

# Visit Panama City Beach

## Cooperative Program

Spring 2017



# Real. Fun. Partners.

Dear valued partners,

Welcome to the first round of the 2017 Panama City Beach Real Fun Co-Op Program!

We've heard your feedback and seen the results. For these reasons, on the following pages we have included even more opportunities with your favorite programs like TripAdvisor, and increased opportunities with outstanding performers such as Facebook. Our hope is that you will be as excited as we are with the offering and that you will continue to understand our goal of extending your reach and budget to maximize success.

We're confident these programs will continue to support your already increased efforts for a successful spring season. We're looking forward to working with you to make 2017 a great year for Panama City Beach businesses!

Sunny regards,  
Jayna Leach





## Highlights

- TripAdvisor users are highly engaged in travel planning – including decisions about lodging, food and activities for their vacations
- Partners can own two banners on the PCB TripAdvisor page for an entire month
- In 2016, these placements delivered approximately 47,000 impressions, building awareness and driving traffic to partner sites with an average banner CTR of 0.36%, exceeding the travel industry CTR benchmark (0.07%)

## Opportunity

- Partner will have exclusive ownership of two banner units on the TripAdvisor – Panama City Beach, Florida, landing page; the CVB will own all other banners and content on the page
- Partnerships available: one per month
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines on slide 8 for details)

## Available Dates

- March 2017, April 2017, May 2017

## Investment & Return

- Annual page ownership – \$36,000
- Cost per partner per month – \$500
- High-yield ad placements from qualified target interested in PCB



# NEW: Viant – Custom Targeted Display

## Highlights

- Viant, a Time Inc. company, is a “people-based platform” – meaning its targeting is powered by first-party registration data gathered from Time Inc. properties
- Viant offers cross-device execution on desktop, mobile and tablet
- Banner advertisements will be delivered cross-device and targeted by demographics, behaviorally and contextually to reach spring travel planners
- Ads will be geotargeted to the top 15 feeder markets for PCB

## Opportunity

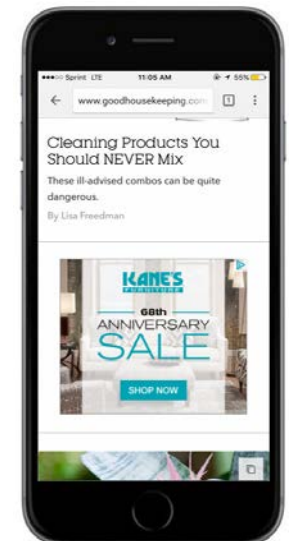
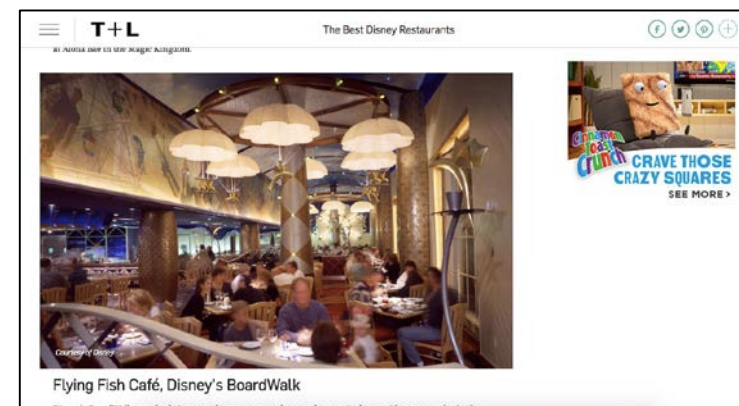
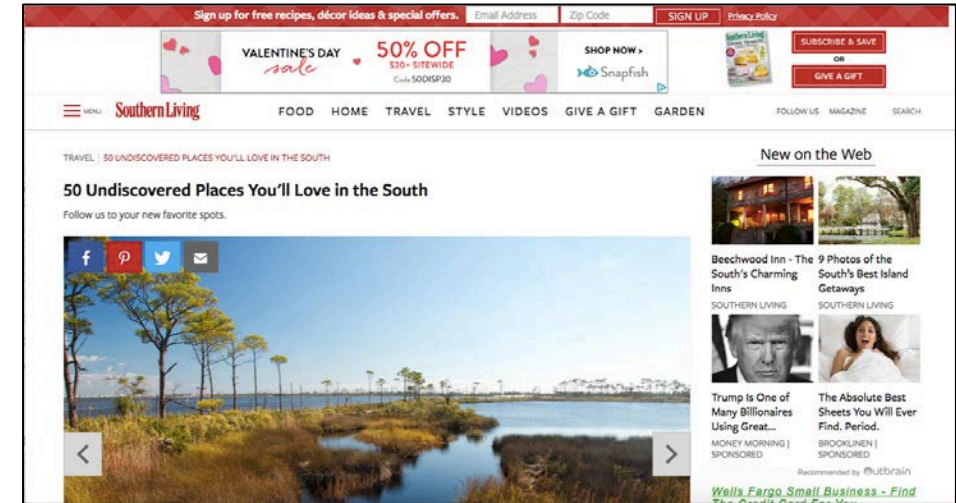
- PCB will serve partner banner ads in three sizes across the Viant network
- 3,333,333 impressions will be divided among participating partners
- Minimum partners required: eight
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines on slide 8 for details)

## Timing

- March 2017 – April 2017

## Investment & Return

- Cost to PCB – \$6,000
- Cost per partner – \$500



# NEW: Yahoo/BrightRoll – Retargeting

## Highlights

- Yahoo is one of the leading web portals that includes a travel vertical
- In November 2014, Yahoo acquired BrightRoll, a programmatic advertising platform
- Yahoo's first-party data is used to find a qualified audience that is likely to travel to Panama City this spring; once a user engages with a partner's site, a retargeting ad will be sent to that user

## Opportunity

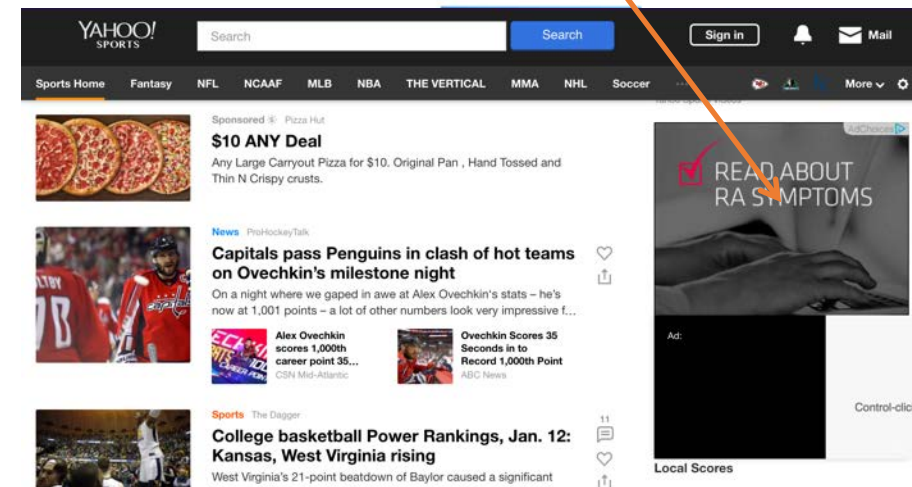
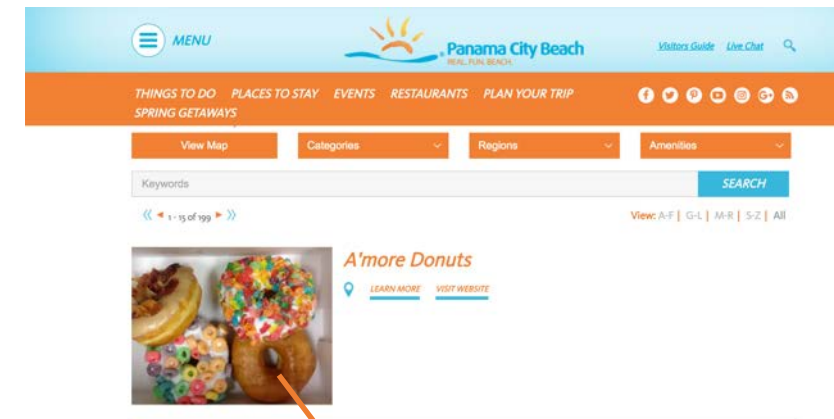
- PCB will serve partner retargeting banner ads in three sizes across the Yahoo network
- 1,282,051 impressions will be divided among participating partners
- Minimum partners required: five
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines on slide 8 for details)
- Partner must be able to place a retargeting pixel on their website

## Timing

- March 2017 – April 2017

## Investment & Return

- Cost to PCB – \$3,000
- Cost per partner – \$400



# Digital Banner Guidelines

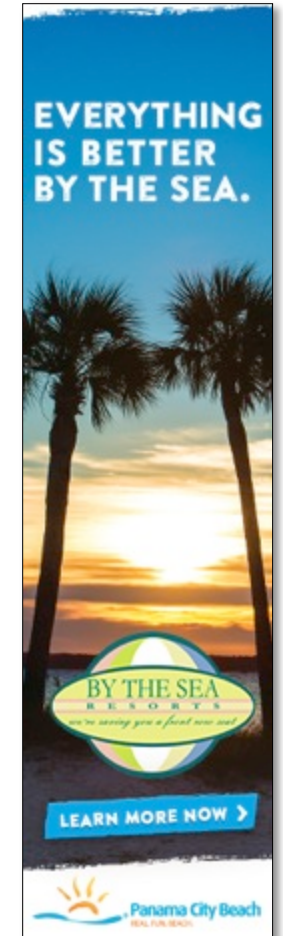
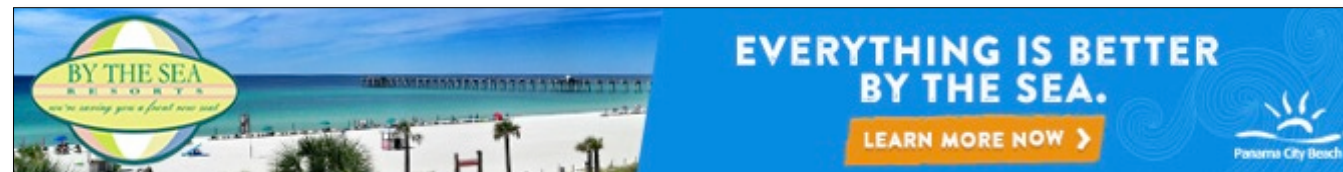
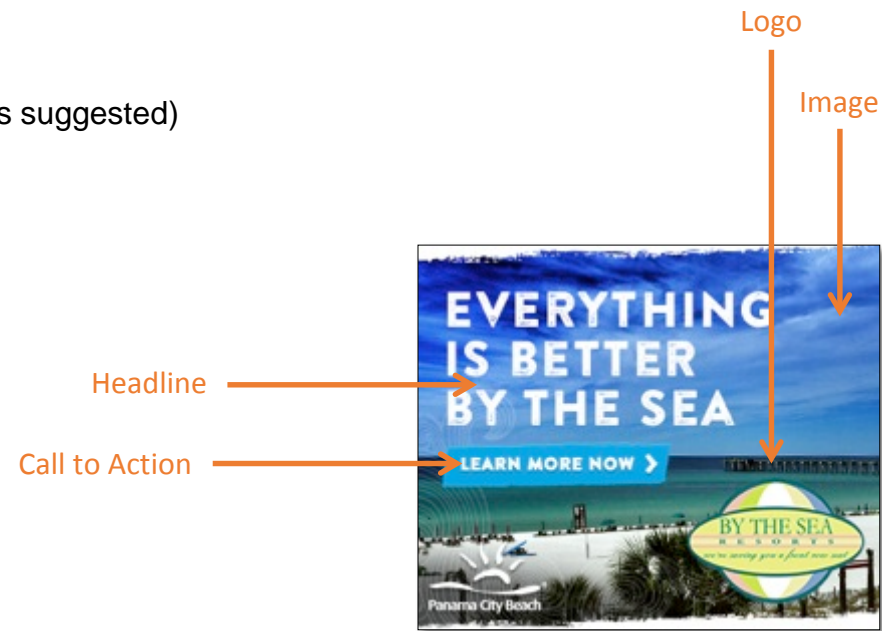
PCB will continue to be responsible for layout and design of any and all digital banners for our valued partners. For programs on slides 4 – 6, we will ask for the following assets. In return, each partner will receive complete banners for their own future needs.

## Required Partner Assets:

- Send up to three images for consideration (authentic destination images suggested)
- One logo EPS/vector
- 40-character-max (including spaces) headline
- 17-character-max (including spaces) call to action
- Driving URL

Standard banner sizes include: **300x250**, **160x600**, **728x90**

If no image or CTA is provided, the CVB will use a standard option.



# Social Opportunities





# Facebook Carousel Ads



## Highlights

- Target active PCB followers and avid fans on Facebook
- Showcase five images and links within a single ad unit to direct people to specific locations on your website
- In 2016, the carousel units thus far have reached over 107,000 users, delivering over 14,000 actions including likes, shares, comments and clicks to partner sites

## Opportunity

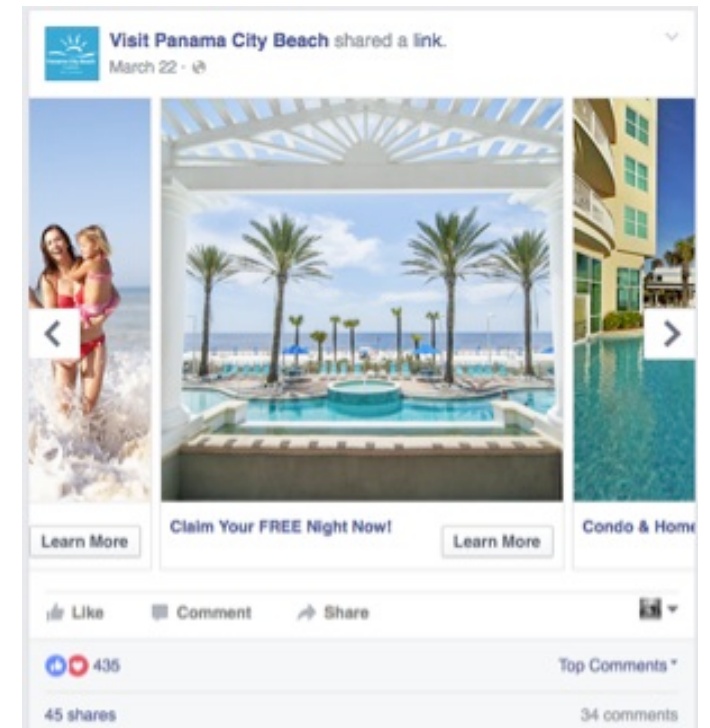
- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit each month
- Partner spaces available: four per month (limited to one image per month from each partner)
- Minimum required partners: three per month
- Partners must provide: one image, a destination URL, 30-character copy, and one color vector logo
- Partners are encouraged to include a special offer

## Available Dates

- March 2017
- April 2017
- May 2017

## Investment & Return

- Cost to PCB – \$8,000
- Cost per partner per month – \$500
- Reach – ~50,000



# Facebook Promoted Posts



## Highlights

- Partner content is posted directly to the official PCB Facebook page
- Posts are promoted to targeted, active PCB followers and avid fans on Facebook
- In 2016 the promoted posts thus far have reached over 135K users delivering nearly 10K actions including likes, shares, comments and clicks to site

## Opportunity

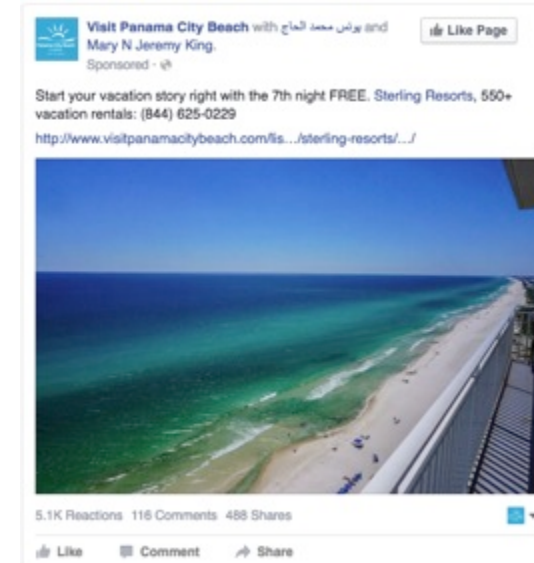
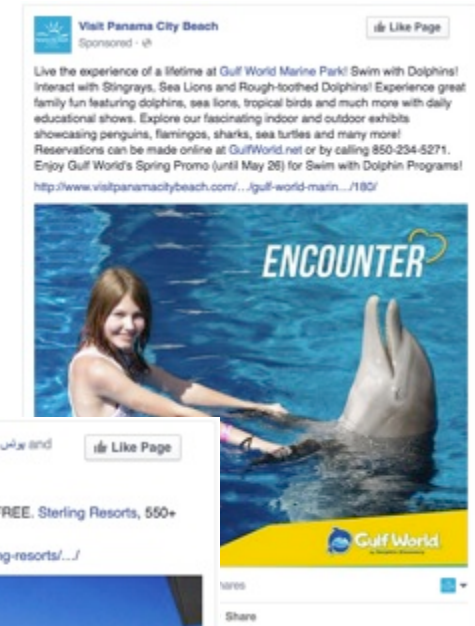
- PCB is offering 1 promoted Facebook post on the official PCB Facebook page each month
- Partner spaces available: 1 per month
- Partner must provide: Copy and image for 1 Facebook post, which must be approved by PCB before going live
- Posts will link to the partner listing on VisitPanamaCityBeach.com

## Available Dates

- March 2017
- April 2017
- May 2017

## Investment & Return:

- PCB cost: \$2,000
- Cost per partner per month: \$500
- Reach between 12,000 – 32,000 users



# Facebook Live Partnership



## Highlights

- Provide Facebook users with inspiring content connecting them to the destination in real time
- Visit Panama City Beach Facebook has over 430,000 likes on Facebook, offering a large pool of dedicated fans
- Video will link back to the partner page and be promoted to the PCB Facebook audience to continue views for seven days following

## Opportunity

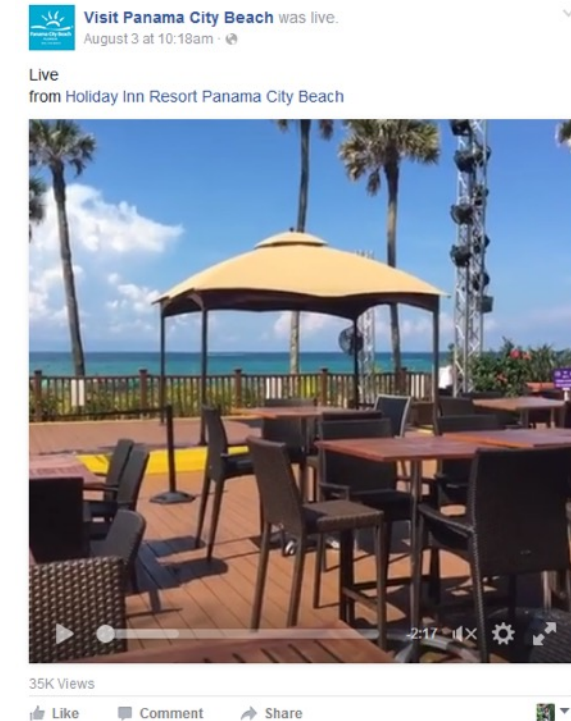
- PCB is allowing two partners each month to be highlighted in a Facebook Live video
- Partner spaces available: two per month
- Live video will feature Gulf-front accommodation
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids activities where the beach is visible
- Partners can provide three to five talking points for CVB rep hosting the Live video

## Available Dates

- March 2017
- April 2017
- May 2017

## Investment & Return

- Cost per partner per month – \$100
- Views – an estimated 25,000



# Instagram Takeover



## Highlights

- With over 17,500 dedicated followers, reach users that are actively following Panama City Beach on Instagram

## Opportunity

- PCB is allowing one partner each month to take over the PCB Instagram channel and post three to five of their own images or videos
- Partner spots available: one per month
- Partner must provide: three to five images or videos with captions for each
- Timing and final approval on post content is at the discretion of the CVB

## Available Dates

- March 2017
- April 2017
- May 2017

## Investment & Return

- Cost per partner per month – \$300
- Reach an estimated 13,400 users



# Public Relations Opportunities



# Public Relations

To maximize public relations exposure for our stakeholders, Visit Panama City Beach is inviting accommodations partners to create exclusive packages around our major events. The team recently distributed a “17 Big Events in 2017” list that included Mardi Gras, UNwineD, Pirates of the High Seas Fest and others. Now, your property can be featured, offering a special package around an event and driving awareness and bookings through targeted media/public relations.

The guidelines for a package would need to include the following:

- Name of property
- Dates of offer
- Description of package, including value-added inclusions (e.g., tickets, meals, resort credit, transportation, unique experience such as a boat charter or private tour)
- Pricing and savings (e.g., rates for the three-night package begin at \$XXX, based on double occupancy)
- Call to action that includes phone number, website etc., and we encourage creativity!

## Available Dates

March 2017, April 2017, May 2017

## Investment & Return

Cost per partner – \$200





# AL.com – Email Marketing



## Highlights

- AL.com, part of Alabama Media Group and Advance publications, is a leading news site within the state of Alabama
- Drive bookings, awareness of events, things to do or dining options through email marketing to a core PCB drive audience
- Reach over 58,000 opt-in subscribers cross-device via AL.com's Real Deals

## Opportunity

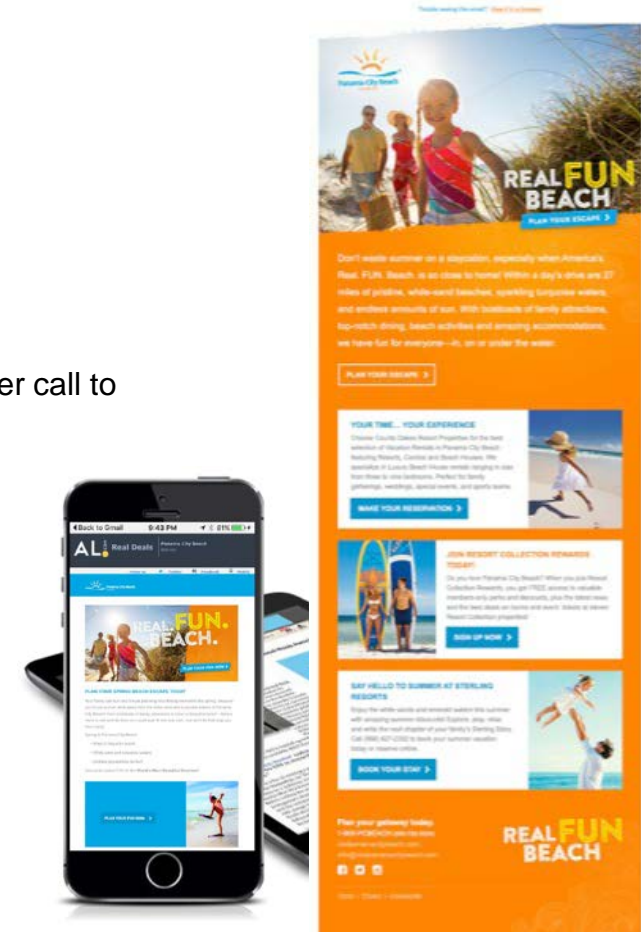
- PCB will send one custom email per month including partner content and click-thru capabilities
- Partnerships available – four per email
- Minimum required – two per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

## Available Dates

- March 2017, April 2017, May 2017

## Investment & Return

- Cost to PCB – \$1,500
- Cost per partner – \$200
- 58,000+ emails deployed, with an estimated 25% to 30% open rate





# PCB Consumer Email Sweepstakes

## Highlights

- Reach users through PCB's database of dedicated and avid fans of the destination
- Once the user is served the email they will click through and enter the contest on the PCB site
- The winner will be chosen by PCB through a random selection process

## Opportunity

- PCB will send custom emails to their database on behalf of a partner, promoting their sweepstakes
- Partner spaces available: 1 per quarter
- Partner provides: all sweepstakes package details, as well as prize fulfillment which is distributed to winners by the PCB team
- Winners will be chosen by PCB within 30 days; the email will be sent twice (day 1 & 14)

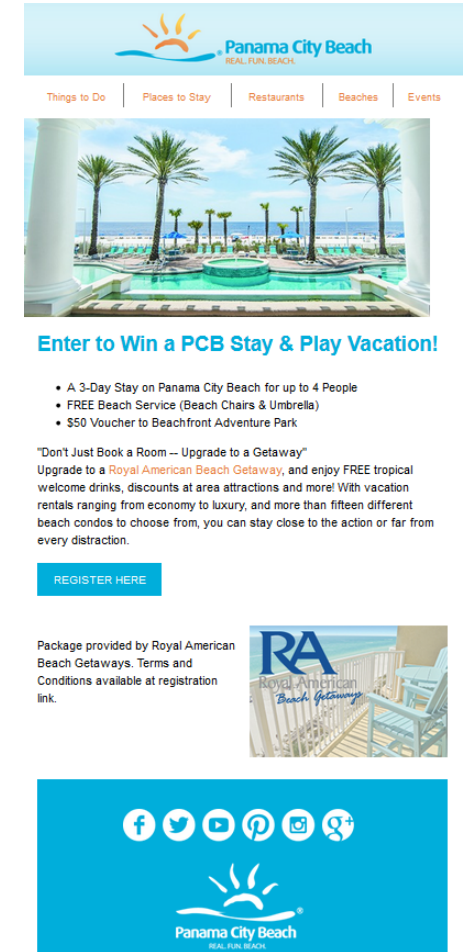
## Example Theme: Win Your Way to Holiday Sweepstakes

4 day/3 night accommodations the weekend of Beach Home for the Holidays

- Schedule of events
- Activity passes for family of 4
- Gift card to local restaurant, shopping, etc.
- PCB or partner swag

## Investment & Return

- Cost per partner: \$250 and cost of prizing
- Partners receive all leads generated from the sweepstakes



The screenshot shows the Panama City Beach website header with navigation links: Things to Do, Places to Stay, Restaurants, Beaches, and Events. Below the header is a large image of a resort pool area with palm trees. The main text reads "Enter to Win a PCB Stay & Play Vacation!" followed by a list of prizes: a 3-day stay for up to 4 people, free beach service, and a \$50 voucher. A "REGISTER HERE" button is visible. Below the button, it mentions a partnership with Royal American Beach Getaways, providing a link to registration details. At the bottom of the screenshot are social media icons and the Panama City Beach logo.

## Available Dates

- March – May 2017

Real. Fun. Images.



# Drone Footage

## Opportunity

- Gain access to drone footage through a partnership with PCB
- PCB will schedule a professional to shoot footage at each participating partner's location (beachside/outside amenities), providing a shared cost and making this state-of-the-art technology more affordable
- Footage will be shared with each partner as well as added to the PCB library to use for press purposes
- Partner spaces available: six
- Minimum required partners: six

## Available Dates

- March – May 2017 (based on weather)

## Investment & Return

- Cost per partner – \$415
- Return – professional footage



# Photo Library

## Opportunity

- Partners can continue to utilize a library of high-quality PCB images
- There is no limit to the number of images partners can use
- This is available to all partners at no charge
- Reminder that new images are constantly being added
- Please note the new Barberstock Image Library will be activated on February 17.

Visit: <http://barberstock.com/visitpanamacitybeach>



# Partner Toolkit

## Marketing Support

- In our ongoing efforts to provide our partners with information and tools you can use, we are pleased to introduce the Mardi Gras & Music Festival Partner Toolkit - designed to deliver everything needed to leverage Visit Panama City Beach's event marketing for the benefit of your business.
- We will be rolling out more toolkits on a new easy to use platform in the coming weeks, but wanted to ensure partners had adequate time to utilize the Mardi Gras & Music Festival information. The toolkits will offer an event overview/FAQ sheet, suggested copy, sponsorship opportunities, media schedule, press release and more.
- Event assets may be used in E-blasts, Social Media, special event calendars etc.
- This is available to all partners at no charge

Visit: <http://barberstock.com/collection/visitpanamacitybeach/mardi-gras-partner-toolkit>



Event Logo



Event Images



Event Graphics

# Co-Op Program Sign-Up



# Notes

A few important details:

- If more partners sign up than spaces are available, we will use a lottery system to choose final partners
- You may request your insertion date/month if applicable to the program; however, we will also implement a lottery system in this scenario if more than one partner chooses the same date
- If minimum partners are not fulfilled, a program may not be available to participate in
- All commitments are due Friday, February 17, via email to [jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com) and [mstewart@visitpanamacitybeach.com](mailto:mstewart@visitpanamacitybeach.com)
- A webinar will take place **Wednesday, February 15 at 3:00pm CST** to review each program and answer any questions. Please register for the webinar [here](#).



# Sign-Up Sheet

Partner	Program Details	Program Cost	Units Available	Requested Month	Total Cost
Trip Advisor	2 static banners on the dedicated PCB Trip Advisor	\$500.00	1/month		
Viant	Target the PCB audience with display banner advertising across the Viant network	\$500.00	Minimum: 8	N/A	
Yahoo/BrightRoll	Retarget PCB page visitors through Yahoo and its network	\$400.00	Minimum: 5	N/A	
AL.com	Reach AL.com opt-in subscribers through custom emails (minimum 2 partners per email required)	\$200.00	Minimum: 2/monthly email		
Facebook Carousel Ads	Target the PCB audience with image and URL Driving traffic to site	\$500.00	Minimum: 3 per month		
Facebook Promoted Posts	Post on the PCB Facebook page and prmoted for additional exposure	\$500.00	1/month		
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$100.00	2/month		
Instagram Take Over	Takeover the PCB Instaram channel with up to 5 posts	\$300.00	1/month		
Public Relations	Accommodations partners will have the chance to be the featured exclusive partner offering a special package for a PCB event	\$200.00	3	N/A	
PCB Email Sweepstakes	PCB will send custom emails to their database on behalf of a partner, promoting their sweepstakes	\$250.00 + prize package	1/quarter		
Drone Footage	Professional drone footage for partner use	\$415.00	6	N/A	
Photo Library	High quality PCB images available for partner use	\$0.00	Unlimited	N/A	

Date \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please return completed form via email to  
[jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com) and  
[mstewart@visitpanamacitybeach.com](mailto:mstewart@visitpanamacitybeach.com)  
 Return by: February 17, 2017





Thank You



Panama City Beach<sup>®</sup>