

PANAMA CITY BEACH | BOARD MEETING

NOVEMBER 13, 2018



WHAT WE WILL SHARE TODAY

POST-THANKSGIVING APPROACH

WHAT WE BELIEVE

MESSAGING STRATEGY

TIMELINE | ECOSYSTEM

CREATIVE AND MEDIA STRATEGY

CREATIVE EXAMPLES

SPORTS COMPLEX LOGO OPTIONS

SELECTED CONCEPTS

OUR MISSION

Leveraging Panama City Beach strengths to amplify our message in a way that feels unexpected and builds community after the impacts of Hurricane Michael.

WHAT WE WANT TO ACCOMPLISH

Engage our PCB fans in a way that drives advocacy.

Build an organic experience that connects our locals with visitors.

Develop more insights about fans while transitioning to **MAKE IT YOURS 2.0**.

BUILDING OUR STORY



OUR MESSAGE

In times of need, our sense of belonging and passion for what we feel is “ours” awakens, and we feel a sense of shared community with a destination we all love.

Truth is, whether a tourist or local, we have a common belief:
PCB is a passion worth sharing.

HOW DO WE DELIVER ON THIS IDEA TO OUR AUDIENCES?

FOR LOCALS

Their roots belong in PCB, and no one can take that away.

FOR VISITORS

This community is their home away from home, where memories are built and connections happen everywhere they go.

OUR MESSAGE INSPIRES

PURPOSE: Highlight shared values between Panama City Beach and audience: empathy, supportive, caring, uplifting.

PRIDE: Make the audience feel proud and inspired to be part of this initiative. Inspire them to contribute to something bigger.

PARTNERSHIP: Be a facilitator, not a hero. Our brand should enable community togetherness and make the audience feel this is a collective effort.

PARTICIPATION: Make the audience feel assured this place is still here. Make them eager to come and participate. Instill confidence.

PERSONALIZATION: Make the audience feel they are the owners of the initiative so that the effort grows in an organic way.

TIMELINE | ECOSYSTEM



INSPIRATIONAL

GOAL: LOCAL ACTIVATION

Use real situations to bring our messaging to life.

Our narrative needs to be through the local lens.

Use social media to amplify message, collect UGC and create real-time moments among local communities.

Use local influencers to engage and motivate the community to participate.

ENGAGEMENT

GOAL: KEEP PCB TOP OF MIND

Use inspirational messaging to encourage visitors to start planning their spring and summer vacations.

ACTIVATION

GOAL: ENGAGING PCB ENTHUSIAST IN KEY MARKETS

Create a multichannel campaign that speaks about how PCB enthusiasts have made this destination their own.

Create a network of those who love PCB by hosting events and social media meet-ups.

When PCB is ready to be promoted again, choose a group of PCB enthusiasts to be the first to come back and experience the destination.

CREATIVE APPROACH



TIMELINE | FROM UGC TO MAKE IT YOURS

INSPIRATIONAL

ENGAGEMENT

ACTIVATION

THANKSGIVING
BEACH HOME FOR THE HOLIDAYS

DECEMBER

JANUARY

FEBRUARY

MARCH

THANKSGIVING
GIVING THANKS
PAID SOCIAL

REAL PCB
TUNE IN TO CURRENT
UPDATES FROM LOCALS

SOCIAL | PAID MEDIA
ENCOURAGING TO
SUBMIT
YOUR PCB
IMAGES, VIDEOS
AND STORIES

SOCIAL | PAID MEDIA
EDITORIAL PLATFORMS
HOW DO YOU PCB?

DRIVE TO MICROSITE

MICROSITE | **MY PCB**

DISPLAY/PRE-ROLL
PLAN AHEAD

MICROSITE PLATFORM

UGC UGC UGC UGC

INTRODUCE PROFILES OF PCB
LOYALISTS
USING REAL PEOPLE

PCB LOCAL DRIVING
MARKET FLYING
MARKET

DISPLAY/PRE-ROLL | **PLAN NOW**

SOCIAL MEDIA
PAID AND ORGANIC
MEDIA USING UGC
HOW DO YOU PCB BY ____

CAROUSEL/EXPERIENCES

VIDEOS

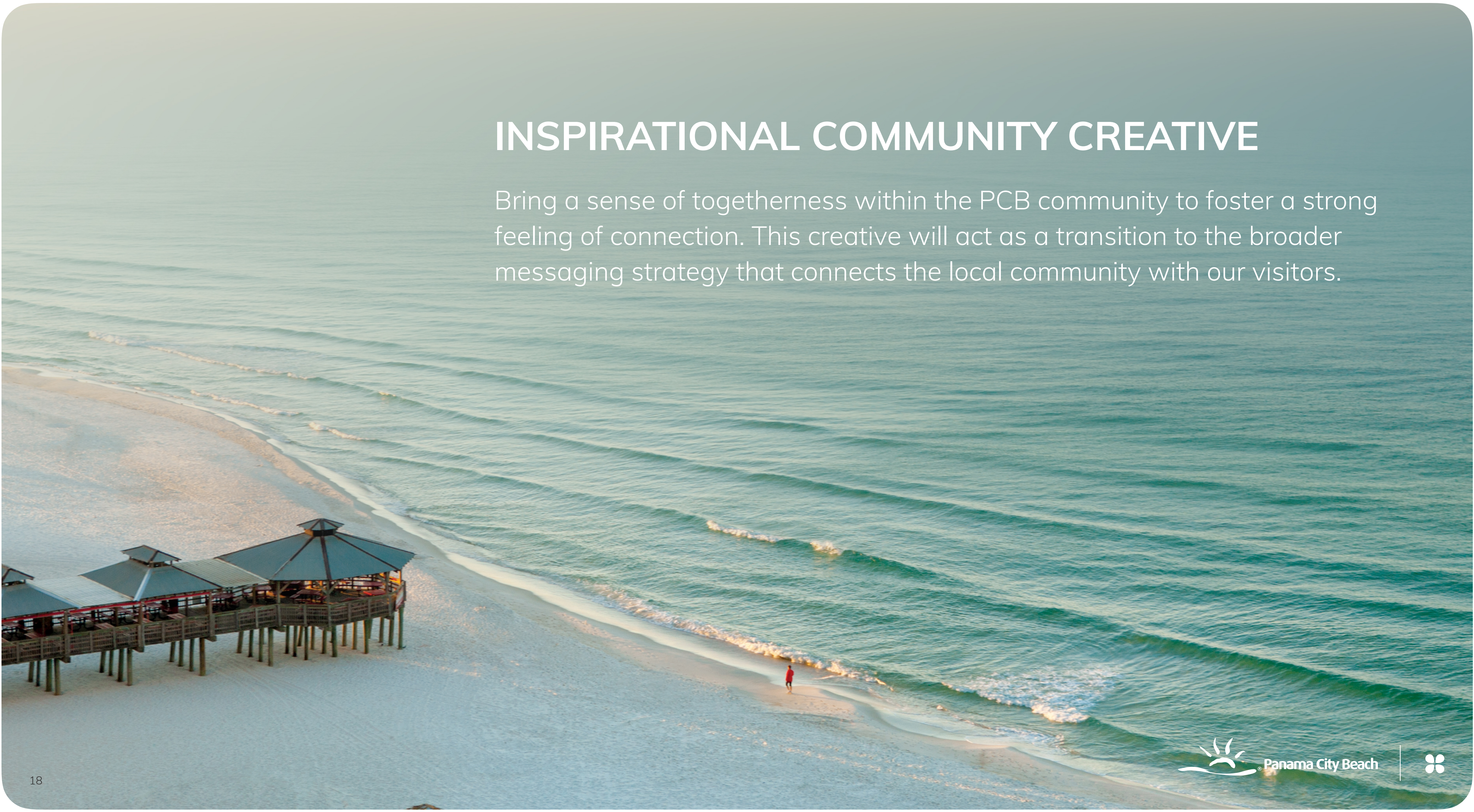
IG STORIES

INTRODUCE EVOLUTION OF
MAKE IT YOURS
REFRESHED CREATIVE
WITH PCB LOYALISTS
LEADING THE WAY



INSPIRATIONAL COMMUNITY CREATIVE

Bring a sense of togetherness within the PCB community to foster a strong feeling of connection. This creative will act as a transition to the broader messaging strategy that connects the local community with our visitors.

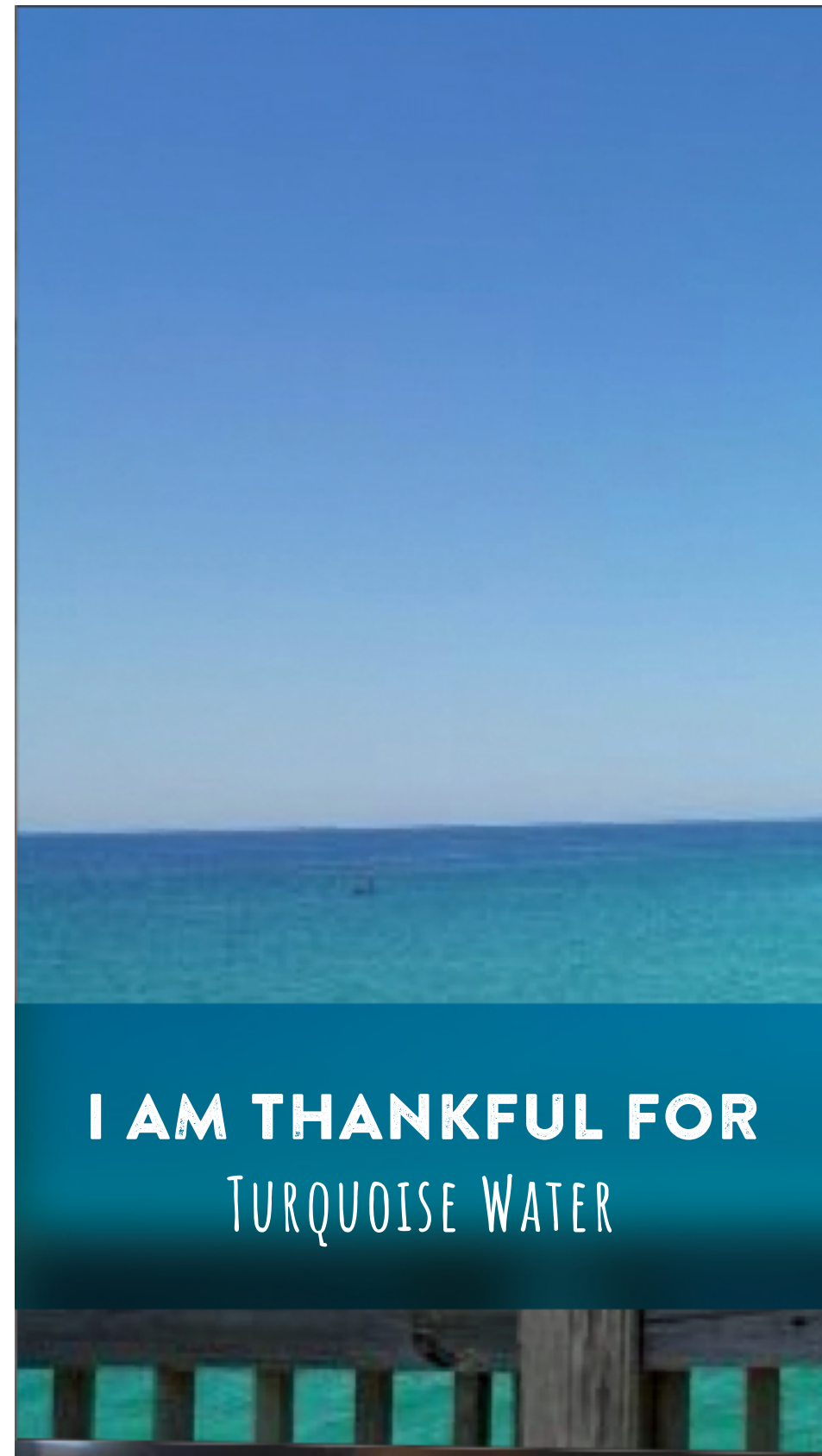


THANKSGIVING | GIVING THANKS ALONG THE GULF PAID SOCIAL

This video will feature quick cuts of real people at PCB, capturing their authentic gratitude. We see passionate locals and loyal visitors give their thanks — from something as simple as having turquoise water to the fact that everyone in the community has come together.



LOCAL RESTAURANT OWNER
PAN TO SHOW VISITORS

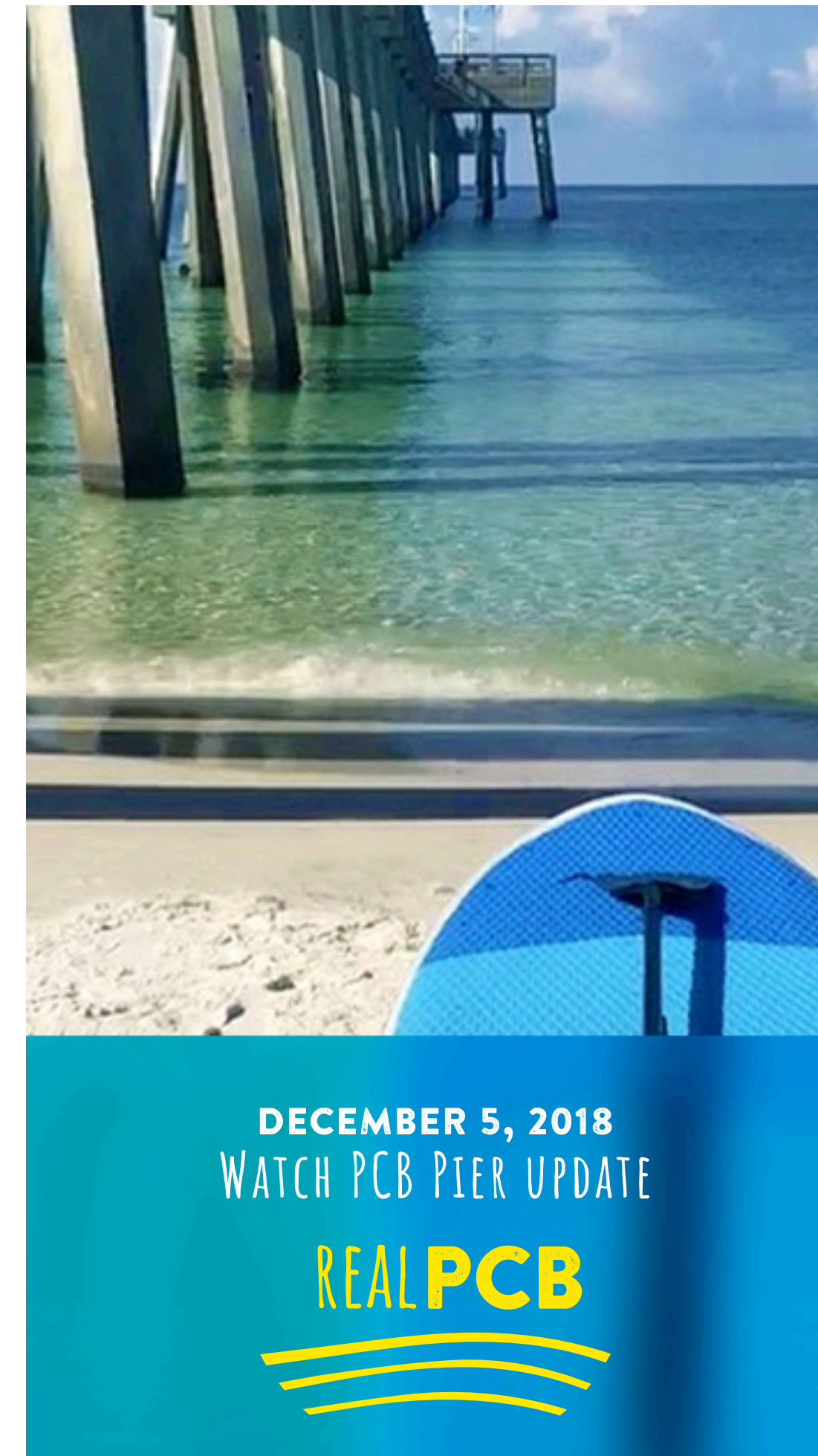
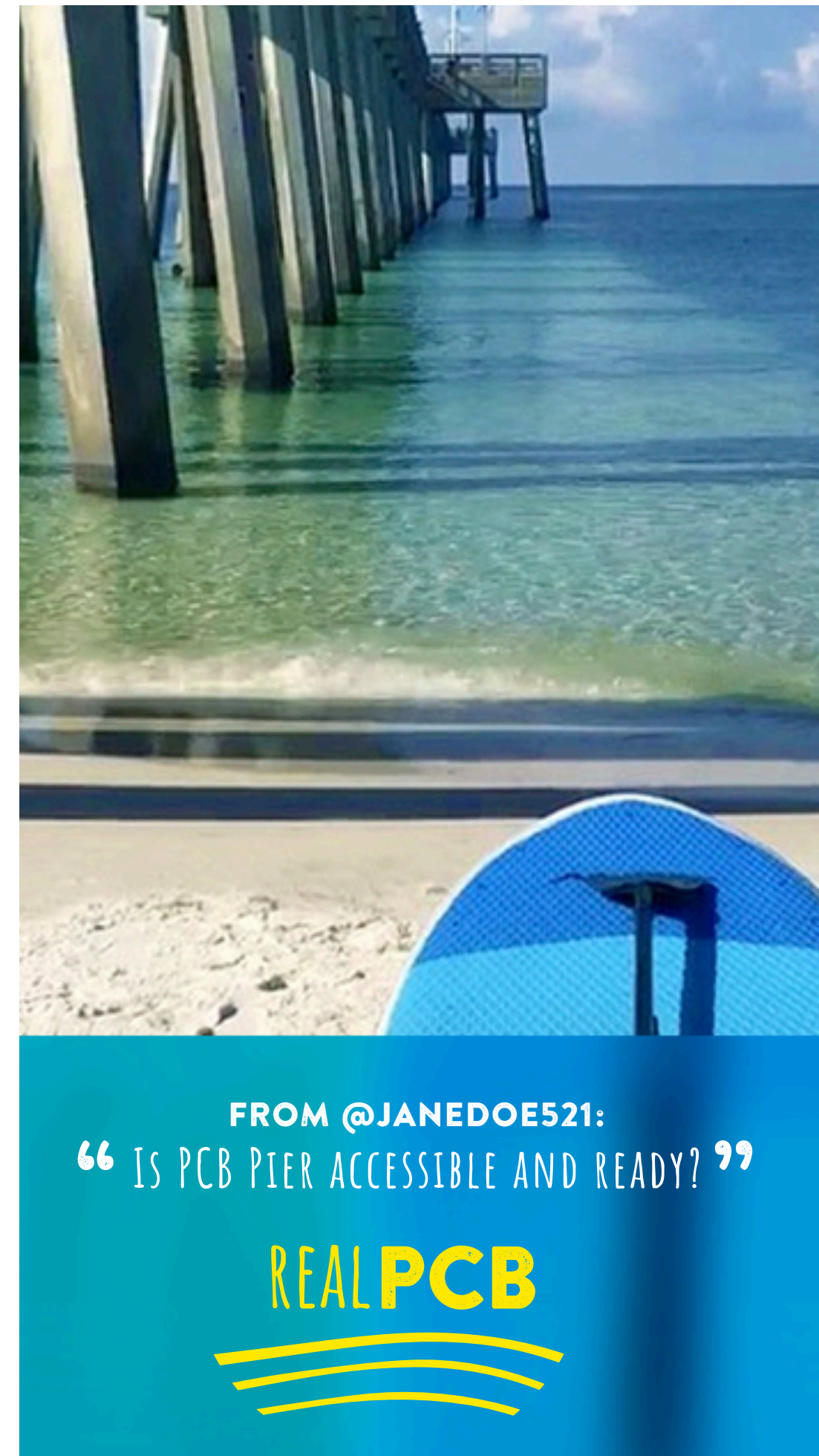


WINTER RESIDENT ON THE PCB PIER
PAN TO THE BEAUTIFUL GULF WATER



REAL PCB | TUNE IN TO CURRENT UPDATES WITH PCB LOCALS

REAL PCB will capture real footage of the current PCB conditions. We will bring out the most recent questions from the social media engagement and give the locals an opportunity to show the real footage of PCB.



HOW DO YOU PCB?

To solicit UGC content that our loyal fans have created, we will launch a social media campaign leading the users to a microsite to submit their images, videos and stories of PCB.



HOW DO YOU PCB? | IG STORIES AD

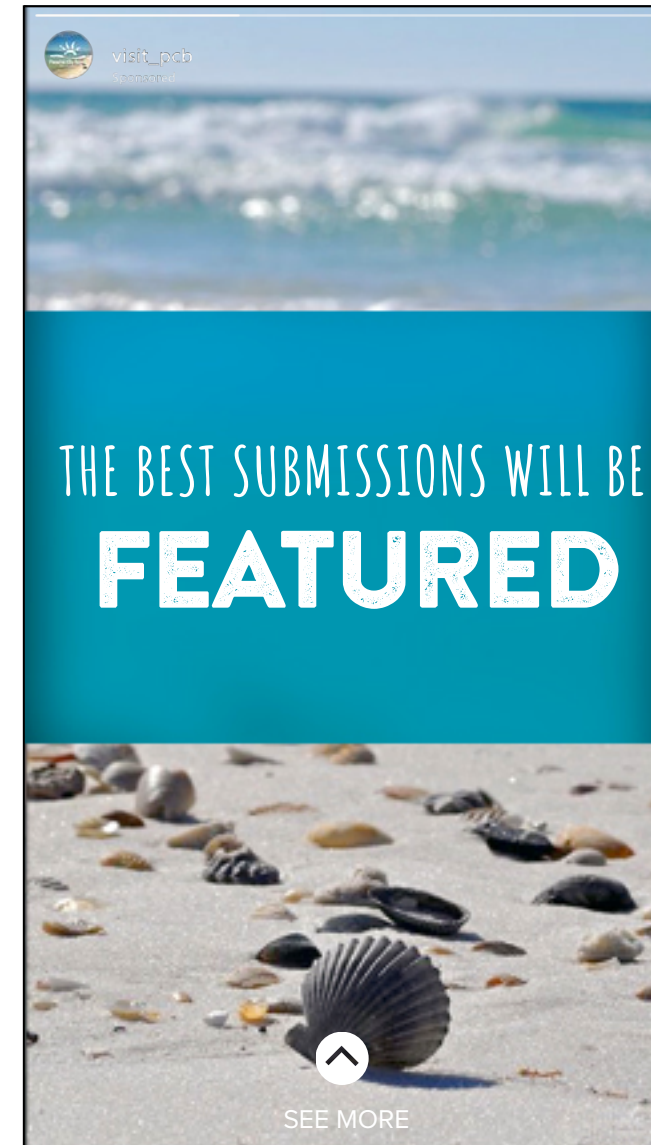
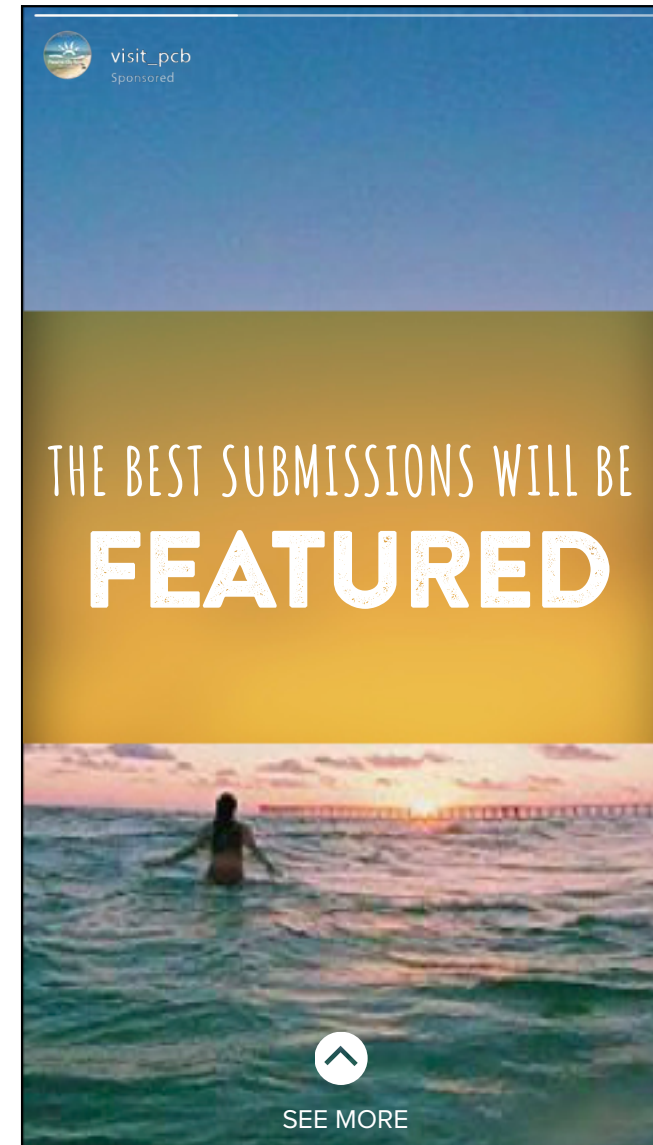
This IG Stories video ad will bring the best UGC imagery as examples of submissions and drive the users to the microsite.



ANNOUNCE UGC CAMPAIGN



CYCLE THROUGH EXAMPLES OF USER GENERATED TYPE CONTENT



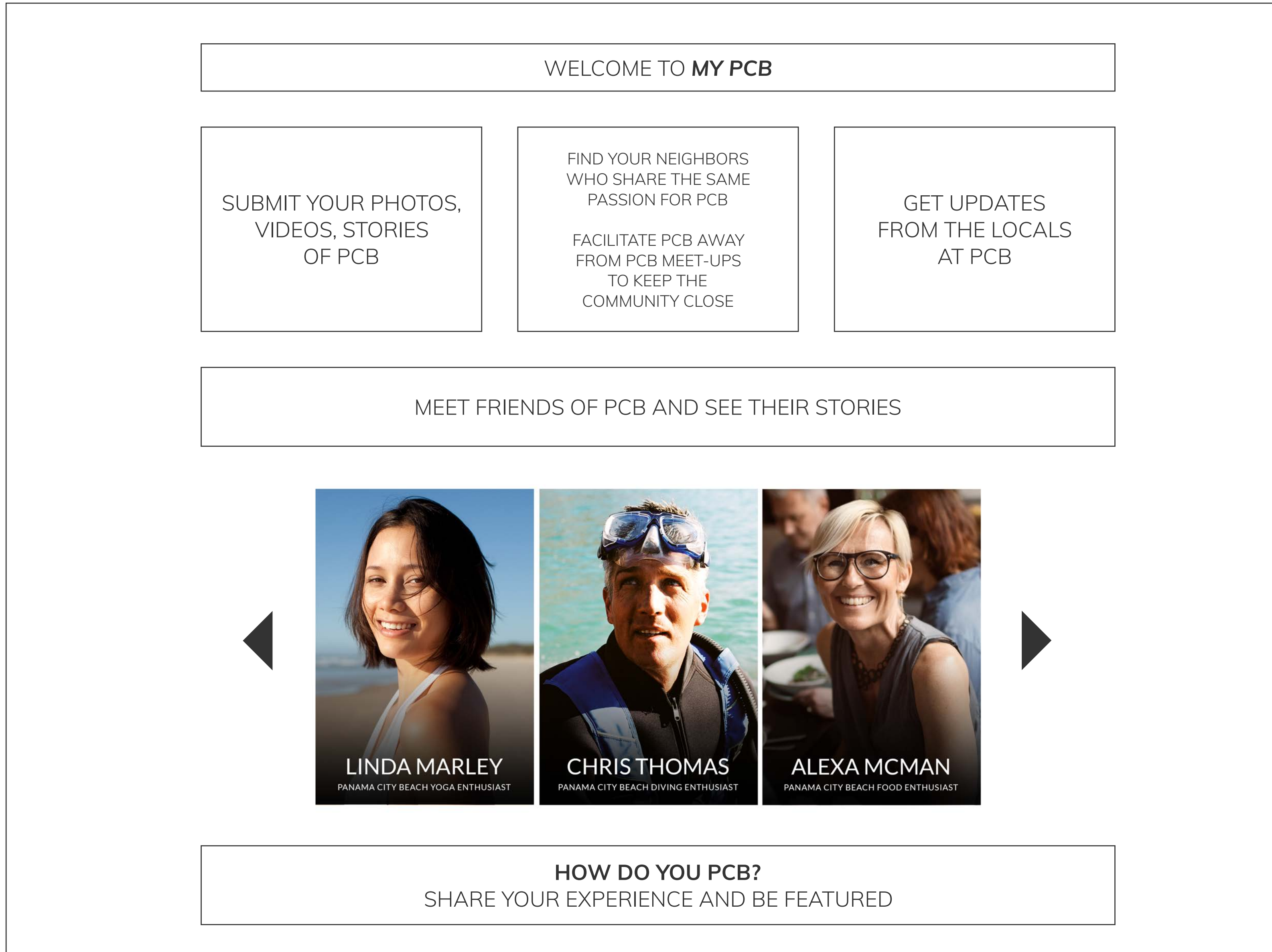
SWIPE UP TO SUBMIT



HOW DO YOU PCB?



HOW DO YOU PCB | MICROSITE



Continue building a strong sense of PCB community by introducing **My PCB** microsite, where everyone can share their best memories of PCB, exchange stories, and connect with people in their area to extend those connections beyond their time spent at PCB.

Example:

<https://yourshot.nationalgeographic.com>

- PCB Loyalists
- Friends of PCB
- PCB Passionistas
- PCB Passionate



PLAN AHEAD

Reflect on memories, keep PCB top of mind,
remind everyone to plan ahead for spring.

PLAN AHEAD | PREROLL

JANUARY



FEBRUARY



PLAN AHEAD | DISPLAY | STATIC OR ANIMATED BANNERS

JANUARY



END FRAME



FEBRUARY



END FRAME



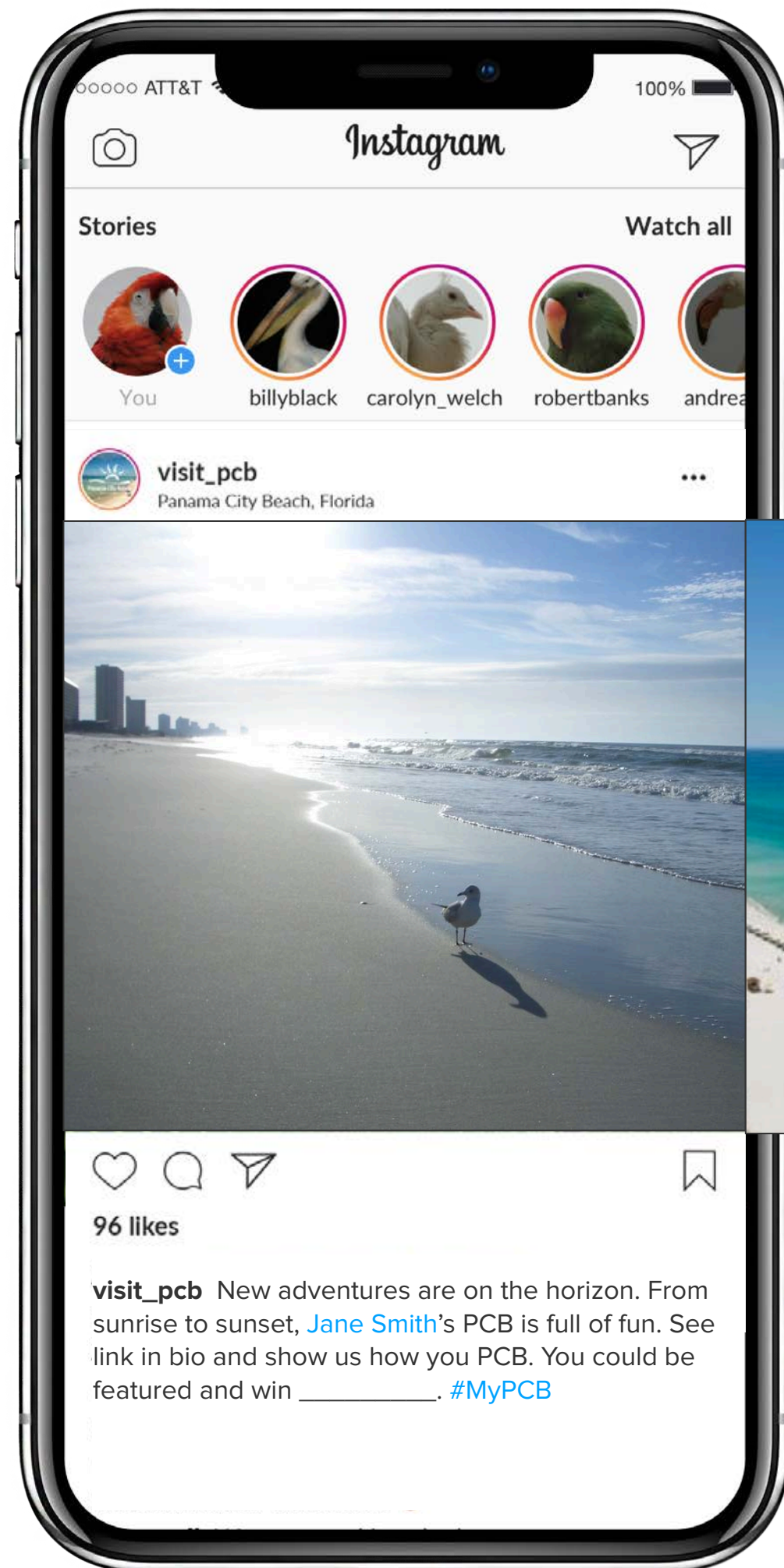
HOW DO YOU PCB?

BY: JANE SMITH

We will use user generated content to create emotional stories that are authentic and meaningful.



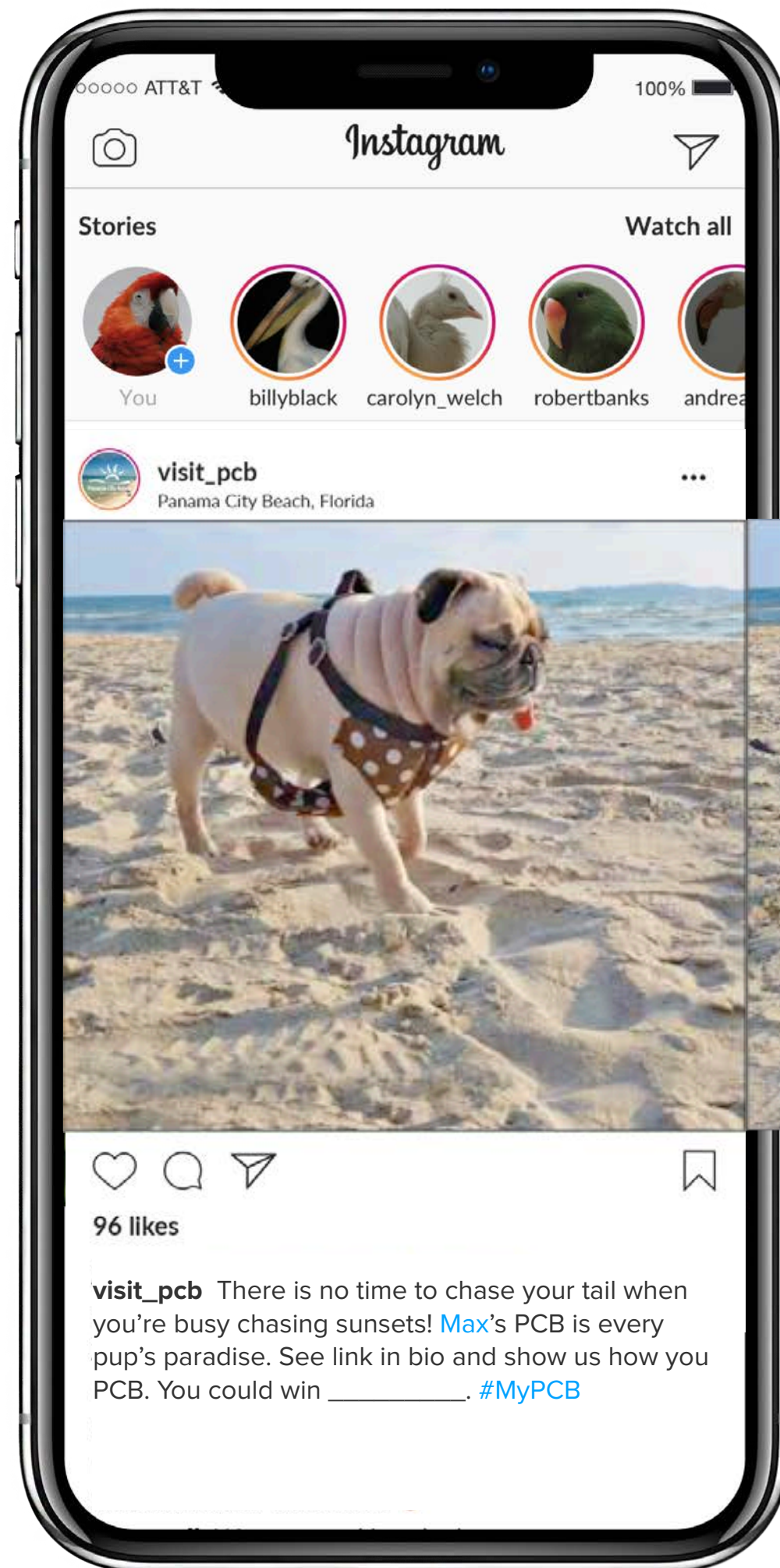
HOW DO YOU PCB | IG CAROUSEL



New adventures are on the horizon. From sunrise to sunset, [Jane Smith's](#) PCB is full of fun. See link in bio and show us how you PCB. You could be featured and win _____. [#MyPCB](#)



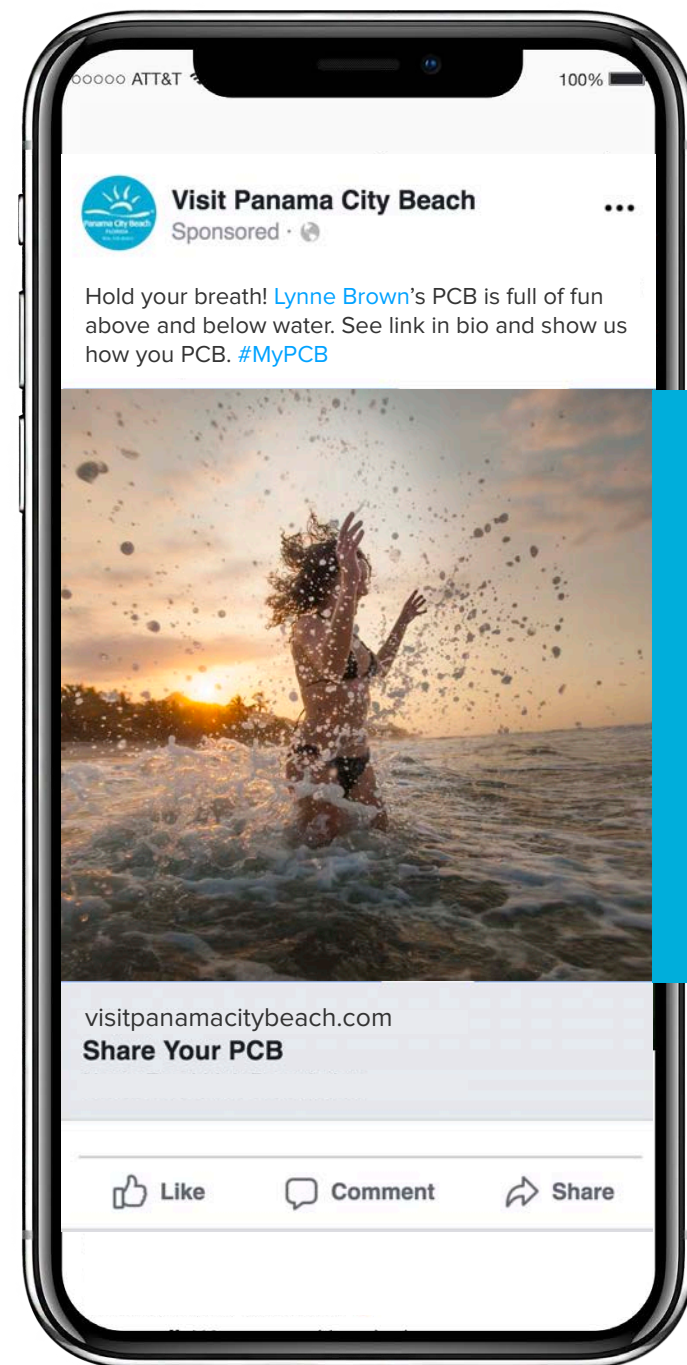
HOW DO YOU PCB | IG CAROUSEL



There is no time to chase your tail when you're busy chasing sunsets! [Max Fistel's](#) PCB is every pup's paradise. See link in bio and show us how you PCB. You could win _____. [#MyPCB](#)

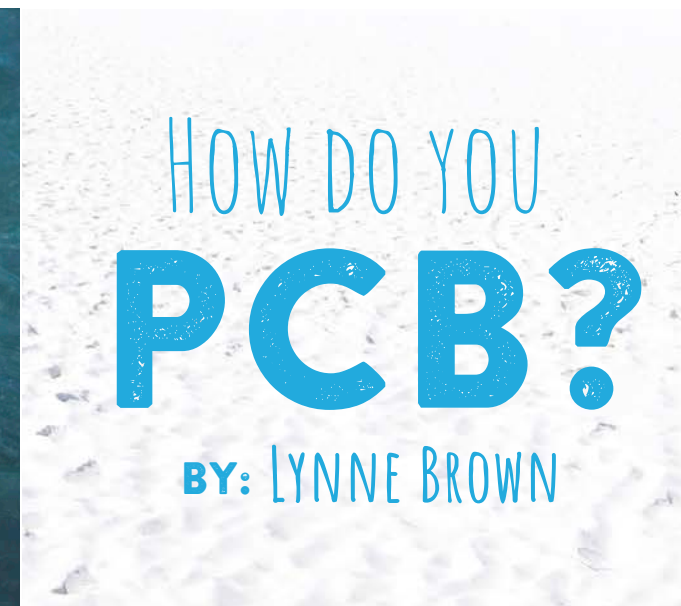
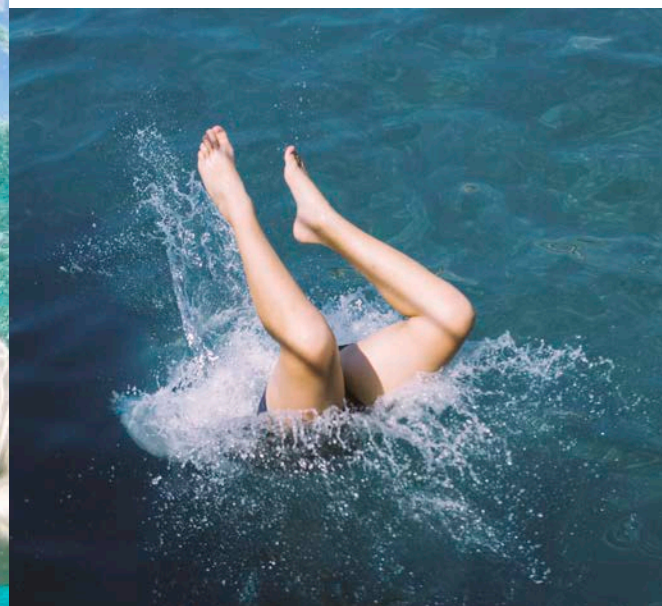
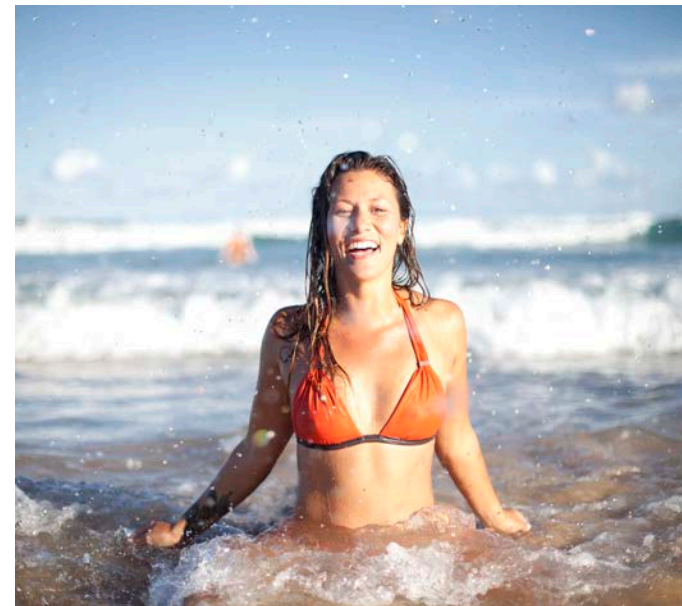


HOW DO YOU PCB | FB INSTANT EXPERIENCES



SHARE THE **MOMENT.**
SHARE A **MEMORY.**
SHARE THE **SUNSHINE.**

SHOW US YOUR PCB!



Hold your breath! [Lynne Brown's](#) PCB is full of fun above and below water. See link in bio and show us how you PCB. You could be featured and win_____. [#MyPCB](#)



TIMELINE RECAP

INSPIRATIONAL

THANKSGIVING
BEACH HOME FOR THE HOLIDAYS

ENGAGEMENT

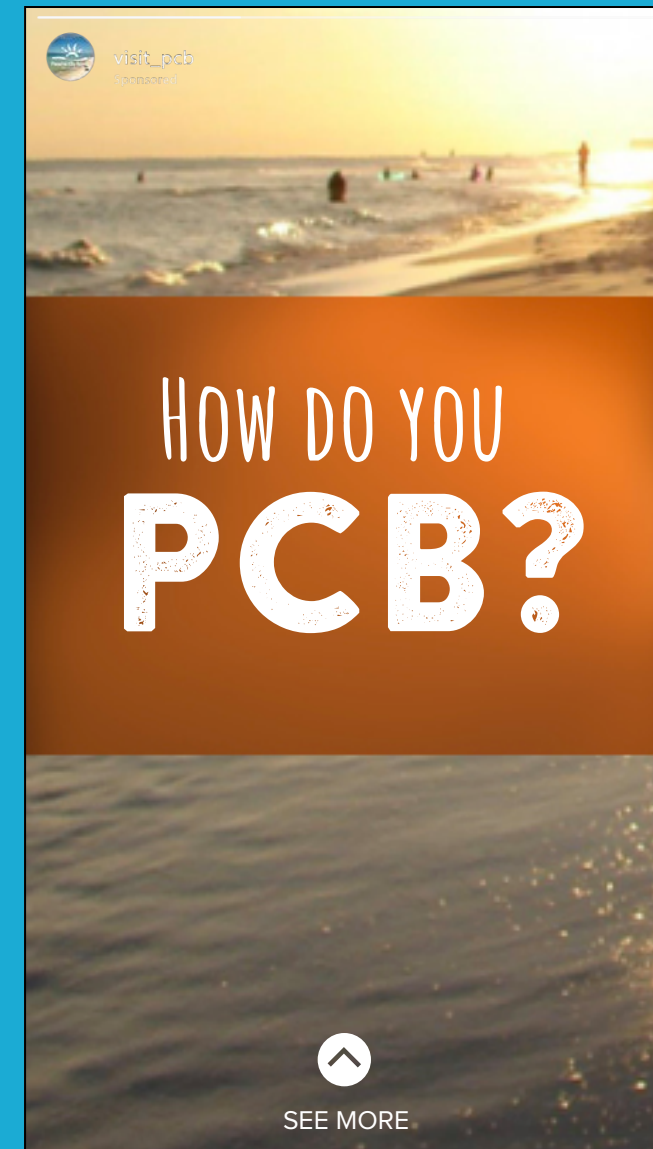
DECEMBER

JANUARY

FEBRUARY

ACTIVATION

MARCH

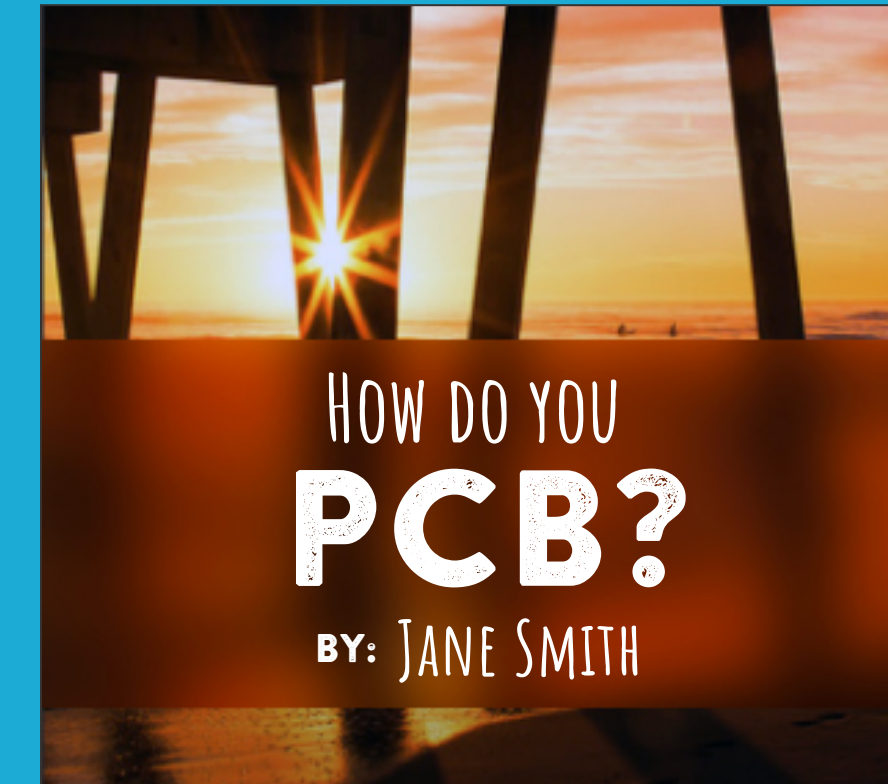


MICROSITE | MY PCB

UGC

UGC

UGC



INTRODUCE EVOLUTION
OF MAKE IT YOURS
REFRESHED CREATIVE
WITH PCB LOYALISTS
LEADING THE WAY

MICROSITE | MY PCB



MAKE PLANS TO MAKE MEMORIES
CTA: Plan Ahead / Plan now



MEDIA STRATEGY



MEDIA | POST-THANKSGIVING APPROACH

INSPIRATIONAL



ENGAGEMENT

ACTIVATION

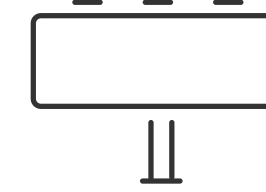
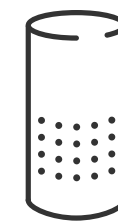


PRINT

RADIO

TV

OOH



2019 MEDIA | POST HURRICANE

MAINTAIN BUDGET OF \$5 MILLION IN PAID MEDIA

REALLOCATE 4Q 2018 BUDGET ACROSS 1-3Q 2019

EVALUATE STRATEGIES WITH ALL PARTNERS

MATCH MEDIA SUPPORT TO MESSAGING PHASES

OPTIMIZE POST-STORM OPPORTUNITIES

BE FLEXIBLE

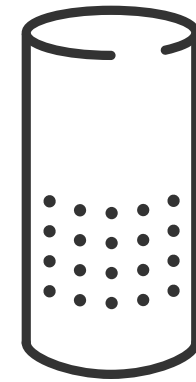
MEDIA | TRADITIONAL

PRINT



SALES/SPORTS
SUPPORT LEAD GEN

RADIO



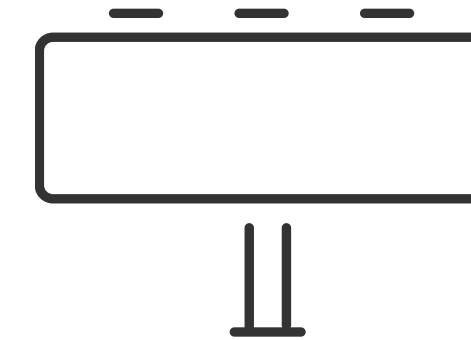
LOCAL INFLUENCERS
KEY FORMATS

TELEVISION



SPOT + CABLE + CTV
TARGETING PROGRAMMING

OOH



SUPPORTS BROADCAST
PRIMARY MARKETS + LOCAL



Southern Living

**Better Homes
& Gardens.**



TREMOR
VIDEO

Deliver digital messaging to audiences watching live TV.

Utilize TV viewership data to increase exposure of campaign.

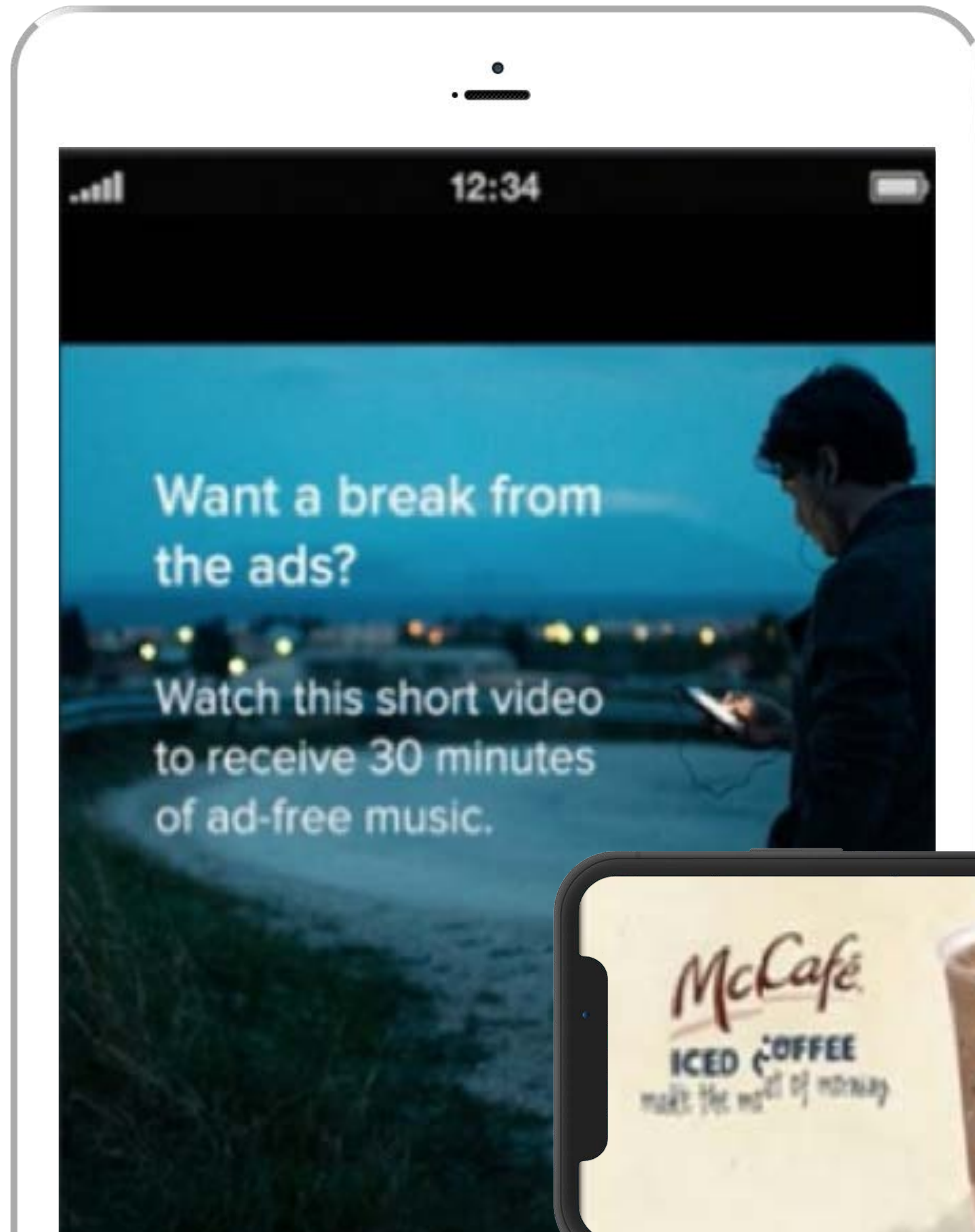
Deliver brand message to audiences exposed to a competitor's TV ad.

Align with tentpole event watched by our key segments (ex: Oscars, Grammy's, CMT Awards).





Custom "Spot the Differences" playable game



Spotify is a strong platform that resonates well with younger couples and families.

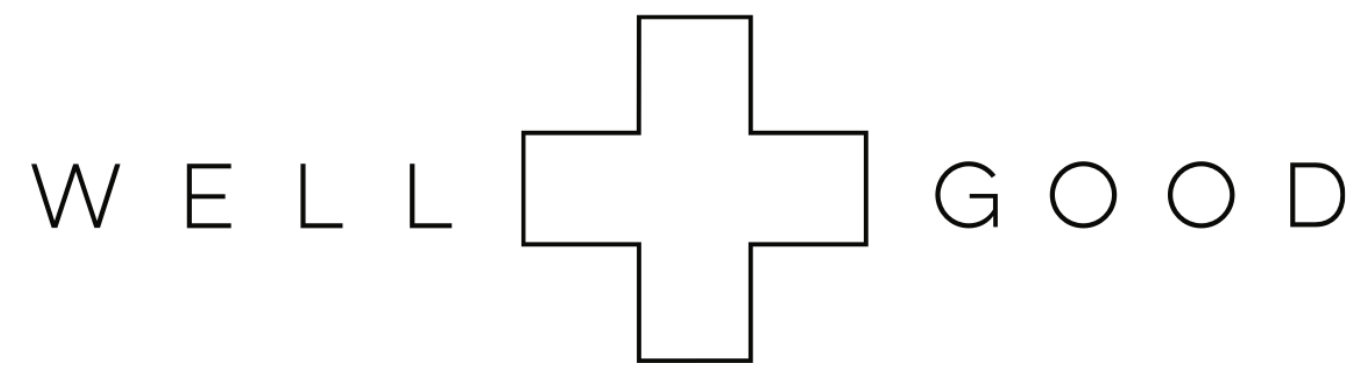
Sponsored listening offers what they want, brought to them by PCB.



MEDIA | CONTENT DISTRIBUTION PARTNERS



BuzzFeed readers love to travel, and millions of people turn to BuzzFeed for travel inspiration.



Well + Good gives its audience of 10 million+ monthly readers the trusted advice they need to live their best life.



Lonely Planet is one of the world's leading travel authorities and has been an essential resource, inspiring traveler's for more than 45 years.

MEDIA | INFLUENCER MARKETING: MOMTASTIC AND THE MOM SQUAD

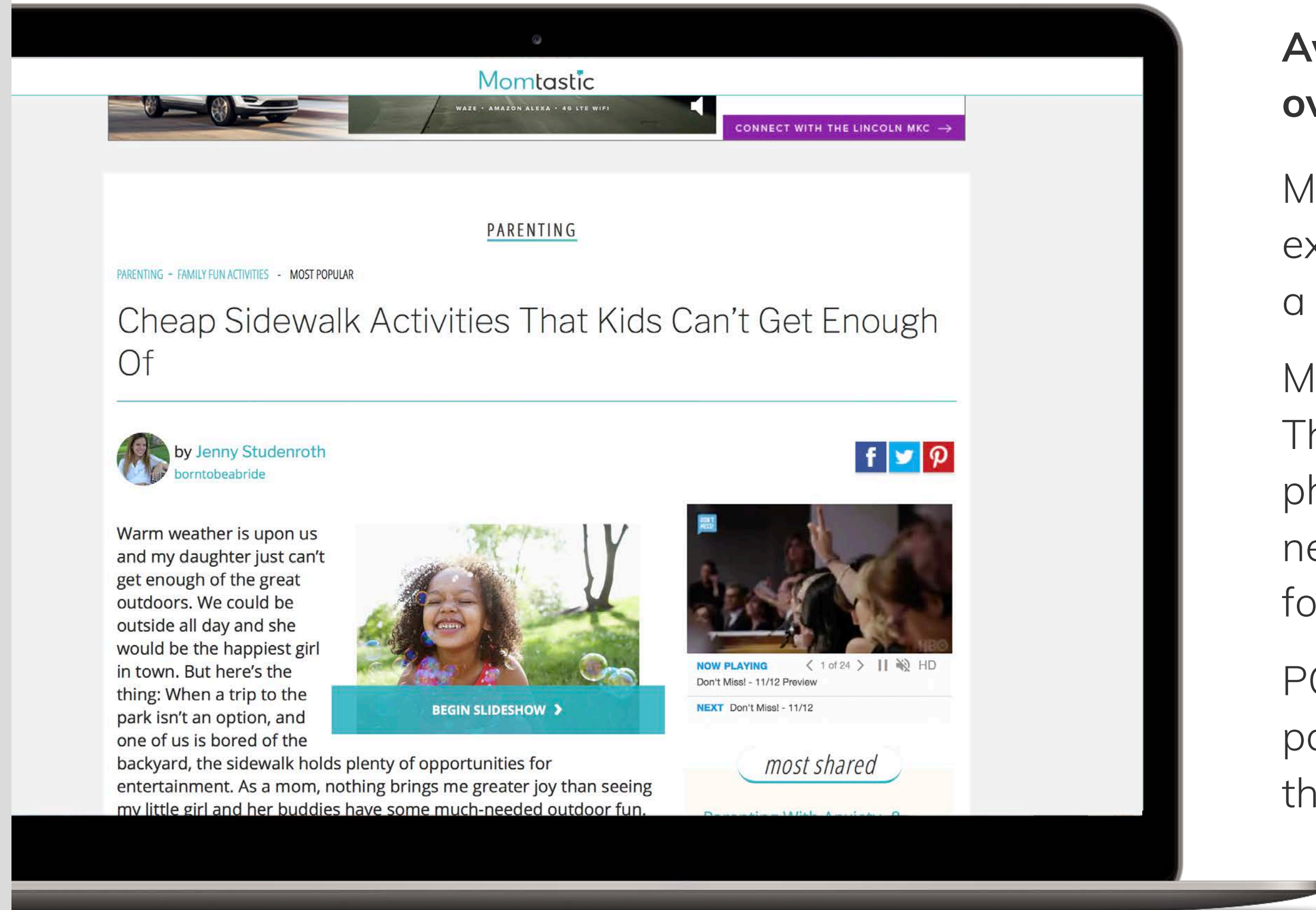
Momtastic

Award-winning parenting site serving over 8 million moms each month

Momtastic influencers create content and excitement around Panama City Beach as a family destination

Momtastic's trusted panel of contributors, The Mom Squad, will develop branded photo editorials reinforcing why moms need to plan a trip to Panama City Beach for the whole family.

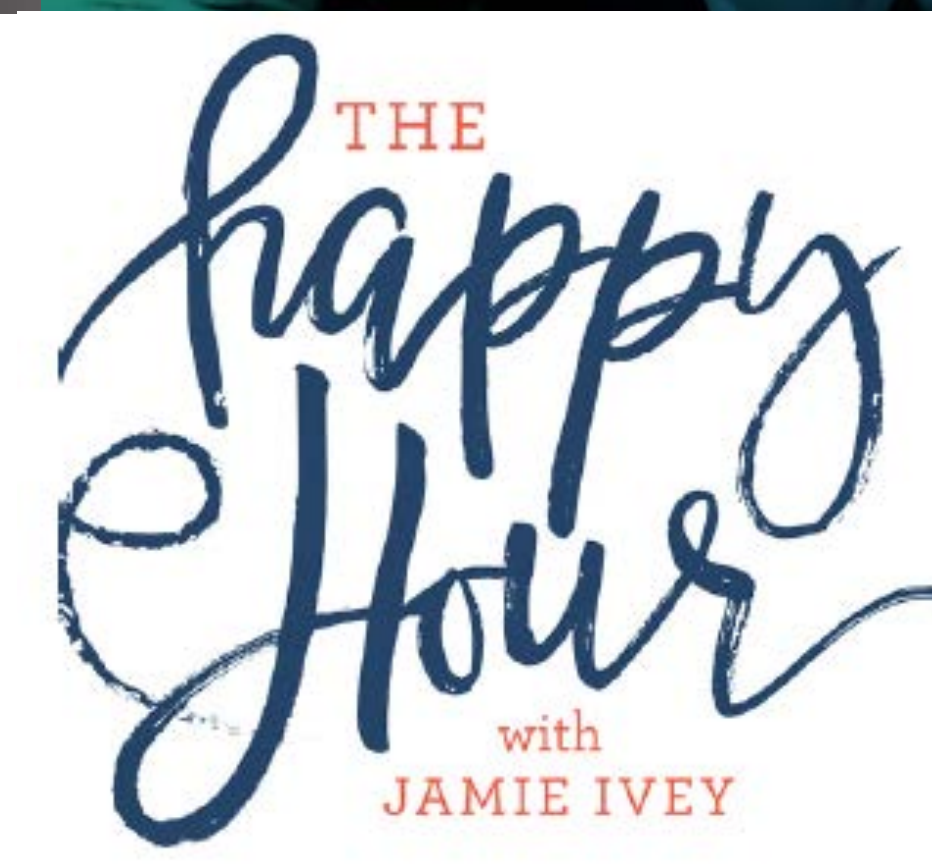
PCB will "take over" highly relevant parenting and travel environments throughout each flight.



MEDIA | INFLUENCER MARKETING | PODCASTING

Host-read spots on national podcasts

Most listened to by female targets with kids in household



ORLANDO

In 2018, we identified Orlando as an opportunity market due to its high interest and intent to travel to PCB.

#1 market on TripAdvisor for searches of PCB content

#2 Southeast market searching for PCB across all of Expedia sites (including Expedia, Travelocity, hotels.com, Orbitz and Hotwire)

Orlando stats:

Top 20 Nielsen DMA (#18)

Median resident age: 33

30% of market has HHI \$75K+

Results in 2018 show:

Orlando is #1 city for traffic to PCB website

A 77% increase in number of sessions to the PCB site YOY

#4 market for Facebook followers, almost 445K Facebook engagements YTD 2018

Spend in PCB from Orlando DMA is up 7% YOY, according to Visavue

Orlando is the top market in sessions to the site, leading even Atlanta.



2019 MEDIA PLANNING | GEOGRAPHY – CORE MARKETS

ATLANTA

Austin

BIRMINGHAM

Chicago

Columbus, GA

Dothan

Dallas

Houston

Huntsville

Indianapolis

Louisville

NASHVILLE

Montgomery

St. Louis

Tallahassee

ORLANDO



SPORTS COMPLEX LOGO | ADDITIONAL OPTIONS





CONCEPT 2



CONCEPT 2 | MINIMIZED VERSION FOR MOBILE AND SMALLER SPACES



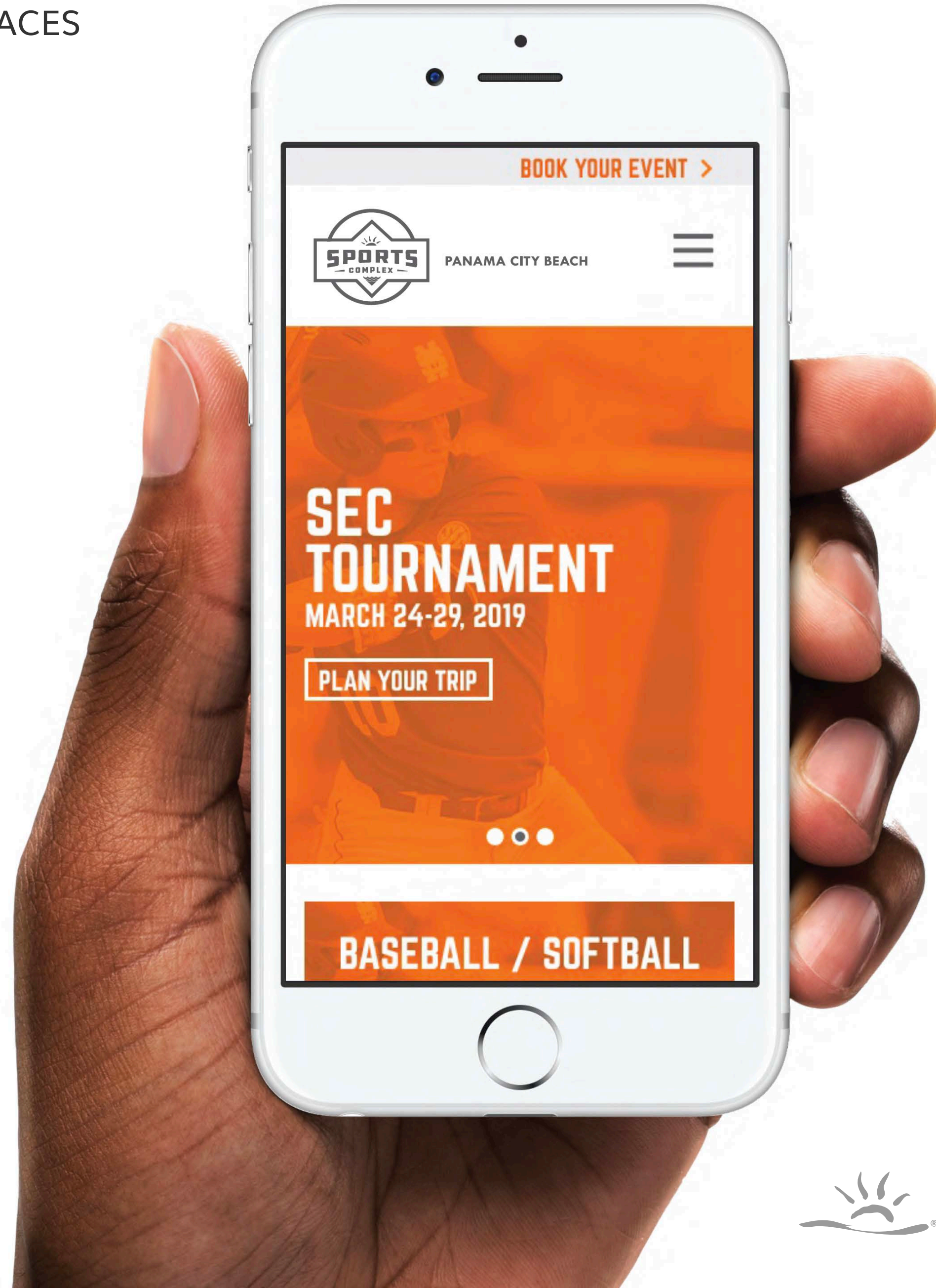
PANAMA CITY BEACH



PANAMA CITY BEACH



PANAMA CITY BEACH





SPORTS COMPLEX LOGO | RECAP

OPTION 1



OPTION 2



OPTION 3



THANK YOU

