

Panama City Beach 2018 Media Planning

10.10.17



**MAKE IT YOUR
REALFUN
BEACH**

2018 Planning Parameters



Target Audience & Timing



Summer Families



Long Weekend Families



Sports Families



Young Families



Empty Nesters



Young Couples

Winter

Dec/Holidays

Dec/Holidays

Jan - Feb /
Events Driven visits
Post - holiday romance

Spring

Mar /School Break
+ Eastern Holiday

Mar / School
Break+ Easter
Holiday

Mar / School Break
Apr - May / Sports
Tournaments

April-May
Late Spring

Extended family summer
trip Festival & Events
Driven visits

Jan - Feb /
Events - Driven visits
Post - holiday romance

Summer

Jun - Jul /
Summer vacation

Jun - Jul / Summer
vacation

Jun - Jul / Summer
vacation + Sports
Tournaments

Late Aug / Weeklong
Vacation

Late Aug / Weeklong
vacation - Adults
Tournaments

Late Aug / Weeklong
vacation

Fall

Oct / Fall Break
Nov / Thanksgiving

Oct / Fall Break
Nov / Thanksgiving

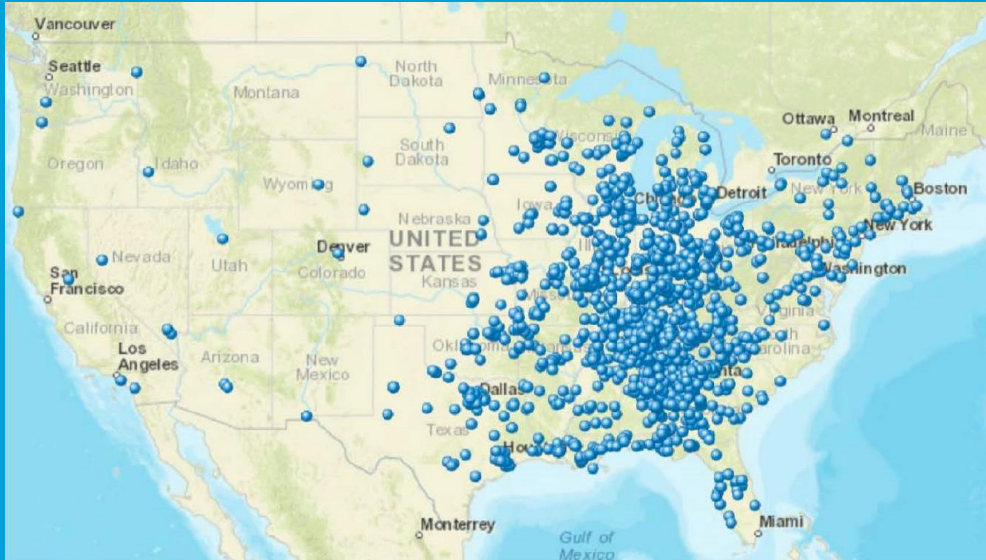
Nov / Thanksgiving

Oct / Fall Break
Nov / Thanksgiving

Sep / Nov Events

Sep - Nov / Pre - holiday
Relaxation

Geography



- Atlanta
- Austin
- Birmingham
- Chicago
- Columbus, GA
- Dothan
- Dallas
- Houston
- Huntsville
- Indianapolis
- Louisville
- Nashville
- St. Louis
- Tallahassee

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Overall</u>
Quick/Drive/Event	70%	55%	80%	50%	65%
Longer/Planned	25%	40%	15%	45%	30%
Other	5%	5%	5%	5%	5%

Media Objective & Strategy

Objective

Generate awareness of Panama City Beach as a premier Gulf Coast destination, support dynamic segmentation and creative personas continuing to evolve PCB as a year-round destination

Strategy

Create a multi-layer media approach to address all stages of planning, customized to season, events and audiences. Use data for continual optimizations and learning across all efforts.



KPIs

Awareness

- Website Traffic
- Social followers, Likes
- Video Completions

Engagement

- Time on site
- Pages viewed
- Quiz
- Videos created
- Sharing
- CPC

Media Consumption



Summer Families



Long Weekend Families



Sports Families



Young Families



Empty Nesters



Young Couples

Digital
Digital Radio
Streaming TV
Social Media
Outdoor

Digital
Digital Radio
Streaming TV
Social Media
Outdoor
Radio

Digital
Social Media
Outdoor
Radio

Digital
Digital Radio
Streaming TV
Social Media
Outdoor

TV
Radio
Newspaper
Magazine

Digital
Digital Radio
Streaming TV
Social Media

Media Mix

Digital

- Social
- Streaming video
- Streaming radio
- High impact units
- Pre-roll video
- Native
- Display
- E-blasts
- 360 Video

Broadcast

- TV, Cable, Radio

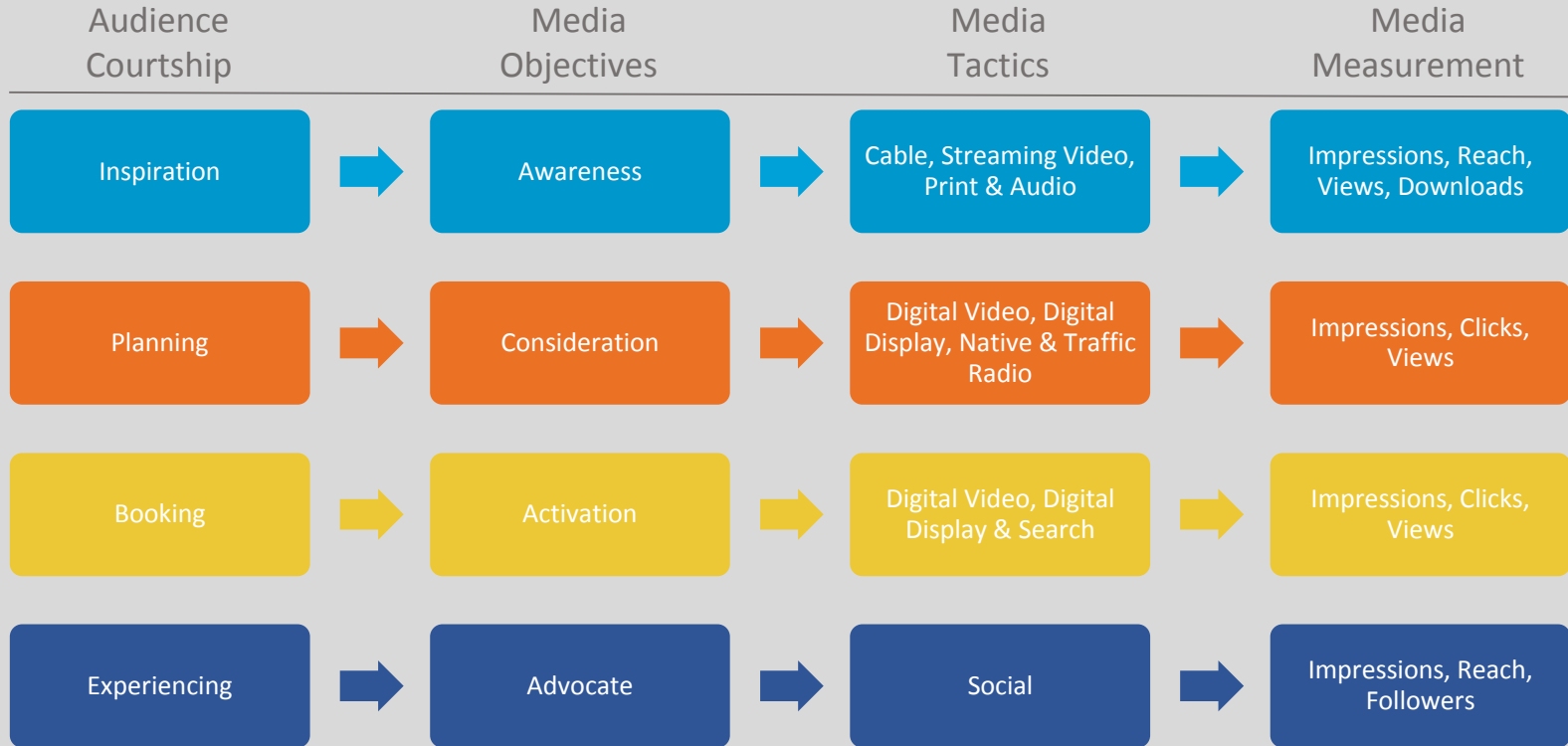
Print

- Sales support, Sports, Partnership
- Destination Awareness

Out of Home

- Event, Information, Safety

Media Flow



Strategic Media Approach

- Develop Partnerships
- Integrate Dynamic Segmentation
- Support “Make It Yours” - Ideation
- Negotiate Value Beyond Investment
- Innovate and Customize
- Be Flexible

Continued Media Partners



New Partner

Southern Living

- Integrated 360 campaign - experiential, digital, print
- Customized for Panama City Beach
- Bundled plan delivers 75% higher value than a la carte buying approach



Southern Living Partnership

Beach Home for the Holidays

- Presenting sponsor
- SL Designer
- High Impact digital – Time, Inc. Network
- Print Ad + Advertorial
- Travel Editor Instagram Takeover from PCB

UnWined

- Biscuits & Jam
- SL Test Kitchen Chef
- E-blasts
- Social Amplification
- Digital Native
- Event promotion
- Digital banners, video pre-roll & 360

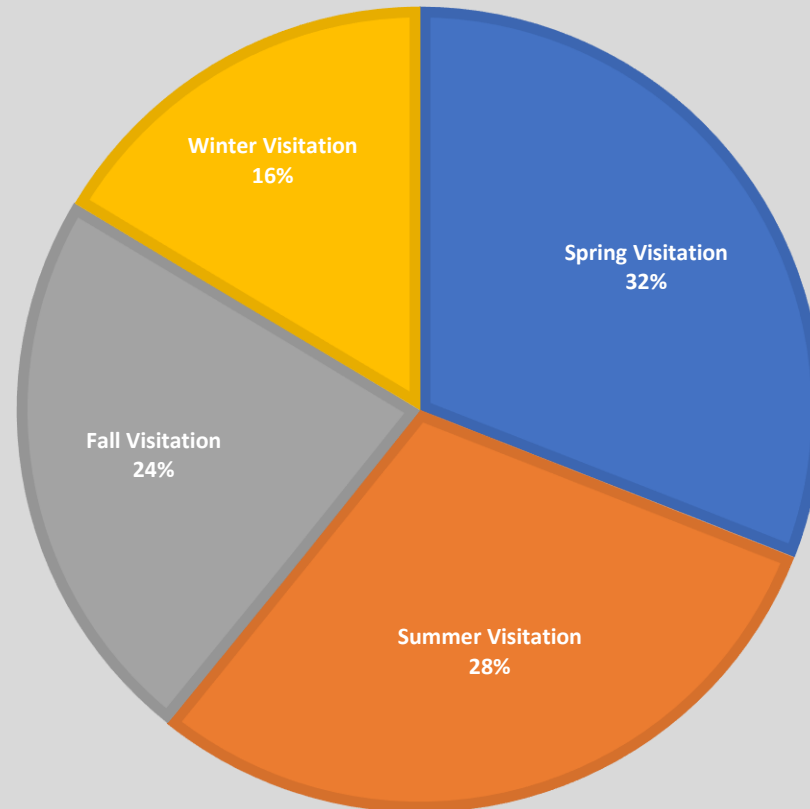
Prospective Partners



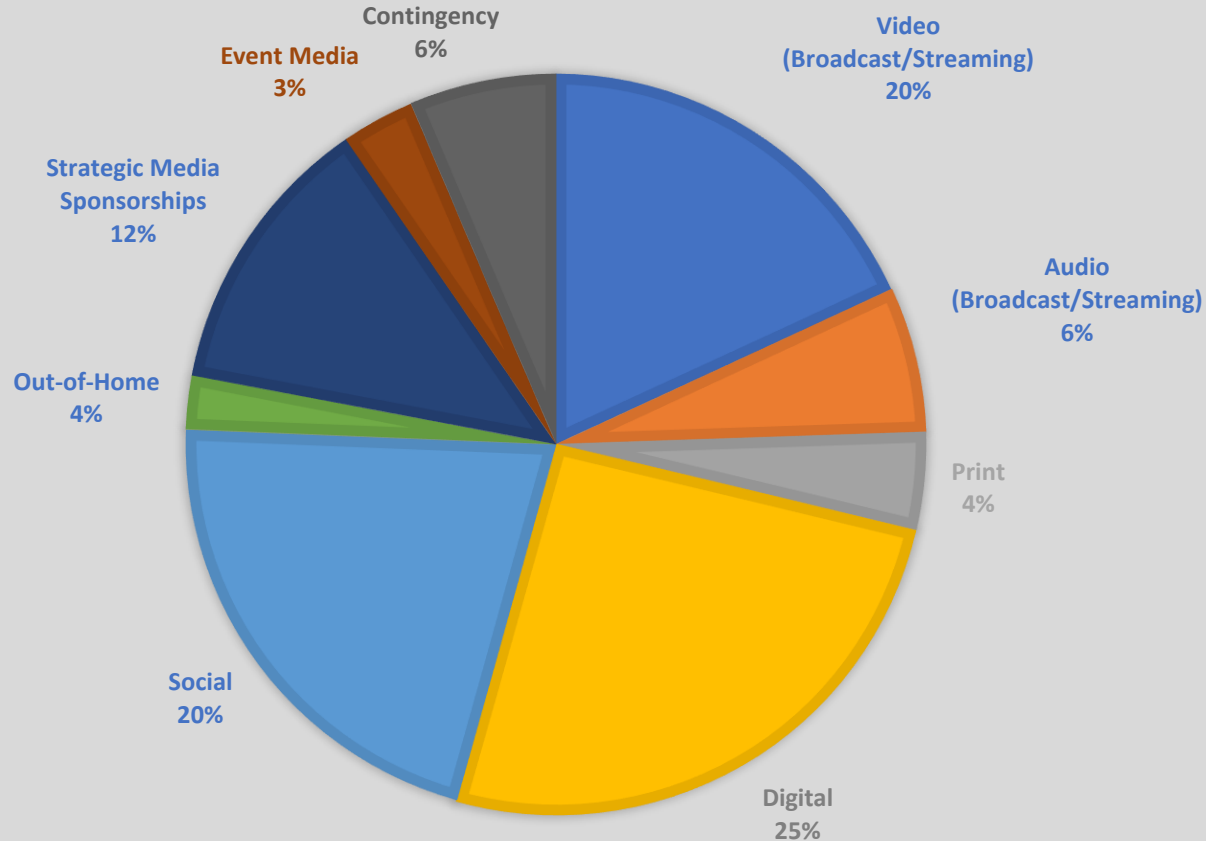
Time Period: Media in Market

Media Tactic	Spring Visitation	Summer Visitation	Fall Visitation	Winter Visitation	Total
Video (Broadcast/Streaming)	\$300,000	\$375,000	\$225,000	\$100,000	\$1,000,000
Audio (Broadcast/Streaming)	\$75,000	\$75,000	\$75,000	\$75,000	\$300,000
Print	\$75,000	\$50,000	\$50,000	\$25,000	\$200,000
Digital	\$385,000	\$400,000	\$330,000	\$120,000	\$1,235,000
Social	\$325,000	\$200,000	\$225,000	\$250,000	\$1,000,000
Out-of-Home	\$57,500	\$57,500	\$57,500	\$57,500	\$230,000
Strategic Media Sponsorships	\$200,000	\$185,000	\$100,000	\$100,000	\$585,000
Event Media	\$75,000	\$0	\$50,000	\$25,000	\$150,000
30 Day Impact Plan	\$0	\$0	\$0	\$0	\$300,000
	\$1,492,500	\$1,342,500	\$1,112,500	\$752,500	\$5,000,000

Budget by Travel Season



Budget by Media Tactic





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Appendix



Dynamic Segmentation Details



Dynamic Segmentation Overlay by Season

SUMMER FAMILIES

Parents, Aged 25-54 with elementary school aged children or older.

Interests: Florida

Behavior: Family Vacations

Relationship Status: Married

Summer families are motivated by the excitement of spending family time and building memories. This audience segment looks forward to their annual PCB summer vacation and starts the planning process in advance. They look for destinations that offer a wide variety of experiences that provide a large entertainment for every family member.

LONG WEEKEND FAMILIES

Parents , Aged 25-54 with elementary school aged children or older.

Interests: Florida

Behavior: Family Vacations.

Geography: Within 5 hours

Long weekend families are seeking for a delightful destination that evokes a welcoming environment, and offers a variety of activities that allow them to immerse in culture and create meaningful memories. This segment audience experiences surprise and delight throughout the planning - visit cycle.

Dynamic Segmentation Overlay by Season

SPORTS FAMILIES

Parents - Age 25 – 54 that visit for a sport or event, but don't visit for vacation

Interest: Florida

Behavior: Sportsmen or Sports and outdoors + Family vacations

Relationship status: Married

Sports families are interested in sports field and arenas. Their primary visit motivator is to assisting and participating in different tournaments and sports events. In addition to sports driven visits, they also look for a destination that offers activities full of adrenaline and excitement, that the same time, allow them to enjoy a fun family time.

YOUNG FAMILY VACATIONS

Parents, oldest child < 5

Interests: Florida

Behavior: Family Vacations

Young families are interested in destinations with a wide variety of activities offerings that perfectly combine outdoor recreation and experiencing nature. Their primary motivators are to have a fun family time and build lasting memories. Visits are usually planned and don't depend on school calendars, which represents a more flexible visitation frequency.

Dynamic Segmentation Overlay by Season

EMPTY NESTERS

Age: 40 – 64, Couples without kids living in the household (may or may not have grown children)

Interest: Florida

Behavior: Family vacations

Relationship status: Married

Empty nesters are constantly looking for a variety of travel options. Their primary motivators are to spend quality of time with their partner or families, and gather meaningful experiences. They are interested in nature, relaxation and enjoying small moments of life. Since their visitation frequency is flexible throughout the year, they don't spend a higher amount of time on the planning cycle.

YOUNG COUPLES

Adults, 25-54, in a relationship (can be married, engaged, cohabitating, or in a relationship)

Interests: Florida

Behavior: Travel

Young couples seek for destinations that provide a relaxing getaway. When visiting a destination, they are interested in experiencing culture in its full potential and build unforgettable memories. They seek for attractions that foster romanticism, excitement, and joy. Visitation intent can be driven from pre and post holiday romance to events.

Winter

Key Audiences

Core Message

Reasoning

Summer Families

Adrenaline + Eco tourism

Holidays

Long Weekend Families

Adrenaline + Eco tourism + Family Beach + Romance

Holidays

Empty Nesters

Romance + Family Beach+ Eco tourism

Events Driven visits

Spring

Key Audiences

Core Message

Reasoning

Summer Families

Adrenaline + Eco Tourism + Family Beach

School Break and Easter Holiday

Long Weekend Families

Adrenaline + Eco Tourism + Family Beach

School Break and Eastern Holiday

Sports Families

Adrenaline + Eco Tourism + Family Beach

School Break and Sports Tournaments

Young Families

Eco Tourism + Family Beach

Late spring Vacation / Events Driven Visit

Empty Nesters

Adrenaline + Eco Tourism + Family Beach + Romance

Extended family summer trip / Events

Summer

Key Audiences

Core Message

Reasoning

Summer Families

Adrenaline + Eco tourism + Family Beach

Summer Vacation

Long Weekend Families

Adrenaline + Eco tourism + Family Beach

Summer Vacation

Sports Families

Adrenaline + Family Beach+ Eco tourism

Summer Vacation + Sports Tournament

Young Families

Family Beach + Eco tourism

Weeklong Vacation

Empty Nesters

Adrenaline + Eco tourism + Family Beach+ Romance

Weeklong Vacation + Adult
Tournament

Young Couples

Romance+ Family Beach

Events driven visit

Fall

Key Audiences

Core Message

Reasoning

Summer Families

Adrenaline + Eco tourism

Fall Break / Thanksgiving

Long Weekend Families

Adrenaline + Eco tourism + Family Beach

Fall Break / Thanksgiving

Sports Families

Adrenaline + Family Beach+ Eco tourism

Fall Break / Thanksgiving

Young Families

Family Beach + Eco tourism

Thanksgiving

Empty Nesters

Adrenaline + Eco tourism + Family Beach

Events driven visit

Young Couples

Romance

Pre – holiday relaxation