

MEDIA PLAN

FY25

2025 | PANAMA CITY BEACH

PRESENTED SEPTEMBER 10, 2024



FY25 MEDIA STRATEGY

Objective: Enhance brand awareness and perception of Panama City Beach among targeted audiences in both core and emerging markets, while embracing adaptability and innovation in all executions.

In order to drive preference and visitation for Panama City Beach, our media strategies will align channel preference of our audiences to the timing of their travel interest and intention.

- Prioritize a digital first approach across all media channels
- Implement a flexible buying approach: plan annually, execute quarterly
- Dial up or back as needed based on external impacts
- Maintain competitive conquering efforts
- Expand promotion of pulse campaigns and dedicated support of PCB-owned events
- Utilize data and learnings in real-time and from historic results

Measurement of Success

For paid media performance we will monitor these metrics as indicators of success:

- New sessions to website
- Engagement metrics



REACHING OUR KEY AUDIENCE SEGMENTS



Couples



Long Weekend
Families



Young Families



Summer Families



Sports Families



Winter Residents

We will target all PCB segments by identifying those with travel intention, those who have visited PCB in the past, as well as prospecting new visitors

PULSE CAMPAIGNS & SPECIAL EVENTS



Pulse Campaigns

Thanksgiving

Holidays

Winter Residents

Mother's Day

Valentine's Day

PCB Perks

Snapper Season



Events

Pirate's & Renaissance Fest

Beach Home for the Holidays

NYE Beach Ball Drop

Mardi Gras

UNwineD



FY25 MARKETS

- Continue to target state-level for Georgia, Alabama, Tennessee
- Test Tampa in Always On

Always On

Core markets representing majority of year-round visitation.

Georgia

Atlanta
Columbus
Albany
Macon

Tennessee

Chattanooga
Nashville
Knoxville

Alabama

Birmingham
Dothan
Huntsville
Mobile
Montgomery
Auburn
Tuscaloosa

Other

Tallahassee
Orlando
Dallas
Houston
Chicago
St. Louis
Louisville
Indianapolis
New Orleans
Tampa

Seasonal

These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

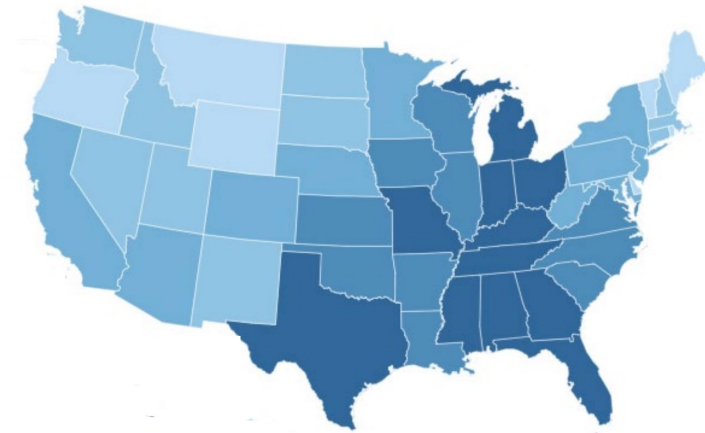
Baton Rouge
Cincinnati
Detroit
New York
Washington, DC (holiday)
Jackson, MS
Lexington, KY

Opportunity

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

Austin
Newark
Columbus, OH
Kansas City
Little Rock

San Antonio
Lafayette, LA
Philly
Boston
Hattiesburg, MS



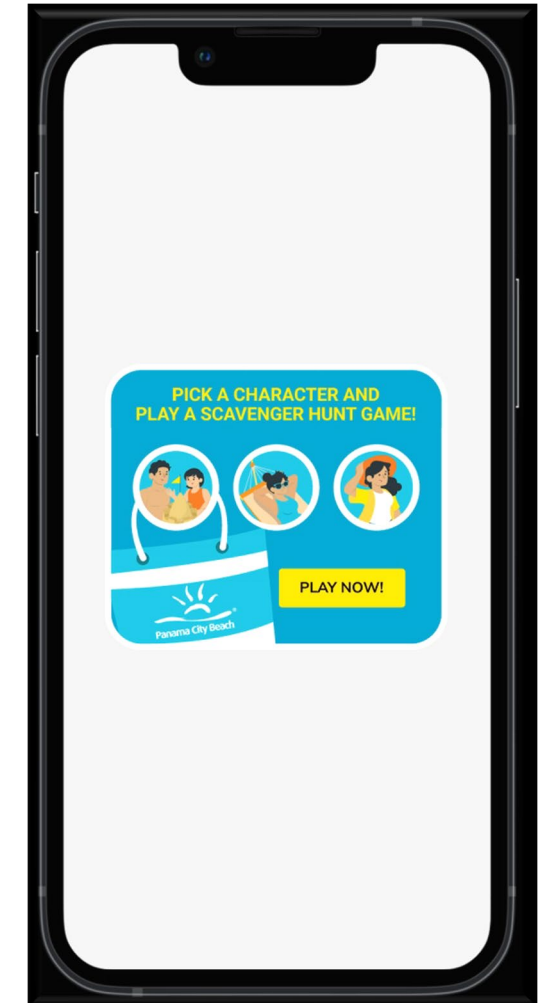
NEW PARTNERS

NEW FOR FY25



MCANVAS

- Innovative ad-tech vendor that uses a phone's interactive sensors to create immersive and interactive experiences that invite consumers to engage with PCB
- Full screen mobile interstitials allow for high engagement
- Custom coding allows them to use the features of a smartphone in their coding – walk with their phone to engage with the ad etc.



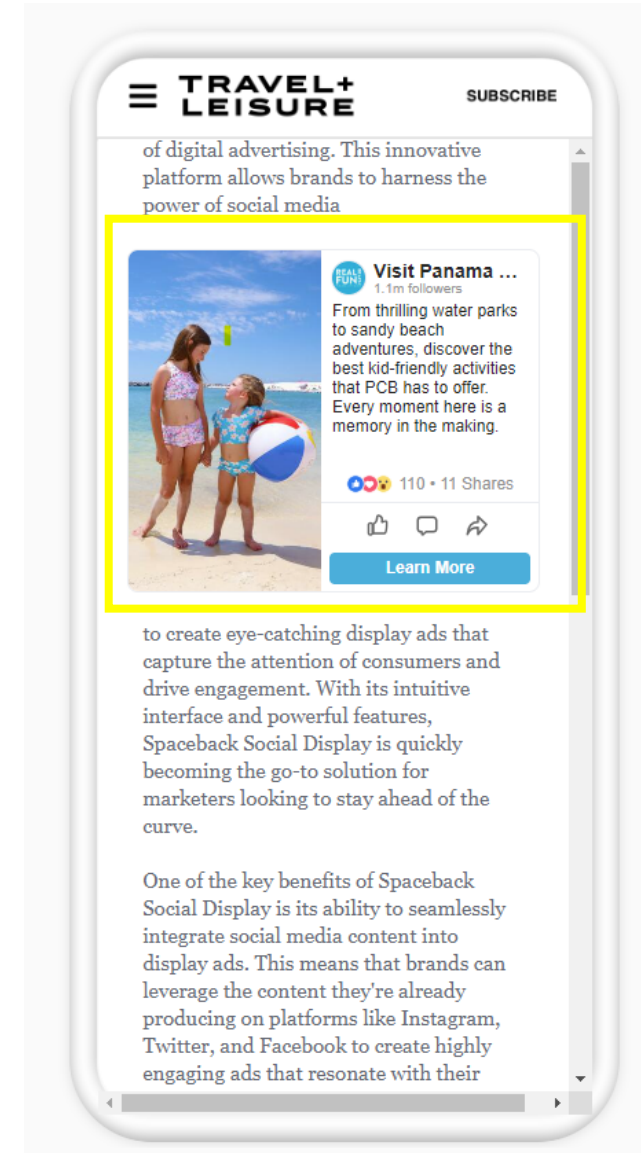
[LINK TO CREATIVE](#)

SPACEBACK



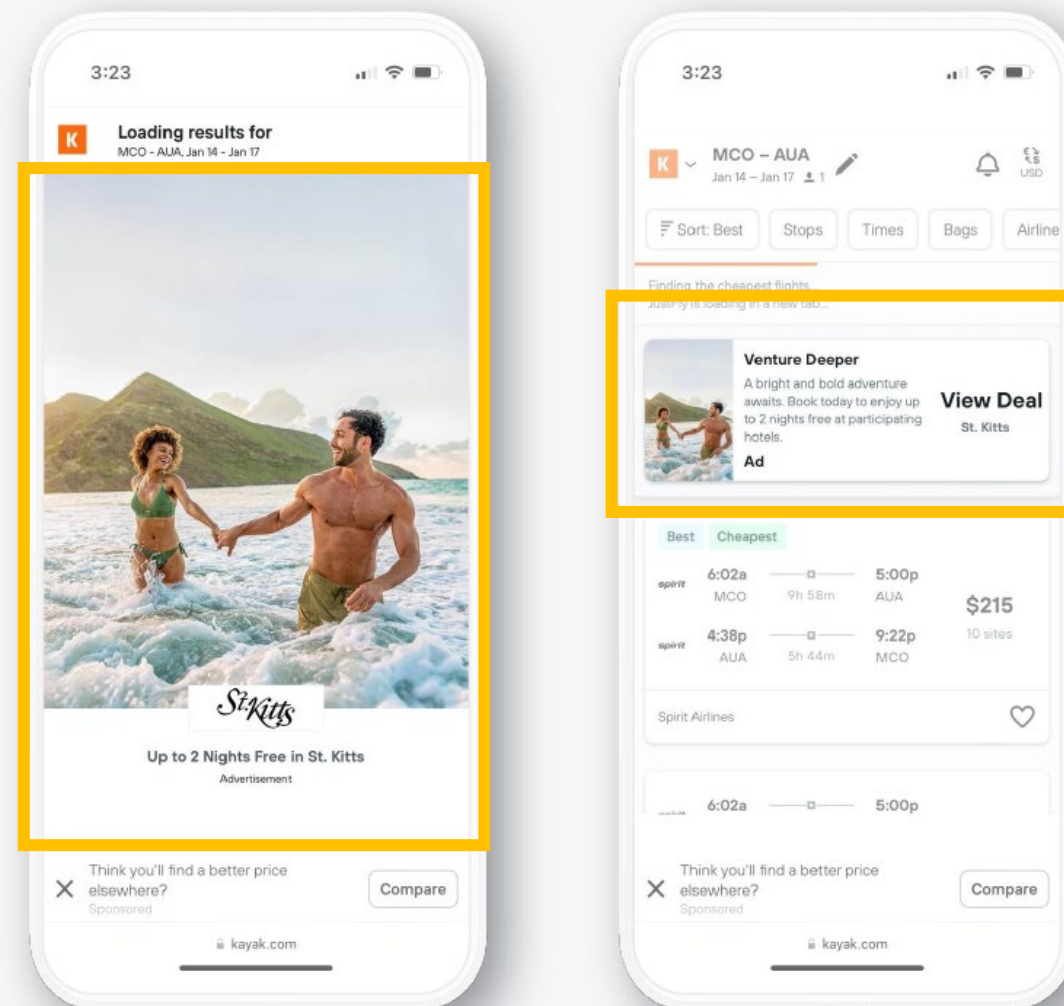
SPACEBACK

- A creative automation tool that turns social media posts into display ads
- Allows PCB to utilize social media posts outside of their original platforms, unlocking the power of social experiences from behind walled gardens like FB and IG
- The tool pulls in the social media likes, comments, and follower count in REAL-TIME

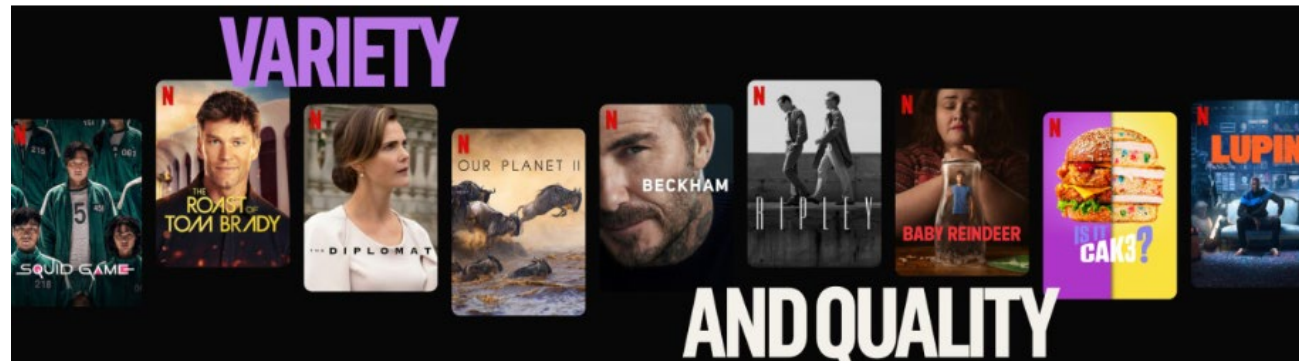


Mobile Interstitial Takeover

- A metasearch platform where high-intent travelers come to see all their options and book travel
- Three custom ad formats reaching travel intenders at every phase of their trip planning journey
- One is a full-screen takeover as search results are loading, putting the PCB ad in front of a highly attentive user



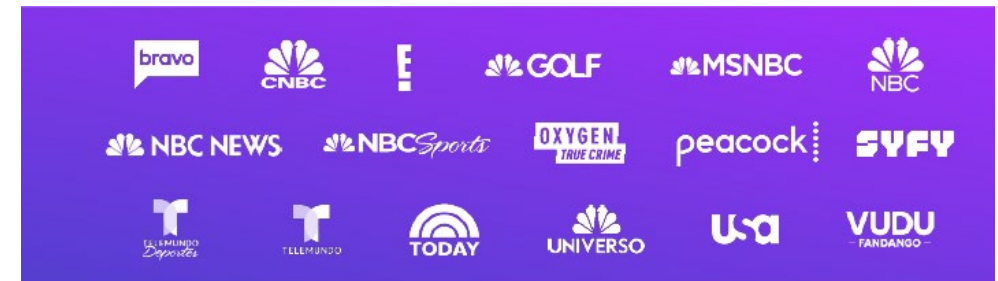
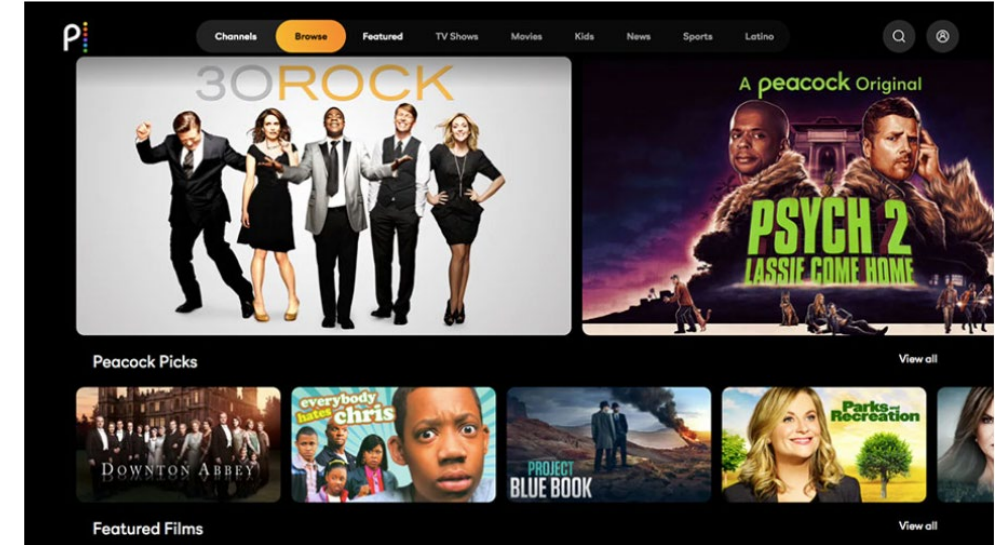
- Netflix's ad-supported plan has over 11 million monthly active users in the U.S.
- Be first-to-market in a high-attention platform to expand OTT presence with a premium partner
- :30 second video ads



PEACOCK



- Peacock is NBCUniversal's streaming service. It provides access to a wide array of premium content across NBCU's portfolio including Peacock original programming, TV shows and movies
- Peacock has high reach and over-indexes with the core audience in PCB's top markets
- Allows PCB ads to serve in premium streaming video inventory, across multiple networks



- LoopMe uses unique ad-technology that allows them to pre-qualify audiences
- They survey people 2-4 weeks before a campaign
- The answers train their AI to build profiles of the positive respondents, those most likely to be interested in PCB

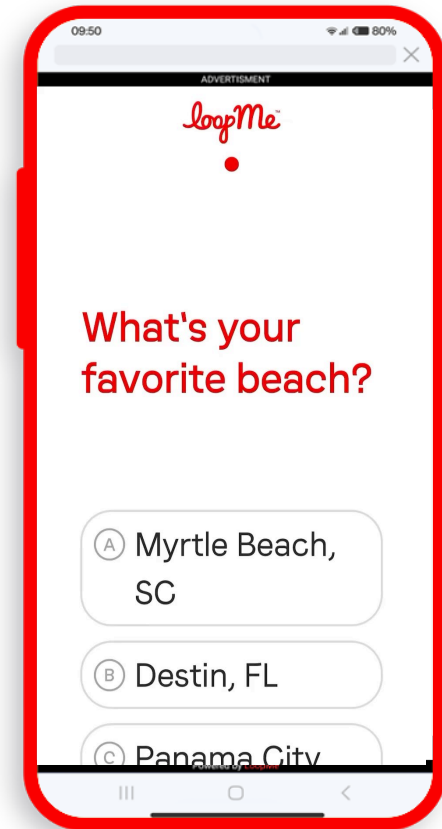
Competitive Conquesting Strategy

Use the survey to designate two audience segments based on people's responses:

- Those whose favorite beach is PCB will be served MIY creative
- Those whose favorite beach is a competitor will be served Competitive Conquesting creative

Pre-Flight

Competitive Conquesting



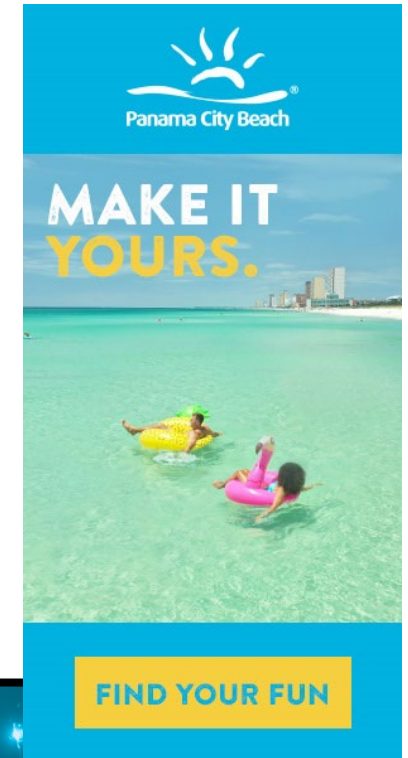
EPSILON

- Epsilon can access and measure 60% of credit/debit card spend in the U.S. per day
- This technology allows them to build custom audiences based on where people transact on their credit card
- Utilize this for Competitive Conquesting:
 - Target people we know have stayed in hotels in our competitive destination set
 - Reach people who have stayed 6+ months ago, who may be looking to book another beach trip



Programmatic Display

Epsilon®



Programmatic Pre-Roll

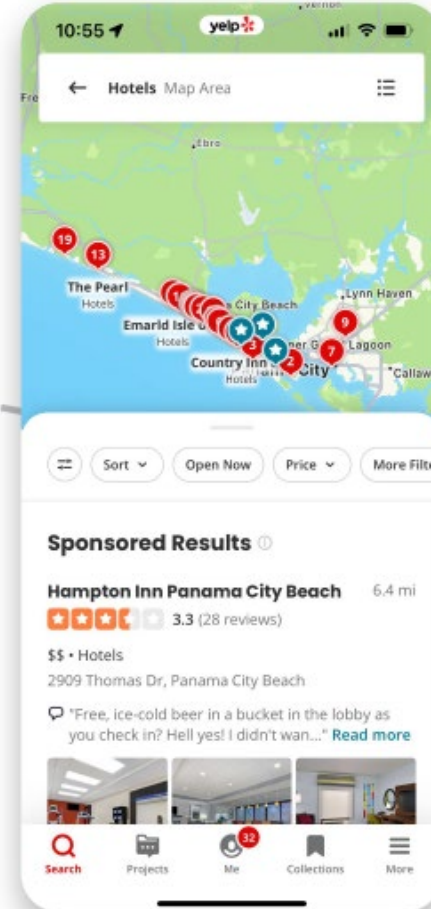
YELP AUDIENCES



- Follow an untapped and highly specific audience after they leave Yelp
- Utilize Yelp's custom first party audiences & reach them as they browse across the web
- This audience is not available anywhere else

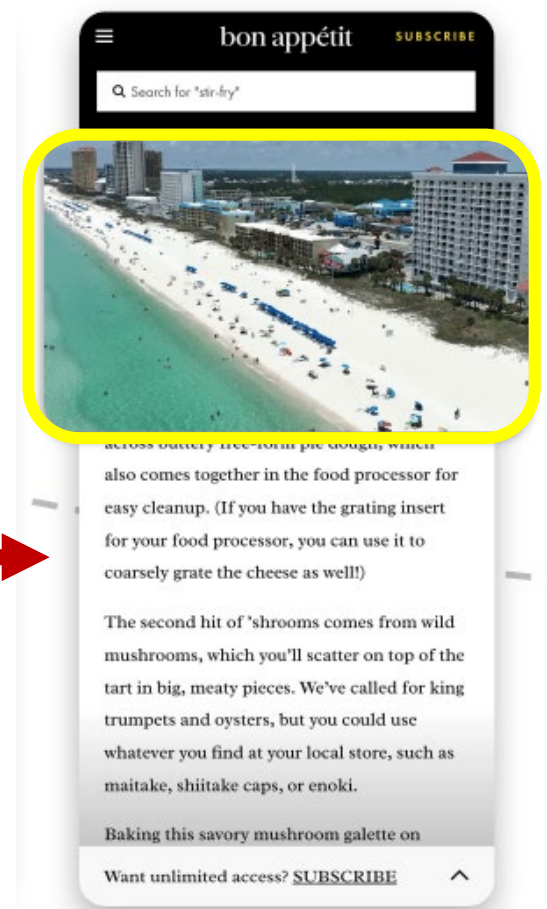
1

User searches on Yelp for Hotels in PCB



2

Sees PCB ad off-Yelp (on the web)



COMPREHENSIVE TV STRATEGY

- TV viewing is fragmented; there are many options for people to consume TV content now
- The PCB audience over-indexes for watching local TV, OTT and Live-Streaming TV
- Competitors spend consistently in this medium
- Attention span, recall, and brand awareness are strongest when viewing TV ads
- We will use a strategic video approach to deliver the PCB message across all television tactics
 - Support OTT, on-demand viewing
 - Invest in local TV within core markets, also delivers live-streaming inventory

FOX

CBS

NBC

abc

ROKU

firetv stick

hulu + LIVE TV

sling

pluto tv

tubi

YouTube TV

RETURNING PARTNERS

RETURNING PARTNERS



Southern Living



hulu

priceline

the knot



Booking.com

PRICELINE & BOOKING.COM

- New in FY24, the 2Q campaign drove:
 - \$79.14 Return on Ad Spend
 - Over 6,000 bookings
- Reach in-market travelers, searching for PCB or Competing Destinations
- Ads appear in search results pages
- Mix of ads that drive to the PCB site & that drive to a Custom Booking Page

priceline Booking.com

priceline Hotels Cars Flights Bundle + Save Cruises Experiences

Visit Panama City Beach

Save big on your next hotel

Great deals on hotels, resorts and private homes

Where to
Panama City, FL

Check-in - Check-out

2 Adults, 1 Room

Book Now!

REAL FUN BEACH
PANAMA CITY BEACH

Panama City Beach: Where You Can Be You

With an average of 320 days of Florida sunshine each year – and 27 miles of sugar-white sands bordering the clear, emerald green waters where the Gulf of Mexico and St. Andrew Bay converge – Panama City Beach is a favorite of travelers seeking an affordable beach vacation with year round offerings. The region also features exciting on- and off-shore attractions, including St. Andrews Park and Pier Park, that offer something special to adrenaline-seekers, eco-tourists, families and couples alike.

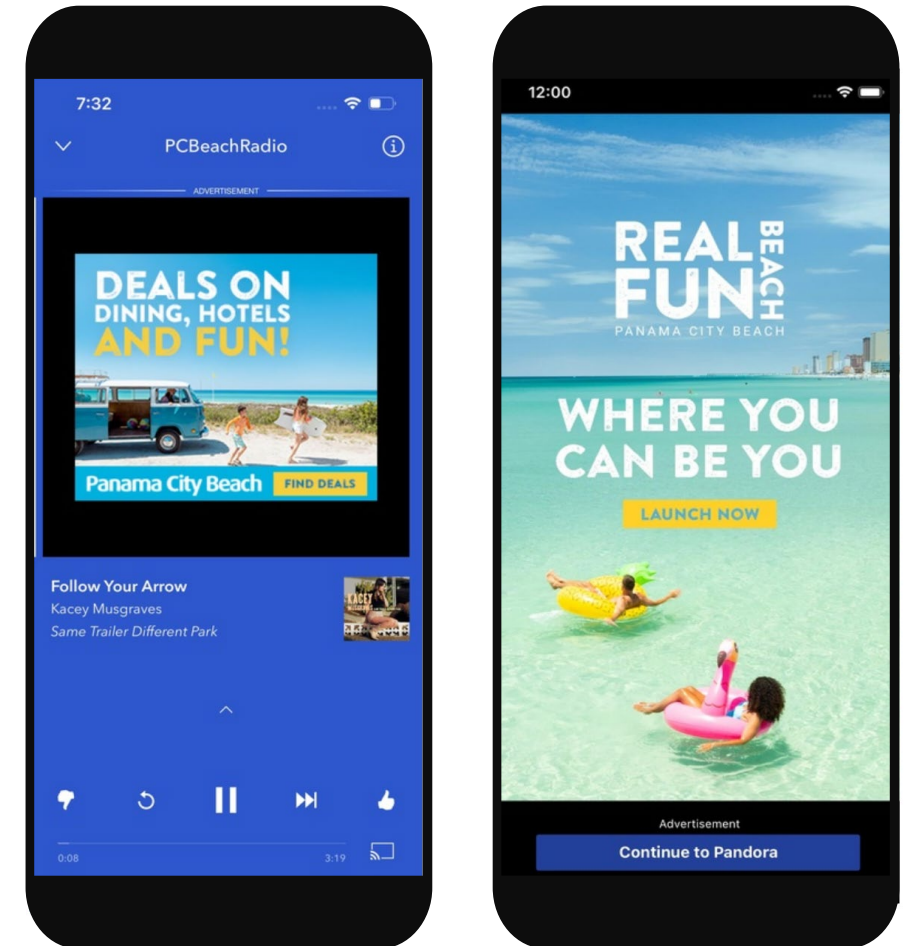


	Holiday Home Price Includes Hotel + Flight, taxes & fees.	\$1371 per person \$2,741 Total price Choose your room
	Gulf Winds 202 Pensacola, FL. ✓ Free Internet Access Amenities ✓ Instant Book Apartment Price Includes Hotel + Flight, taxes & fees.	\$1155 per person \$2,309 Total price Choose your room
	South Harbour Unit 3D Pensacola Beach ✓ Free Internet Access Amenities ✓ Instant Book Holiday Home Price Includes	\$1056 per person \$2,111 Total price Choose your room

REAL FUN BEACH
PANAMA CITY BEACH

All sponsorship elements with Pandora continue to drive high CTR and time on site

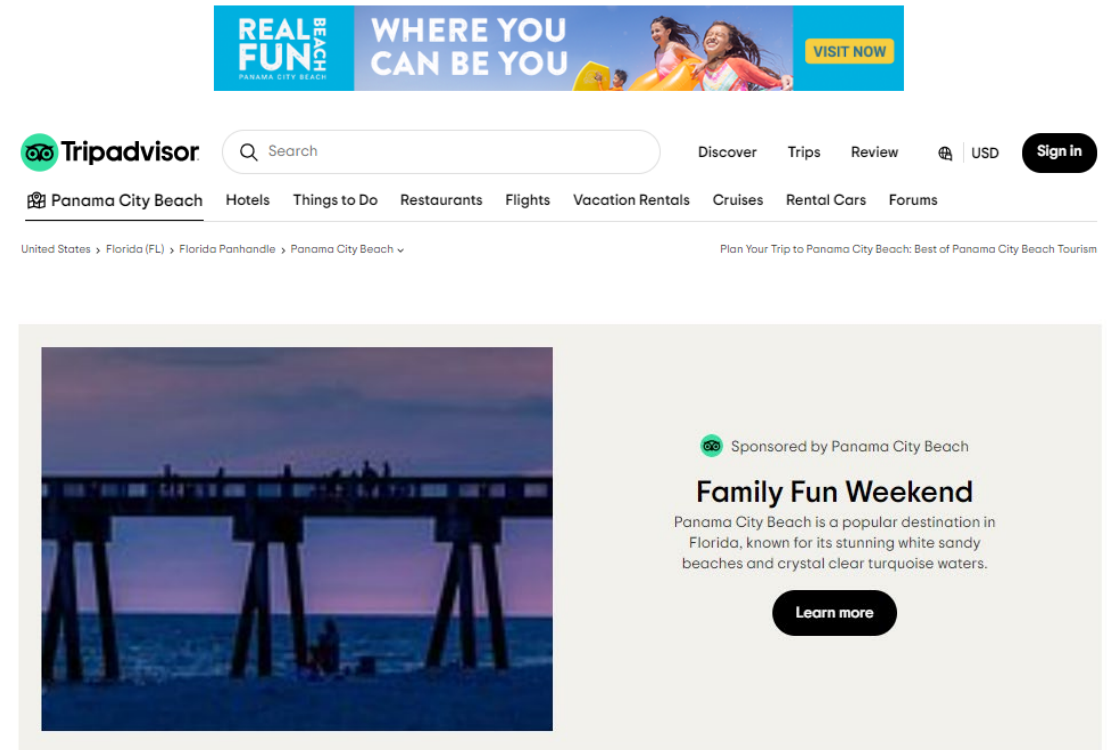
- Average of 22,000 listeners per month to the Custom Radio Station
- Sponsored Listening consistently drives a 3.5%+ click-through-rate
- Continue **Sponsored Listening** partnership where listeners will receive an ad-free hour of music in return for listening to or watching our ad
- Custom **PCBeachRadio Station**
- We will continue with **Podcasting** to achieve broad awareness and reach an engaged audience



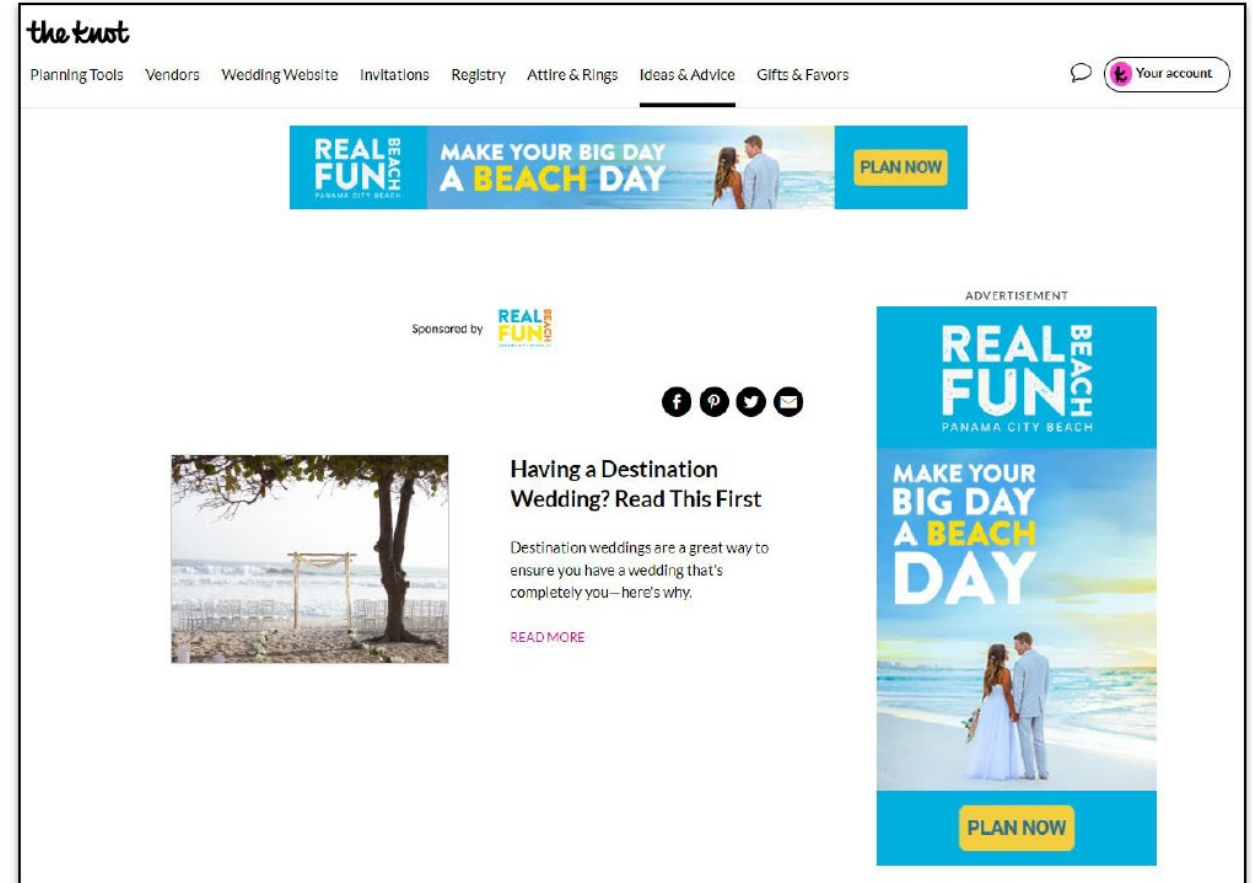
TRIP ADVISOR



- Continue to sponsor the Panama City Beach Brand Channel (formerly Destination Page) and maintain 100% Share of Voice
- Continue to drive TripAdvisor users to our Brand Channel via native traffic drivers
- Engagement rate with content on the PCB page is average 2.50%+, above Trip Advisor's benchmark
- Average dwell time on the page is an average of 100+ seconds, above Trip Advisor's benchmark



- This was new in FY24 and earned over 1.8 Million impressions and an overall click-through-rate of 0.61%
- Continue to influence newly engaged couples to plan their destination wedding at PCB
- Campaign runs during peak engagement season over the holidays
- Sponsorship of an Article, Email Blasts, Social Media partnership, and display banner ads on-site



Example: Editorial Sponsorship in FY24

ALWAYS ON TACTICS



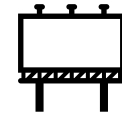
Programmatic Display



Programmatic Pre-Roll



YouTube



OOH



Streaming TV (OTT/CTV)



Print

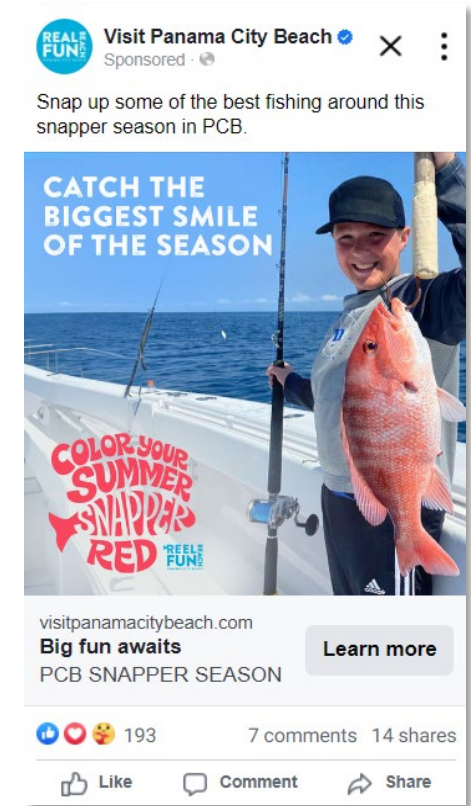
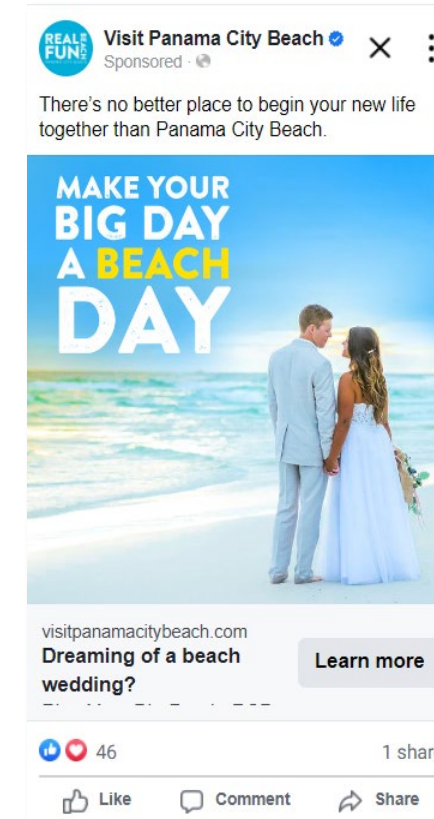


Retargeting Display

PAID SOCIAL



- Video ads consistently drove highest performance, recommend continuing to prioritize video ads across all campaigns
- Meta (Facebook/Instagram) Campaigns: Likes, Visitor's Guide, Chasin' the Sun, Events Carousels, Direct Flights, Pulse & Events, Weddings, Competitive Conquesting, Winter Residents, Rising Tide, DRF, Beach Safety Education
 - Weddings in Meta was a new effort in FY24 that will continue in FY25
 - Snapper Season was new in FY24 and one of the highest performing campaigns, will continue in FY25
- Pinterest Campaigns: MIY, Weddings, and Holiday
- Continue to optimize and refine our targeting & retargeting tactics & consistent creative refreshes



DOUBLE RED FLAGS & BEACH SAFETY

CARVERTISE



- New for FY24, this was a unique, tangible tactic to drive awareness of Double Red Flag meaning
- Over 27,000 miles driven (*as of July 31st*)
- Over 2.5 million impressions delivered (*as of July 31st*)
- Carvertise has over-delivered miles and impressions



BEACH SAFETY EDUCATION



NEW FOR FY25

Partner with ADARA to utilize custom creative

- Adara can target confirmed travelers to PCB
- We'll utilize Adara to target people traveling to PCB within the next 30 days & expose them to the custom interactive Beach Flag creative
- Get our message in front of travelers BEFORE they come, so they arrive at the beach with knowledge of the flag system



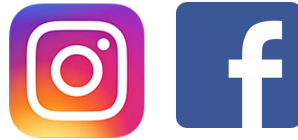
DOUBLE RED FLAGS & BEACH SAFETY

Double Red Flags

- Raise awareness to visitors and beachgoers that water is closed when double red flags are up
- Turns on ONLY when DRF are flying



Car Wraps



Social Media



Digital Display



Beach Safety Education

- Educate visitors about the Beach Flag system & what it means
- Run campaign during highest months of visitation and beach-goers
- Creative is a :30 second video



Social Media



Local TV



FUN FOR ALL

FUN FOR ALL

FUN FOR ALL

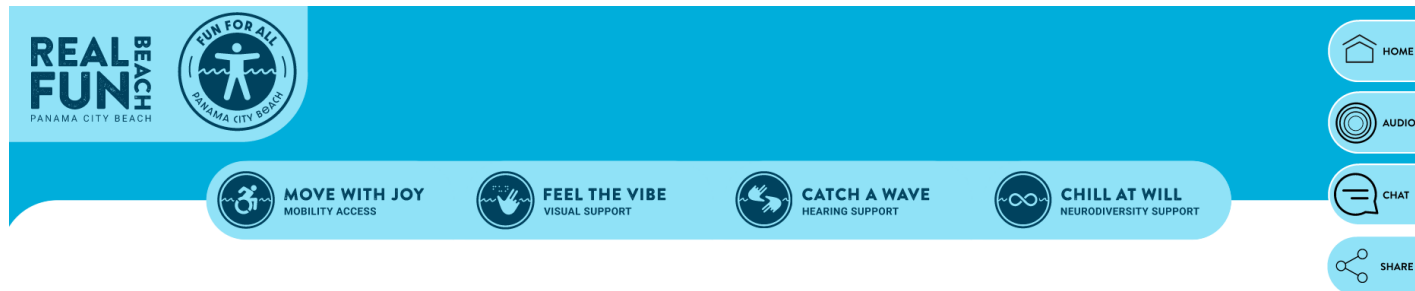
FUN FOR ALL

FUN FOR ALL



Expand PCB's Fun. For. All. initiative to promote accessible travel

- Support the launch of the Fun for All microsite in 2Q-3Q25
- Promote this message via a programmatic tactic like Display or Pre-Roll
- Audience targeting in digital platforms allows us to reach users who have handicap accessible homes, wheelchair purchasers, and with interests that include: accessible travel, disabilities, disabled parent, children with disabilities



Welcome to FUN FOR ALL at Panama City Beach's

From accessible beaches and serene nature trails to sensory-friendly attractions and tranquil dining spots, PCB is committed to making your stay safe, comfortable, and full of joy. Embrace the freedom to explore, relax, and create unforgettable memories at the Real. FUN. Beach. where fun truly is for everyone.

RISING TIDE SCHOLARSHIP SUPPORT

RISING TIDE SCHOLARSHIP SUPPORT

- Raise awareness in key markets to highlight how PCB's focus on customer service helps make PCB visitor's beach of choice

Media Channels



SALES & SPORTS

FY25 SALES AND SPORTS PARTNERS



FY25 SALES CREATIVE

MAKE **SUNSHINE** THE FIRST ORDER OF **BUSINESS**

OUR WHITE SANDS, TURQUOISE WATERS AND SUNNY DISPOSITION PUT YOUR ATTENDEES AT EASE. OUR EXPERIENCED MEETING COORDINATORS, THOUGHTFUL ITINERARIES AND VARIETY OF ACCOMMODATIONS DO THE SAME FOR YOU.



PLAN YOUR MEETING IN PANAMA CITY BEACH
VisitPanamaCityBeach.com

REAL BEACH
FUN
PANAMA CITY BEACH

FY25 SPORTS PARTNERS



FY25 SPORTS CREATIVE



▲
**PLAY
HERE
AND
HERE**
▼

SCORE A WINNING SPOT

Host your next game or tournament at the world-class, 160-acre Publix Sports Park in Panama City Beach. Not only will you find the best state-of-the-art facilities in the Southeast, but you'll also be perfectly positioned to continue the fun along the sugar-white sands and turquoise waters of PCB.

CONTACT CHRIS O'BRIEN, DIRECTOR OF
SPORTS MARKETING, AT 850.233.5070



PlayPanamaCityBeach.com

**REAL
FUN**
SPORTS
PANAMA CITY BEACH

FY25 MEDIA MIX

CHANNEL	PLANNED BUDGET
Digital	\$1,719,500
Social Media	\$1,548,821
Radio <i>(Pandora, Spotify, Local/Event)</i>	\$936,975
TV <i>(Regional, OTT, Local/Event)</i>	\$843,272
Print	\$513,948
OOH	\$249,695
Contingency Funds	\$250,000
Unallocated	\$187,789
TOTAL PLANNED FY25	\$6,250,000

THANK YOU!