

Panama City Beach 2018 Media Update

1.10.18

A man and a woman are kayaking in the ocean. The man is in the front, wearing a blue life vest and holding a black paddle. The woman is in the back, wearing an orange life vest and sunglasses, looking towards the camera with a smile. They are in a white kayak. The water is clear and blue, and the sky is bright blue with some clouds. In the background, there is a sandy beach with palm trees.

**MAKE IT YOUR
REALFUN
BEACH**

Strategic Media Approach

- Develop Partnerships
 - Integrate Dynamic Segmentation
 - Support “Make It Yours” – Ideation
 - Incorporate power of influencer marketing throughout plan
 - Negotiate Value Beyond Investment
 - Innovate and Customize
 - Be Flexible
- 

Targeting & Flighting

Targeting

For broad media planning, the segments roll-up into two main target audiences.

-Parents

- Families – we differentiate by age of children at home

-Couples

- Differentiate by age/stage

Flighting

With the importance of driving year-round visitation and lifting Spring and Fall, we recommend two focused campaigns in key markets:

Spring:

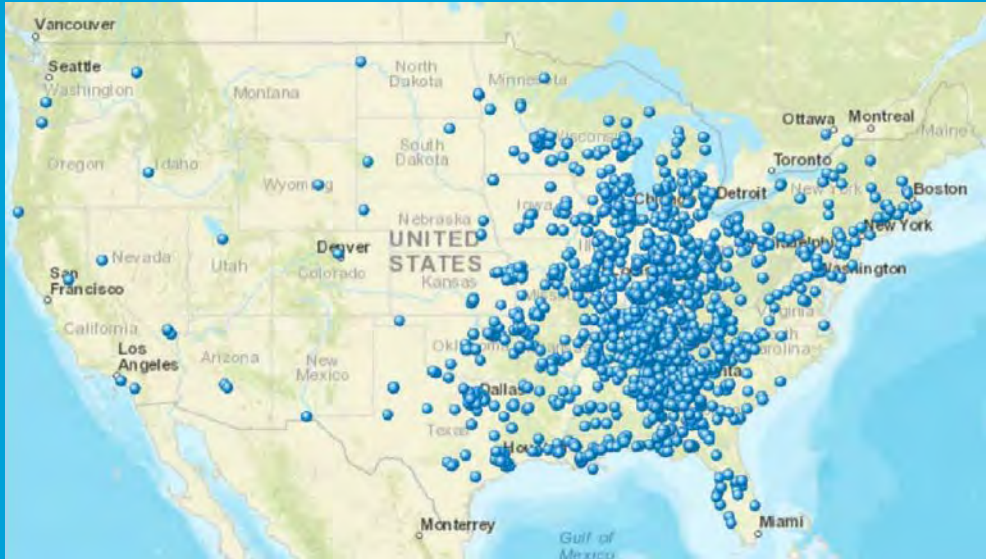
-January 29th through April

Fall:

-July 30rd through September

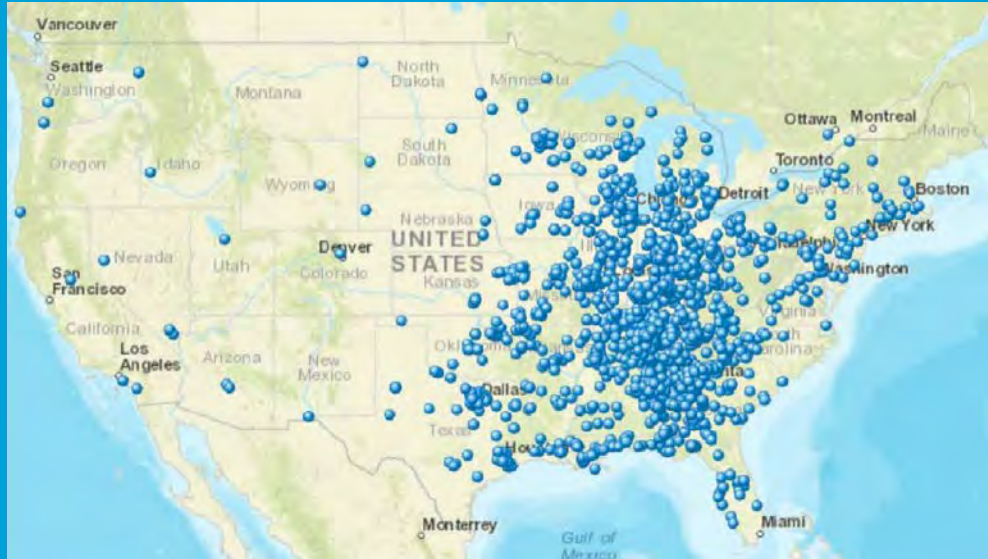


Geography



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

Geography



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Birmingham

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Columbus, GA

Dothan

Dallas

Houston

Huntsville

Indianapolis

Louisville

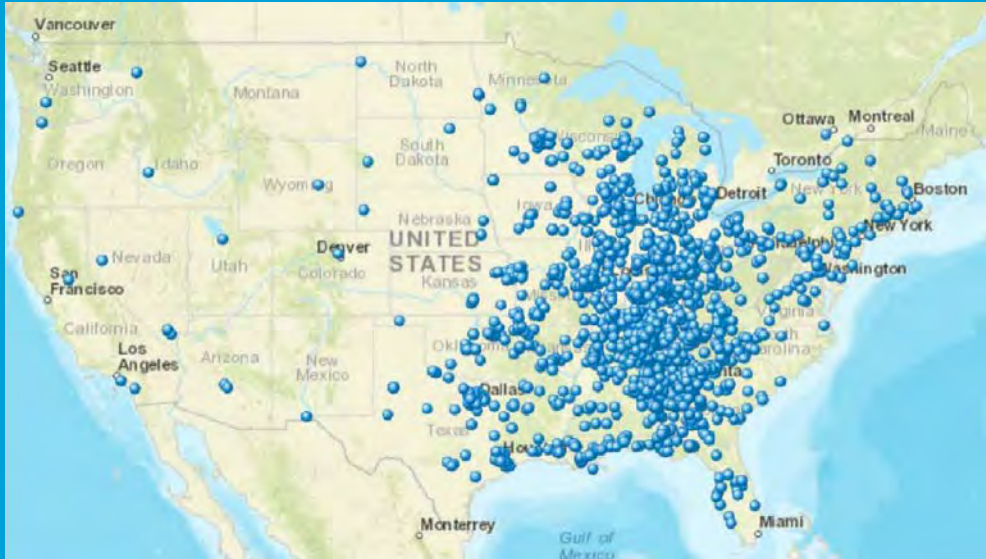
Nashville

Montgomery

St. Louis

Tallahassee

Geography



Atlanta

Austin

Birmingham

Chicago

Columbus, GA

Dothan

Dallas

Houston

Huntsville

Indianapolis

Louisville

Nashville

Montgomery

St. Louis

Tallahassee

Orlando

Opportunity Market

Orlando



Orlando Stats:

Top 20 Nielsen DMA (#18)
Median Resident Age – 33
30% of market has HHI \$75K+

#1 Market on TripAdvisor for searches of PCB content

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

Over the last year (4Q16 to 3Q17), Orlando topped the list of cities bringing sessions to VisitPanamaCityBeach.com

And because it is a 6-hour drive, it is an accessible drive, yet not a weekend-only trip.

Orlando Residents have high interest in Panama City Beach as a travel destination!

Continued Media Partners



Digital Media

Digital

Display

- Display Banners
- Native content
- Pre-roll video

Brand Engagement

- Interactive in-banner video units
- Gaming integration

Travel Endemic

- Targeted display on key travel sites
- Competitive “conquest” targeting
- Dedicated e-blasts to premium travel intenders

Social Influencers

- Engaging with mom/family influencers at scale
- In-destination event with key Instagram influencers

Mobile Gaming

Drive awareness and engagement with the brand in a fun environment when consumers are relaxed and receptive.

Spring only – pilot.

Mobile Gaming Tactics:

- Game Integration with Keyword Targeting
- TV Targeting to PCB's targets favorite shows with video
- Mobile Banners



Mobile Gaming

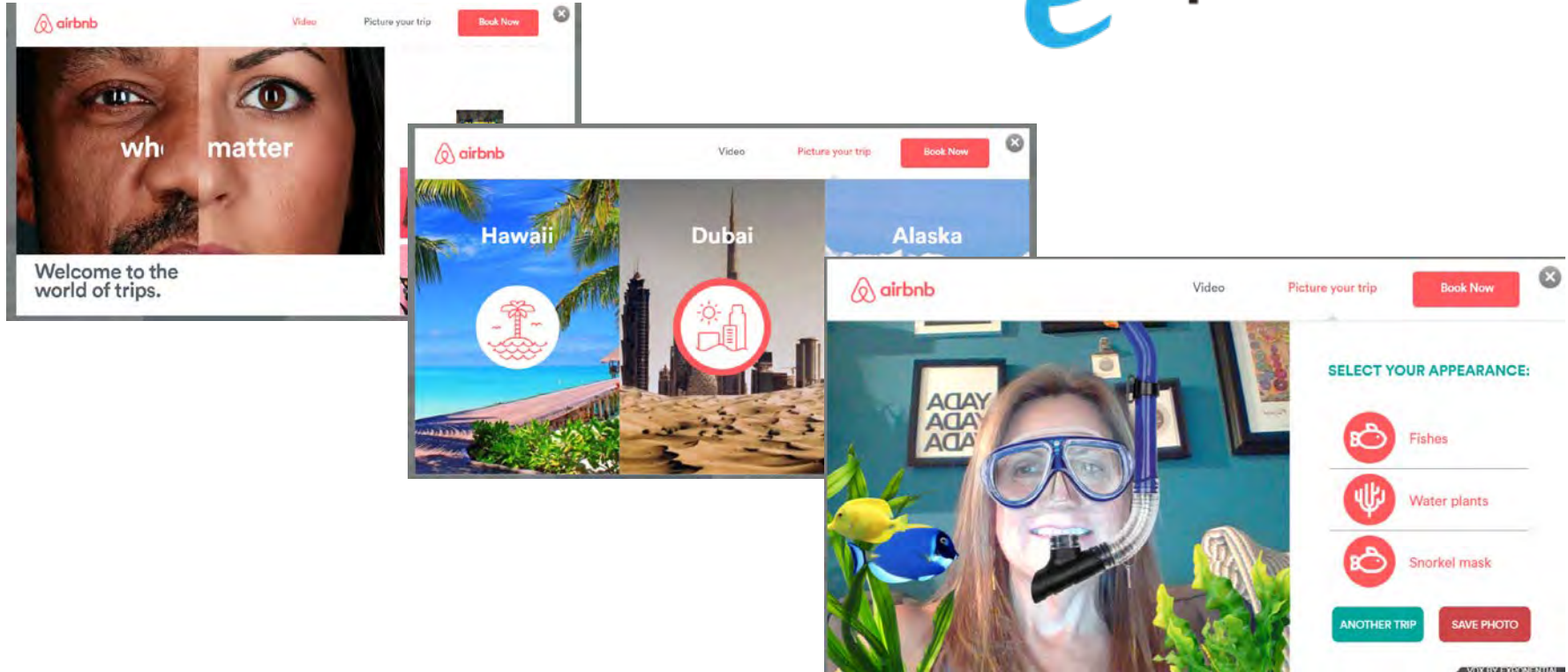
Game Integration Mock-ups – Keyword Takeover



High Impact Unit

Interactive Unit Mock-up – VDX Unit

exponential



Travel Endemic Sites

With today's more savvy online travel planner, we recommend a strong presence on those trusted travel sites, and delivering content to travel intenders.

Recommended brands:



Continuing the important partnership with TripAdvisor into 2018, and incorporating new targeting and ad units:

- Strong Engagement of 5.8 pages per session (exceeds average pages per session of other PDPs of 1.5 by 286%!)
- Total Time on Page YTD: 841 hours

Tactics

- Maintain annual Premium Destination Sponsorship
- Add Competitive Targeting to national audience to conquest users researching other similar beach destinations
- Native placements within relevant searches

A circular infographic showing 52% of the circle filled with a dark teal color. The number "52%" is displayed in large white font at the top left of the circle.

52%

of all time spent shopping for travel happens on TripAdvisor. **More time is spent on TripAdvisor than all other travel sites combined.**

A circular infographic showing 71% of the circle filled with a dark teal color. The number "71%" is displayed in large white font at the top left of the circle.

71%

of all users who started their decision process and **subsequently booked travel online visited TripAdvisor.**

Adara and Sojern

Reach the travel intender in real-time while they are in-market researching and booking their travel

These vendors allow PCB to leverage the first party data from their direct relationships with travel brands

(Examples include: United Airlines, Delta, Hertz, Marriott, American Airlines, Hyatt, Loews, Frommers)

Tactics/Targeting

- Target travelers searching for *Sunday through Wednesday travel*, to maximize midweek business in May and August
- Target nationally when users are researching PCB or competitive destinations
- Native placements
- Pre-roll video placed contextually
- Across all devices – desktop, mobile & tablet

Sojern Dates: Q1 - 2017 Hurricane Recovery Program, in which they are matching 50% of impressions at no cost.

Adara Dates: Q2 and Q3



Dedicated Emails

ShermansTravel
HAND-PICKED DEALS. EXPERT ADVICE.



- Leading publisher of online travel deals
- Their eBulletin special interests match key PCB segments
 - Family – delivered to 747,511
 - Beach – delivered to 398,447
 - Alternating weeks in Spring and Fall

The New York Times



- Award winning publisher of travel content, highly qualified database
- US coverage in top markets, not just NYC
 - Opt-in database 411, 402
 - Alternating weeks in Spring and Fall

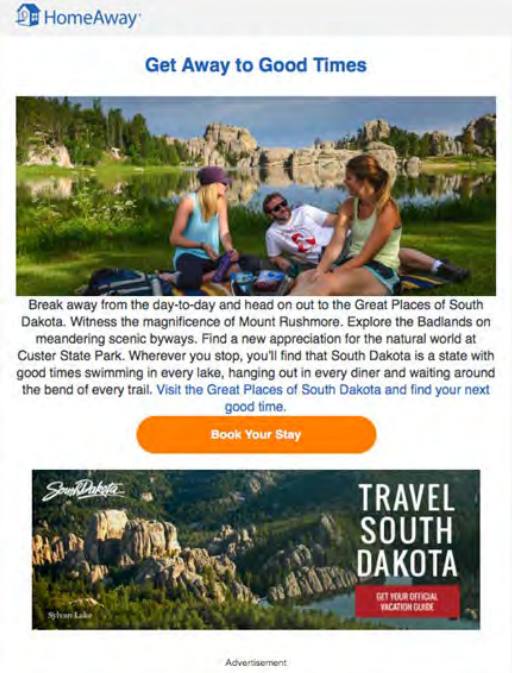
With large percentage of PCB visitors staying in vacation rental properties, HomeAway provides an opportunity to get in front of them while still in the research/planning stages.

HomeAway has become a major force in vacation rental booking, with 7.4MM monthly unique users and 166MM monthly pages viewed. Its monthly uniques have increased 6% YOY as market in vacation rentals is growing.

Panama City Beach is the #1 U.S. destination searched on Home Away for 2017!


Tactics

- Targeting people visiting PCB and comp destinations, and targeting to beach, family, and couples/empty nester segments, **to our geos**
- Targeting PCB Destination page, and competitive markets' destination pages, **to all US users**
- Retargeting users who have visit those competitive markets pages, **to all US**
- Leverage HomeAway's **5.5 mil** opt-in email database with dedicated PCB email in Spring and Fall




HomeAway

Get Away to Good Times



Break away from the day-to-day and head on out to the Great Places of South Dakota. Witness the magnificence of Mount Rushmore. Explore the Badlands on meandering scenic byways. Find a new appreciation for the natural world at Custer State Park. Wherever you stop, you'll find that South Dakota is a state with good times swimming in every lake, hanging out in every diner and waiting around the bend of every trail. Visit the Great Places of South Dakota and find your next good time.

Book Your Stay



South Dakota TRAVEL SOUTH DAKOTA GET YOUR OFFICIAL TRAVEL GUIDE


Advertisement

Influencer Marketing Mom/Family Influencers



Activate mom and family bloggers to create content and excitement around Panama City Beach
Pilot in the Spring – Re-launch in Fall with learnings, improvements and new influencers

-  **Blogs** 3 levels of creators; Premium, Midtier, and Everyday
- Each influencer will produce 1 blog post each that will be shared across 3 of their individual social platforms (Twitter, Facebook, Instagram, etc.)
 - Typical posts range from 250-500 words
 - 4 Premium creators
 - 12 Midtier creators
 - 18 Everyday creators

-  **Instagram**
- 10 Midtier Instagrammers
 - 15 Everyday Instagrammers

 **Amplification**

Select creator social posts will be amplified across Facebook through promotion and optimization into all markets

Sample Creators



www.mylifewellloved.com



[@logan_can](https://www.instagram.com/logan_can)



Influencer Marketing

Travel Influencers - InstaMeet



TRAVEL MINDSET
Travel · Social · Influencers

What is an InstaMeet?

- An InstaMeet is an in-person meet up of Instagram Influencers and Instagram users in a destination to showcase the location, across all of their social platforms
- Travel Mindset will do all organization of the event, including the itineraries, all travel costs and planning, the event details on the Facebook group and post event promotion/amplification
- PCB and agency will select a key segment to target (i.e. Empty Nesters late Spring OR KIS Families in Fall)

Campaign will deliver:

- 8 key Instagram influencers
- 1 Facebook Group created and monitored
- 100 guaranteed social media posts – focusing on Instagram and Instagram Stories
- 8 blog posts on influencers' blogs
- 40 amplification shares from Travel Mindset, 20 on Twitter, 5 on Facebook, 5 on Instagram, and 10 on Instagram Stories
- Estimated reach of 25MM

Example of InstaMeet Itinerary in PCB

- Hike around St. Andrews Park (maybe see the deer on the beach)
- Snorkel Cruise over to Shell Island (multiple cruises or renting Pontoon boats- photograph the dolphins or the beautiful white beaches of Shell Island)
- Meet Up in Carillon to photograph the beautiful colorful houses
- Sunset time on the beach near Camp Helen



Image from actual InstaMeet in St. George, Utah

Paid Social



Continue partnership with social media agency Brand Networks to manage paid social efforts.

New for 2018

- Integration of Visit Florida Beta video opportunity and access to data/audiences
- Test in Canadian markets to reach non-winter resident audiences for Spring and Summer travel
- Support in Denver, CO timed with intro of new direct summer flight on Southwest

Continued Efforts

- Make It Yours campaign (new ad units such as Canvas)
- Event support
- Creative testing against segmentation
- Introduction of new ad units





Television

Television

Broadcast and Digital TV Extension

Provide broad awareness of Panama City Beach. Television remains a powerful medium to best showcase the beauty of destination, and will provide lift to search and digital efforts.

- Focus Television in 2 main campaign periods – Spring & Fall
- Concentrate TV spends into key markets:
 - Atlanta
 - Birmingham
 - Nashville
 - Orlando
- TV networks/programming based on preferences of segments
- Extend television campaign into streaming and full-episode player viewing
- Leverage high interest in Olympics during February in both TV and digital space



hulu

gamut
SMART MEDIA FROM COX



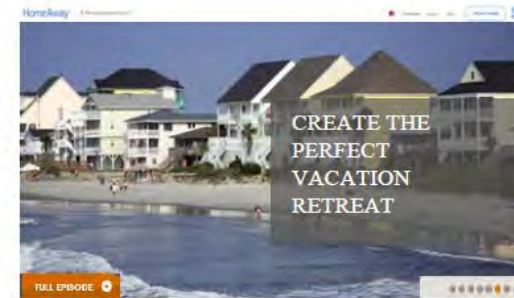
TV Integration

HomeAway & A&E

New program - *Vacation Rental Potential*

Included in sponsorship:

- Content on show landing page on HomeAway.com, living on that page for duration of season (through approx. May)
- Spotlight Sponsored video
- Link to download PCB Visitor's Guide from show landing page
- VRP emails will be sent to 12MM HomeAway subscribers
- Social media posts and tweets to 3MM+ HomeAway followers
- Co-branded "Jumbotron" ad on HA Homepage 1 week prior to local episode airing
- PCB spots airing nationally in VRP and associated programming beginning 1/19!





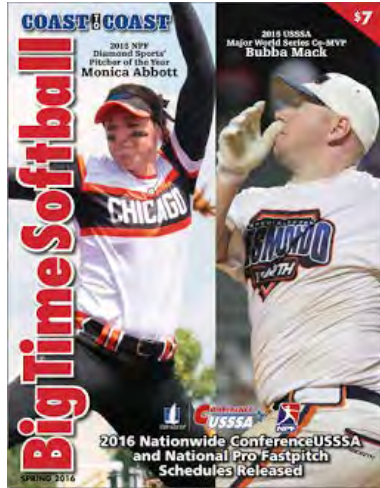
Magazines

Print Social and Sports - Group



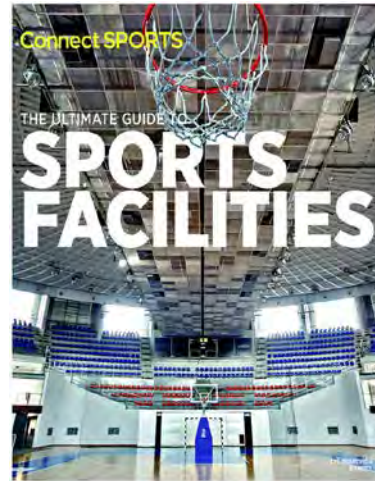
FP4C

Circulation: 7,500
Issues: March/April



FP4C

Circulation: 27,000
Issues: Winter, Spring, Summer,
Fall



FP4C

Circulation: 5,100
Issues: March, August



HP4C

Circulation: 570,000
Issues: Jan-June, July-
December

Print Social and Sports - Group



FP4C
Circulation: 16,640
Issues: Oct, Dec, Jan, Aug

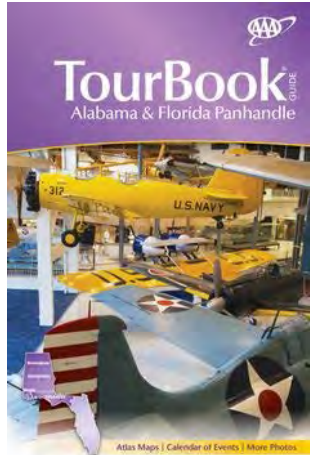


FP4C in each magazine
Circulations: Softball-53,000,
Baseball-27,000
Issues: July, September



FP Advertorial
Circulation: 15,000
Issues: Winter/Spring

Print Consumer Pubs



3/4 P4C
Circulation: 600,000
Issues: 2018 Issue



FP4C
Circulation: 25,000
Issues: Mar/Apr,
July/Aug, Sept/Oct



FP4C
Gritty City Guide
Circulation: 25,000
Issues: Jan/Feb, May/Jun,
Nov/Dec



FP4C
Circulation: 15,000
Issues: Nov/Dec '17, Jan/Feb,
Sept/Oct Nov/Dec

Print Consumer Pubs



FP + Advertorial
Circulation:
1,686,000
Issues: February



2 page spread
Circulation: 7,500
Issues: Mar/Apr, May/June,
July/Aug, Sept/Oct, Nov/Dec,
Jan/Feb

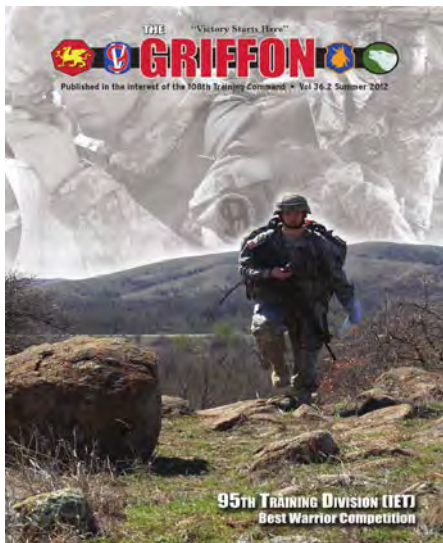


FP4C
Circulation: 25,000
Issues: Feb, March, Aug, Sept,
Oct, Nov



FP4C
Circulation: 20,000
Issues: Holiday 2017, February
2018, March 2018

Print Consumer Pubs



FP4C

Circulation: 25,000

Issues: Winter – In-home 1/15

Summer – In-home 7/10



FP4C

Circulation: 20,000

Issues: Spring and Fall

Includes bonus advertorial + ad in e-newsletter + 3 social media posts per quarter on FB, IG, and Twitter

Print Consumer Pubs – Visit Florida Coops



FP4C

Circulation: 296,567

Issue: May

Includes bonus advertorial "Short Takes" of 150-200 words, and Reader Service with leads



FP 4C

Circulation: 150,000

Issue: February

Includes bonus advertorial of 100-150 words, and inclusion in formatted e-newsletter to 20K opt-ins



FP 4C

Circulation: 69,820

Issue: March

Includes bonus advertorial with 1 image and 150 words, and event inclusion in VISIT FLORIDA e-newsletter in March

Print
New Consumer Pubs – America's Best Vacations
FADMO Co-op



Half-Page 4C

Circulation: 500,000

Issue: Distributed in Sunday 4/8 paper in major dailies in 13 markets; Atlanta, Birmingham, Nashville, Dallas, Houston, Louisville, Baton Rouge, New Orleans, Memphis, Chattanooga, Knoxville, San Antonio and Charlotte (Couples)

Print New Consumer Pubs – MNI

COOKING LIGHT | INSTYLE | PEOPLE | REAL SIMPLE



Circulation: 298,400

“Modern Family” Magazine

Network

Issues: April

PCB will have a FP4C ad in all 4 magazines, in all subscriber copies in Atlanta, Birmingham, Nashville, and Orlando

Print Consumer Annuals



HP4C
Circulation: 900,000
Issues: 2018 Official Annual
Vacation Guide



FP4C
Circulation: 100,000
Issues: January
Includes bonus advertorial

Print International – UK and Canada

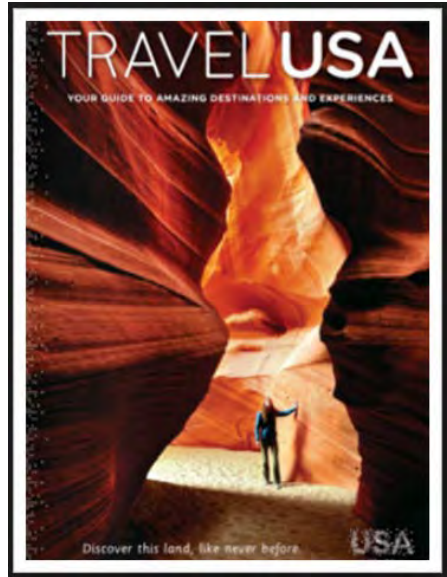


FP4C
UK Circulation: 30,000
Digital Editions
Issues: Jan, Feb, March

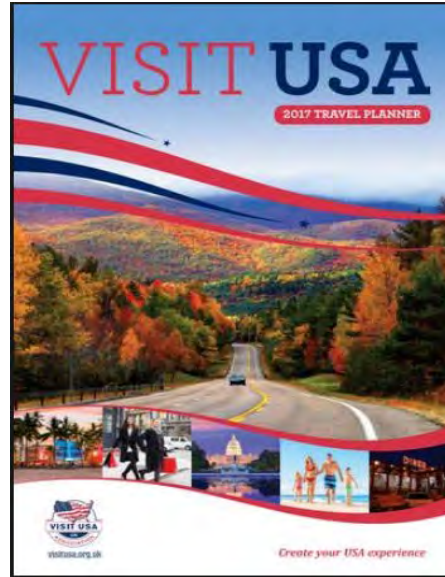


FP4C
Circulation: 150,000
Issues: Spring (In-home 3/16)

Print International Annuals



FP4C
Circulation: 575,000
Issues: January Annual



FP4C
Circulation: 50,000
Issues: November Annual



Half-page 4C
Circulation: 70,000
Issues: January Annual



Radio

Radio Endorsements

Radio personalities – the original “influencer”*

- 75% of listeners say they turn on the radio because they know their favorite personality is on the air
- 72% talk to their friends about their favorite radio personality or what they heard on the program
- 52% stated their favorite personality influences their opinion
- Average US consumer spends ~1.5 hours with nondigital radio per day – higher than time spent with social media

Endorsements can be brought to life in a number of different ways for Panama City Beach

- Invite radio personalities from key markets to experience PCB and be able to speak about it authentically
- On-air mentions/billboards/promos
- Possible interviews in key markets

- Markets: Atlanta, Birmingham, Nashville & Orlando
- Spring flight
- Spot lengths: :60 live endorsements, :30 produced brand spots
- Organic conversation topic in-show



Pandora



2017 Stats as of 10/31

Station Adds - 8,389

Avg Time Spent - 48.5 min

Hours Listened - 23,806

Unique Listeners - 29,343

Continue to build brand engagement with Real.Fun.Beach. custom station on Pandora digital radio.

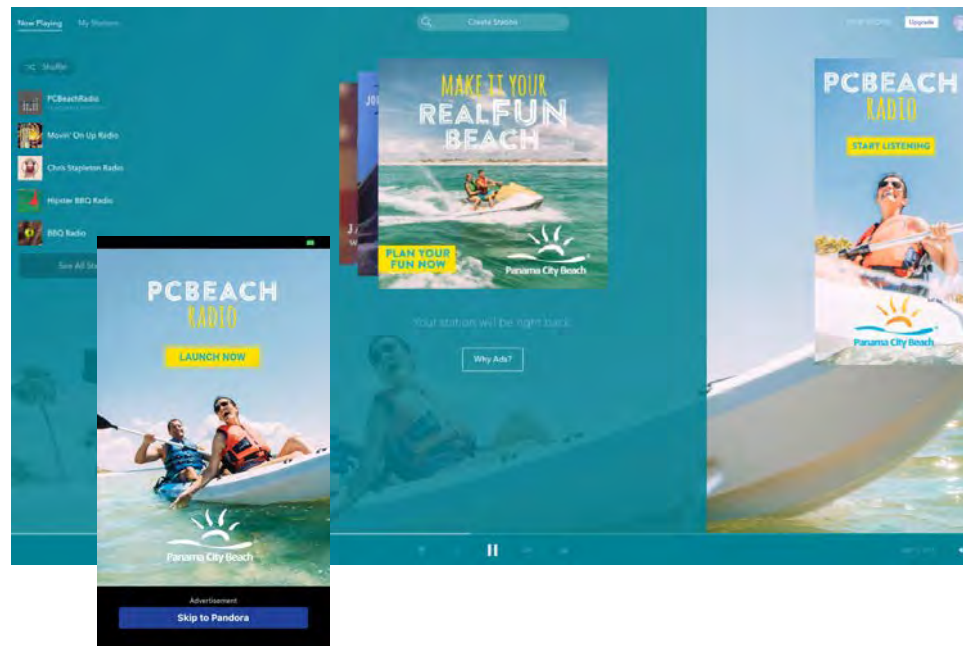
www.pandora.com/realfunbeach

Station Elements:

- Custom Station Audience Builders
- In-Station Display
- In-Station Video
- Custom Audio

2018 Add-on to drive new listeners:

Mobile Interstitial





Out of Home



Out of Home



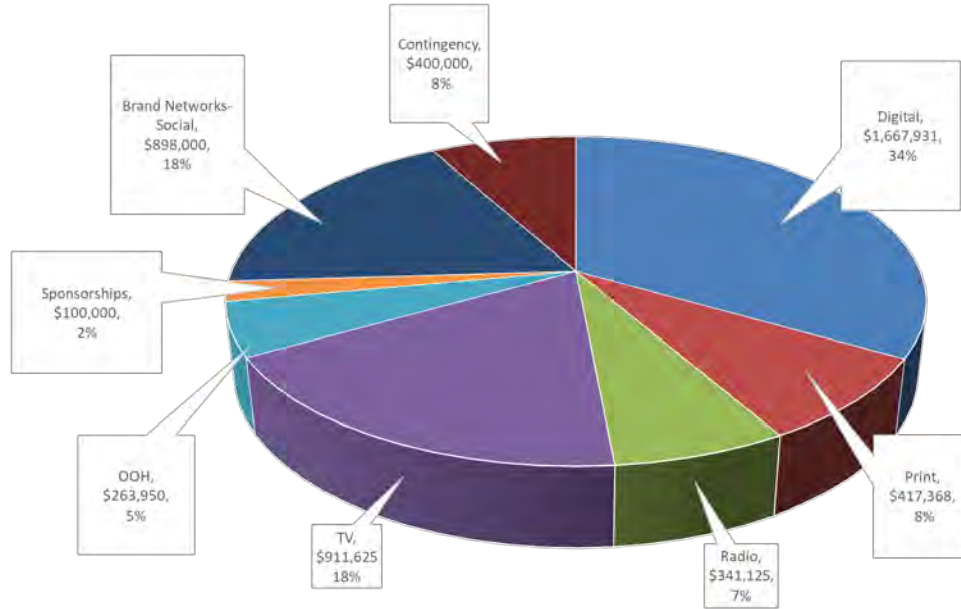
Tactics, Markets and Flighting:

- Digital units only to allow for message flexibility on creative and short lead times
- OOH works in strong synergy with radio and TV efforts
- Targets are heavy OOH consumers, key markets have significant commuter traffic
- Flight boards in Spring and Fall Campaign in 4 key markets
 - Atlanta
 - Birmingham
 - Nashville
 - Orlando
- Be strategic and selective in board selection – location, read time, daily audience

Media Budget Recap



Budget by Media Tactic



Media	Imp	Spend	%
Digital	177,684,492	\$1,667,931	33%
Print	16,826,827	\$417,368	8%
Radio	25,194,214	\$341,125	7%
TV	72,037,992	\$911,625	18%
OOH	49,811,352	\$263,950	5%
Sponsorships	8,500,000	\$100,000	2%
Brand Networks-Social	81,818,000	\$898,000	18%
Contingency	TBD	\$400,000	8%
	431,872,877	\$5,000,000	100%

■ Digital
 ■ Print
 ■ Radio
 ■ TV
 ■ OOH
 ■ Sponsorships
 ■ Brand Networks-Social
 ■ Contingency



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BEACH**