

Panama City Beach | MIY Asset Refresh Q1

February 5, 2021



VIDEO/OTT

“MAKE IT SHAREABLE” | OTT :30 & :15 Videos



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“MAKE IT SHAREABLE” | OTT :30 & :15 Videos



“IT’S WHAT YOU MAKE OF IT” | OTT :30 & :15 Videos



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“IT’S WHAT YOU MAKE OF IT” | OTT :30 & :15 Videos



“IT’S WHAT YOU MAKE OF IT” | OTT :30 & :15 Videos

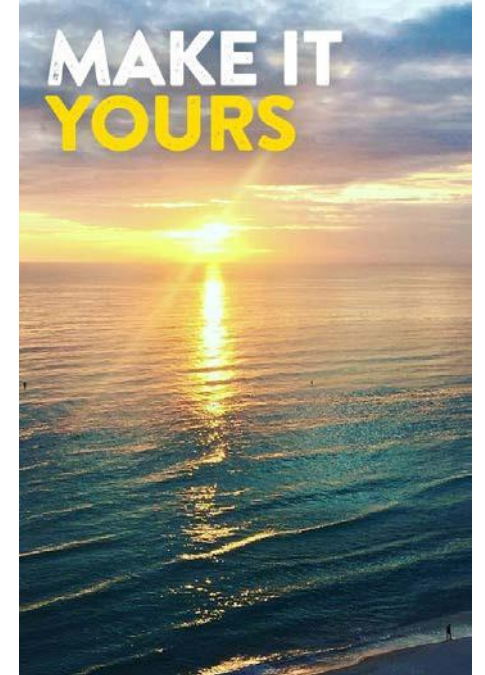
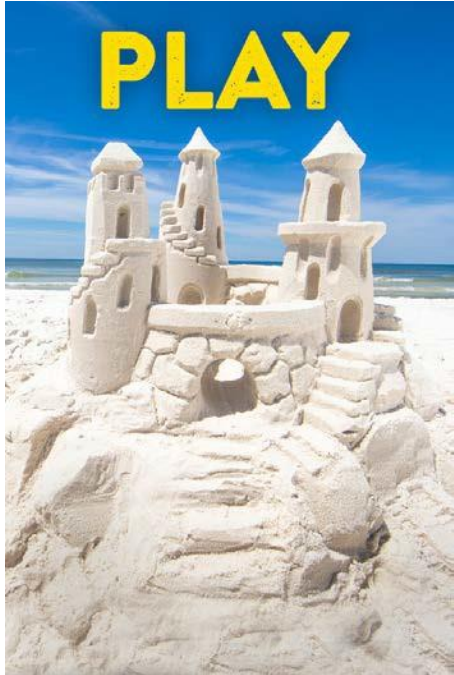


* WOULD NEED LICENSING EXTENDED



PINTEREST





Post copy: So much to do, all year round. Make it irresistibly fun with PCB. Book your trip today.

Destination page: <https://www.visitpanamacitybeach.com/make-it-yours/>



Title: The kind of vacation you never forget.

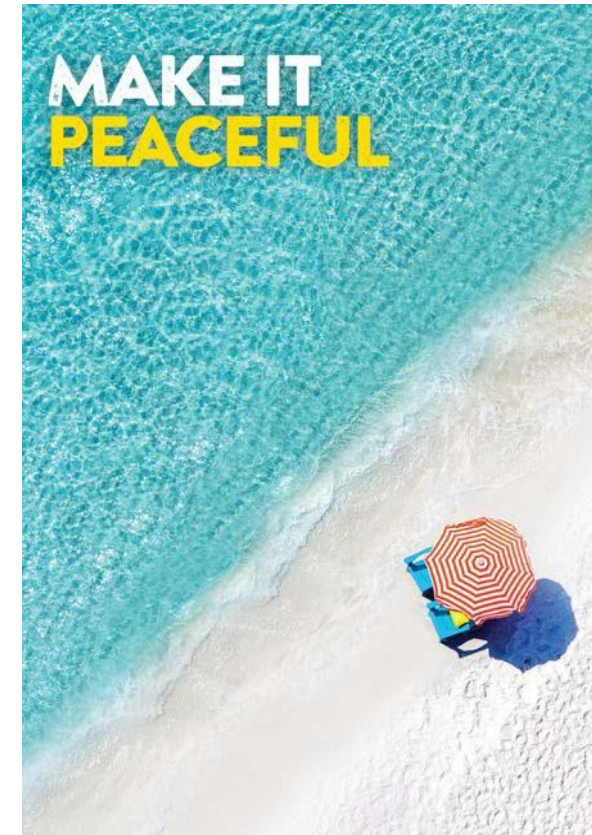
Description:

There's something about the sugar-white sands, turquoise waters and fun in the sun that will stick with your family for a lifetime.



Title: Our beaches are the backdrop for many stories.

Description: 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.



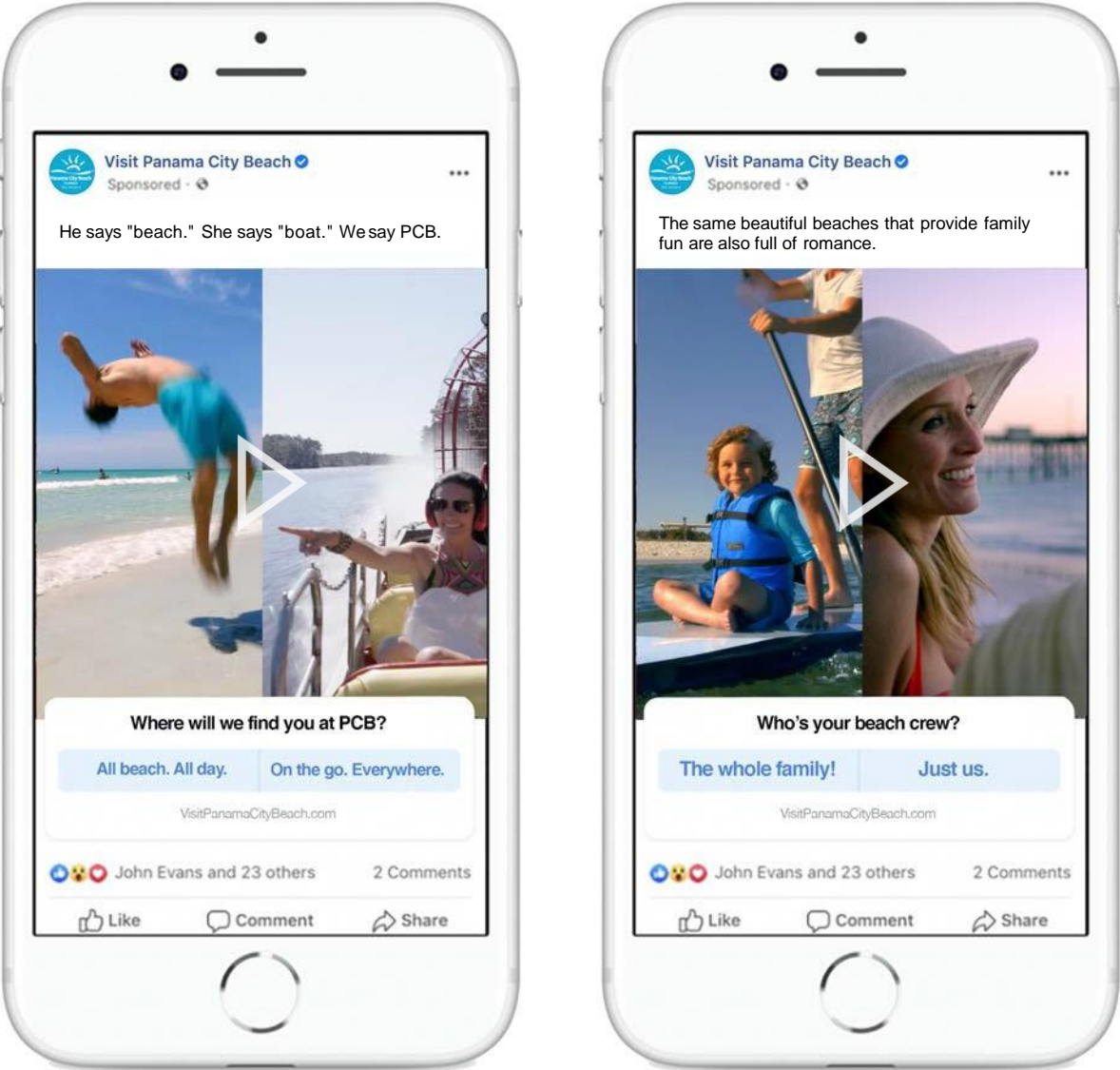
Title: Add a little color to your life.

Description: The beautiful waters of Panama City Beach can change your whole perspective.



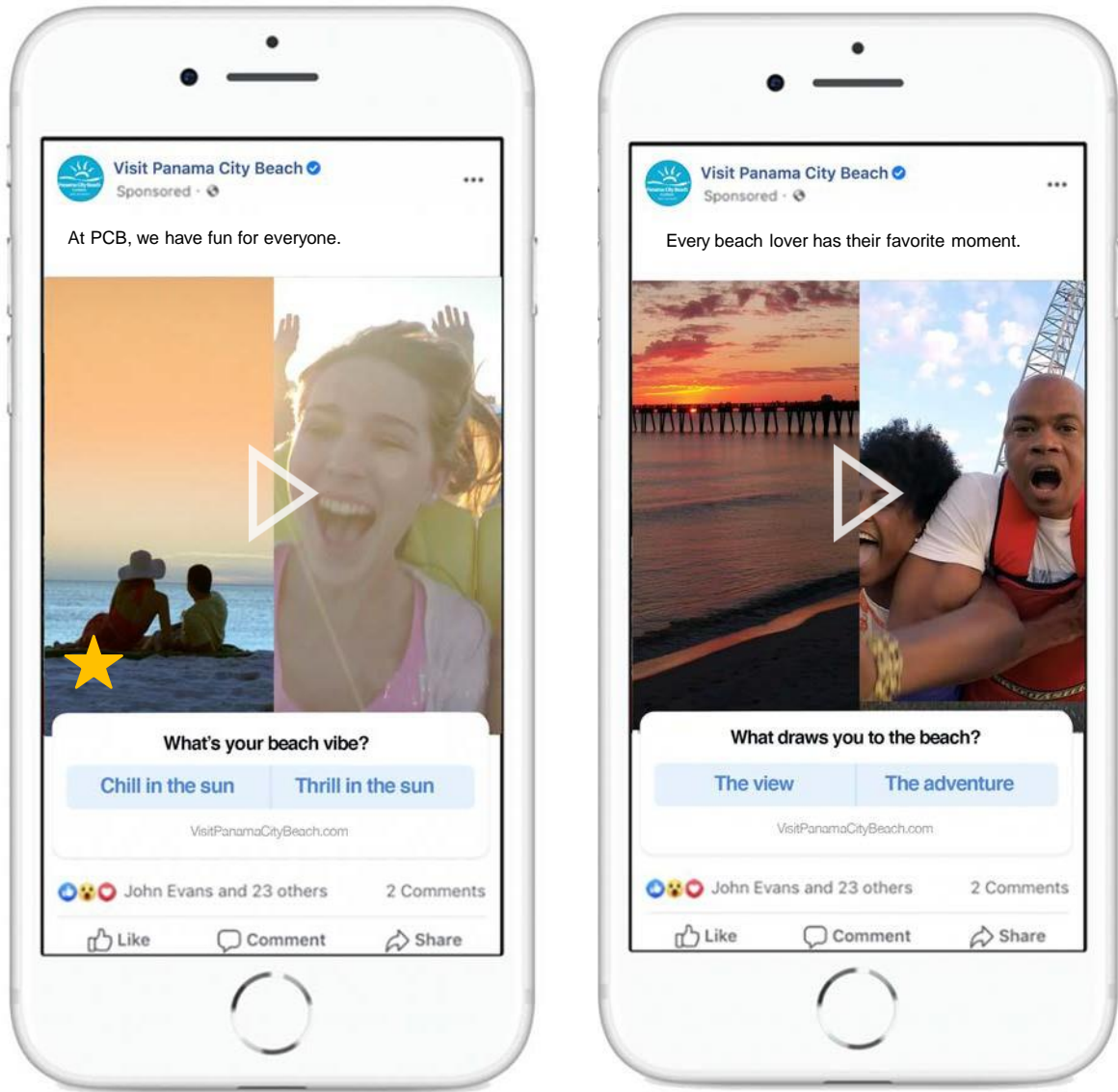
FACEBOOK

Facebook Video Polling



- Audience:** PCB Lovers
- Paid objective:** Engagement
- Content type:** Video polling
- Versions:** 2 questions per audience
- Destination page:** We can use up to two landing pages depending on answer.

Facebook Video Polling



Audience: Beach-goers

Paid objective: Engagement

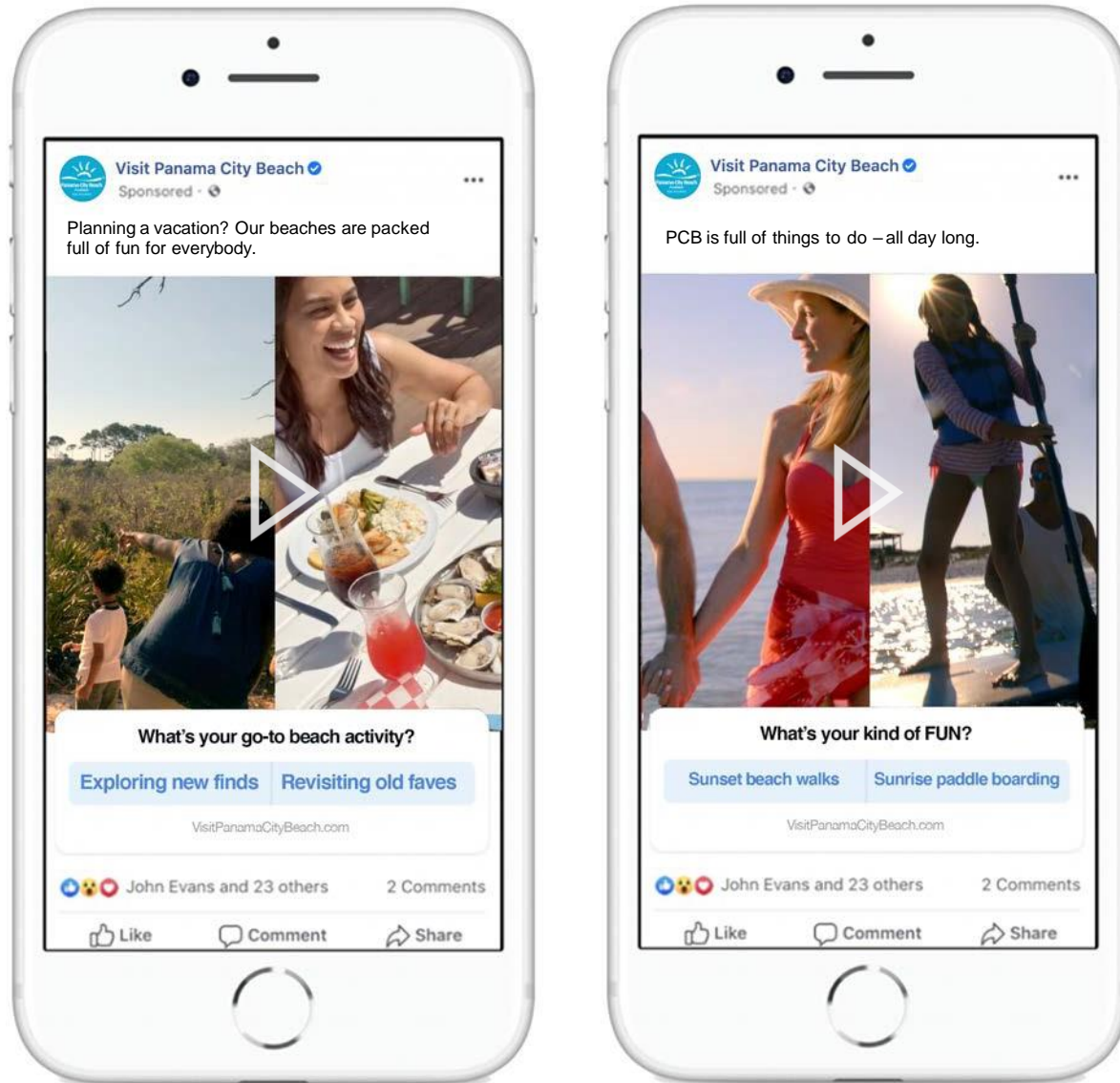
Content type: Video polling

Versions: 2 questions per audience

Destination page: We can use up to two landing pages depending on answer.

* WOULD NEED LICENSING EXTENDED

Facebook Video Polling



Audience: Potential Beach-goers (People interested in travel)

Paid objective: Engagement

Content type: Video polling

Versions: 2 questions per audience

Destination page: We can use up to two landing pages depending on answer.

GOOGLE



Google Discovery Native – PCB LOVERS/BEACH-GOERS



Audience: PCB Lovers / Beach-goers

Messaging territory: Thrill of discovery

Paid objective: Engagement

Content type: Carousel. Need to create up to five combinations of headlines, descriptions and images.

Destination page:

<https://www.visitpanamacitybeach.com/make-it-yours/>

CTA: Book your trip today.

HEADLINES:

MAKE IT REAL. FUN. 2021.

MAKE A FRESH START

MAKE IT OUTSIDETIME

MAKE IT SHINE

MAKE IT MEMORABLE

DESCRIPTIONS:

There's no limit to how much fun the day has in store.

Discover how a beautiful view can brighten your day.

Give in to the moment at Panama City Beach.

It's amazing what a Gulf breeze can do for your mood.

All the fun to be had is hard to resist.

Google Discovery Native – POTENTIAL BEACH-GOERS



Audience: Potential Beach-goers
Messaging territory: Freedom of choice
Paid objective: Engagement.
Content type: Carousel. Need to create up to five combinations of headlines, descriptions and images.
Destination page:
<https://www.visitpanamacitybeach.com/make-it-yours/>
CTA: Book your trip today.

HEADLINES:

MAKE WAVES

MAKE IT JOYFUL

MAKE A SPLASH

MAKE A MEMORY

MAKE IT SWEET

DESCRIPTIONS:

See where the day takes you in Panama City Beach.

A day in PCB brings all kinds of surprises.

Our beaches are full of first-time moments.

You never know what you'll see at the Real. FUN. Beach.

The possibilities are endless.

Native (Adara & Cybear)



Audience: All three audiences

Messaging purpose: Keep the PCB fun alive inside you.

Paid objective: Conversion

Content type: Static banner

Version: 1

Destination page:

<https://www.visitpanamacitybeach.com/make-it-yours/>

CTA: Book your trip today.

Headline: MAKE IT MEMORABLE

Copy: Keep the spring in your step with a visit to the sugar-white sands of PCB. Book your trip today.

A wide-angle photograph of a beach at sunset. The sun is a bright, glowing orb on the horizon, casting a long, shimmering reflection across the ocean's surface. The sky is a soft gradient of orange and pink. In the foreground, several wooden-framed lounge chairs with dark fabric are arranged on the sand. A colorful hammock with red, orange, and green stripes is strung up. In the center, a small fire burns in a metal fire pit. To the left, two people are sitting on the sand. In the distance, a few more people are visible near the water's edge. The word "THANKS" is written in large, white, sans-serif capital letters across the middle of the image.

THANKS