



With our “always-on” approach this year we had media placements throughout the summer, but as we approach the shoulder season we are starting our fall campaign push to have a greater affect on this timeframe.

MARKETING

- **Fall Campaign**

- We will start our fall push this month with an eBlast highlighting the destination deploying through New York Times Great Getaway as well as an email deploying to HomeAway’s database of 5.5 million users.
- At the end of July, we will put OOH boards back into rotation in our 4 key markets (Atlanta, Orlando, Nashville, & Birmingham)
- Also, at the end of July, we will start our fall broadcast push in our 4 key markets
- Our Face Filters experience with Exponential is picking back up and will run through September. This not only showcases our video and drives to our site, but also allows users to add various elements to a picture of themselves such as a snorkel mask, beach hat, or sandcastle, which can be shared on their social media.
- Our presence also continues in TripAdvisor and HomeAway, two key travel sites. PCB is the #1 destination in the U.S. on HomeAway!
- Pandora continues year-round with audio and banner ads as well as custom PCB channel.
- Continuation throughout Q3 with a digital partner that has relationships with major travel brands such as Marriott, Hertz, and Delta, and can serve our display banners to those currently planning their travel and might be considering competitive destinations.

- **Southern Living Promotions**

- Promotion around the partnership between Visit Panama City Beach and Southern Living that began in January continues with online support and social promotion.
- The dedicated landing page went live in May and Southern Living drove traffic to this page through the end of June. The link will be live indefinitely.
 - <https://partneredcontent.southernliving.com/visit-panama-city-beach/make-it-yours/>
- **Partner Co-Op**
 - Our summer co-op with our Visit Panama City Beach partners will continue in August with an email that will deploy through the Sherman's Travel August 2nd and a second email that will deplot through AL.com on August 23rd.
 - Our partners will also appear in the August issue of *Birmingham Magazine*
 - There are several digital offerings to partners this summer, with a display banner campaign, as well as two Facebook and Instagram campaigns targeting families, using carousel and canvas ads.
 - Partners also have display banners featured on our TripAdvisor page, while also being featured on other pages through competitive targeting.
- **Panama City Beach Sports Complex at Breakfast Point**
 - We have finalized a logo and tagline for the new sports complex
 - We are currently working on a baseball spring training guide, a facility overview guide and a brand kit to set everyone up for success

MISCELLANEOUS

- **Misc. Projects**
 - We will be updating fly-ins the VisitPCB homepage to encourage eNewsletter sign-ups
 - We are working on a new fall-themed video to encourage travel during this shoulder season – we will push the completed video through paid social
 - We will be updating our static display banners to be more targeted to each of our personas & winter residents

INSERTIONS

- **Current Print Ad Insertions**
 - *Beach Guide (Resort Guide of the Gulf Coast)* (Summer Issue)
 - *Big Time Softball* (Summer Issue)

- *Florida Saltwater Regulations* (July-December Issue)
- *The Circuit* (July/August Issue)
- *The Griffon 108* (Summer Issue)
- *SportsEvents Magazine* (August Issue)
- *Connect Sports* (August Issue)
- *Florida Golf Alliance* (Summer/Fall Issue)
- *VIE Magazine* (August Issue)