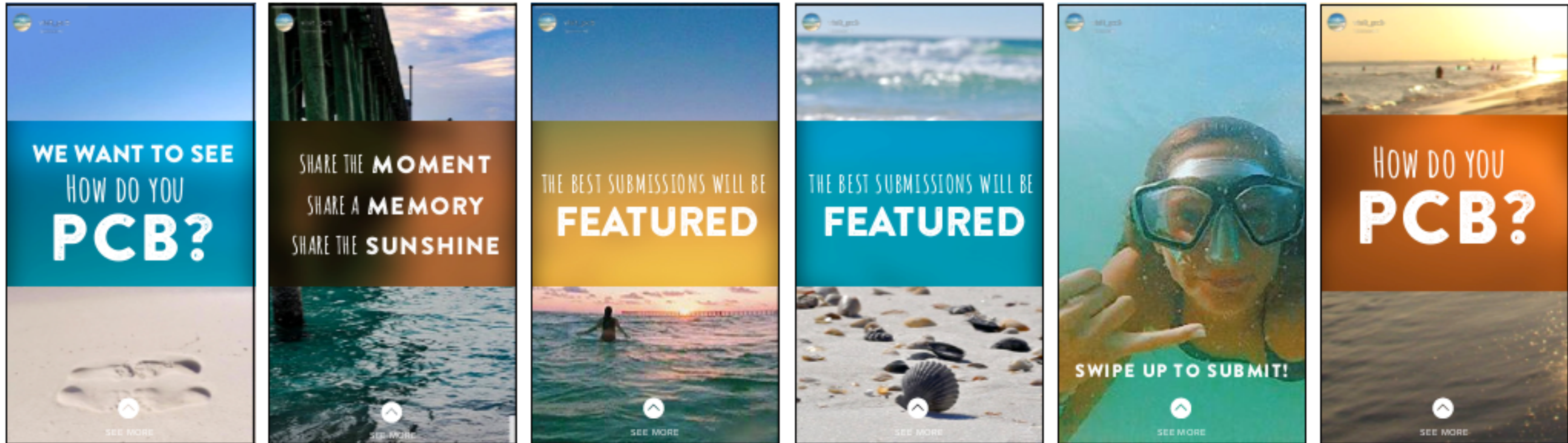
January & February 2019

HOW DO YOU PCB? Featuring the best of our PCB Community

To solicit UGC content from our loyal fans.

HOW DO YOU PCB? | IG STORIES AD

This IG Stories video ad will bring the best UGC imagery as examples of submissions and drive the users to the microsite.



ANNOUNCE UGC CAMPAIGN

CYCLE THROUGH EXAMPLES OF USER GENERATED TYPE CONTENT

SWIPE UP TO SUBMIT

HOW DO YOU PCB?

HOW DO YOU PCB? Featuring the best of our PCB Community

We will launch a social media campaign leading our users to a microsite to submit their images, videos and stories of PCB

HOW DO YOU PCB | IG CAROUSEL

New adventures are on the horizon. From sunrise to sunset, [Jane Smith's](#) PCB is full of fun. See link in bio and show us how you PCB. You could be featured and win _____. [#MyPCB](#)

HOW DO YOU PCB? Featuring the best of our PCB Community



HOW DO YOU PCB?

Featuring the best of our PCB community.

SHARE

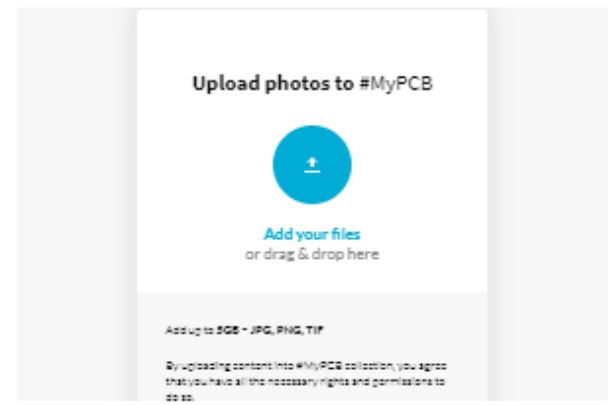
RECENT HIGHLIGHTS



#MYPCB - SHARE & WIN

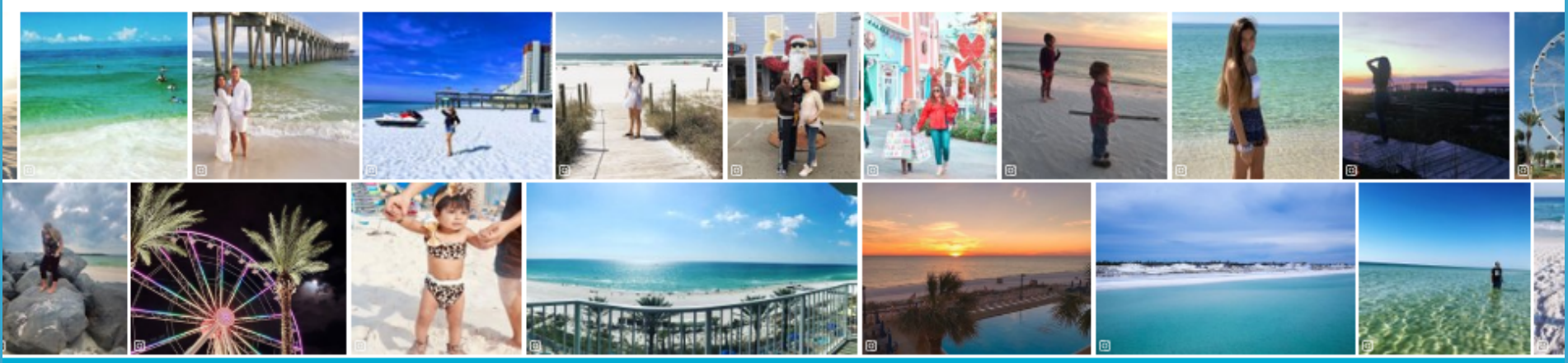
Whether PCB is your home or your home away from home, your passion for our beautiful beach is contagious. Share the sunshine, a special moment or an unforgettable memory. The best photo and video submissions will be featured. Upload your content using the button below. Just remember that submitting your content means you agree to our terms and conditions on our [privacy policy](#). Share your photo to be entered for a chance to win:

- A 3-night stay for 4
- Attraction passes for 4
- Restaurant passes for 4



SEE WHAT'S TRENDING IN PCB

Tag your photos and videos with #MYPCB to share your fun!



Load More

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“MAKE IT YOURS CAMPAIGN

transition end of February into March | utilizing refreshed creative with our PCB Loyalists leading the way



MAKE IT **FUN**
MAKE IT **SPONTANEOUS**
MAKE IT **MEMORABLE**
MAKE IT YOURS!

Panama City Beach has so much family fun, heart-pounding action, eco-adventure and romance, the memories you make here will last a lifetime. Come make Panama City Beach your **REAL. FUN. BEACH.** Plan your fun getaway today.
VisitPanamaCityBeach.com



MAKE IT YOUR
**REAL FUN
BEACH**

Whether you're looking for family fun, eco-adventure, nonstop thrills or a romantic escape, you can plan an itinerary that's uniquely you. VisitPanamaCityBeach.com



- Visit Florida Grant
- Launch of VisitPanamaCityBeach.com (present to the Board of Directors next month)
- Launch of the new sports complex website January 23

THANK YOU