

EVENT: UNWINED 2019  
VISIT PANAMA CITY BEACH, FLORIDA

PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

## OPPORTUNITY STATEMENT:

Panama City Beach set out change visitor perception of the destination for the month of March and change the narrative with an outdoor food and wine event, called UNwineD.

Presented in partnership with Southern Living magazine, the two-day southern garden party took place March 22-23 at Aaron Bessant Park and featured superb craft beer, spirits and wine from around the world, plus culinary creations by Northwest Florida's leading chefs along with a live musical performance by Brandi Carlile and JOHNNYSWIMM.

**This year's event was vital to the destination's branding and overcoming perception issues caused by Hurricane Michael.**



# GOAL:

In 2017, the purpose of this event was to change the narrative of the negative spring break coverage of the destination by showcasing an elegant, Southern garden party food and wine festival with adults behaving beautifully while drinking responsibly.

The ultimate goal and anticipated outcome was to entice visitors from Visit Panama City Beach's core feeder markets to engage in a cultural and culinary experience over the weekend. This type of event had never been offered in Panama City Beach before its launch in 2017.

2018 was the second year for this event.

2019 was the third year for the event and extremely important to once again change the narrative of the perception issues associated with post Hurricane Michael damage. While Panama City Beach was mostly unscathed by the damage, other parts of Bay County received extensive damage. As tourism is extremely important to the economy in Bay County, Panama City Beach had to showcase the destination was fine and welcoming visitors for spring and summer travel.

By hosting a beautiful, elegant afternoon garden party, visitors were assured the destination was open and welcoming visitors for spring and summer vacations.

Additionally, this year, Visit PCB hosted a group of 11 journalists and Influencers to amplify our coverage push social media messaging in real time during the event.



# THE EVENT: SOUTHERN LIVING FRIDAY NIGHT KICK OFF PARTY FRIDAY, MARCH 22 | AARON BESSANT PARK

Southern Living readers and friends gathered in Panama City Beach, Florida to kick off UNwined weekend with a southern garden party at Aaron Bessant Park. This VIP event kicked off the weekend presented by Southern Living, an elegant garden party.



# THE EVENT: GRAND AFTERNOON TASTING SATURDAY, MARCH 23 | AARON BESSANT PARK

The Saturday afternoon of UNwineD began with the Grand Tasting and did not disappoint. The event sold out with 1300 attendees. The event featured an afternoon garden party with a delicious selection of local seafood, fine wines, craft beer and spirits.



# THE EVENT: CONCERT IN THE PARK

THERE WERE 3 SHOWS THAT EVENING, BRANDI CARLILE, JOHNNYSWIMM AND THE BREATHTAKING SUNSET!



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

# MARKETING | DIGITAL:

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Magazine ads | **Digital Banners** | Handbills | Editorial Coverage



Snapchat filter



# MARKETING | NEWSPAPER

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | **Print ads** | Digital Banners | Handbills | Editorial Coverage



THIS VALENTINE'S DAY  
MAKE IT **SPECIAL**

Give the gift of UNwineD tickets to the one you love this Valentine's Day. Enjoy an afternoon sipping wine and a concert in park with Grammy nominated singer, Brandi Carile, and national recording artists, Johnnyswim at our premier event this Spring.

**TICKETS**  
\$175 - *Southern Living* Kickoff Party  
\$75 - Grand Tasting & Concert  
\$20 - Concert Only

**UNwineD**  
PANAMA CITY BEACH  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

VisitPanamaCityBeach.com/UNwineD

A portion of the ticket proceeds will benefit  
United Way of Northwest Florida and World Central Kitchen



Presented by *Southern Living*

**UNwineD**  
PANAMA CITY BEACH  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**Friday, March 22**  
**SOUTHERN LIVING KICKOFF PARTY**  
An exclusive event featuring  
*Southern fare and Craft Cocktails*  
6-8PM

**Saturday, March 23**  
**GRAND AFTERNOON TASTING**  
1-4:30PM  
Live concerts by  
**Brandi Carile**  
and JOHNNYSWIM  
5-7:30PM

#UNwineDinPCB  
**VisitPanamaCityBeach.com/UNwineD**

A portion of the ticket proceeds will benefit United Way of Northwest Florida and World Central Kitchen



# MARKETING BILLBOARDS:

Rack Card | Poster | Snapchat Filter | Facebook | **Billboards** | Magazine ads | Digital Banners | Handbills | Editorial Coverage



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**MARCH 22-23**

VisitPanamaCityBeach.com



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

Featuring  
**Brandi Carlile & JOHNNYSWIM**

**SATURDAY, MARCH 23**

VisitPanamaCityBeach.com/UNwineD



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**MARCH 22-23**

VisitPanamaCityBeach.com



PANAMA CITY BEACH  
**UNwineD**  
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SPIRITS & WINE

Featuring  
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**SATURDAY, MARCH 23**

VisitPanamaCityBeach.com/UNwineD

# MARKETING ENTERTAINMENT | CONCERT:

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Magazine ads | Digital Banners | Handbills | Editorial Coverage



AARON BESSANT PARK  
MARCH 22 & 23

PRESENTED BY SOUTHERN LIVING

PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**FRIDAY, MARCH 22**  
**SOUTHERN LIVING KICKOFF PARTY**  
*An exclusive event featuring Southern Fare  
and Craft Cocktails*  
6-8pm

**SATURDAY, MARCH 23**  
**GRAND AFTERNOON TASTING**  
1-4:30pm  
Live Concerts by  
**Brandi Carlile**  
and JOHNNYSWIM  
5-7:30pm

 Panama City Beach  
REAL FUN BEACH

VisitPanamaCityBeach.com/UNwineD

A portion of the ticket proceeds will benefit United Way of Northwest Florida and World Central Kitchen

PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

PRESENTED BY SOUTHERN LIVING



MARCH 22 & 23

Taste craft beer, spirits and wine from around the world while you mix and mingle with elite chefs, mixologists and top tastemakers of the South.

 Panama City Beach  
REAL FUN BEACH.

PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**FRIDAY**  
SOUTHERN LIVING KICKOFF PARTY  
An exclusive event featuring  
Southern fare and Craft Cocktails  
6-8pm

**SATURDAY**  
GRAND AFTERNOON TASTING  
1-4:30pm  
Live Concerts by  
**Brandi Carlile**  
and JOHNNYSWIM  
5-7pm



**TICKETS**  
\$175 - Kickoff Party (Friday and Saturday)  
\$75 - Grand Tasting & Concert  
\$20 - Concert Only

A portion of the ticket proceeds will benefit United Way of Northwest Florida and World Central Kitchen

VisitPanamaCityBeach.com/UNwineD

 Panama City Beach  
REAL FUN BEACH

DELECTABLE BITES, CRAFT  
BEER, WINE & MORE



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

MARCH 22 & 23  
**AARON BESSANT PARK**  
PRESENTED BY Southern Living



**DON'T MISS OUT ON UNWINE D**  
PANAMA CITY BEACH, MARCH 22 & 23

Taste craft beers, spirits and wine from around the world. Mix and mingle with elite chefs like Kevin Gillespie, mixologists including Mercedes O'Brien and other top tastemakers of the South. Enjoy live musical performances in the park featuring JOHNNYSWIM and three-time Grammy winner Brandi Carlile. For every ticket sold, a portion of proceeds will go to United Way of Northwest Florida and World Central Kitchen to benefit the surrounding communities.

**PURCHASE TICKETS >**



**REAL FUN BEACH**  
Plan your getaway today.  
1-800-PCBEACH (800-722-3224) | info@VisitPanamaCityBeach.com  
VisitPanamaCityBeach.com

# MARKETING ENTERTAINMENT | CONCERT

Rack Card | **Poster** | Snapchat Filter | Facebook | Billboards | Magazine ads | Digital Banners | **Handbills** | Editorial Coverage



**UNwineD**  
PANAMA CITY BEACH  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**Brandi Carlile**  
and JOHNNYSWIM

SATURDAY, MARCH 23

5-7:30pm | Aaron Bessant Park  
**TICKETS ON SALE NOW FOR \$20**

  
Panama City Beach



**UNwineD**  
PANAMA CITY BEACH  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**Saturday, March 23**  
5-7:30PM | Aaron Bessant Park

BRANDI CARLILE      JOHNNYSWIM

**TICKETS ON SALE NOW FOR \$20**  
[VisitPanamaCityBeach.com/UNwineD](http://VisitPanamaCityBeach.com/UNwineD)

Ag or ban of the t about you owe do well to small t and ed (Wag of his it how of f land a an d (V's id Can to I 80 ches

  
Panama City Beach  
REAL. FUN. BEACH.

# MARKETING | SOUTHERN LIVING PARTNERSHIP

| Facebook | Magazine ads | Digital Banners | Editorial Coverage | Visit PCB and SL website Hub



## Southern Living Partnership Objectives & Strategies

Through distinct print, digital and event executions, Better Homes & Gardens, Coastal Living and Southern Living worked together to set Panama City Beach apart from the other destinations.

- Brand elevation
- Event support
- Website traffic (volume & quality engagement)
- Destination visitation
- Perception issues

These brands engage with PCB's key segments.

There are nearly 58 million consumers that read or visit these publications.

Southern Living promoted the UNwineD event weekend through cross-brand and multi-platform executions.



# MARKETING | SOUTHERN LIVING PARTNERSHIP

| Facebook | Magazine ads | Digital Banners | Editorial Coverage | Visit PCB and SL website Hub



## SOUTHERN AFFAIRS

YOUR REMINDER TO EVENTS, RESERVATIONS, AND SPECIAL OFFERS

 <p><b>BOOST YOUR BITE</b>              Elevate the flavor of your next meal with a splash of our award-winning craft beer. It's the perfect pairing for any dish. Visit <a href="#">slmixed.com</a></p>	 <p><b>UNWINE AT PANAMA CITY BEACH</b>              Plan a getaway to Panama City Beach this March to enjoy the annual UNwineD event with us. This fun affair on Florida's gorgeous Gulf Coast features craft beers, worldwide wines, bites from premier chefs, and music from top artists. Join us March 22-23 in Aaron Bessant Park. Visit <a href="#">visitpanamacitybeach.com/unwined</a></p>
 <p><b>MAKE YOUR DREAM A REALITY</b>              Discover the perfect home for you in our award-winning Southern Living House Plans. Visit <a href="#">SouthernLivingHousePlans.com</a></p>	 <p><b>HISTORY LIVES HERE</b>              Explore the rich history of Charleston, South Carolina, and its beautiful beaches. Visit <a href="#">ExploreCharleston.com</a></p>
 <p><b>THE 2018 SOUTHERNLIVING IDEAL HOUSE</b>              Meet the Southern Living Ideal House. Visit <a href="#">southernliving.com/idealhouse</a></p>	 <p><b>SMOR THE SWEETNESS OF FALL AT THE SOUTHERN LIVING STORE</b>              Celebrate the season with our Southern Living Store. Visit <a href="#">southernlivingstore.com</a></p>

ADVERTISEMENT



### UNwineD Five Ways to Celebrate

Plan a getaway to **Panama City Beach** this March to enjoy the annual UNwineD event with us. This fun affair on Florida's gorgeous Gulf Coast features craft beers, worldwide wines, bites from premier chefs, and music from top artists. Join us March 22-23 in Aaron Bessant Park.

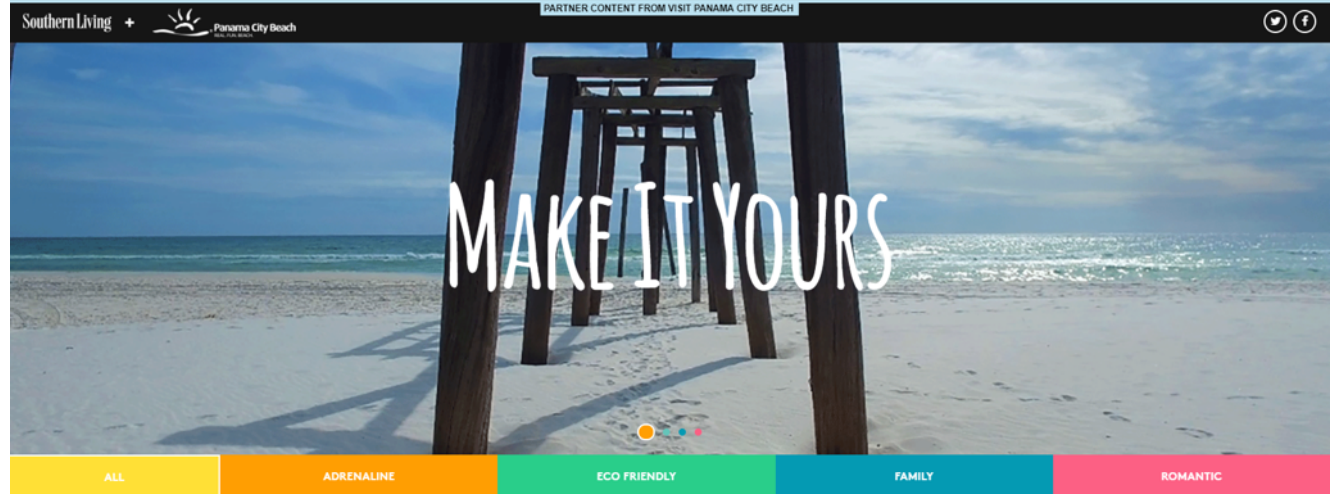
- THE OPENING CELEBRATION**  
 Join us at Southern Living magazine's Friday evening kickoff event. (Space is limited! Reserve your ticket today at [visitpanamacitybeach.com/unwined](#).) This elegant garden party will feature delicious bites by a featured guest chef and live music from up-and-coming artists.
- THE DRINKS**  
 Choose from an impressive array of drink offerings at The Grand Tasting, from small-batch craft beer and international wines to cocktails made with the season's best ingredients.
- THE DELICIOUS FOOD**  
 Dig into spectacular dishes prepared by the finest local chefs. Gulf Coast waters and local farms supply much of the bounty for The Grand Tasting's incredible afternoon feast.
- THE BRILLIANT BANDS**  
 Get your groove on as big-name bands fire up the crowd in the state-of-the-art amphitheater. You'll also get to hear new sounds from rising artists.
- THE GREAT PEOPLE**  
 Meet and mingle with locals and get the inside scoop on why this gorgeous beach town (with its 27 miles of glistening sugar-white sand and turquoise water) is the perfect getaway. Ask for where-to-go pointers, too—these folks know all the hidden gems.

Don't miss your chance to UNwineD, March 22-23. For more inspiration, go to [visitpanamacitybeach.com/unwined](#). 



# MARKETING | SOUTHERN LIVING PARTNERSHIP | DIGITAL HUB

Make It Yours Custom Digital Destination offers all the fun PCB has to offer with an immersive content destination housing PCB content. A unique mix of lists, quizzes and articles were dedicated to showcasing the attractions Panama City Beach has to offer showcasing to travel-seekers exactly how to Make It Your Real FUN Beach!



# MARKETING | SOUTHERN LIVING PARTNERSHIP | SOCIAL

PCB's content was amplified via Meredith brand across various social platforms (such as BH&G, Southern Living etc.)

6.5k Likes



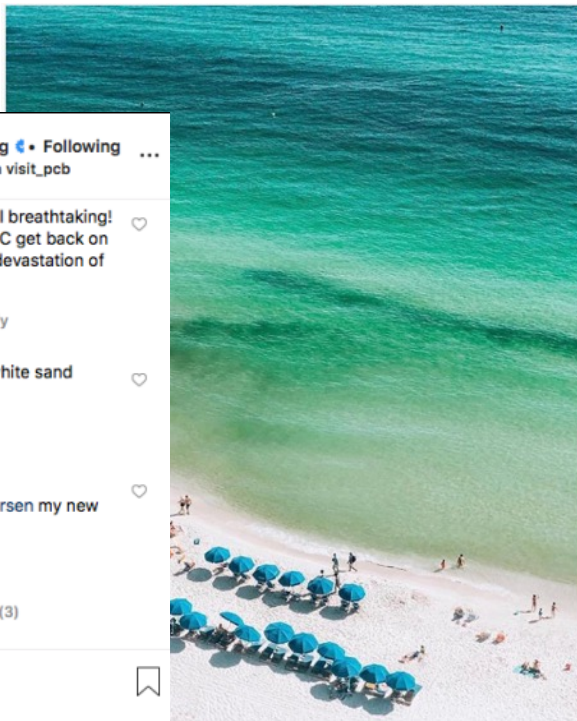
southernlivingmag • Following  
Paid partnership with visit\_pcb

instananny63 Still breathtaking! We have to help PC get back on it's feet after the devastation of Michael 10/10  
8w 2 likes Reply

Iseriksson Love white sand beaches!  
8w Reply

mckeeper\_katie @kevinjamesandersen my new home 😊😊  
4w 1 like Reply

View replies (3)



southernlivingmag • Following  
Panama City Beach, Florida

southernlivingmag • #SLTravels @vagabond3  
3w

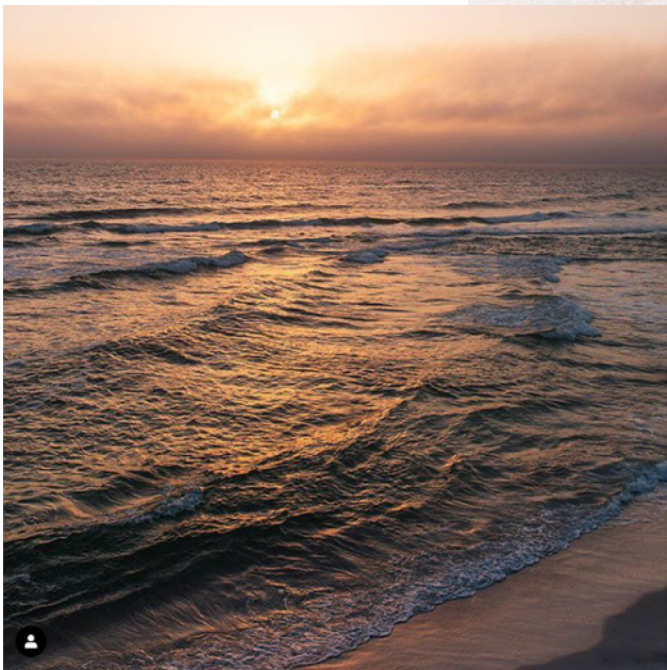
reginekimmel Everyone please take time to remember the forgotten victims of Hurricane Michael currently living in the devastation just a few miles away across the bridge in the town of Panama City.....  
2w 2 likes Reply

maxinecreamer My neighborhood! Beautiful!  
3w 2 likes Reply

Liked by bcairns28 and 12,634 others  
APRIL 17

Add a comment... Post

12.6k Likes



southernlivingmag • Following  
Paid partnership with visit\_pcb

9w Reply

aaronchulka Gorgeous photo  
9w Reply

lagh45 I need a holiday BIG!!!  
9w Reply

ginaruthgill @faithearly  
9w 1 like Reply

my\_vintagestore Looks great 🌿  
1d Reply

Liked by louhammondgroup and 6,056 others  
MARCH 6

Add a comment... Post

6k Likes



# MARKETING | SOUTHERN LIVING PARTNERSHIP

| Facebook | Magazine ads | Digital Banners | Editorial Coverage | Visit PCB and SL website Hub

## Event Impressions

### In-book

- 2 UNwineD print advertorials
- 2 Southern Affairs promotions

13.4MM impressions  
32MM impressions

### Social Media

- Southern Living Facebook- 3 posts (2/18, 2/26 and 3/18)
- Coastal Living Facebook- 2 posts (3/1 and 3/7)

9.3MM impressions  
3.8MM impressions

### Eblasts

- Southern Living Eblasts- 3x (1/19, 2/7 and 2/28)

450K impressions

Reunite with paradise this spring at UNwineD in Panama City Beach

**Southern Living**

PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

Dear [SouthernLiving.com](#) Member:

We're always searching for special offers to benefit [SouthernLiving.com](#) members. Here's an offer from one of our partners that we thought might interest you.



### Mix, Mingle, and Make Memories

Are you ready to UNwineD? Panama City Beach is bringing back its award-winning "UNwineD" event for a third year! The destination is pulling out all of the stops to top last year's unique combination of music, food and fun by partnering with Southern Living. Don't delay and purchase your tickets today!

[BUY TICKETS NOW](#)



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

**Southern Living**



# MARKETING | MAGAZINE ADS

| Facebook | Magazine ads | Digital Banners | Editorial Coverage | Added Value

AARON BESSANT PARK  
MARCH 22 & 23  
PRESENTED BY SOUTHERN LIVING  
PANAMA CITY BEACH

# UNwineD

CELEBRATING CRAFT BEER, SPIRITS & WINE

Reunite with your paradise this spring in Panama City Beach! Join us and our partner, *Southern Living* magazine, for our premiere event, UNwineD. Taste craft beers, spirits and wine from around the world while you mix and mingle with elite chefs, mixologists and top tastemakers of the South.

For more information, go to [VisitPanamaCityBeach.com/Unwined](http://VisitPanamaCityBeach.com/Unwined)

VIP MAGAZINE  
LITERATI SALON  
ENTERTAINMENT  
THE POWER OF MUSIC  
FLORIDA GEORGIA LINE  
MARCH 2019

Atlanta  
DEATH ROW REDEMPTION  
OUR GUIDE TO LIPA, LICKITA, SHERIDAN, SERVES, PITY, and 80 other Atlanta United essentials.  
King Josef  
MARCH 2019

Better Homes and Gardens  
20 Easy Room Refreshes  
Fresh Ideas  
MARCH 2019

PANAMA CITY  
LIVING  
Brian D'Isordia's SCHOONER COLUMBIA  
WINTER GARDEN  
PARTNERS IN  
MARCH 2019

Southern Living  
Classic Charm  
Easy ideas for instant curb appeal  
Superfast Weeknight Suppers  
Goosey, Chewy Dessert Bars  
A Dream Lowcountry Farmhouse  
Florida's Best-Kept Secret  
MARCH 2019

PANAMA CITY BEACH  
UNwineD  
CELEBRATING CRAFT BEER, SPIRITS & WINE

# MARKETING

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Magazine ads | Digital Banners | Handbills | Editorial Coverage | Promotions

UNWINED PROMOTIONAL VIDEO

UNWINED :30 TV SPOT



RADIO SPOT




PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER,  
SPIRITS & WINE

# MARKETING | SOCIAL | UNWINE D FACEBOOK SPECIAL EVENT PAGE

- 16.1k interested in FB event
- 1.9K “Buy Ticket” clicks
- 54.2K people reached
- 484k video views

 Visit Panama City Beach  
Sponsored · 🌐


Don't forget to purchase your tickets for UNwineD this weekend! We're only days away from celebrating spring with craft beer, spirits wine, fresh local food & live music by Brandi Carlike & JOHNNYSWIM.




**SAT, MAR 23**  
**UNwineD**  
Visit Panama City Beach · Panama City Beach  
16,150 people interested

👍❤️👹 2.5K      149 Comments 320 Shares 484K Views

👍 Like      💬 Comment      ➦ Share

 Visit Panama City Beach  
March 19 at 8:51 AM · 🌐

Who is ready to UNwineD!? There is still time to join us this weekend for a fun festival featuring craft beer, spirits, wine, delicious food and live performances by three-time Grammy winner Brandi Carlike and JOHNNYSWIM. Buy your tickets today --> <http://bit.ly/UNwineD>




**52,317 people reached**      Boost Again

Boosted on Mar 19, 2019  
By Michaelean Stewart      Completed


People Reached	<b>26.8K</b>	Post Engagement	<b>3.1K</b>
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[View Results](#)

👍❤️👹 1.3K      34 Comments 152 Shares

 Visit Panama City Beach  
January 31 · 🌐

We are excited to announce that Brandi Carlike and JOHNNYSWIM will be performing at UNwineD on March 23 following the Grand Afternoon Tasting! Get your tickets today: <http://bit.ly/UNwineD>



**54,506 people reached**      Boost Again

Boosted on Jan 31, 2019  
By Michaelean Stewart      Completed

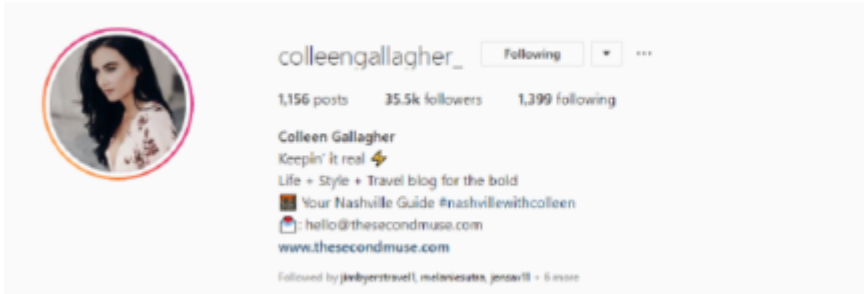
People Reached	<b>27.9K</b>	Post Engagement	<b>1.8K</b>
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[View Results](#)

👍❤️👹 1.5K      22 Comments 52 Shares

👍 Like      💬 Comment      ➦ Share      19

# PUBLIC RELATIONS | MEDIA FAM TOUR



**colleengallagher\_** Following

1,156 posts 35.5k followers 1,399 following

**Colleen Gallagher**  
Keepin' it real 🌟  
Life + Style + Travel blog for the bold  
Your Nashville Guide #nashvillewithcolleen  
hello@thesecondmuse.com  
www.thesecondmuse.com

Followed by jebbystravel, malovesates, jensav11 • 6 more

March 29, 2019  
35,500 followers  
9 posts  
10,865+ likes




**colleengallagher\_** • Following Panama City Beach, Florida

**colleengallagher\_** @visit\_pcb, you had me at Wine Festival. 🍷  
#UNwineDinPCB #RealFunBeach  
@showmeyourmumu  
<http://liketk.it/2AFAS>

5d

**jensav11** Do you think they'll notice if we go in for 4ths at the pie booth? Asking for us.

5d 1 like Reply

View replies (1)

**morethanafashionblog** Loving that all white outfit 🍷

4d 1 like Reply

Liked by jensav11 and 1,292 others

5 DAYS AGO

Add a comment



**collinstuohysmith** Follow

1,630 posts 201k followers 1,126 following

**Collins Tuohy Smith**  
Speaker, Entrepreneur, Fashion, Lifestyle, and Travel Blogger (#CTSxTravels), Wife, Mom  
#BelleandElla  
ctslosets@gmail.com  
@whimsycookiecompany  
www.collinsclosets.com

March 25, 2019  
201,000 followers  
2 posts  
6,074 + likes



**collinstuohysmith** • Follow Panama City Beach, Florida

collinstuohysmith What a fun night kiding off the #unwinedinpcb fest. @southernlivingmag can throw a party!!! Hop up to my stories for all the behind the scenes details! .

#ootd deets in stories: @visit\_pcb #realfunbeach

1w

**dianne\_fab** Your smile is stunning!!!! And these colors look soooo good on you ❤️❤️❤️ simply



**collinstuohysmith** • Follow Panama City Beach, Florida

collinstuohysmith Piled up in bed w C and two little doodle booties... Can't believe I was just at the beach this am! What a great weekend filled with sun ☀️ fun 🍷 and new friends! Had a blast in PCB! I'll have a full travel round up on the blog this week including all my beach and festival looks! #unwinedpcb #ad #realfunbeach @visit\_pcb ctsxtravels

1w

**\_bre\_ana\_** Always killing it with your wonderful style 🍷 such a way to start spring 🍷 you look really amazing and I love your outfit from the kimono to the swimsuit everything is just bomb af! ❤️

4,133 likes

MARCH 25

20

Add a comment...

# PUBLIC RELATIONS | UNWINED INFLUENCER | JOURNALISTS FAM TOUR RESULTS

## RESULTS:

6 Influencers  
3 journalists

27 posts  
1 million+ followers  
113,524 likes

Earned Media Impressions  
133,495,470

Still tracking:  
Abigail Amesamis | Forbes  
Jim Byers | AARP  
Chris Chamberlain | Style Blueprint



# PUBLIC RELATIONS | UNWINED COVERAGE

**FEATURES:**  
Flamingo Magazine  
Forbes  
Coastal Living  
Nashville Scene  
Travel Weekly  
Matador Network  
Panama City Living  
VIE Magazine  
Circuit  
Visit Panama City Beach Vacation Guide

MATADOR network

TRIP PLANNING

### The best time to visit Panama City Beach is in spring

Eben Diskin  
Apr 9, 2019

PANAMA CITY BEACH, FLORIDA, used to be synonymous with spring break. From massive beach parties to the legendary La Vela nightclub, you probably know someone who's had "the best time of their life" down in PCB. But now that the destination has cracked down on beach drinking and taken other measures to temper the spring break chaos, it's even easier to have a memorable time and experience the real PCB — especially in April and May. This is the perfect time of the year to visit, as the blistering summer heat has not yet hit, the white-sand beaches are all yours, and

Get fast and re Internet and Mobil  
\$29.99  
with 1-year agreement  
\$100.00/line  
Data pay more

Attend festivals that blow beach parties out of the water.



Photo: Visit Panama City Beach

Once the spring break rush has dissipated, you might be surprised to find that the area is already buzzing about SandJam, the annual spring concert series. From April 26 to 28, this rock festival takes over the M.B. Miller Pier right on the beach, with a lineup featuring the Kings of Leon, Third Eye Blind, Young the Giant, and 20 more acts. Last year the event drew over 20,000 people. This year's tickets cost \$129 per person online for a three-day pass.



# MARKETING | MEDIA PLAN:

## TV:

Beach TV – 3/17-3/24 running 1 weeks prior to event, 72 spots total

WJHG and WMBB TV running 3 weeks prior to event

## Radio:

Local PCB Radio with promotional ticket giveaways

Markets: Dothan, Montgomery, Tally, Birmingham, Columbus and Mobile/Pensacola

Pandora 2/25 through 3/24 :30 with companion banner

## Digital Display:

Targeted to Adults 25-54 HHI \$75K+, interest in food, wine, craft beer, music concerts

Geos – Dothan, Montgomery, Tally, PCB, Birmingham, Columbus, Mobile/Pensacola

## Eblast:

PCB Chamber Beach Buzz

Visit PCB Sponsorship Eblast 2/27

Southern Living 1/19 to 150k subscribers

Southern Living 2/28 to 150k subscribers

Atlanta Magazine

Texas Monthly 2/5



# MARKETING | MEDIA PLAN

## Print Media:

- Vie Magazine January, Feb and March Issues
- Panama City Living Jan/Feb Issue
- Atlanta Magazine March Issues and added value editorial
- The Circuit Magazine (part of existing buy)
- The News Herald Feb 10 insertion through March 23
- Visit Panama City Beach Vacation Magazine feature
- Gulf Coast Snowbird Jan, Feb & March Issues feature
- Better Homes & Gardens March Full page insert and advertorial

## Southern Living

- Southern Living Feb and Mar Issues full page brand and full page advertorial, Hub etc.
- Event Presenter – kick-off Party host Friday evening. Test Kitchen presentations at Grand Tasting, Promotional call-out-in magazine featuring event e-Blasts, Social amplification and promotion across all SL social channel

## Digital Billboards in market

- Local Billboards within annual budget 1/8

## Social Media - dedicated Facebook/Instagram plan, launched 1/11,

- Event ad and Carousel
- Geo-targeted to Southeastern drive markets
- Targeting adults with interests related to music festivals
- Wine, Craft Beer, Cocktail Parties, Garden parties
- Custom audience of users who have engaged with PCB events in 2018 on social media

## Social Post | Visit PCB

- Facebook UNwineD special event page created
- Facebook Sponsored posts

## Public Relations

- Influencer Fam
- Journalists Fam
- Press Releases on the event and entertainment



# UNWINED 2019 RESULTS:

## Snapchat:

1.7k views on Friday

3.1k views on Saturday

## Photo Booth:

322 unique guest activations

700 photos printed

210 unique emails collected

## SEO

The UnwinedD page added 20% more organic sessions to the site than last year.

Visit Panama City Beach was able to track attendees through the ticket purchase process and the results were overwhelmingly positive.

## Grand Afternoon Tasting: SOLD OUT

1300 attendees

13 Restaurants

14 artists

15 craft beers

10 wines

10 spirits

31 States Represented: AL, AR, CO, CT, DC, FL, GA, HI, IA, IL, IN, KS, LA, ME, MI, MN, MO, MS, NC, ND, NM, NY, OH, OK, PA, SC, TN, TX, VA, WA, WI,

2 COUNTRIES: Canada & Germany



# RESULTS FROM VISITOR INTERCEPTS

*“Love how some people dressed up!”—Tennessee*

*“Family ladies trip with all ages – quality event!” –Dothan, AL*

*“Crowd size is great as lines are not long. Love the vendors.”*

*“Awesome event, more wines please.”*

*“ Love it – want to come next year!”*

*More events like UNwineD*

*“” – Mobile, Alabama*

*“1<sup>st</sup> time great*

*2<sup>nd</sup> time awesome*

*3<sup>rd</sup> time is the charm” –New York Visitor*

*“Still gorgeous after the hurricane!” –Ft. Myers, Florida*

*“Gets better every year, need to expand to the big grass areas” —Bay County, Florida*



THANK YOU.

What's next?



PANAMA CITY BEACH  
**UNwineD**  
CELEBRATING CRAFT BEER