

Visit Panama City Beach MEDIA PLANNING

Q2 2021



OVERALL STRATEGY & MARKETS

2Q21 STRATEGY

- Proven partners and tactics
- Increase our 2Q media presence - spring and summer travel
- New custom content partners
- Continue our **always on** **flighting strategy** and **digital-first approach**
- Reach our FY21 audience segments
 - PCB Visitors
 - Other Beach Visitors
 - Potential Visitors

MULTI-CHANNEL MEDIA MIX



CELEBRATIONS

FAMILY REUNIONS | GIRLFRIEND GETAWAYS | WEDDINGS | BABY MOONS | SMALL GATHERINGS

Will support this through cross platform organic efforts as well as paid media efforts.

Paid Media and Organic
Travel Mindset Partnership
Public Relations | Influencers & “Celebrations”
SEO/PPC
Video
Social Media
Website



MARKETS

Continue to target at a state level for the states where we have several core markets

Market analysis across Luckie analytics, Adara Impact, Entrada and Key Data

Markets

Alabama
Georgia
Tennessee
Dallas, TX
Houston, TX
Orlando, FL
Tallahassee, FL
Louisville, KY
New Orleans, LA
Indianapolis, IN
Chicago, IL

MEDIA CHANNELS

STREAMING TV



- More than 80% of US households have at least one streaming subscription
- Consumers in the U.S. now spend 25% of their TV time watching streaming video content
- Seeing these numbers inch higher, experiencing subscription cycling
- We continue to align PCB messaging on channels where consumers are
- Increase investment with Streaming TV in 2Q; broadening reach and awareness

Smart Devices



Content Providers



STREAMING TV CREATIVE

Two new : 30 videos

“Make it Shareable”



“Make a Day of It”



STREAMING RADIO - 2Q21



Music is a positive environment for our ads & reaches people in positive states of mind

- Pandora In-Station Audio and Banners consistently drive CTR's in the 1.5% - 2%+ range
- Pandora Sponsored Listening in-reward banners consistent drive CTR's of over 1% and drive high time on site
- Based on success of Pandora, we recommend **testing Spotify** – with Sponsored Sessions & Video Takeovers



STREAMING RADIO - 2Q21



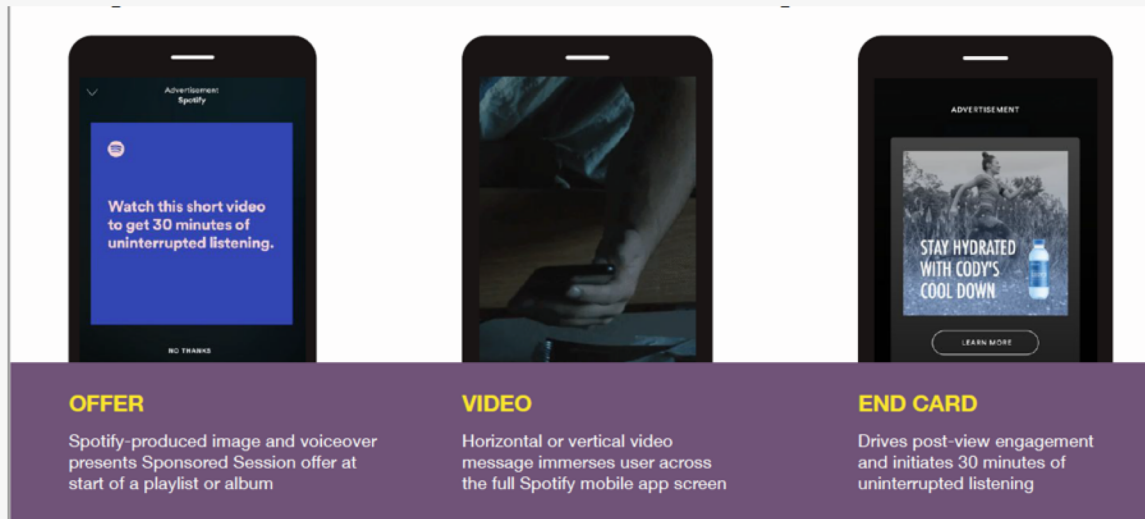
Sponsored Sessions *(Mobile only)*

- Listener receives 30 minutes of ad-free listening in return for watching our :30 second video (it's clickable)

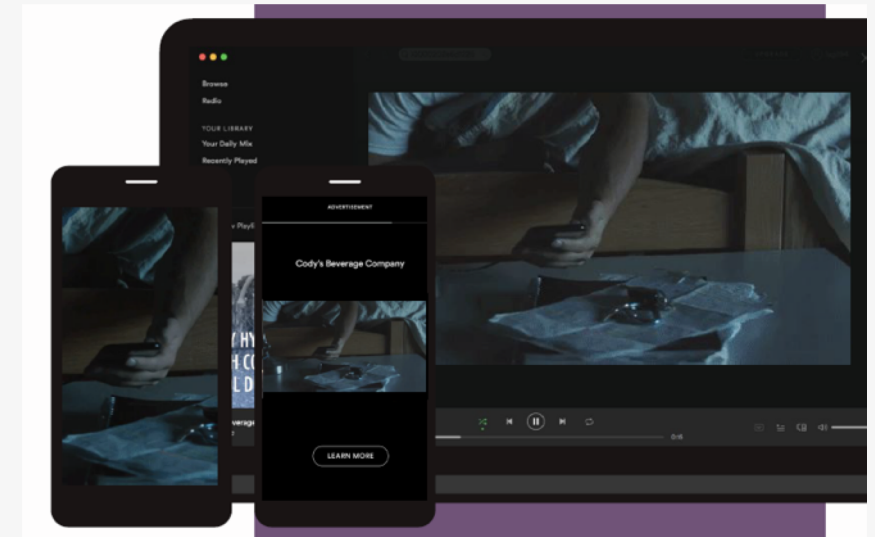
Video Takeovers *(Mobile only)*

- A sound-on non-skippable midroll ad unit (it's clickable)

Sponsored Sessions



Video Takeover



DIGITAL 2Q21



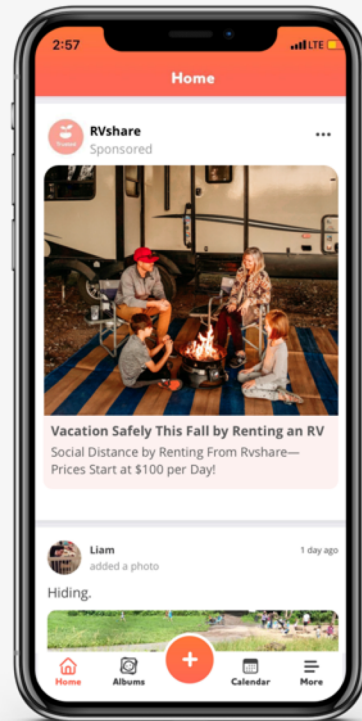
- Bring unique custom content partners to reach new audiences & create fresh content
- Partner with influencer marketing company, Travel Mindset, to drive awareness and highlight CELEBRATIONS
- Google Discovery Ads, Programmatic Pre-Roll/Display/Native continuing strong performance
- Continue presence on YouTube, video platform driving awareness and engagement
- Increase retargeting efforts to stay engaged with site visitors and in-destination visitors

DIGITAL PARTNERS 2Q21



TINY BEANS & RED TRICYCLE

- Trusted parenting brands reaching roughly 26 million users
- Tiny Beans is a photo-sharing app and Red Tricycle is a family travel website
- 100% Inspirational, positive content



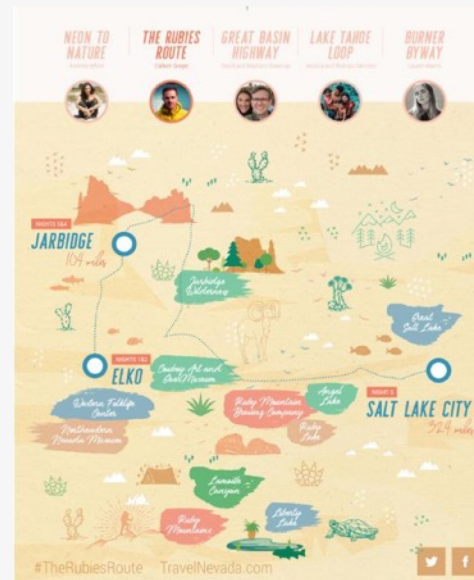
tinybeans &
RED TRICYCLE

TRAVEL MINDSET





TRAVEL MINDSET
Travel · Social · Influencers


- 6 influencers spend their **"Celebrations"** in PCB, capturing their experience and sharing via social media
- Travel Mindset combines all their trips and content to create a **"Digital Visitor's Guide"**
- Influencers create photos, videos, travel articles. Travel Mindset hosts a Twitter Chat and amplifies influencer posts





NATIVE







 Joshua

 Y! Mobile

 3


 Mail




Ad Visit Panama City Beach

Make It Memorable At PCB


Keep the spring in your step with a visit to the sugar-white sands of PCB.

 Memphis

8:00 PM EST

 LA Clippers


7:00 PM EST


 Washington


[More scores »](#)


Horoscope


Pisces ▾







 Joshua

 Y! Mobile

 3


 Mail




Ad Visit Panama City Beach

Make It Yours


Real fun happens on the beach, in the water and at every stop along our beautiful shores.

 Memphis

8:00 PM EST

 LA Clippers

7:00 PM EST

 Washington

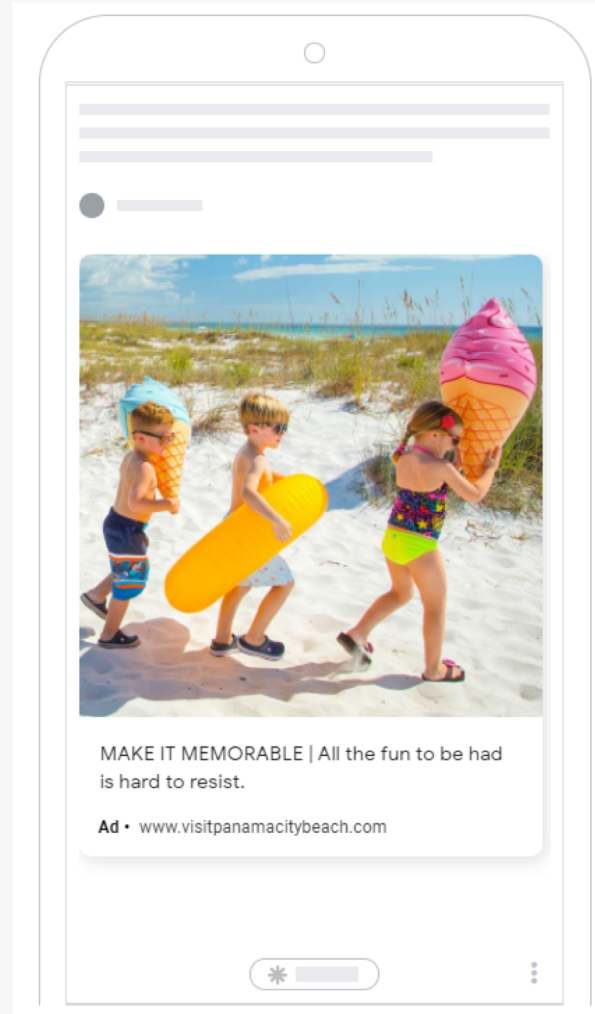
[More scores »](#)

Horoscope

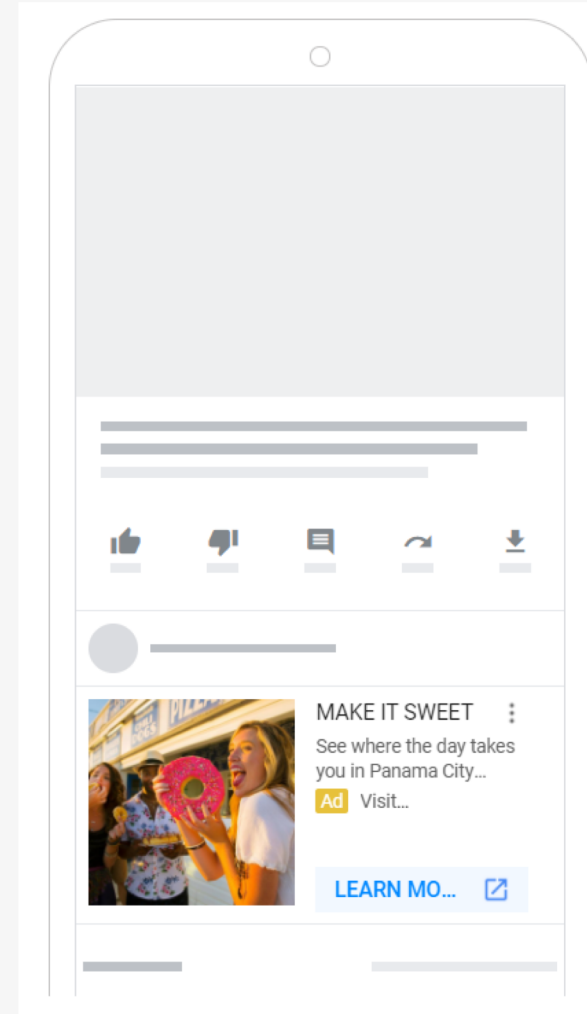
Pisces ▾

GOOGLE DISCOVERY ADS

Google Discover Feed



YouTube Feed



RETARGETING: SPORTS FAMILIES

Target families who've visited PCB for sports tournaments with a message when they return home, inviting them back to PCB for another trip.



How?

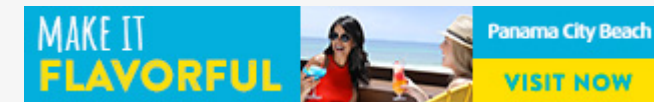
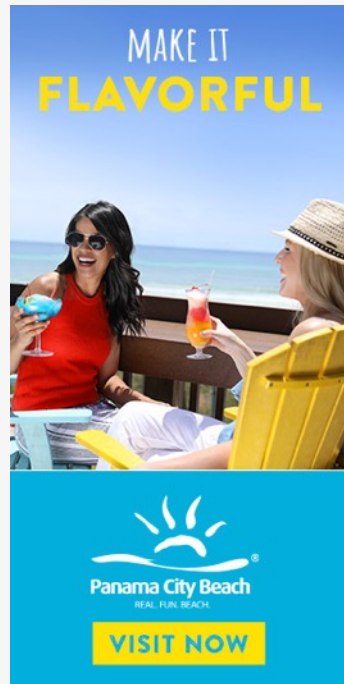
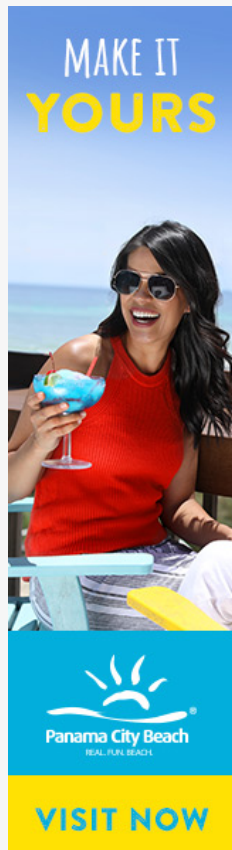
- We can retarget people who've visited the sports parks in the past and serve them an ad while they're in the park and/or when they are back in their hometowns
- Use of Look-Back and Real-Time Geofencing

RETARGETING: FOODIE PERSONA



Served to people who've visited the Foodie URL: <https://www.visitpanamacitybeach.com/make-it-yours/foodie/>

The ad drives to a Foodie blog: <https://www.visitpanamacitybeach.com/blog/post/best-seafood-in-panama-city-beach/>



RETARGETING: ENTERTAINMENT PERSONA



Served to people who've visited the Entertainment URL: <https://www.visitpanamacitybeach.com/make-it-yours/entertainment/>

The ad drives to an Entertainment blog: <https://www.visitpanamacitybeach.com/blog/post/sun-sand-selfies/>

Version 1



Version 2



Three white curved lines of varying lengths and curves, overlapping each other, starting from the left edge and extending towards the right side of the slide.

PAID SOCIAL MEDIA

2Q21

SOCIAL MEDIA 2Q21

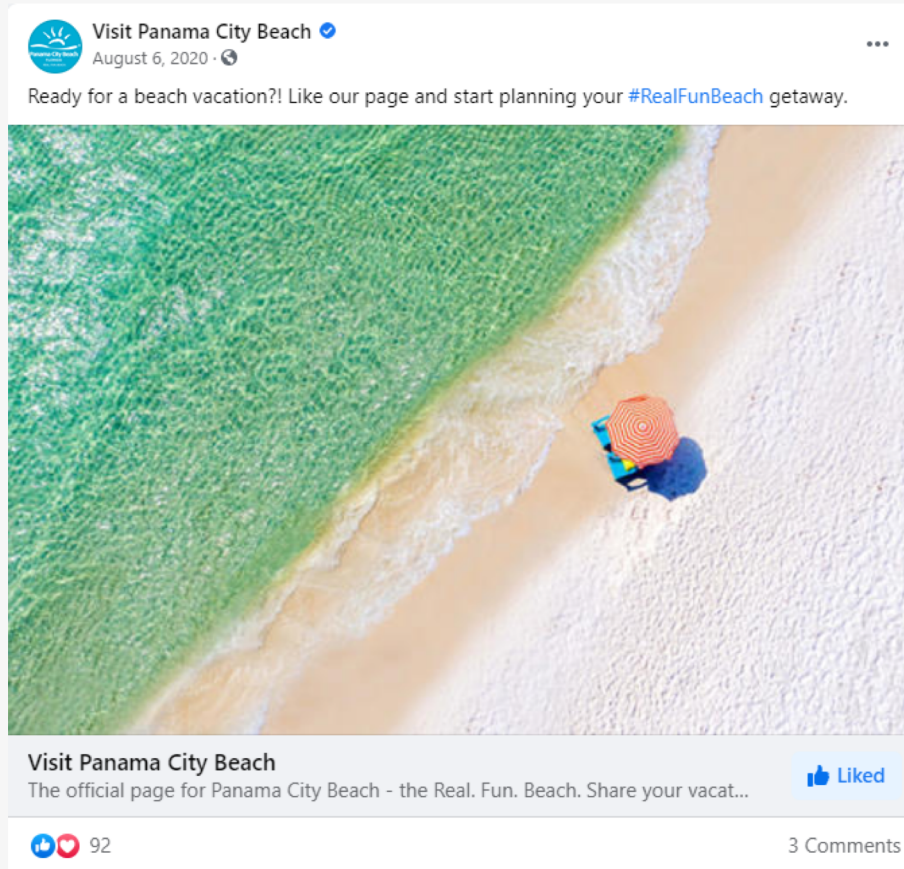
- Increase social media presence and refresh creative monthly
- Continue new tactics like Facebook Poll Ads and Pinterest
- Promote new Visitor's Guide
- Earmark budget to promote holidays and seasonal deals



SOCIAL MEDIA 2Q21



Likes Campaign: Increase Page Likes




Visitor's Guide Campaign: Drive Sign Ups



SOCIAL MEDIA: AD EXAMPLES



Pinterest Ad



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Travel Save

tag.yieldoptimizer.com

Our beaches are the backdrop for many stories.

You don't need a special reason to visit our sugar-white sands and turquoise waters. But if you happen to have one, well, it only makes it that much more special.

Panama City Beach
3.5k followers

Follow

Photos

Comments

Tried this Pin?

Add a photo to show how it went

Add photo

Panama City Beach saved to Plan Your Trip

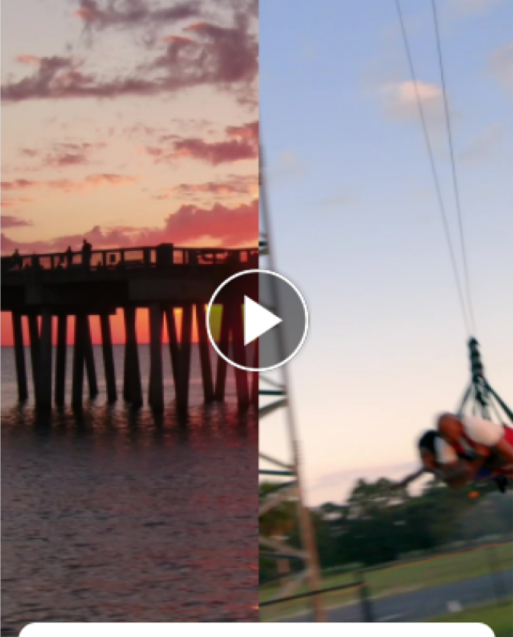
Facebook Poll Ad

Visit Panama City Beach

Sponsored ·

...

At PCB, we have fun for everyone.



What's your beach vibe?

Chill in the sun

Thrill in the sun

www.visitpanamacitybeach.com/make-it-yours...

48

1 Comment 1 Share

Like

Comment



RECAP

2Q21 MEDIA RECAP

New Partners & Tactics

- Tiny Beans & Red Tricycle
- Style Blueprint
- Travel Mindset (celebrations!)
- Spotify
- Retargeting Sports Families
- Retargeting Site Visitors & Video Ad Engagement

THANK YOU