

# PANAMA CITY BEACH | COVID-19 | STRATEGY + CREATIVE

MARCH 23, 2020



## PCB STAY CURRENT | STRATEGY

### OBJECTIVES:

- For Panama City Beach to remain top of mind among visitors and locals
- To drive positive brand sentiment

**STRATEGY:** Provide people with entertainment so they can experience the Real. FUN. Beach. from the comfort of their homes.

### THE ROLE OF OUR BRAND:

Leverage our brand pillars to deliver a message that elicits hope and empathy.

#### REAL

Our tone is empathetic during this time. Our message is not about inviting people to visit now, but rather helping them to engage with their own passions to help ease their minds.

#### FUN

During other sensitive times, our brand has been there to bring hope and positivity to visitors and locals.

Leverage entertaining ways in which we can bring a positive message to our community while helping visitors and locals still engage with and enjoy what they love most about PCB.

#### BEACH

Leverage our most distinct brand cue (the beach) and other experiences in the destination to create an engaging digital experience on our social channels.

# PCB STAY CURRENT | STRATEGY

## PHASE 1

**OBJECTIVE:** BE INSPIRATIONAL AND ELICIT POSITIVITY

**MESSAGING POINTS:**

- Provide daily updates
- Answer questions from locals and visitors

**PLATFORM:** Facebook and Instagram

**TACTICS:** Static post

**CADENCE:** Daily. We recommend no more than two posts per day.

**TIMING:** Week of March 17

PCB STAY CURRENT | OOH

OOH | FRIDAY, MARCH 20 | NOW

**CLOSED BEACHES.**  
**OPEN HEARTS.**

[STAYPCBCURRENT.COM](http://STAYPCBCURRENT.COM)

**Panama City Beach**



**CLOSED BEACHES.**  
**OPEN HEARTS.**

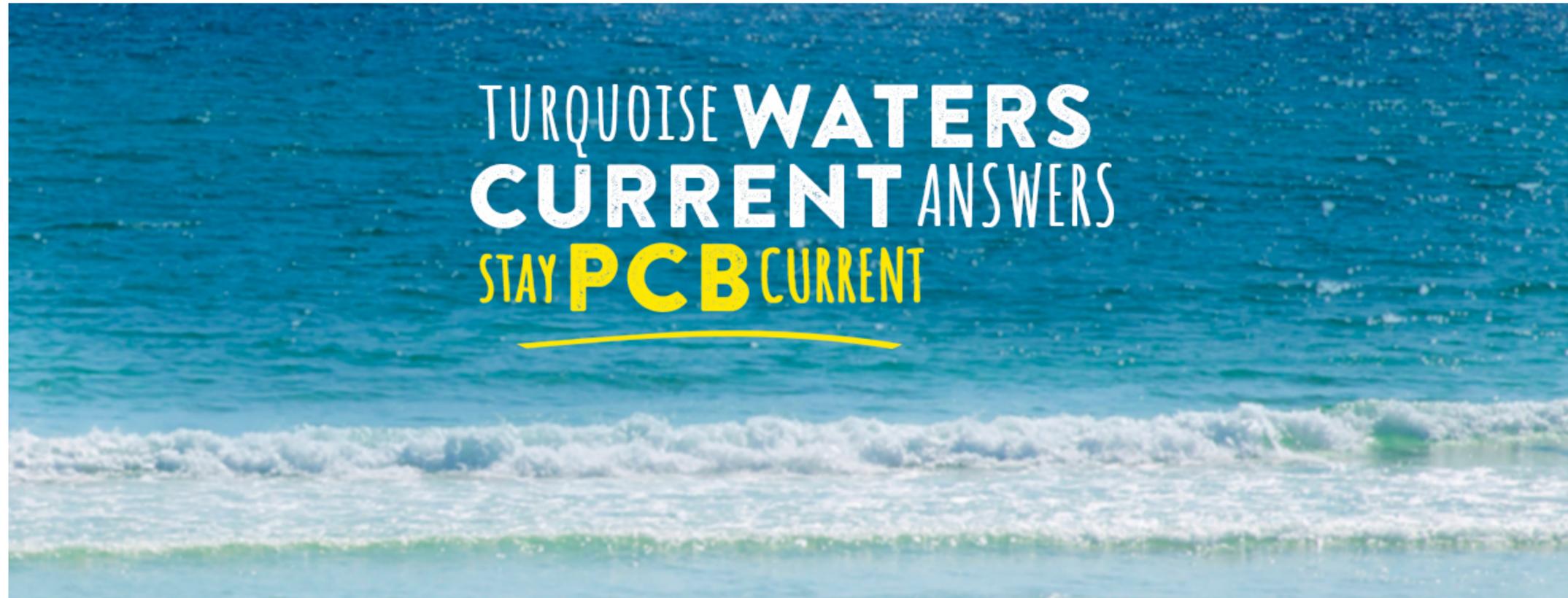
[STAYPCBCURRENT.COM](http://STAYPCBCURRENT.COM)

**Panama City Beach**



PCB STAY CURRENT | ORGANIC SOCIAL | COVER PHOTO

COVER PHOTO | POST 1 | FRIDAY, MARCH 20 | **NOW**



## PCB STAY CURRENT | ORGANIC SOCIAL POSTS | BEACH AND WATER

PCB LOGO | POST 2 | FRIDAY, MARCH 20 AFTER THE ANNOUNCEMENT

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day. [Download background photo here.](#) #RealPCB



# PCB STAY CURRENT | ORGANIC SOCIAL POSTS | BARS

PCB LOGO | POST 3 | SATURDAY, MARCH 21

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day.

[Download our favorite recipe here.](#) #RealPCB



## PCB STAY CURRENT | ORGANIC SOCIAL POSTS | RESTAURANTS

PCB LOGO | POST 4A/B/C | SUNDAY, MARCH 22

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day.

[Download background photo here.](#) #RealPCB



**Q** ARE THE RESTAURANTS OPEN?

NO. BUT TAKEOUT AND FOOD DELIVERY SERVICES ALLOW YOU TO STILL ENJOY YOUR FAVORITE RESTAURANTS FROM A DISTANCE.

STAY **PCB** CURRENT



**Q** ARE THE RESTAURANTS DOING FOOD DELIVERY?

YES, MANY OF THEM ARE. THIS IS A GOOD WAY TO ENJOY YOUR FAVORITE RESTAURANTS FROM A DISTANCE.

STAY **PCB** CURRENT



**Q** ARE THE RESTAURANTS DOING FOOD DELIVERY?

YES, MANY OF THEM ARE. THIS IS A GOOD WAY TO ENJOY YOUR FAVORITE RESTAURANTS FROM A DISTANCE.

STAY **PCB** CURRENT

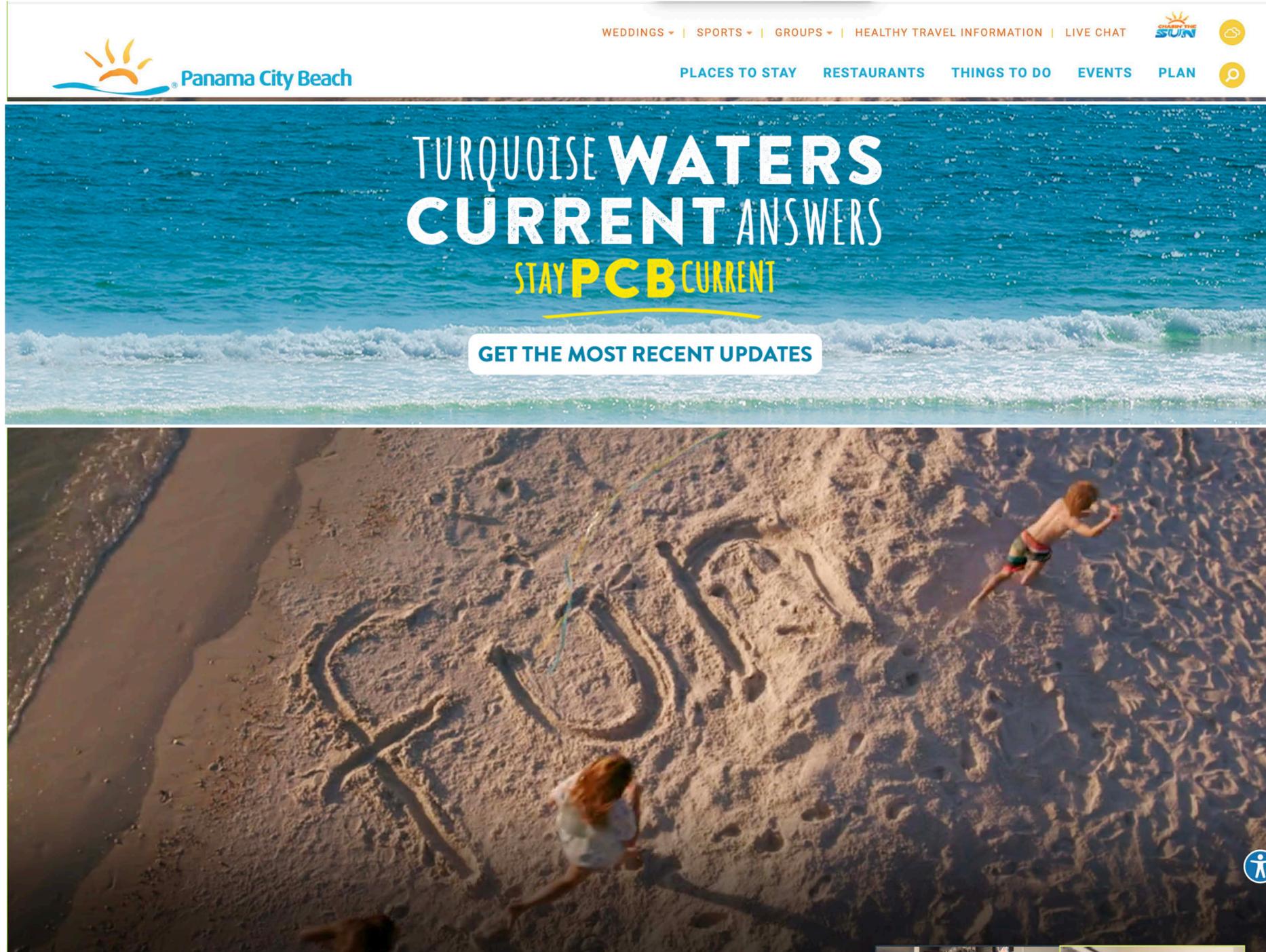
## PCB STAY CURRENT | ORGANIC SOCIAL POSTS | BEACH AND WATER

PCB LOGO | POST 5 | MONDAY, MARCH 23

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day.

[Download soothing wave sound here.](#) #RealPCB

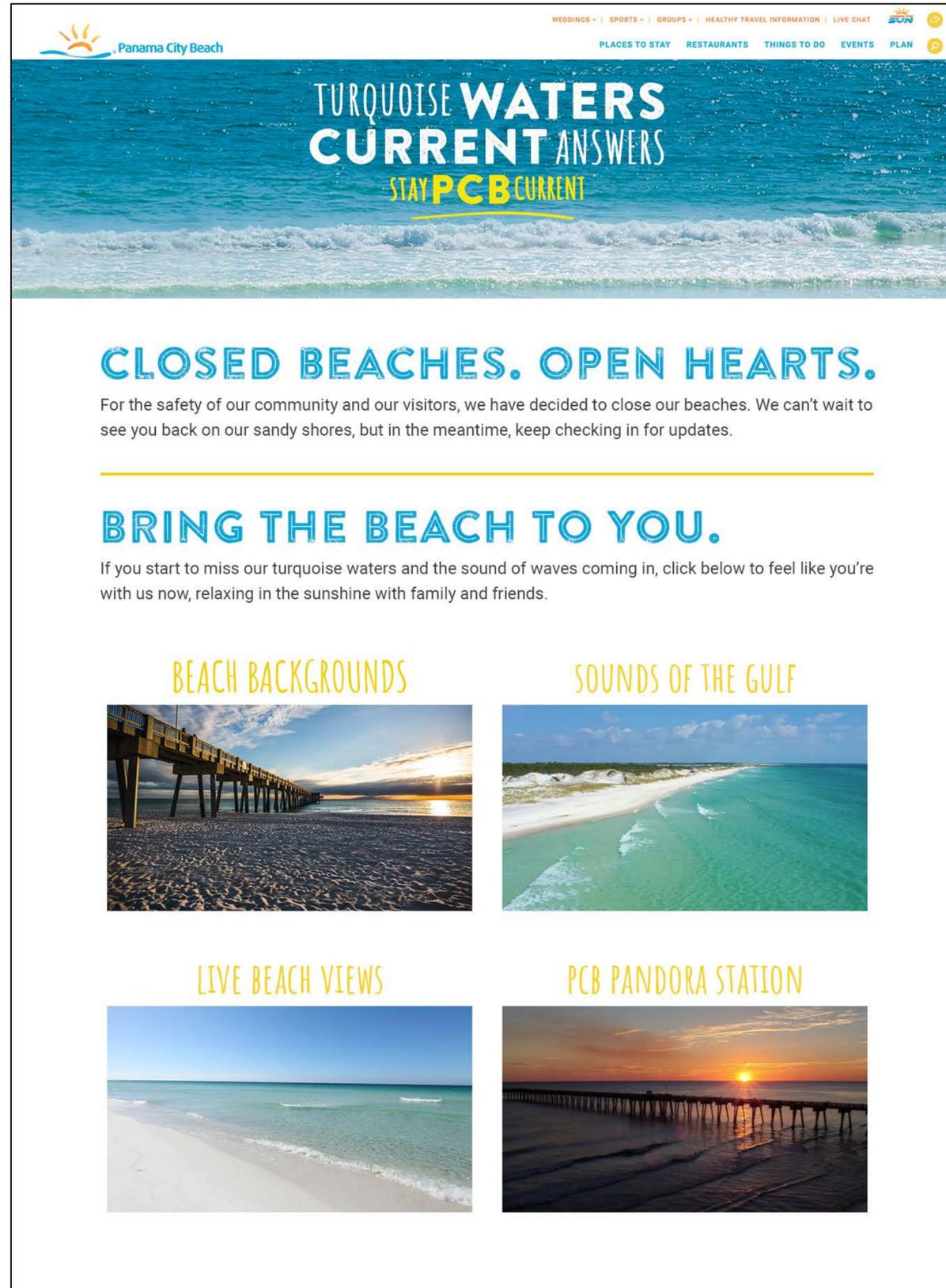




The image shows the top portion of a website homepage. At the top left is the Panama City Beach logo, featuring a stylized sun and waves. To its right is a navigation menu with links for WEDDINGS, SPORTS, GROUPS, HEALTHY TRAVEL INFORMATION, LIVE CHAT, PLACES TO STAY, RESTAURANTS, THINGS TO DO, EVENTS, and PLAN. Further right are icons for a sun, a cloud, and a magnifying glass. Below the navigation is a large hero banner with a background image of turquoise ocean waves. The banner contains the text "TURQUOISE WATERS CURRENT ANSWERS" in large white letters, with "STAY PCB CURRENT" in yellow below it. A white button with blue text says "GET THE MOST RECENT UPDATES". Below the banner is a large image of a sandy beach with two people running. The word "RUN" is written in the sand. A small blue icon of a person is in the bottom right corner of this image.

# CURRENT UPDATES | LANDING PAGE

VISITPANAMACITYBEACH.COM/STAYPCBCURRENT  
VANITY URL / OPTION



The screenshot shows a landing page for Panama City Beach. At the top, there is a navigation bar with the Panama City Beach logo on the left and links for 'WEDDINGS', 'SPORTS', 'GROUPS', 'HEALTHY TRAVEL INFORMATION', 'LIVE CHAT', 'PLACES TO STAY', 'RESTAURANTS', 'THINGS TO DO', 'EVENTS', and 'PLAN' on the right. The main header features a large image of turquoise water with waves and the text 'TURQUOISE WATERS CURRENT ANSWERS STAY PCBCURRENT'. Below this is a section titled 'CLOSED BEACHES. OPEN HEARTS.' with a subtext: 'For the safety of our community and our visitors, we have decided to close our beaches. We can't wait to see you back on our sandy shores, but in the meantime, keep checking in for updates.' This is followed by a yellow horizontal line and a section titled 'BRING THE BEACH TO YOU.' with subtext: 'If you start to miss our turquoise waters and the sound of waves coming in, click below to feel like you're with us now, relaxing in the sunshine with family and friends.' Below this are four interactive buttons: 'BEACH BACKGROUNDS' (with an image of a pier at sunset), 'SOUNDS OF THE GULF' (with an image of a beach and turquoise water), 'LIVE BEACH VIEWS' (with an image of a beach and turquoise water), and 'PCB PANDORA STATION' (with an image of a pier at sunset).

THANK YOU

