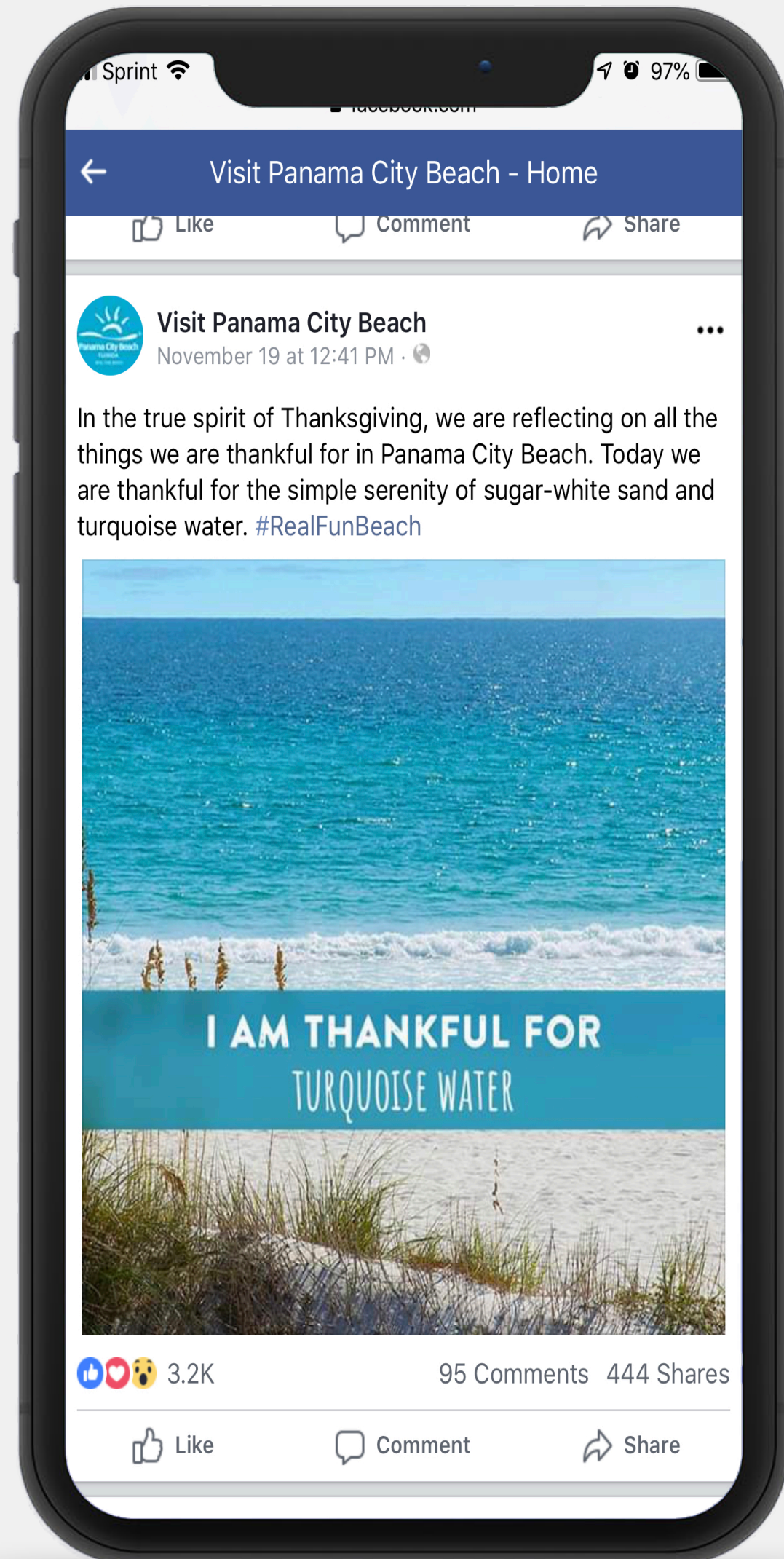


# “I AM THANKFUL” MINI-CAMPAIGN

DECEMBER 12, 2018



# I AM THANKFUL | BACKGROUND



Due to the hurricane, we paused our marketing efforts . Once the buzz of the after effects of the hurricane had calmed down, we were ready to start talking to the public again. 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 | 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

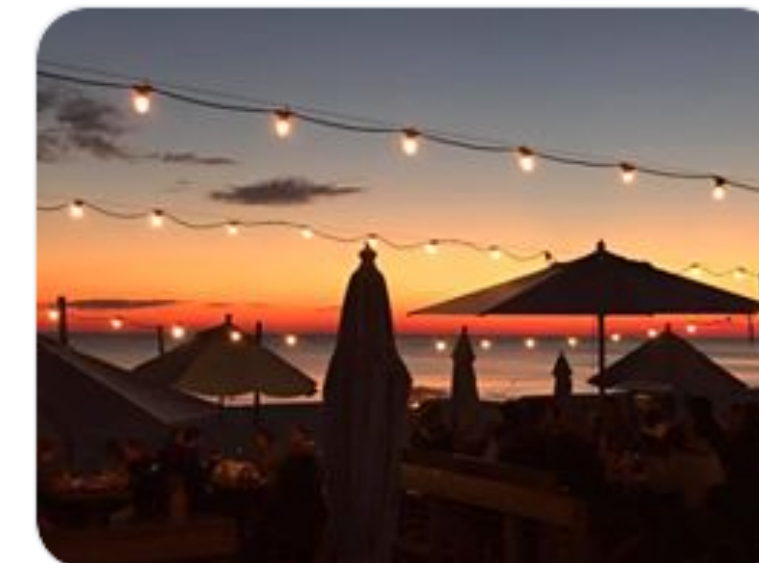


**Lynn Pollock** We are all very thankful for PCB!! And the opportunity to come enjoy the ocean, the beach, the sunshine, the restaurants, and all the fun activities y'all offer! It's our favorite vacation spot and represents years of wonderful memories for us there!! Thank you so much for your gracious 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



1



**Visit Panama City Beach** See you then Hannah!

Like · Reply · 2w





# I AM THANKFUL | CREATIVE

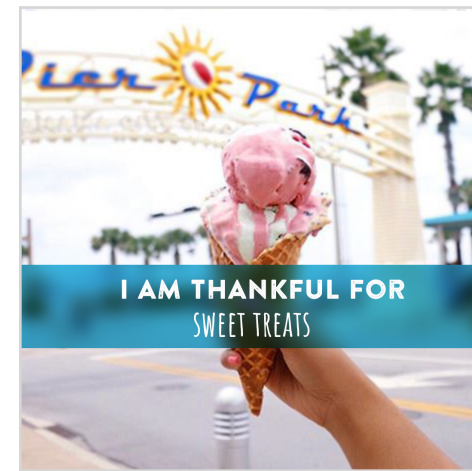
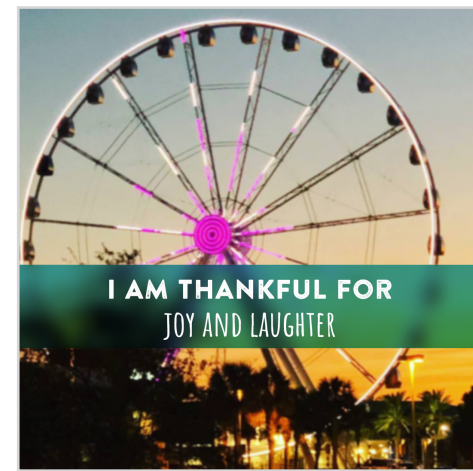
MONDAY | STATIC POST | FB AND IG



## 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



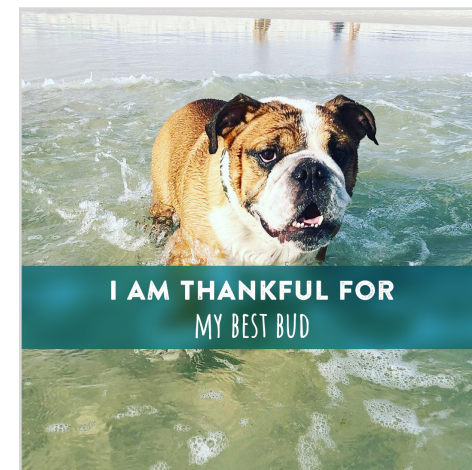
WEDNESDAY | STATIC POST | FB AND IG



## 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



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?

## 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.





THANK YOU

