

# PCB MEDIA PLAN

## Q1 2021

PRESENTED DECEMBER 3, 2020

# 1Q21 STRATEGY

Serves as a plan to **bridge** current campaign into our FY21 goal of **prolonging the feeling of vacation** and reaching our three new audiences:

- PCB Visitors
- Other Beach Visitors
- Potential Visitors
- *Note: Celebrations and Sports Families naturally fall into these segments and will be activated through messaging*

The bridge plan allows us to keep momentum strong while testing some new messaging and new audiences in a bite-size capacity.

# 1Q21 MEDIA STRATEGY

Travelers are planning in shorter windows, about 2 weeks before their trips. We want our ads to be in front of them at the right time.

Move to **always on flying strategy**. Make PCB a true year-round destination. Ensure we are always top of mind by reaching people during their consideration and planning periods.

CHANNEL	
Digital	
Social Media <i>(not including unwined social \$\$)</i>	
Streaming Radio (Pandora)	
Streaming Video (TV)	
UNwineD 2021 **	
Local OOH	

## Digital First

- Allows flexibility
- Variability of targeting (new audiences, retargeting, social followers)
- Align messaging to specific audiences

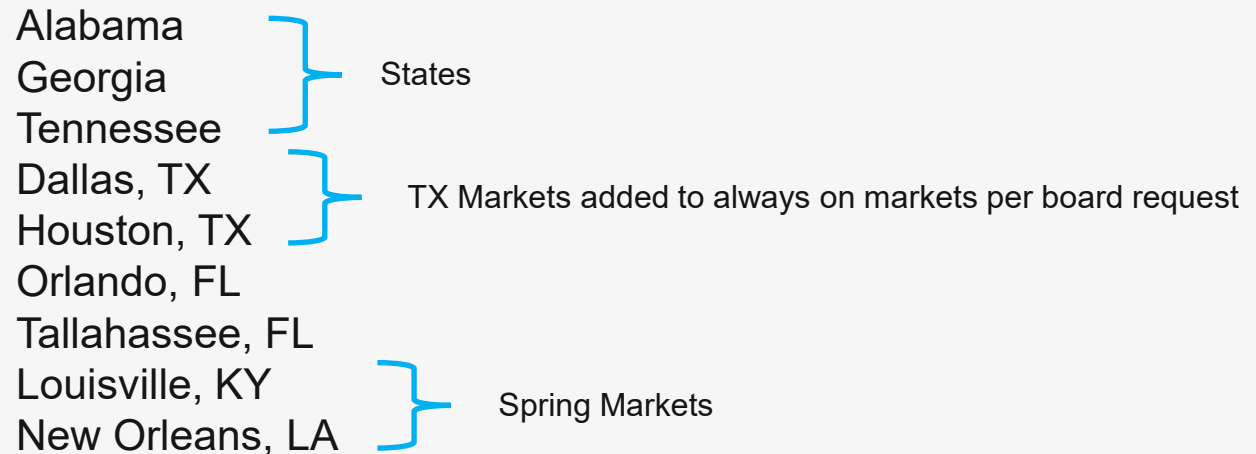
\*\*UNwineD dollars are estimates – inclusive of print, tv, radio, social media.

# MARKETS

Continue to target at a state level for the states where we have several core markets. This ensures we don't miss residents likely to travel to PCB from those states who fall outside of a DMA.

Louisville and New Orleans added on as Spring markets based on research from Luckie, Adara Impact and Key Data.

## Spring Markets



# STREAMING TV

- Consumers in streaming-capable homes in the U.S. now spend 25% of their TV time watching streaming video content
- Streaming consumption remained significantly higher than it was a year ago, signaling a new norm with respect to media consumption
- Align with consumer's media habits and where they're spending time
- **Creative:** New Video! Luckie will re-purpose existing video footage

VENDOR	TACTIC	FLIGHT
CyBear – Streaming TV	Pre-Roll in Full Episode Player	1/25 – 3/28/2021

## Smart Devices



## Content Providers

(a sample)



# DIGITAL 1Q21

VENDOR	TACTIC	FLIGHT
Adara	Pre-Roll/Native/Display	January 1 – March 28, 2021
CyBear	Pre-Roll/Native/Display	January 1 – March 28, 2021
Trip Advisor	Destination Page (Annual)	January 1 – March 28, 2021
Pandora	Custom Station (Annual)	January 1 – March 28, 2021
Pandora	Sponsored Listening	January 11 – March 28, 2021
YouTube	Non-Skippable Pre-Roll	January 25 – March 28, 2021
Google Discovery Ads	Native	January 25 – March 28, 2021
VEVO	Non-Skippable Pre-Roll	January 25 – March 28, 2021
Thrillist	Custom Content	February 1 – Sunday May 30, 2021
Buzzfeed	Custom Content	February 1 – Sunday May 30, 2021
Ad Serving		

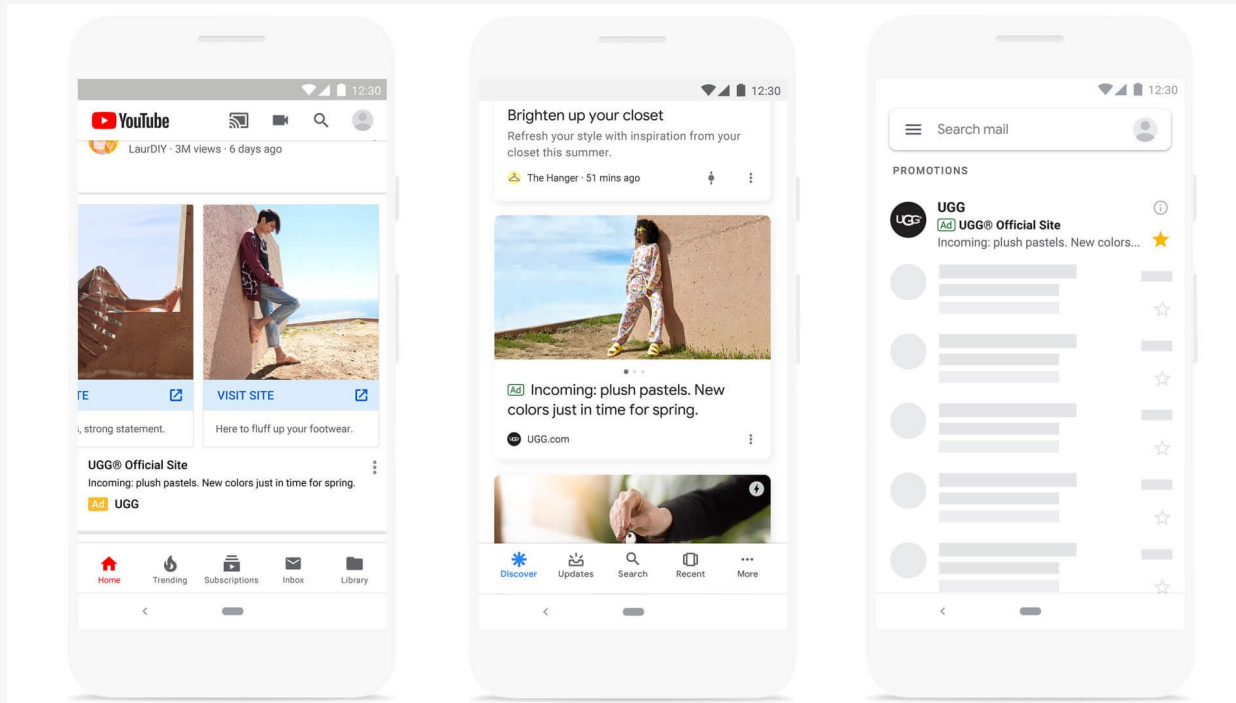
**Estimated Impressions = 73MM+**

# NEW: Google Discovery Ads

**Drive engagement** with Google's new Discovery Ads. These are native ads. We provide up to 5 headlines and descriptions. Google's machine learning is used to serve the best combinations of the assets, across the best performing placements.

Ads appear on Google Discover, Gmail, and the YouTube Home Feed. Mobile and Tablet only.

**Why We Recommend:** An extension of our native ads which are a top driver of CTR. Discovery ads have historically driven CTR's in the 1% range (compared to display's 0.2% - 0.4%)



From left to right: YouTube, Discover Feed and Gmail

## Targeting & Messaging

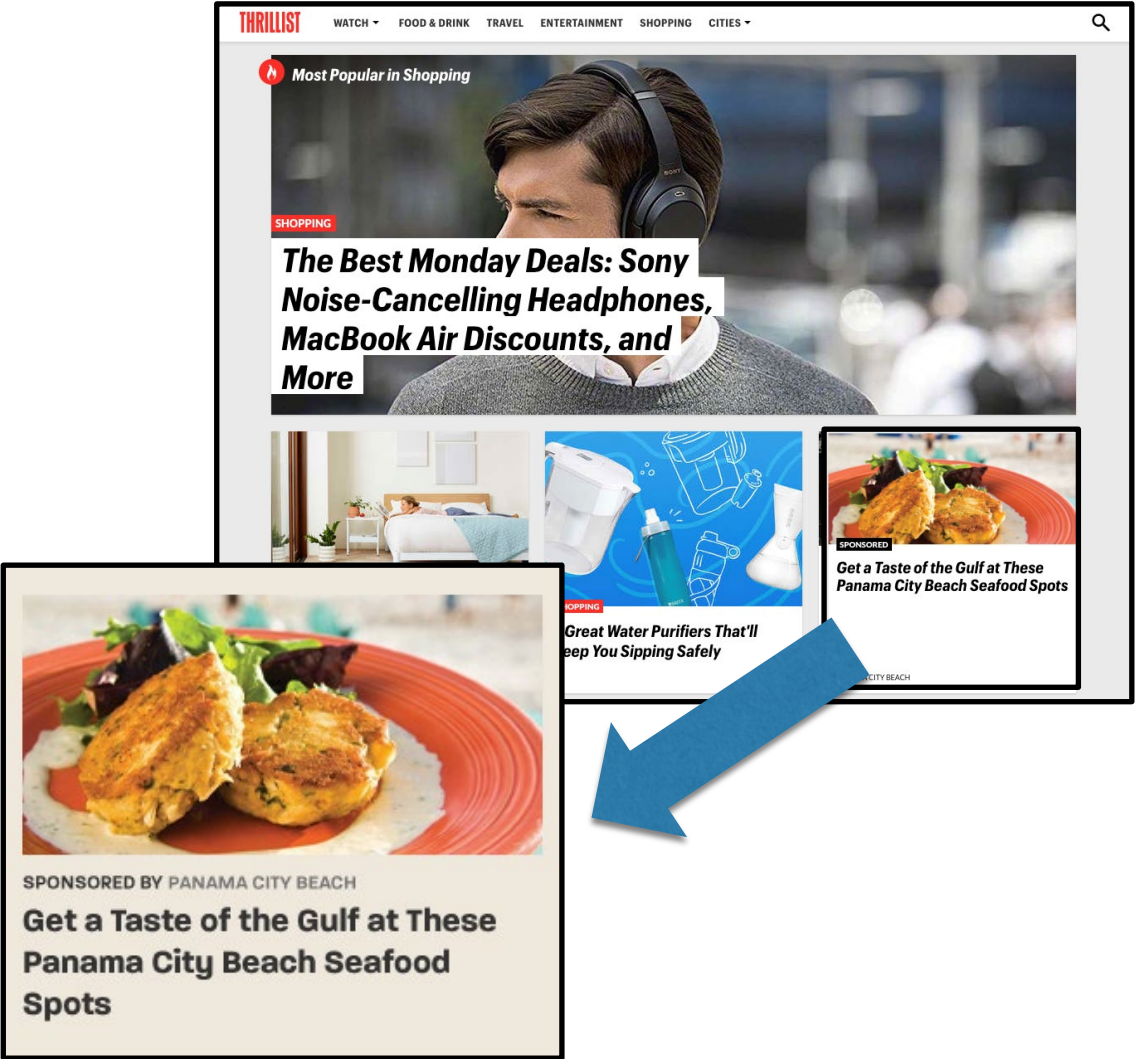
- Two New Audience segments
  - Other Beach Visitors
  - Potential Visitors
- Luckie will develop one NEW unique native ad per audience segment

# THRILLIST

## Re-Purpose Custom Content *Seafood Article*



## Native Content Promotion Via Email & On-Site





# Thrillist Dedicated Email

Drive traffic to our article through a dedicated email featuring our article and brand ads



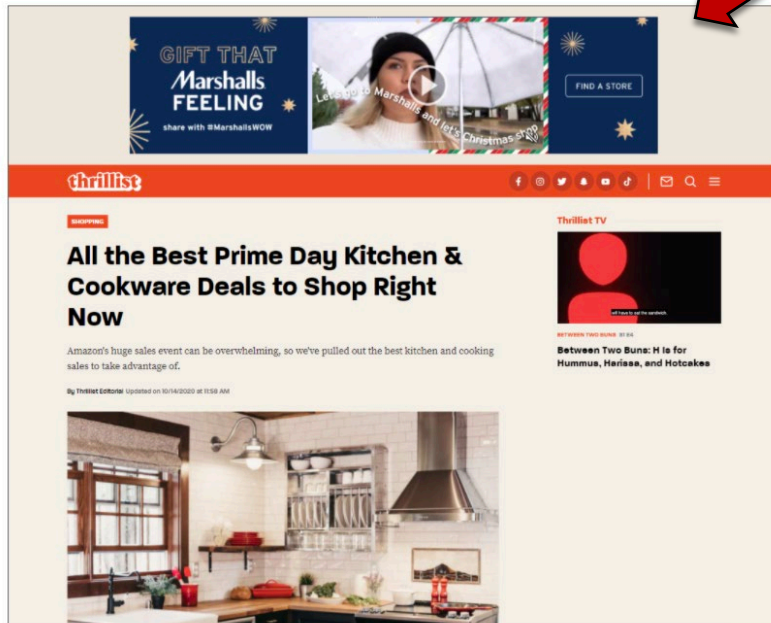
# THRILLIST

## Rich Media Billboard Unit

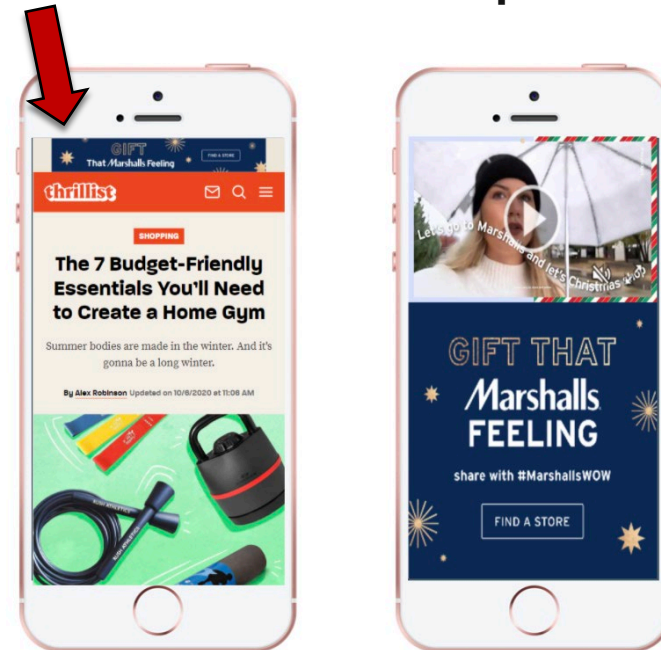
Large creative canvas across desktop and mobile. House PCB's video asset in a prominent large-format placement.

Thrillist will create this unit for us (we provide the assets).

### Desktop Example



### Mobile Example



# BuzzFeed

## Overview

### (2x) Custom posts

We'll create recipe/food focused posts with visuals of the mouth-watering foods available in PCB to promote making the recipes at home while dreaming of their next vacation! We'll also utilize one of BuzzFeed's popular quiz formats to engage our audience and diversify our content!



### (2x) Spotlight Units

With our highly visible/clickable units, reach our super fans who go directly to BuzzFeed's home page, utilizing PCB's beautiful assets of beaches and food.



## Two Custom Posts

### PACKAGE DETAILS:

- 2x custom posts
  - 1 food/recipe focused post
  - 1 quiz
- 2x post clips (drive users to the post with GIFs or images we used within the posts)
- Distribution: BuzzFeed & Tasty

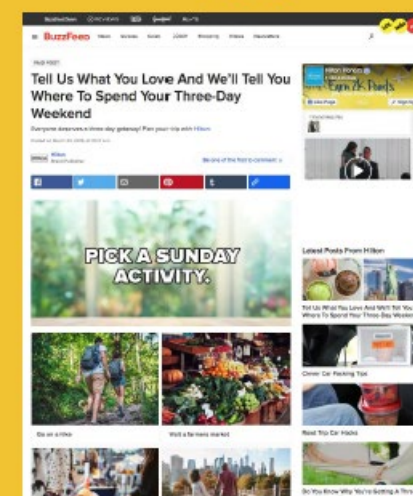


## What it looks like

### Post Clip



### Post



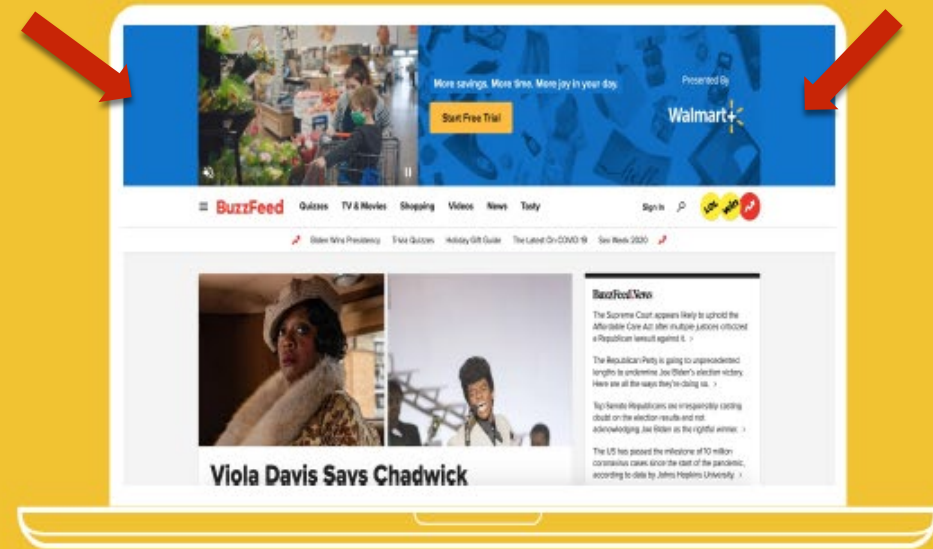


## Two Native Video Spotlight Units

### How it works

- **DESKTOP:** \*new\* JUMBO unit that lives above the fold
- **MOBILE:** lives below the fold and provides much higher viewability and allows users to engage with it
- **VIDEO:** the position and size of this unit makes it fantastic to distribute your video assets
- **NATIVE:** the unit is built from different components, which allows it work seamlessly across mobile and desktop

### What it looks like





# SOCIAL MEDIA

CAMPAIGN	TACTIC	FLIGHT
Visitor's Guide	Promote downloads – new guide in January	January 1 – March 28, 2021
Likes	Drive page likes	January 1 – March 28, 2021
MIY	IG Stories, Static, Carousel, Video, UGC Carousel	January 1 – March 28, 2021
Facebook Poll Ads	Video Ad	January 25 – March 28, 2021
Pinterest	Standard Pin & Carousel Pin	February 1 – March 28, 2021
Mardi Gras	TBD – reserving funds	TBD
UNwineD	Event Ad & Carousel	TBD

# Facebook Poll Ads (Video)

**Video ad** campaign in the **Facebook mobile News Feed**

**Drive engagement** by providing an interactive experience

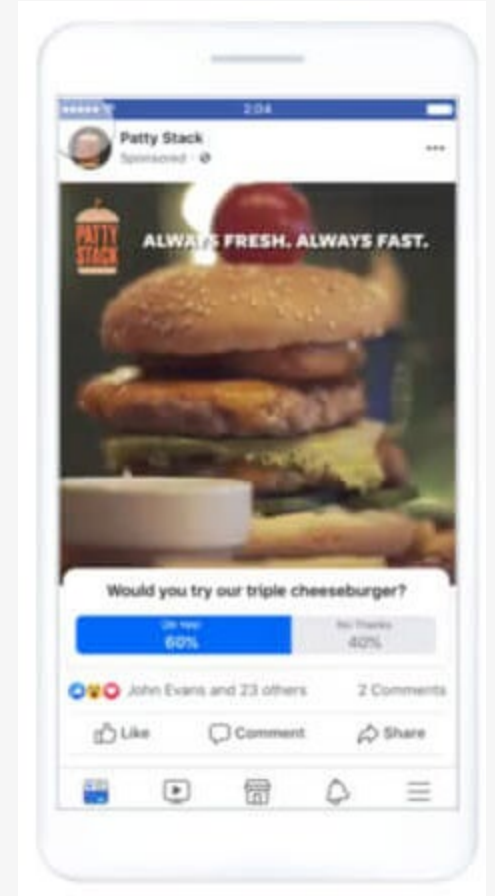
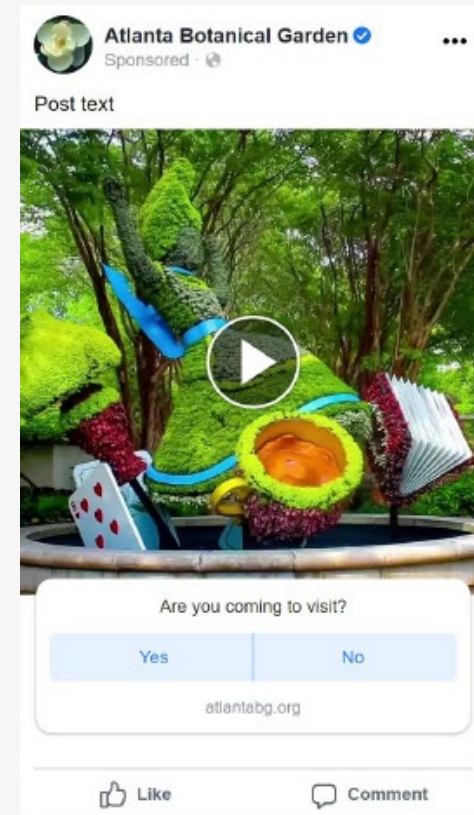
Prolong the feeling of vacation with users who are already engaged with PCB. Connect with potential visitors and encourage them to visit PCB.

Serve different poll questions to different audiences (can be the same video):

- People who've liked the PCB page
- People who've engaged with PCB Facebook posts or ads
- People in our markets with a beach or travel interest (Other Beach Visitors & Potential Visitors)

**Creative: New videos – Luckie will repurpose existing video footage**

*\*this ad type is currently mobile only*



# Pinterest

- For travelers, Pinterest is often the first place they go when starting to plan their next adventure
- Pinterest is seeing increased activity around car-centered vacations and outdoor-focused destinations
- Reaches 80% of moms in the US
- 91% of people say Pinterest is a place of positivity

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248%

increase in searches year over year  
for “road trips routes”<sup>2</sup>

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60%

increase in searches year over year  
for “national parks”<sup>4</sup>

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1257%

increase in searches year over year  
for “RV camping tips”<sup>2</sup>

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173%

increase in searches year over year  
for “airplane essentials”<sup>2</sup>

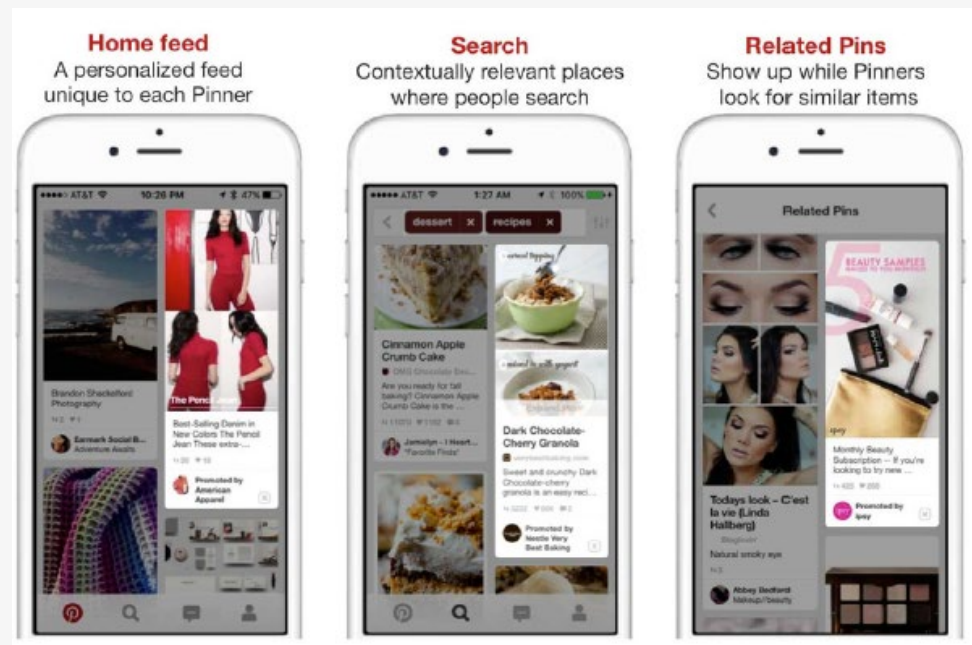
# Pinterest

## Promoted Pins

These ads are regular pins that you pay to be placed where people are most likely to see them

Ads appear in:

- home feed
- category feed
- relevant search results



## Carousel Pin

A pin with multiple images

Could be a beautiful beach or sunset scene





THANK YOU

# APPENDIX

# Messaging and Targeting Overview

## Where We Can Target New Audiences in 1Q21:

- Facebook Poll Ads (video)
- Google Discovery Ads (Native)
- CyBear Native (programmatic Native)

## What New Creative is Being Made for 1Q21:

- Video (OTT, Pre-roll)
  - Using existing footage & MIY Today messaging
- Native
  - Customized to two new audiences:
    - Other Beach Visitors
    - Potential Beach Visitors

## Implemented How?

- Launch new native Google Discovery Ads
- Replace current CyBear native ads when they're ready – we will also update audience targeting to the two new audiences
- Launch Facebook Polls Video ads with new MIY videos, while targeting new audiences
- Launch VEVO, YouTube, and OTT with new MIY videos
- Replace CyBear, Adara, Pandora pre-roll with new MIY videos when ready