



2016 REAL. FUN. BEACH.
FALL CAMPAIGN



Letter from Visit Panama City Beach



Dear Real. Fun. Partners,

As the peak of summer comes to a close, we want to remind you that Visit Panama City Beach is dedicated to making PCB a year-round destination. We understand the importance of finishing 2016 strong.

As we head into the fall season our Real. Fun. Beach. campaign is already underway, new and improved video assets are boosting our Facebook program, and a line-up of exciting events have been tailored to attract families and couples alike.

Our fall media campaign is designed to promote our dynamic Real. Fun. Beach. and all the great things that our partners have to offer. Each asset will ultimately drive to our newly designed and fully [responsive site](#), which links to your company's homepage.

Sunny regards,

Jayna Leach

REAL. FUN. BEACH. FALL CAMPAIGN.



Real. Fun. Beach. Long Format Video



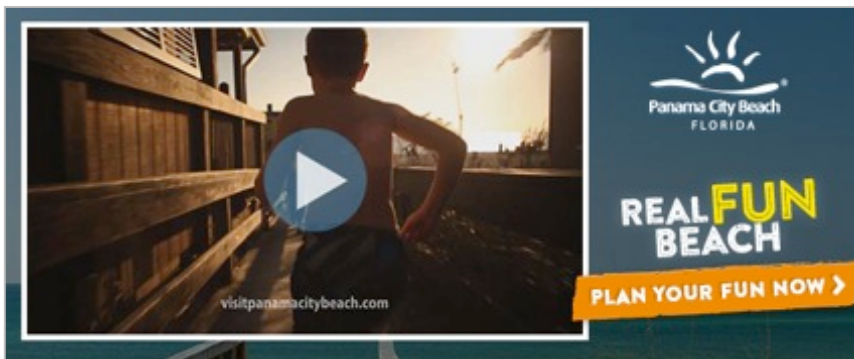
Real. Fun. Beach. Destination Photography



Animated 300x250 Banner



Expandable 300x250 Rich Media Banner



PCBeach Radio (Pandora)

The image shows a screenshot of the Pandora web interface for the PCBeachRadio station. The interface includes a top navigation bar with the Pandora logo, the station name 'PCBeachRadio', and a user profile for 'Michelle Hardgrove'. Below the navigation bar is a playback control area with a progress bar showing 0:08 and -0:06. A sidebar on the left contains a 'Now Playing' section with a 'Shuffle' button and a list of radio stations, including 'PCBeachRadio' which is highlighted. A 'PANDORA FOR BUSINESS' banner is visible at the bottom of the sidebar. The main content area features a large advertisement for Panama City Beach Florida, titled 'REAL FUN BEACH'. The ad shows a young girl in a striped swimsuit and snorkel gear standing on a beach, with a 'PLAN YOUR FUN NOW' button overlaid on the image.

Print Ad Examples

Panama City Beach
REAL FUN BEACH

REAL FUN BEACH

In Panama City Beach we just can't help but have a blast no matter what we're doing. Enjoy playing up our state of beautiful beaches or explore out of our many land adventures. Come to PCB and see why we're the **REAL FUN BEACH**. Plan your spring getaway today!

VisitPanamaCityBeach.com

Panama City Beach
REAL FUN BEACH

REAL FUN BEACH

Bait your hooks. Cast your lines. The turquoise Gulf Coast waters of Panama City Beach are waiting.

VisitPanamaCityBeach.com

Panama City Beach

MAKE MEMORIES <HERE AND HERE>

Don't just talk about memories at your next family reunion; make some new ones™ at our **REAL FUN BEACH**.

visitpanamacitybeach.com | Contact our Panama City Beach Reunion Specialist at 850-233-5070

Our Markets

Television Markets

Atlanta

Birmingham

Louisville

Nashville

St. Louis

Indianapolis

Print Markets

South East Region

National

International

Digital and Facebook Markets

Alabama

Georgia

Kentucky

Tennessee

Mississippi

Texas (Dallas/Fort Worth,
Houston)

St. Louis

Indianapolis

FACEBOOK AND DIGITAL MEDIA



Facebook Partnership

We are proud to continue bringing our partners one of the first ever DMO partnerships with industry-leading social platform, Facebook. This unprecedented access provides our destination with increased awareness through additional digital video views and amplified social engagement expanding our network of brand ambassadors.



Visit Panama City Beach

Sponsored · 🌐

Best. Beach vacation. Ever. Panama City Beach offers every kind of FUN imaginable!



[Learn More](#)



Facebook Program Details



Timing

Partnership with Facebook began in January 2016 with the most recent campaign currently scheduled to run through September.

Audience

- Retargeting users that have viewed the brand video
- Retargeting users that have been to the Visit PCB site
- Prospecting new users with family, friends & active interests

Geography

Core States: Alabama, Georgia, Kentucky, Mississippi, Tennessee

Individual Markets: Dallas, Houston, Indianapolis, St. Louis

Facebook Partnership: High Level Results To Date



Through May 31, 2016 we have seen the following results:

- 72,412,941 impressions delivered
- 0.62% click thru rate (industry benchmark = .07%)
- 5,165,572 total video views
- 5,535,453 engagements (like, share, comments) with posts
- 177,737 site sessions

This portion of the campaign ended June 30, but as noted on the previous slide a new campaign began July 1 and will run through September 30.

Current Facebook Campaign (July 1 – September 30)

Phase 1

- Video ads with retargeting based on viewers' site habits

Phase 2

- Carousel ads with retargeting based on viewers' site habits
- Canvas ads to promote Pirates of the High Seas Fest

The following **phase 1 videos** are served based on specific viewer site habits to tell a targeted, micro-story:



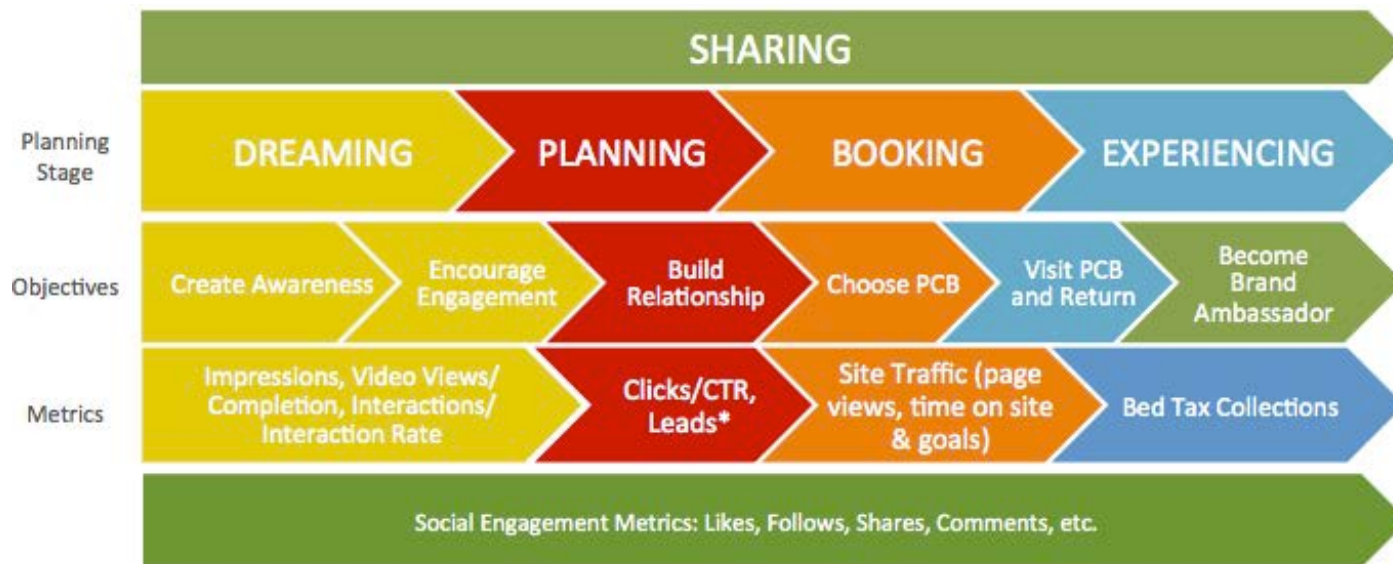
[Beaches](#)



[Fishing](#)

Digital Media Strategy

Digital and mobile media reach users during all stages of travel. Our partners will reach key markets during each season, drawing visitors to consider PCB year round. Key partnerships are categorized as “always on” or “seasonal” to be most effective and efficient with the year round reach.



Always on Partnerships



Adara is an ad network with access to leading travel partner website data including search, booking & itinerary habits.



Pandora is an online audio station that reaches the dreaming audience while they're listening at work, home and on-the-go.



Southwest reaches people who are interested in or have booked flights to ECP, as well as users searching competitive destinations.



TripAdvisor is the industry's largest travel site offering trusted traveler advice, travel choices and planning features with seamless links to booking tools.



TubeMogul is a video ad networks that leverages real-time data to more effectively reach each audience.



Facebook is a leading social platform allowing us to reach an already engaged target audience with video and other destination relevant content.

Seasonal Partnerships



InsideOut Media has two properties, iExplore and Travel Mindset, which features unique experiential travel and influencer content.



Kargo is a mobile network specializing in high impact placements within geo-targeted contextually relevant sites.



Madden Media delivers everything from standard banners to native content ultimately driving users to learn more and plan.



Quantcast is a video ad network that can geo and demographically target users with PCB video.

Digital Media: Performance To Date



Through June 30, 2016 we have:

- Generated awareness through 74,660,169 impressions
 - Southwest Airlines campaign has also delivered an additional 44,057,659 impressions
- A 7.47% banner interaction rate, exceeding industry benchmark by 329%
- Achieved an average click thru rate of .83% for animated, rich media, and mobile banners, which is well above each category's industry benchmark
- Generated 60,024 site sessions, where users are viewing an average of 1.37 pages for an average duration of 40 seconds
 - The most engaged users are coming from the Trip Advisor page, spending an average of 2:38 on site, viewing almost 3 pages of content per visit
- Garnered 68,451 new Pandora station listeners for a total of 19,655 hours listened with 17.23 average minutes per new listener

REAL. FUN. EVENTS.



Event Support

We will support events through a mix of social media, traffic radio, digital banners, email blasts, outdoor boards and in-market collateral.

Upcoming events:

- Pepsi Gulf Coast Jam
- 9-11 Memorial Stair Climb
- Lobster Festival
- Chasin' the Sun Music Festival
- Pirates of the High Seas Fest
- Emerald Coast Cruizin'
- Beach Home for the Holidays
- NYE Beach Ball Drop



Pepsi Gulf Coast Jam – Labor Day Weekend

CVB's support and promotion of the event includes *Country Living Magazine* Gulf Coast Jam Girlfriends Getaway Sweepstakes.

Sweepstakes issue of *Country Living Magazine* available online and in stores this August.

CountryLiving
pepsi
GULF COAST JAM
COUNTRY ON THE COAST
SWEEPSTAKES

ONE LUCKY WINNER AND TWO GUESTS WILL RECEIVE A GETAWAY TO PANAMA CITY BEACH!

CountryLiving SEPTEMBER 2016
BIG IDEAS FOR *Small Spaces!*
HOW TO MAKE THE MOST OF EVERY ROOM
ONE CLOSET, FOUR WAYS
AMAZING HOMES THAT DO LESS
EASY DINNERS FOR REAL LIFE!

Plus, DON'T MISS THE SEPTEMBER ISSUE on newsstands now!

Panama City Beach
GETAWAY FOR 3 INCLUDES:
FLIGHT & THREE NIGHT STAY AT LAKETOWN WHARF IN PANAMA CITY BEACH, FL, SEPT 2-4, 2016
3-DAY VIP TICKETS TO PEPSI GULF COAST JAM IN PANAMA CITY BEACH, FL
\$50 GIFT CARDS TO PIER PARK, & MANI/PEDI PACKAGES

CLICK HERE TO ENTER

Sweepstakes email

Chasin' the Sun Music Festival – September 23-24

Live:

August – September, 2016

Elements included:

Paid Media

- Digital Banners
- Outdoor Boards
- Email Blast
- Facebook Promoted Posts
- Pandora Audio Spots
- Traffic Radio

Supporting Materials

- Logo
- Poster
- Rack Card



Animated 300x250 banner



Outdoor board

Pirates of the High Seas Fest: October 7-9



Live:

August – October, 2016

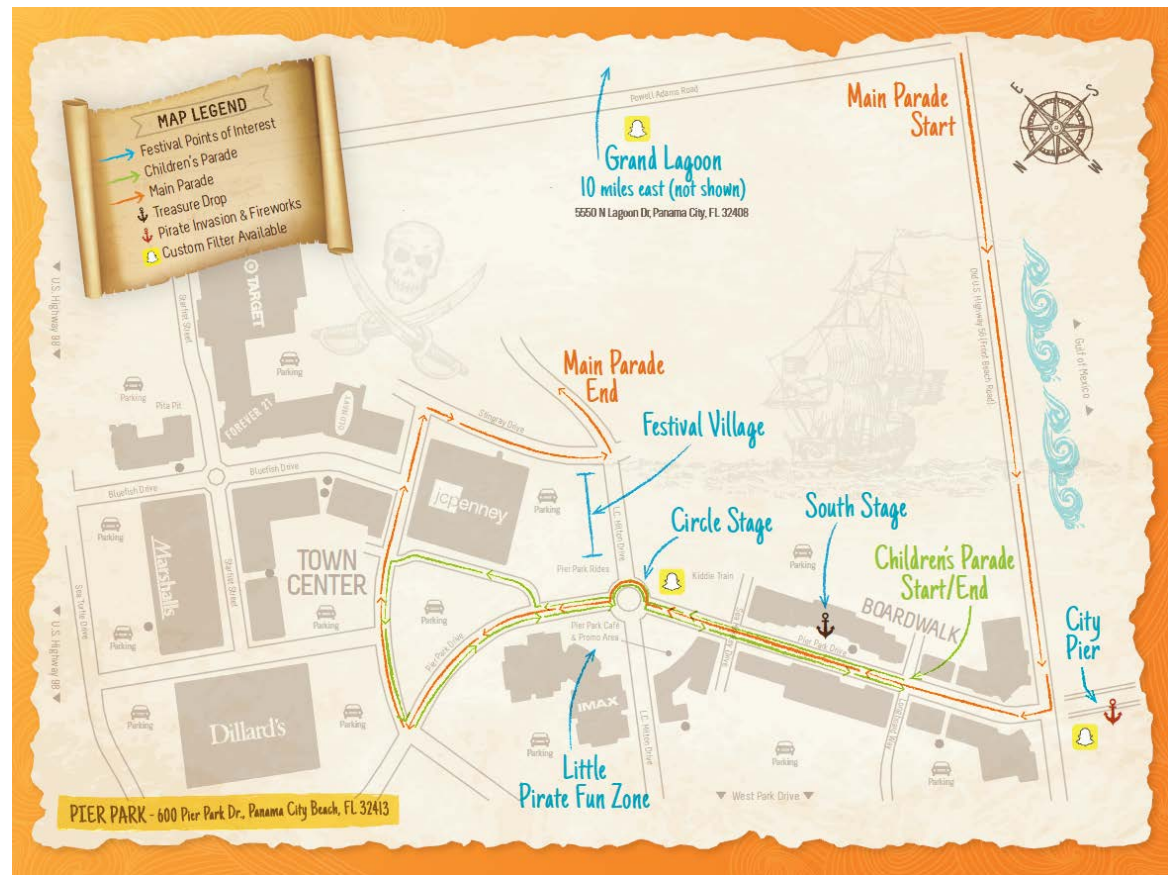
Elements included:

Paid Media

- Digital Banners
- Outdoor Boards
- Email Blast
- Facebook Promoted Posts
- Pandora Audio Spots
- Traffic Radio
- Snapchat filters

Supporting Materials

- Logo
- Poster
- Trifold Brochure



Rack brochure event map

BEACH HOME FOR THE HOLIDAYS CAMPAIGN

Live:

September – November, 2016

Elements included:

Paid Media

- Digital Banners
- Outdoor Boards
- Email Blast
- Facebook Promoted Posts
- Pandora Audio Spots
- Traffic Radio

Supporting Materials

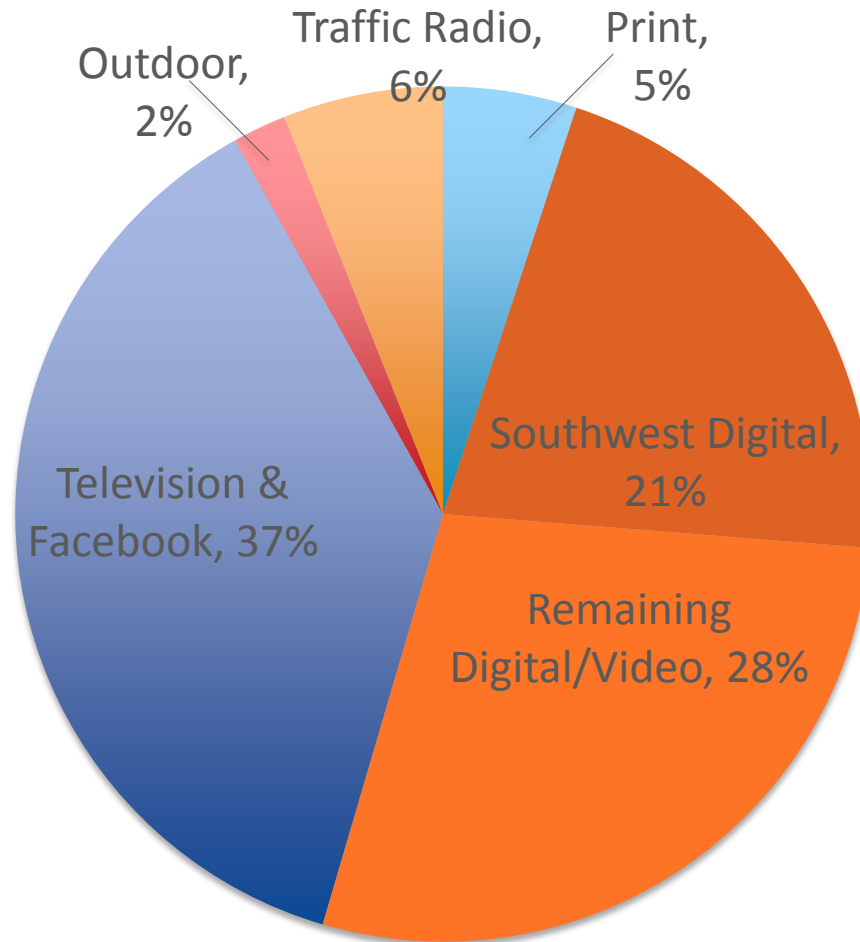
- Logo
- Poster
- Rack Card



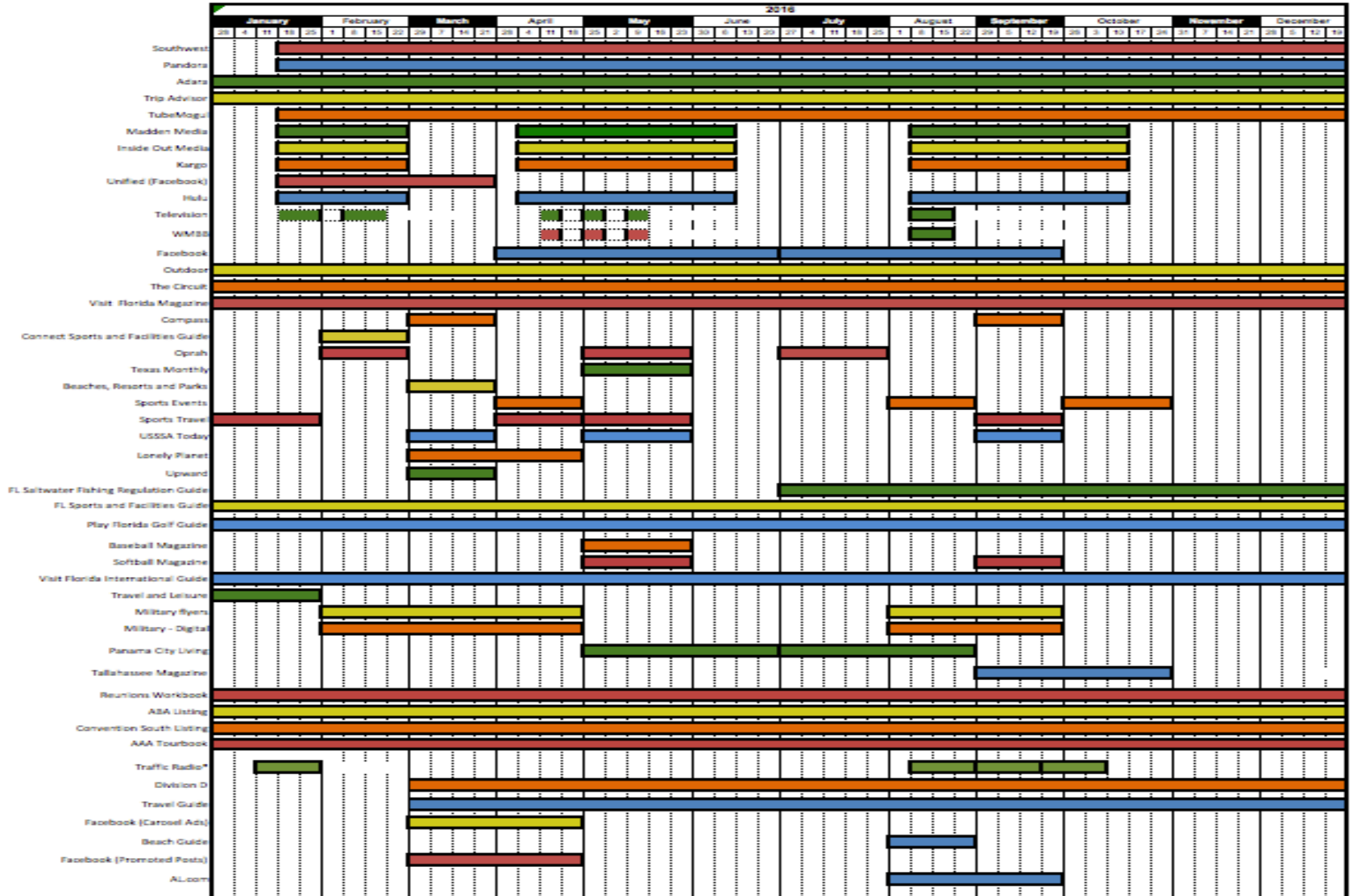
CAMPAIGN SUMMARY



FY 16 Paid Media Budget Breakdown



Paid Media Flowchart



Co-Op Paid Media Flow Chart

Co-Op media opportunities are offered throughout the calendar year.

