

# Nye beachball drop

2025 | PANAMA CITY BEACH





# Goals

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With the success of the New Year's Eve Beach Ball Drop throughout the years and the growing popularity, it became evident that it was time for the event to grow.

- More space for attendees to spread out
- More choices of entertainment for younger families leading up to the 8pm ball drop
- More engaging activities for younger families
- Overall increased focus on further developing the New Year's Eve Beach Ball Drop into the most family friendly new year's eve celebration in the United States



# objective

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Extend and elevate the New Year's Eve Beach Ball Drop

Introduced the new “Kid’s FUN Zone” at Aaron Bessant Park, creating an engaging and family friendly addition that enhanced the overall experience for attendees.



# Programming

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## Entertainment

### Celebration Stage

4:00PM – DJ

6:00PM – DJ (Croc's Stage)

8:00PM – Kid's Beach Ball Drop

8:20PM – The Life Atlantic

10:00PM – The Will Thompson Band

### Aaron Bessant Park Kid's Fun Zone

4:30PM – Saved by the 90's

6:30PM – Taylor Shines Laser Spectacular

8:00PM – Kid's Beach Ball Drop





# Aaron Bessant Park





# marketing

A large crowd of people is gathered at night, celebrating with many colorful beach balls falling from the sky. The scene is festive and energetic, with people reaching up and taking photos. The background shows a street with buildings and trees, illuminated by streetlights and the glow of the beach balls.

2025 | PANAMA CITY BEACH



# creative

New messaging focused on the addition of Aaron Bessant Park:

- 2 venues
- New Kids FUN zone

**2025**  
*New Year's Eve*  
**BEACH BALL DROP**  
PANAMA CITY BEACH, FL

**NAMED BEST NEW YEAR'S EVE DROP**  
BY USA TODAY 10BEST

Help us ring in 2025, Real. FUN. Beach. style. The celebration promises FUN for all ages with live music, fireworks, and exciting new additions that extend beyond Pier Park!

PIER PARK	AARON BESSANT PARK
6:00 Live DJ Performs	4:30 Live Music: Saved by the 90's
8:00 Kids' Beach Ball Drop & Fireworks	6:30 Headliner: Taylor Shines - The Laser Spectacular
8:20 Live Music: The Life Atlantic	8:00 Kids' Beach Ball Drop & Fireworks
10:00 Live Music: Will Thompson Band	
Midnight Beach Ball Drop & Fireworks	

[NYEINPCB.COM](http://NYEINPCB.COM)  
SCAN FOR MORE INFO

**2025**  
*New Year's Eve*  
**BEACH BALL DROP**  
PANAMA CITY BEACH, FL

2 VENUES  
FIREWORKS  
ENTERTAINMENT  
3 BEACH BALL DROPS  
NEW KIDS FUN ZONE  
LIVE MUSIC

**PLAN NOW**

# creative



**NEW YEAR'S EVE  
BEACH BALL DROP**

**FIREWORKS. KID'S ZONE.  
AT PIER PARK &  
AARON BESSANT PARK**

**NYEINPCB.COM**



**2025  
New Year's Eve  
BEACH BALL DROP**  
PANAMA CITY BEACH, FL

2 VENUES, FIREWORKS, ENTERTAINMENT  
3 BEACH BALL DROPS,  
NEW KIDS FUN ZONE, LIVE MUSIC

**PLAN NOW**

Panama City Beach



**FEATURING  
TAYLOR SHINES  
THE LASER  
SPECTACULAR**

THE MUSIC OF TAYLOR SWIFT AS  
YOU'VE NEVER SEEN BEFORE!

**NYEINPCB.COM**





2025

*New Year's Eve*

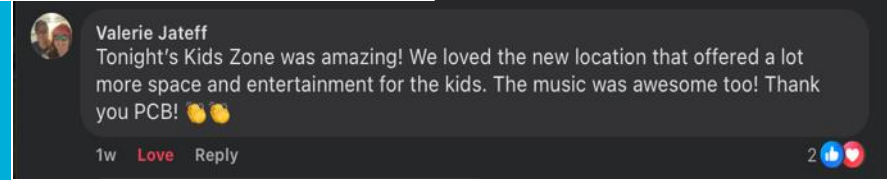
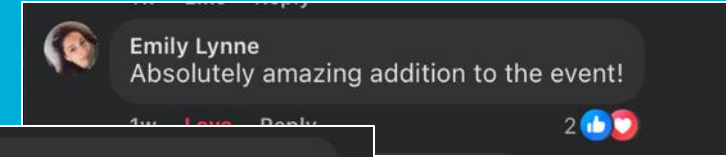
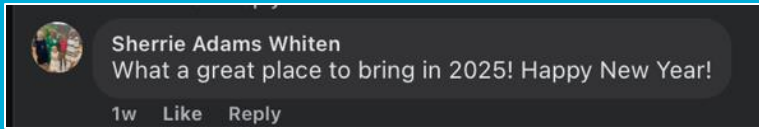
**BEACH BALL DROP**

**PANAMA CITY BEACH, FL**

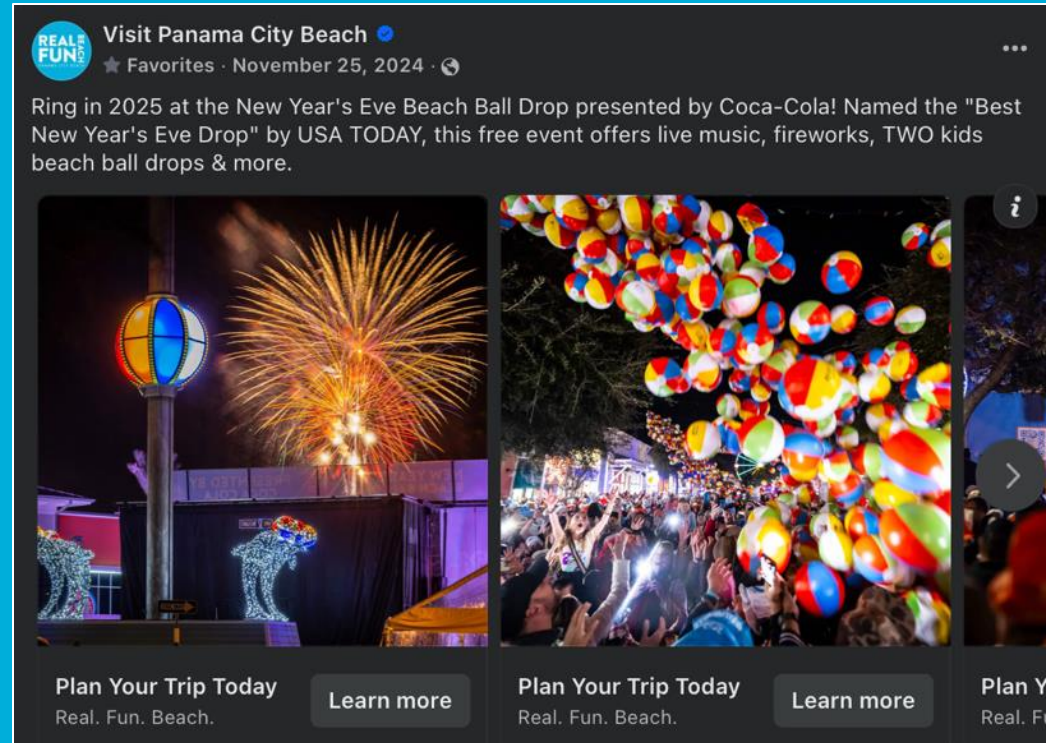
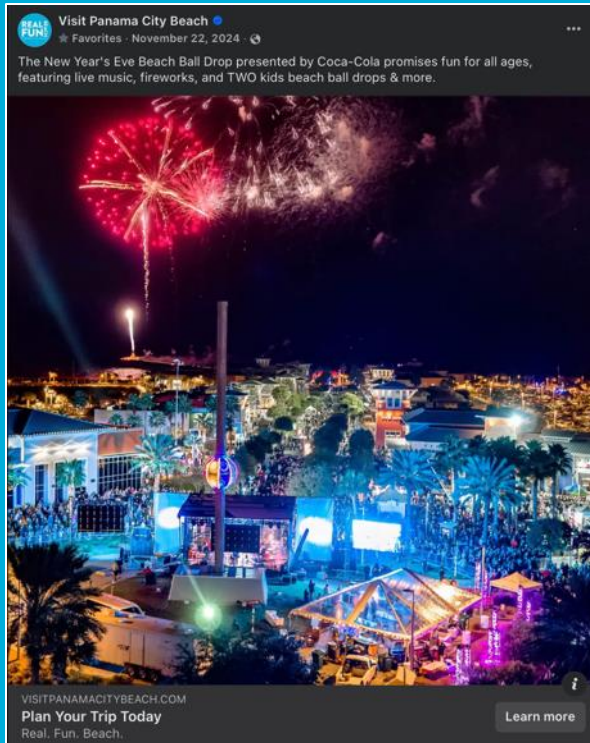




# SOCIAL



- Overall, the campaign drove 8,314 event responses at a 3.3% event response rate.
- The event response rate is almost point (approximately 25%) higher than the event response rate of the Beach Ball Drop campaign that ran last December.
- All creative assets performed well above the benchmark.
- 11.5K people responded to event page





# Public relations

Kicking off 2025 with an overview of recent Beach Ball Drop coverage, including several Yahoo syndications and a feature in Parade Magazine.

- [Visit Panama City Beach Hosts 17th Annual Ball Drop](#) – Yahoo News (WMBB-TV Syndication)
- [Rather your kids not stay up past midnight? 16 family friendly NYE countdowns in Florida and online](#) – Florida Today
- [Unique New Year's Eve Events in Florida to Ring In 2025](#) – Authentic Florida
- [Local New Year's Eve events and celebrations](#) – Yahoo News (WMBB-TV Syndication)
- [Top 10 Weirdest New Year's Eve Celebrations in the U.S.](#) – Parade Magazine
- [Everything You Need to Know About PCB's Ball Drop](#) – WJHG-TV
- – Yahoo News (WMBB-TV Syndication) [Panama City Beach Celebrates New Year's Eve with Beach Ball Drop](#)



# Public relations

WJHG Panama City Beach, FL

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THAT BOOT STORE  
Offering Work Boots and  
General Goods  
850-785-1132  
Open Tuesday  
 thru Saturday

## Everything You Need to Know About PCB's Ball Drop

ADVERTISEMENT

PCB New Year's Eve Events  
EVERYTHING YOU NEED TO KNOW BEFORE YOU HEAD OUT

By Dekevin Gasser  
Published: Dec. 30, 2024 at 6:53 PM CST

PANAMA CITY, Fla. (WJHG/WECF) - Panama City Beach is often known for its beautiful beaches. But it has also gotten much attention for its New Year's Eve celebration. This year, Visit Panama City Beach is adding a few new things to the mix. In years past, everything took place at Pier Park. But now, with the growth of this event, organizers have decided to expand into Aaron Bessant Park.

Aaron Bessant will serve as the Kids Festival Zone and kick off the festivities. Gates open at 4 p.m., and the first performance will be Savad by the 90s at 4:30 p.m. Taylor Swift's - The Eras Spectacular is the headline. They are a band that covers Taylor Swift's most popular music to a laser light show. The Kids Zone will include inflatable slides, obstacle courses, bungee trampolines, friendship bracelet stations, and video games.

Aaron Bessant Park will also host two kids' beach ball drops with 15,000 inflatable balls, followed by a fireworks show.

ADVERTISEMENT

Winter Blues  
MADE OF CARIBBEAN  
SALE NOW ON  
Up to \$1,350 OFF  
on all items

After all that, around 8:30, The Life Atlantic will open for the Wil Thompson Band on the stage in Pier Park. That will lead into the countdown for the big beach ball drop bringing in the new year. Officials with Panama City Beach say it was important to them to create an event that was fun for the entire family. "Here in Panama City Beach, we have one of the most family-friendly New Year's Eve events," said Sydney Clifton, the communications and social media manager for Visit Panama City Beach. "And we are just glad to be able to put that on for everyone in our community and then also bring in some other people visiting our area so they can experience what all PCB has to offer this time of year."

WJHG Panama City Beach, FL

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## New Year's Eve Beach Ball Drop Preview

ADVERTISEMENT

REI Shoppers Say This Tool Is A Must When Hiking Alone

By Shaun Breake  
Published: Dec. 30, 2024 at 11:44 AM CST

PANAMA CITY, Fla. (WJHG/WECF) - 3...2...1... Happy New Year! That's what everyone from 2 to 92 will be shouting in Panama City Beach Tuesday night and Visit Panama City Beach has just the celebration to help with spread the cheer! Celebrate New Year's Eve with a family-friendly countdown at 8:00 pm with fireworks, live music and 10,000 beach balls being dropped over the crowd. For the first time this year, there will be two locations for kids to enjoy the beach ball drop, one at Pier Park and one at Aaron Bessant Park.

Then, as the night goes on, the countdown to midnight begins. Gather in front of the stage at Pier Park to watch the glowing beach ball descend to signify the start of a New Year and kick off a second round of fireworks!

Click here for the full schedule!

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DON'T LET IT GET AWAY  
FROM YOU  
GETTING TRACTION  
NOW ONLINE

NEWS  
**Panama City Beach Celebrates New Year's Eve with Beach Ball Drop**

By Riley Lohman  
Published: Dec 31, 2024 11:29 PM CST  
Updated: Dec 1, 2025 10:42 PM EST

SHARE

BAY COUNTY, Fla. (NEWSNATION) - Tens of thousands of people chose to ring in the New Year in Panama City Beach. Visit Panama City Beach hosted their 17th annual New Year's Eve Beach Ball Drop.

New Year's celebrations began early, with live entertainment and plenty of activities for kids.

"We are having live performances in our investment park as well as Pier Park, and then we're also having slides, obstacle courses, bungee jump, trampolines, just all kinds of activities for the kids to enjoy," Visit Panama City Beach Communication and Social Media Manager Sydney Clifton said.

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LATEST FORECAST

FUTURE WIND CHILL

Cold Temperatures and Clear Skies Ahead

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Panama City Beach Celebrates New Year's Eve with Beach Ball Drop

Florida Highway Patrol's DUI safety advice for New Year's Eve

Then they moved on to the main events of the night. There were two beach ball drops this year, one at 8 p.m. and one at midnight.

They released 15,000 beach balls between Aaron Bessant Park and Pier Park Drive at the Kids Beach Ball Drop, followed by a fireworks show.

The second ball drop took place at Panama City Beach's Celebration Tower. At the 10 second countdown, the giant LED beach ball descended down the tower.

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McDonald's rolls out

WJHG Panama City Beach, FL

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Working for you. Every single day.™

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Most Read

McDonald's rolls out



# Public relations | Influencers

Chastity Nolan - @chastity.l.nolan

Family of 5

Instagram Followers: 260K

Tiktok Followers: 752K

Erin Paz - @topknots\_and\_littlelots

Family of 4

Instagram Followers: 62K

Tiktok Followers: 3K

Sophia Renee - @sophia\_\_renee

Family of 4 + their nephew

Instagram Followers: 124K

Tiktok Followers: 37K

Rachel Earls - @rachelearls

Family of 6 + expecting

Instagram Followers: 173K

Tiktok Followers: 426K









# results

## Placer AI Captures



### NYE- Ball Drop-- Pier Park 3pm-11:59pm

Dec 31 - Dec 31, 2024



#### Metrics

##### Pier Park 100 Pier Park Dr, Panama City Beach, FL 32413

Visits	53.4K	Avg. Dwell Time	106 min
Visits / sq ft	0.06	Panel Visits	4.9K
Size - sq ft	932.7K (GLA)	Visits YoY	-11.2%
Visitors	53.4K	Visits Yo2Y	-1.9%
Visit Frequency	1	Visits Yo3Y	-0.8%

Dec 31st, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



### NYE Ball Drop -- Aaron Bessant 3p-11:59p

Dec 31 - Dec 31, 2024



#### Metrics

##### Aaron Bessant Park 500 W Park Dr, Panama City Beach, FL 32413

Visits	7.9K	Avg. Dwell Time	82 min
Visits / sq ft	< 0.01	Panel Visits	589
Size - sq ft	1.4M	Visits YoY	+4.5K%
Visitors	7.9K	Visits Yo2Y	+4.4K%
Visit Frequency	1	Visits Yo3Y	+2.1K%

Dec 31st, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)





# Media plan

# 1Q25

2025 | PANAMA CITY BEACH



PRESENTED OCTOBER 31, 2024

**REAL  
FUN**  
BEACH  
PANAMA CITY BEACH



# 1Q25 Media Highlights

- Scale up MIY Always On tactics to impact spring and summer travel
- Ramp up Competitive Conquesting: Pre-Roll and OTT launch in 1Q
- Events and Pulse Campaign Support: Mardi Gras, UNwineD, and Valentine's Day
- Begin local spot TV campaign in key markets
- Launch Netflix to reach new audiences
- Double Red Flag and Beach Safety Education Display and Social return in March



# 1Q25 PULSE & EVENTS



# Pulse & Events

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## Pulse Campaigns

Valentine's Day

## Events

Mardi Gras

UNwineD



Panama City Beach

**FEB. 14-15**

**PARADES  
LIVE MUSIC  
FAMILY FUN & MORE**



**PLAN NOW**

# Events: Valentine's Day



**Event Date:** February 14

**Flights:** Flights begin 4 weeks out for Display & Social

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
Valentine's Day	Display	\$5,000	January 20 <sup>th</sup> – February 14 <sup>th</sup> (4 weeks)	Always On Markets & PCB
Valentine's Day	Social	\$10,000	January 20 <sup>th</sup> – February 14 <sup>th</sup> (4 weeks)	Always On Markets & PCB
<b>TOTAL</b>		<b>\$15,000</b>		



# Events: Mardi Gras



**Event Date:** February 14 - February 15

**Flights:** Flights begin 4 weeks out for Display & Social, 3 weeks out for radio, and 2 weeks out for Local TV

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
Mardi Gras	Radio	\$11,000	January 27 <sup>th</sup> – February 15 <sup>th</sup> (3 weeks)	PCB, Dothan, Columbus, Tallahassee
Mardi Gras	TV	\$3,522	February 3 <sup>rd</sup> – February 15 <sup>th</sup> (2 weeks)	PCB
Mardi Gras	Display	\$8,000	January 20 <sup>th</sup> – February 15 <sup>th</sup> (4 weeks)	Always On Markets & PCB
Mardi Gras	Social	\$10,000	January 20 <sup>th</sup> – February 15 <sup>th</sup> (4 weeks)	Always On Markets & PCB
<b>TOTAL</b>		<b>\$32,522</b>		

# Events: UNwineD



**UNwineD Event Date:** March 28 - March 29

- We will start Print, Display, Pre-Roll, and Social in January, then continue to ramp up, adding Radio and TV closer to the event
- Partnering with Southern Living/Meredith again (*below are issues for UNwineD ads, there additional issues/added value units as well*)

EVENT	PLATFORM	BUDGET	FLIGHT	DETAILS
UNwineD	Radio - Drive Markets	\$38,489	Feb 24 <sup>th</sup> – March 29 <sup>th</sup>	Drive Markets (5 weeks)
UNwineD	Radio – PCB/Ft. Walton	\$11,199	March 3 <sup>rd</sup> – 29 <sup>th</sup>	PCB (4 weeks)
UNwineD	Pandora	\$25,000	Feb 24 <sup>th</sup> – March 29 <sup>th</sup>	Drive Markets & PCB (5 weeks)
UNwineD	TV	\$8,785	March 3 <sup>rd</sup> – 29 <sup>th</sup>	PCB (4 weeks)
UNwineD	Display	\$30,000	Jan – March	Always On Markets & PCB (11 weeks)
UNwineD	Pre-Roll	\$30,000	Jan – March	Always On Markets & PCB (11 weeks)
UNwineD	Social	\$55,000	Jan – March	Always On Markets & PCB (10 weeks)
UNwineD	Meredith Digital	\$50,000	Jan - March	(10 weeks)
UNwineD	Southern Living	\$117,458	Jan/Feb Issue	Double-page spread
UNwineD	Southern Living	\$58,729	March Issue	Full Page Ad
UNwineD	Flamingo	\$4,000	Spring 2025	Full Page Ad
UNwineD	Garden & Gun	\$15,500	Feb/Mar Issue	Full Page Ad
UNwineD	VIE Mag	\$2,500	Feb Issue	Full Page Ad
<b>TOTAL SPEND</b>		<b>\$446,660</b>	<b>(5.9% increase from FY24)</b>	



# Southern Living

**TOTAL FY25 INVESTMENT: \$359,916**

**PRINT: \$234,916**

- Southern Living: Jan/Feb Issue (Spreadvertorial/UNwined ad)
- Southern Living: March Issue (UNwined ad)
- Southern Living: April Issue (Brand ad)

**DIGITAL: \$50,000**

*FY22, FY23, & FY24– we saw high CTRs, strong time on site and surpassed all Meredith Benchmarks*

- Standard Native Article with Native and Social Distribution [Link to the 2024 article](#)
- Co-Branded Email

**UNwined Event Fee: \$75,000**

**ADDED VALUE: (subject to change)**

- Southern Living Special Interest Magazine: Full Page Print Ad
- Coastal Living Magazine: Full Page Print Ad
- Southern Living Travel Sweepstakes Promotional Listing
- Southern Living Travel: Dedicated E-Blast Sponsorship
- Southern Living: Let's Get Away Promotional Listing (5x months)
- Southern Living: Travel Planner Reader Service (in book & online listings) 10x /year
- Coastal Living Magazine: Explore the Shore (Winter Issue)

**Southern Living**



## SL Travel Planner

START PLANNING TODAY: [SLTRAVELPLANNER.COM](http://SLTRAVELPLANNER.COM)

# 1Q25 Key Market Spot TV



# 1Q25 Local BROADCAST TV



- Research shows we can reach high amounts of our key audience with traditional TV
- Competitors spend consistently in this medium
- Attention span, recall, and brand awareness are strongest when viewing TV ads
- **Our key audience highly over-indexes for watching “Live Streaming TV”; when we buy local spot TV, the ads are fed into these streaming platforms, increasing our reach – a win-win**
- Implement new capabilities to activate the buy in the smartest way – technology has evolved

## Local Spot TV Recommendation FY25

- **Budget:** \$250,000
- **Demo:** W25-54
- **Flight:** January 13<sup>th</sup> – March 30<sup>th</sup>, 2025
  - 11 weeks
- **Markets:** Atlanta, Birmingham, Nashville



# DETAILS: 1Q25 Local BROADCAST TV

Objective: drive awareness with broad reach in three key markets. Ad placement across all network stations in all dayparts

- 100 – 115 GRPs per week, per market
- 15% of GRPs per market in Primetime
- Sample of Primetime programming:
  - Grammy's
  - People's Choice Awards
  - The Voice
  - American Idol
  - America's Got Talent

## Atlanta

- \$135,150 NET

## Birmingham

- \$46,000 NET

## Nashville

- \$68,850 NET

**FOX**



**CBS**



# Added value 1Q25 Local BROADCAST TV

We have negotiated an additional 22% of invested value being returned in opportunities like:

1. Virtual On-Air Interviews, pre-recorded to feel live
2. Lower-third bar running in a local weather break during The Today Show
3. Weather Sponsorship in Birmingham
  1. PCB Logo in top right corner during 10-day weather forecast
  2. Top ranked newscast in Birmingham. 5p, 6p, 10p



Today Show – Lower Third



Weather Sponsorship Birmingham

# 1Q25 DRF & BEACH SAFETY



# 1Q DRF & Beach Safety

## Double Red Flags

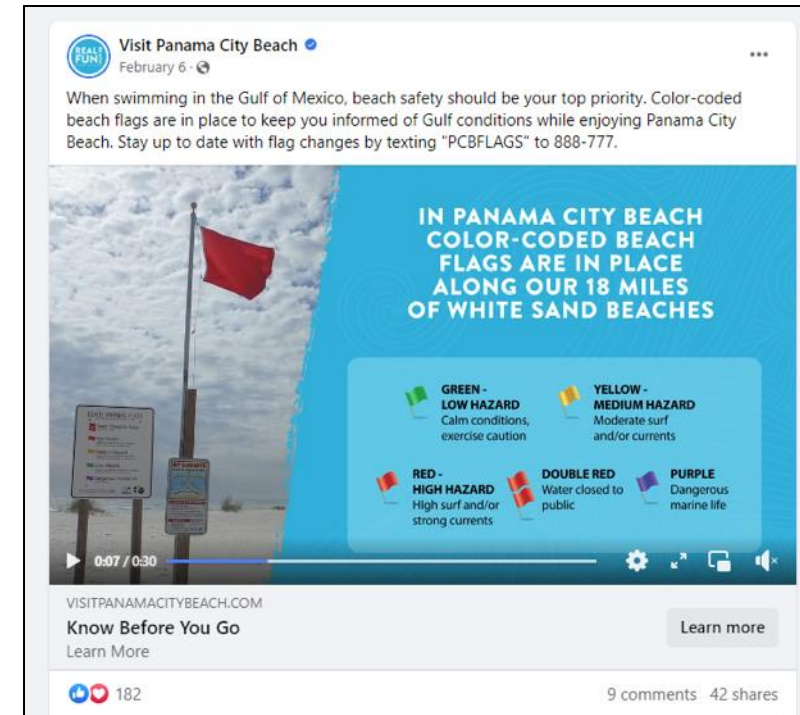
- Display
- Social Media

## Beach Safety Education

- Social Media
- Local PCB TV

The total investment 1Q (March only) for both campaigns, across all tactics, is \$19,945

CAMPAIGN	BUDGET
Double Red Flag Campaigns	\$13,135
Beach Safety (Flag Education) Campaigns	\$6,810
<b>TOTAL</b>	<b>\$19,945</b>



# 1Q25 PARTNERS



# Hopper x Visit florida

A first-time, dedicated 3-day sale event in partnership with VISIT FLORIDA. Hopper will fund a discount on all Florida hotels during the event, which includes a 2-day pre-sale promotional period.

Widespread promotion via a home screen banner, home screen takeovers, 5 million push notifications and 3 million emails to high-intent deal seekers

## Includes:

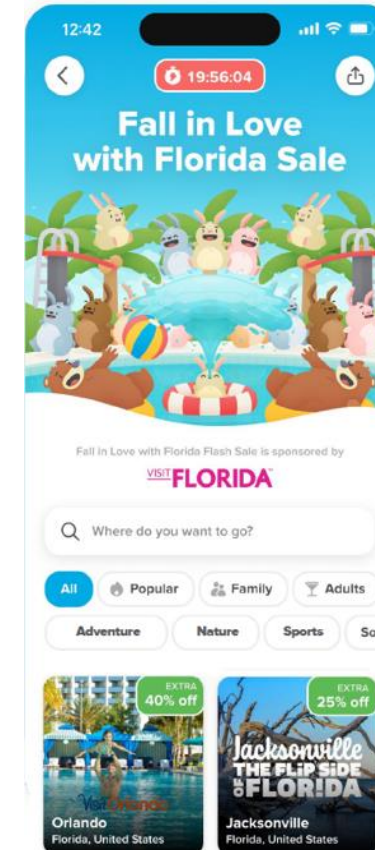
- PCB Branded Deal Tile on the Dedicated Sale Event Landing Page
- 45% hotel discount funded by Hopper
- Custom Microsite: dedicated mobile landing page with PCB branded content
- Destination Highlight Emails: 10,000 emails featuring PCB within the Florida Sale Event promo

**Budget:** \$15,000

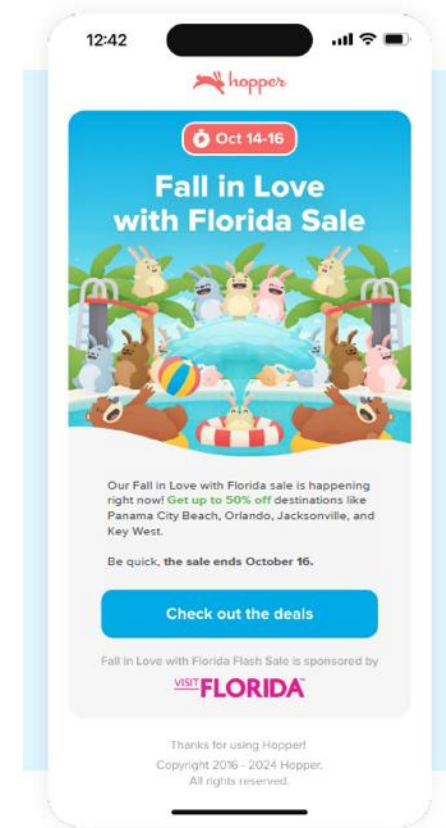
**Flight:** January 20-24

**Targeting:** Qualified high-intent audience, including Hopper users that have previously shopped Florida or competitor destinations, drive markets, deal seekers

**Impressions:** Estimated to drive 650k+ DMO impressions, on top of estimated 14 million impressions for the entire program



PCB Tile on Landing Page



Email Blast

# Epsilon: comp conquering

- 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**
- Can incorporate those who have stayed at vacation rentals as well (not AirBnB), per board member question

**Budget:** \$50,000

**Flight:** February 1<sup>st</sup> – March 31<sup>st</sup> 2025 (1Q25 - 2 months)

**Targeting:** travelers to PCB's competitive destinations with a **hotel stay or vacation rental** stay over 6 months ago

**Tactics:** Display & Video

**Creative Message:** Competitive Conquesting



Programmatic Display



Epsilon®



Programmatic Pre-Roll

**REAL FUN BEACH**  
PANAMA CITY BEACH

**Netflix launched their ad-supported subscription service about a year and a half ago; this is the first time they are offering their inventory programmatically**

- Netflix's ad-supported plan has over 11 million monthly active users in the U.S.
- Over 70% of Netflix's ad-supported members watch for 10+ hours per month which is 15% higher than its nearest competitor
- Netflix users are twice as likely to respond to an ad compared to when exposed to other streaming services ads or linear TV
- Be first-to-market in a high-attention platform to expand OTT presence with a premium partner in 2Q

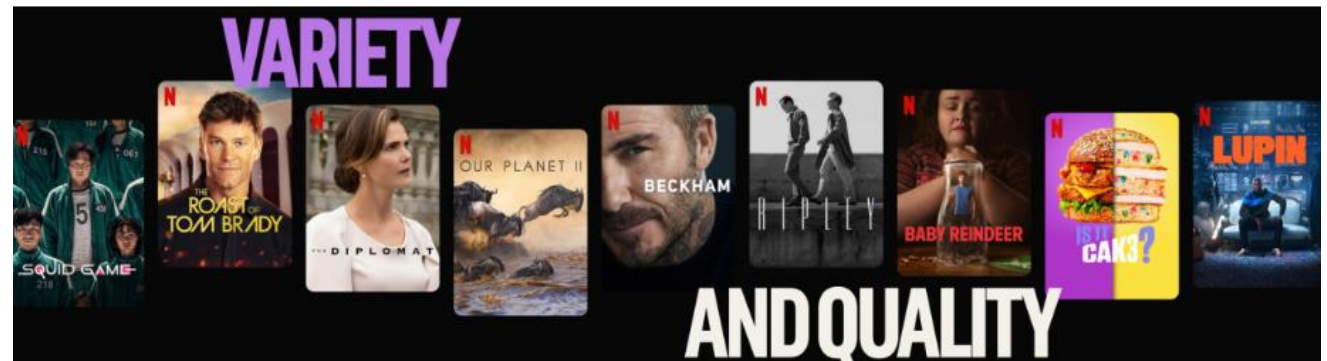
**Budget:** \$50,000

**Flight:** January 13<sup>th</sup> – March 30<sup>th</sup> 2025 (1Q)

**Targeting:** Women 25-54

**Genre Targeting:** Comedy, Romance, Unscripted

**Creative:** MIY :15 second video recommended





# Sojern



Sojern leverages proprietary traveler intent data, analyzing live search and purchase signals to build hyper-targeted audiences

- Sojern builds a custom **Meeting, Incentive, Convention & Event (MICE)** audience by using their data signals to identify meeting planners based on their online behavior
  - Example targeting: Users searching for 5+ hotel rooms, for flights from 5+ travelers from different origin markets, business travel intenders
- Sojern uses Competitive Conquesting, Keyword, Behavioral, and Industry Category targeting tactics on top of these custom audiences
- Display ads will reach meeting planners in our key markets and drive to PCB's Meetings landing page

**Budget:** \$15,000

**Flight:** February 1<sup>st</sup> – March 3<sup>rd</sup> 2025 (1Q)

**Geos:** AL, FL, GA, IL, IN, KY, MO, OH, TN, TX, MS, LA

**Targeting:** Sojern custom MICE audience

**Creative:** **New creative needed!!** Display Ads for Meeting Planners



**Business Travel Intenders**  
Targeting business over leisure travelers

**Multiple Hotel Rooms**  
Travelers who searched/booked 5 or more hotel rooms

**Multiple Origins to Single Destination**  
Travelers who searched/booked for the same destination airport, with 5 or more different origin airports

**Multiple Flights**  
Travelers who searched/booked flights for 5 or more travelers

## **The Top Food & Beverage Festivals in the South**

Annual program. Article is promoted on StyleBlueprint.com for one year.

- One Co-op Sponsored Article Campaign to publish in February 2025
- Promotion through StyleBlueprint's Instagram, Instagram stories, throughout the year in daily emails, through ads on their site, on Facebook, and on Pinterest
  - 139K IG followers • 58K followers on Facebook
  - 90K followers on Pinterest (4m monthly views)
  - 210,000+ daily email subscribers • Over 3m annual readers
- Includes placement in StyleBlueprint's events calendar and monthly event roundup articles
- Limited to 20 festivals

**Budget:** \$1,950

**Flight:** February 2025 start

**Geos:** TN, TX, IL, GA, AL, FL, VA, KY, NC, CA, NY, OH, MO, MI, MS, IN, IA, AR, SC, WI

# 1Q Returning Partners: Overview

PARTNER	BUDGET	FLIGHT	DETAILS
iHeart Radio	\$3,400	2/24/25-3/31/25	Beach Forecast Radio in Columbus
VRBO USA	\$25,000	1Q	Promote US Beach Home rentals & drive bookings
TripAdvisor	\$20,000	Always On	Ownership of our Brand Channel & Traffic Drivers to the page
Spotify	\$50,000	1Q	Audio Everywhere, Video Takeover, Sponsored Sessions
Pandora	\$162,500	Always On	Radio Station, Sponsored Listening, Podcasts
Southern Living	\$301,187	January-March	UNwined Package: Print & Digital <i>(total here is for Jan-Mar only)</i>

Southern Living





Chasin' the SUN

# Chasin' the Sun



Elevate promotion of the series by reaching anglers across social media & YouTube

## Social Media

- **Budget: \$16,000** (\$6K more than 2024)
  - \$8K to Likes Campaign
  - \$8K to Traffic Campaign
- **Flight:** January 1<sup>st</sup> – 31<sup>st</sup>, 2025
- **Creative:** Video (*will there be new video this year?*)

## YouTube – NEW!

- **Budget:** \$15,000
- **Flight:** January 1<sup>st</sup> – 31<sup>st</sup>, 2025
- **Creative:** Video (*will there be new video this year?*)
- Utilize the video asset in a new channel
- YouTube allows us to align closest with the angler audience through its targeting options:
  - Audiences showing in-market intent for: Fishing Equipment & Boats & Watercraft
  - Boating & Sailing Enthusiasts
  - Keyword targeting
  - YouTube channels related to fishing



Always on tactics



# MIY Always On Tactics 1Q25

MIY was scaled back in 4Q24. In 1Q25 we are bringing back YouTube, Pre-roll, OTT, and Podcasts.



Programmatic Display

\$40K  
Always On




Retargeting Display

\$12,500  
Always On




Programmatic Pre-Roll

\$25K  
Always On



Streaming TV  
(OTT/CTV)

\$85K  
Always On



YouTube

YouTube

\$25K  
Always On



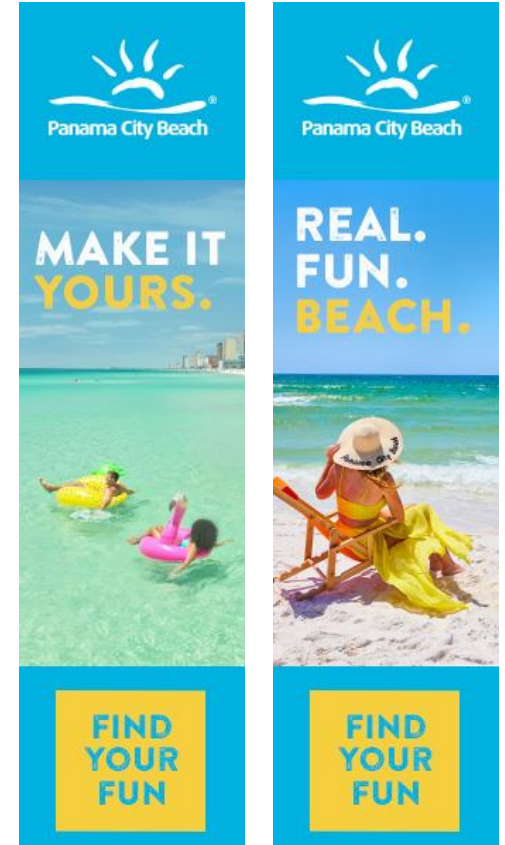
Podcasts

\$50K  
Always On

# Competitive Conquesting: 1Q25

- Increased spend in Display and Social Media in 1Q25 (as compared to 4Q)
- Adding YouTube in Q125
- Adding new vendor, Epsilon, to reach people who stayed at a competing destination 6+ months ago and may be ready to book another beach trip

TACTIC	BUDGET	FLIGHT
Display	\$35,000	Always On
Pre-Roll	\$30,000	Always On
YouTube	\$40,000	Always On
OTT	\$35,000	Always On
Social Media	\$50,000	Always On
Epsilon	\$50,000	Feb – March
<b>TOTAL SPEND</b>	<b>\$240,000</b>	



# Weddings: 1Q25

Reach people at the beginning of their wedding planning journey to drive destination wedding decisions

We are starting our Wedding campaign earlier to catch brides just before the holiday and Valentine's Day proposals

The Knot runs through January and will re-use last year's creative (since it will be reaching new brides)

TACTIC	BUDGET	FLIGHT
The Knot	\$60,000	Oct-Jan
Facebook and IG	\$20,000	Dec-Feb
Pinterest	\$20,000	Mar-May
<b>TOTAL SPEND</b>	<b>\$100,000</b>	





1Q25 Paid Social

# Paid Social: 1Q25

In 1Q25, we have increased the budget for Chasin’ the Sun and are starting the Facebook and Instagram Weddings campaigns a month earlier than in 2024. The Double Red Flags and Beach Safety campaigns will restart in March.

CAMPAIGN	BUDGET	FLIGHT	NOTES
<b>MIY</b>	\$60,000	Always On	
<b>Likes</b>	\$15,000	Always On	
<b>Visitor’s Guide</b>	\$15,000	Always On	
<b>Event Carousel</b>	\$15,000	Always On	
<b>Pinterest</b>	\$35,000	Always On	
<b>Competitive Conquesting</b>	\$50,000	Always On	
<b>Chasin’ the Sun</b>	\$16,000	January	4 weeks in Jan and again in April, added \$6k in Q1
<b>Winter Residents</b>	\$13,333	March 1 <sup>st</sup> – March 31 <sup>st</sup>	6-week total flight (4 weeks in Q1) Capturing WR at the end of their trip, impacting their booking for next year
<b>FB/IG Weddings</b>	\$13,333	January – February 2025	Started in Dec, a month earlier than FY24, and runs through Feb
<b>Pinterest Weddings</b>	\$6,667	March 2025	Runs March through May 2025
<b>Mardi Gras</b>	\$10,000	January 20 <sup>th</sup> – February 15 <sup>th</sup>	Always On Markets & PCB
<b>UNwined</b>	\$55,000	January 20 <sup>th</sup> – March 29 <sup>th</sup>	Always On Markets & PCB
<b>Valentine’s Day</b>	\$10,000	January 20 <sup>th</sup> – February 14 <sup>th</sup>	
<b>DRF</b>	\$10,000	March 1 <sup>st</sup> – 31 <sup>st</sup>	<i>*only live when DRF are up</i>
<b>Beach Safety</b>	\$6,000	March 1 <sup>st</sup> – 31 <sup>st</sup>	
<b>TOTAL SPEND</b>	<b>\$374,928</b>		

# 1Q25 Media Mix

## OVERALL

CHANNEL	PLANNED BUDGET
Digital	\$542,950
Social Media	\$374,928
Radio <i>(Pandora, Spotify, Local/Event)</i>	\$301,585
TV <i>(Regional, OTT, Local/Event)</i>	\$432,286
Print <i>(includes Meredith Production Fee)</i>	\$315,349
OOH	\$53,674
<b>TOTAL 1Q25</b>	<b>\$2,020,772</b>

## BY CAMPAIGN

CAMPAIGN	PLANNED BUDGET
MIY	\$942,027
Pulse & Events <i>(includes Meredith Prod Fee \$75K)</i>	\$479,160
Regional Support	\$253,400
Competitive Conquesting	\$240,000
Winter Residents	\$20,000
DRF/Beach Safety	\$19,000
Sales/Sports	\$53,635



Thank you!

# VISIT FLORIDA Triumph Campaign

Final Assets

# Northwest Florida Beaches

Northwest Florida Tourism Council 8-county region connected to each other by the Gulf of Mexico

- Position NWFL Beaches as the premier region for natural beach adventure within the United States
- Diversify Tourism
- Elevate positive economic and environmental impact of visitation

## **Bring Adventure to Life**

Thanks to grant funds from BP, Visit Florida has been awarded a 3-year Triumph Gulf Coast grant to expand and promote Northwest Florida Beaches through the Adventure within Reach brand.

13.5 million to be spent through 12/31/26 for the Region

\*Additionally each county receives dedicated dollars to customize a campaign

## **Grant Goals:**


- Open Origin markets that expand the DMO's Core efforts
- Create consumer demand for family visitation in the spring and fall – beyond the typical summer beach experience







# Digital Banners

VISIT **FLORIDA** | NORTHWEST  **FLORIDA BEACHES**

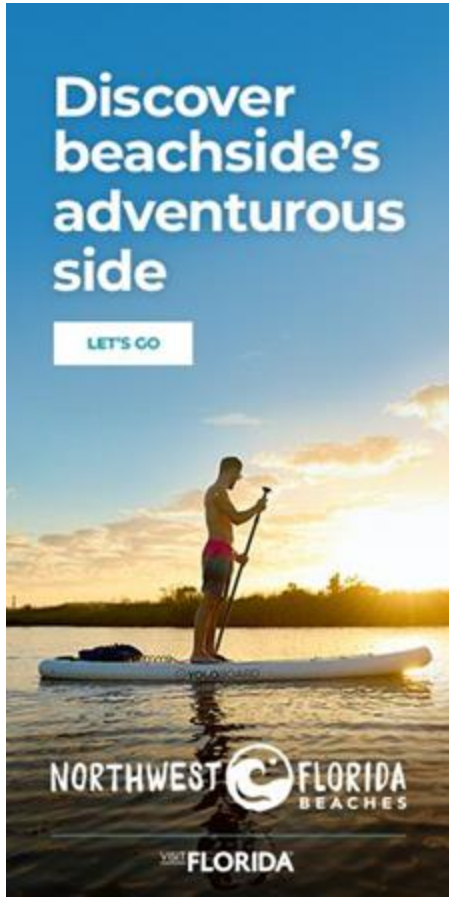
# Digital Media Plan

Partner	Description/Tactic	Impressions	2025														Total Cost per Line Item	Total Cost
			January				February				March				April			
			6	13	20	27	3	10	17	24	3	10	17	24	27	7		
<i>Sojern</i>	Online Video - Includes Toronto	4,117,647	[Purple bars]														\$70,000	\$220,000
	Display	5,555,556	[Orange bars]														\$50,000	
	CTV	2,631,579	[Purple bars]														\$100,000	
<i>Teads</i>	Social Display - Includes Toronto	3,437,500	[Light Orange bars]														\$55,000	\$55,000
<i>Ad+Genuity</i>	Display	4,444,444	[Orange bars]														\$40,000	\$102,000
	OLV	3,647,059	[Purple bars]														\$62,000	
<i>Amazon</i>	CTV	3,750,000	[Purple bars]														\$150,000	\$180,000
	Retargeting Display	4,285,714	[Orange bars]														\$30,000	
<i>Cadent</i>	Addressable TV	5,416,667	[Blue bars]														\$325,000	\$325,000
		37,286,166															\$ 882,000.00	\$ 882,000.00



STATIC

VI - Paddleboarding





STATIC  
V2 - Kayaking

Discover beachside's adventurous side

LET'S GO

NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A vertical banner with a blue background. The top half features the text "Discover beachside's adventurous side" in white. Below this is a white button with "LET'S GO" in blue. The bottom half shows a man and a woman kayaking on a river. At the bottom, the "NORTHWEST FLORIDA BEACHES" logo and "VISIT FLORIDA" are displayed.

Discover beachside's adventurous side

NORTHWEST FLORIDA BEACHES

LET'S GO

FLORIDA

A horizontal banner with a blue background. The top half features the text "Discover beachside's adventurous side" in white. Below this is the "NORTHWEST FLORIDA BEACHES" logo and a white button with "LET'S GO" in blue. At the bottom, the "FLORIDA" logo is displayed. The background image shows two people kayaking on a river.

Discover beachside's adventurous side

LET'S GO

NORTHWEST FLORIDA BEACHES

FLORIDA

A horizontal banner with a blue background. The top half features the text "Discover beachside's adventurous side" in white. Below this is a white button with "LET'S GO" in blue. The bottom half shows the "NORTHWEST FLORIDA BEACHES" logo and the "FLORIDA" logo. The background image shows two people kayaking on a river.

Explore the NORTHWEST FLORIDA BEACHES

FLORIDA

A teal banner with white text. It reads "Explore the NORTHWEST FLORIDA BEACHES" followed by the "FLORIDA" logo.

Explore the NORTHWEST FLORIDA BEACHES

FLORIDA

A teal banner with white text. It reads "Explore the NORTHWEST FLORIDA BEACHES" followed by the "FLORIDA" logo.

Discover beachside's adventurous side

NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

LET'S GO

A large horizontal banner with a blue background. The top half features the text "Discover beachside's adventurous side" in white. Below this is the "NORTHWEST FLORIDA BEACHES" logo, the "VISIT FLORIDA" logo, and a white button with "LET'S GO" in blue. The background image shows two people kayaking on a river.

STATIC  
V3 - Fishing

Discover beachside's adventurous side

LET'S GO

NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A vertical banner with a blue background. The top half contains the text 'Discover beachside's adventurous side' in white, with 'LET'S GO' in a white box below it. The bottom half shows a photograph of three people walking on a wooden pier. At the bottom, the 'NORTHWEST FLORIDA BEACHES' logo and 'VISIT FLORIDA' are displayed.

Discover beachside's adventurous side

LET'S GO

NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A horizontal banner with a blue background. The top half contains the text 'Discover beachside's adventurous side' in white, with 'LET'S GO' in a white box below it. The bottom half shows a photograph of three people walking on a wooden pier. At the bottom, the 'NORTHWEST FLORIDA BEACHES' logo and 'VISIT FLORIDA' are displayed.

Discover beachside's adventurous side

LET'S GO

NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A wide horizontal banner with a blue background. The top half contains the text 'Discover beachside's adventurous side' in white, with 'LET'S GO' in a white box below it. The bottom half shows a photograph of three people walking on a wooden pier. At the bottom, the 'NORTHWEST FLORIDA BEACHES' logo and 'VISIT FLORIDA' are displayed.

Explore the NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A teal banner with the text 'Explore the NORTHWEST FLORIDA BEACHES' and the 'VISIT FLORIDA' logo.

Explore the NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A teal banner with the text 'Explore the NORTHWEST FLORIDA BEACHES' and the 'VISIT FLORIDA' logo.

Discover beachside's adventurous side

LET'S GO

NORTHWEST FLORIDA BEACHES

VISIT FLORIDA

A large horizontal banner with a blue background. The top half contains the text 'Discover beachside's adventurous side' in white, with 'LET'S GO' in a white box below it. The bottom half shows a photograph of three people walking on a wooden pier. At the bottom, the 'NORTHWEST FLORIDA BEACHES' logo and 'VISIT FLORIDA' are displayed.



Animated - 160x600



Have a  
paddleboard  
day

LET'S GO



NORTHWEST  FLORIDA  
BEACHES

VISIT FLORIDA

Have a  
beach  
day

LET'S GO





NORTHWEST  FLORIDA  
BEACHES

VISIT FLORIDA

Have a  
fishing  
day

LET'S GO



NORTHWEST  FLORIDA  
BEACHES

VISIT FLORIDA

Have a  
snorkel  
day

LET'S GO





NORTHWEST  FLORIDA  
BEACHES

VISIT FLORIDA

Discover  
beachside's  
adventurous  
side

LET'S GO



NORTHWEST  FLORIDA  
BEACHES


VISIT FLORIDA




Animated - 300x600

Have a beach day

LET'S GO





NORTHWEST  FLORIDA BEACHES

VISIT FLORIDA

Have a paddleboard day

LET'S GO





NORTHWEST  FLORIDA BEACHES

VISIT FLORIDA

Have a fishing day

LET'S GO





NORTHWEST  FLORIDA BEACHES

VISIT FLORIDA

Have a snorkel day

LET'S GO



NORTHWEST  FLORIDA BEACHES

VISIT FLORIDA

Discover beachside's adventurous side

LET'S GO



NORTHWEST  FLORIDA BEACHES

VISIT FLORIDA

Animated - 970x250







# Paid Social

In addition to core videos



# Paid Social Media Plan

Initiative	Platform	IO Gross Total	% Total
Triumph NWFL Regional Awareness Campaign	FB/IG	\$264,600.00	45.0%
	YT	\$176,400.00	30.0%
	PN	\$147,000.00	25.0%
	<b>Gross Total</b>	<b>\$588,000.00</b>	<b>100.0%</b>

Platform	Phase	Start Date	End Date	Social Budget	Est. Results
Meta	FY25 Pulse	1/13/2025	4/15/2025	\$245,000.00	+13M Impressions
YouTube	FY25 Pulse	1/13/2025	4/15/2025	\$163,333.33	+2.5M Views
Pinterest	FY25 Pulse	1/13/2025	4/15/2025	\$68,055.56	+4M Impressions
		1/13/2025	4/15/2025	\$68,055.56	+20k Pin Clicks
<b>Grand Total</b>				<b>\$544,444.44</b>	

- Primary Markets (60%): Chicago, Cincinnati, Detroit, Indianapolis, Minneapolis
- Secondary Markets (25%): Toronto (+50mi) (City)
- Long Term Market of Interest (15%): New York

# Discover Another Side

Teads  
Stories  
Display  
Vertical



F1 – PCB Conservation Park  
Image - [Dylan Johnston Link](#)



F2 – Morrison Springs  
Image - [Sam \(Shadow Shooter\) Link](#)



F3 – Destin  
Image - [Box Link](#)



F4 – Topsail Hill State Park  
Image -



# Local Rules

**Copy :** Discover Northwest Florida like a local





META

STORIES


## Local Rules cont.

Copy : Discover Northwest Florida like a local

### Local Rules

Always wanted to learn how to snorkel? Well, now is the time. Head down to St. Andrews State Park for beginner lessons in the kiddie pool lagoon.

📍 St Andrews State Park



NORTHWEST FLORIDA BEACHES

### Local Rules

Fish all weekend at Topsail Hill State Park! Whether you're after redfish, flounder, or just the perfect peaceful escape, this slice of Florida's panhandle paradise is worth every cast.

📍 Topsail Hill State Park



NORTHWEST FLORIDA BEACHES

### Local Rules

For a seamless and scenic kayaking adventure, head to Morrison Springs. Reserve your kayak in advance, and be sure to pack snorkel gear, snacks, and sunscreen!

📍 Morrison Springs



NORTHWEST FLORIDA BEACHES

### Local Rules

Feel the wind, take in the views, and leave no trail unexplored. Santa Rosa Beach offers bike rentals and endless scenic routes for the ultimate beachside adventure.

📍 Santa Rosa Beach



NORTHWEST FLORIDA BEACHES

# Public Relations



# Public Relations

- **Content Creator Individual Press Trips - Approx. 4**
  - All counties will be covered on at least one CC IPT
  - Olga Valentin - @mini.jetsetter - Franklin & Wakulla - Completed
  - Currently in the planning process for 3
- **Media Individual Press Trip - Approx. 4**
  - All counties will be covered on at least one media IPT
  - Currently in the planning process
- **Multimedia Interview Tour - 10 interviews**
  - Currently working on messaging for potential questions
  - Confirmed Spokesperson: Adventure Travel Expert Kinga Phillips
- **Multimedia Integrations**
  - While earned first will be our approach, we have budget set aside for paid multimedia interview integrations as well



mini.jetsetter  
Paid partnership  
Mini Jetsetter x Franklin County

mini.jetsetter Comment GUIDE for Kid-Friendly Itinerary

AD | If you're looking for a Florida trip with kids that's NOT just theme parks and in-laws, let me tell you about Franklin County—a hidden gem along Florida's Forgotten Coast that's perfect for families @forgottencoast

APALACHICOLA  
This quirky, charming little town is an absolute gem! Apalachicola is full of unique coffee shops, local boutiques, and a relaxed, family-friendly vibe.

Don't miss:

- Apalachicola Chocolate & Coffee : Perfect stop for coffee and baked goods 🍰
- The Old Time Soda Fountain: Step back in time with marble counters, swivel stools, and checkered floors while sipping on sodas, phosphates, or milkshakes. Nostalgic must-do! 🍹
- Watercraft Brewing: Laid-back brewery spilling onto the sidewalk with a chill, family-friendly atmosphere 🍺

WHERE TO STAY  
We stayed at the Water Street Hotel & Marina in a spacious 2-bedroom suite with a full kitchen, two bathrooms, washer + dryer and private veranda overlooking the river. The sunsets

mini.jetsetter  
Paid partnership  
Mini Jetsetter x Wakulla County

mini.jetsetter Northwest Florida Itinerary with Kids

AD | My mom and I just took the kids on a trip to Northwest Florida in partnership with @visitflorida, and our first stop was Wakulla County @visitwakulla - truly one of the coolest hidden gems we've ever explored!

WHERE TO STAY  
We stayed at The Lodge at Wakulla Springs, a stunning 1930s retreat surrounded by pristine forest and crystal-clear springs. This place is packed with charm—think vintage decor, cozy rooms, and an unbeatable location right next to one of the largest springs in the world! @lodgearwakulla

In all the times I've been to Florida, I've never seen manatees so waking up to dozens of manatees swimming in the springs was just magic! 🐬

EXPLORING THE SPRINGS  
We started with the Jungle Cruise Boat Tour, where we got to explore more of the springs and see the gorgeous moss-covered trees that looked like they're floating on water. We spotted alligators, manatees, and so much wildlife—it legitimately felt like a nature documentary!

SOUTHERN FOOD AT THE LODGE



An underwater photograph showing a vibrant coral reef. The water is clear and blue, with sunlight filtering through. Large, textured rocks are visible on the left side, and various types of coral and marine life are scattered throughout the scene.

# THANK YOU