



MEDIA & CREATIVE UPDATE

Our Spring Campaign, continues through the month of April and we will have a few additional vendors go live this month funded in part by Visit Florida.

“HOW DO YOU PCB?” CAMPAIGN –

- We started the activation part of our campaign on March 25th, this phase of the campaign involves our audience by asking them to vote for their favorite user-submitted image in each of our 4 persona categories.
- Voting will end April 5th, & we will announce the winner for each category the week of April 8th
- Currently we see a higher engagement with this phase of the campaign compared to the first phase (asking people to submit content) this in large part is due to the optimizations & learnings we had in the first phase.

SPRING CAMPAIGN

- The campaign continues with a strong digital presence as well as strategic traditional media including TV, and radio in key markets.
- TV continues in Birmingham, Atlanta, Nashville, and Orlando. Coming off the strong Olympics programming in which PCB had a presence in each market, the TV commercials will continue to run on ABC, NBC, CBS, and Fox stations across the market.
- We are introducing TV in the local PCB market, so those in-market have more visibility of what we are doing to promote the destination.
- With TV Viewership evolving in where people watch TV content, as a smart supplement to the broadcast campaigns, PCB will run in streaming, when our target is watching full episodes of their favorite shows on connected TV.
- New partnerships are launching with Thrillist, Momtastic, and Lonely Planet all featuring custom content through editorial and video.
- Partnership with Zynga and their Words With Friends game launches 4/1 with a custom PCB “Find the Differences” game where users are shown two beautiful PCB images and must find the differences in each to encourage engagement with the brand.

- “Always on” digital efforts continue, with custom targeted display banners, video and native digital promoting the destination to key segments.
- Our presence also continues in TripAdvisor. PCB was awarded “Traveler’s Choice Best Beaches Award” from Trip Advisor.

SOUTHERN LIVING PROMOTIONS

- This month, the content hub we created with Southern Living will go live featuring 3 new articles on fishing, diving, and how to incorporate wellness into your vacation at PCB.
 - <https://partneredcontent.southernliving.com/visit-panama-city-beach/make-it-yours/>

SPRING CO-OP

- Our spring co-op with our Visit Panama City Beach partners kicks off in mid-March with digital placements.
- There are several digital offerings to partners this Spring, with a display banner campaign, as well as two Facebook and Instagram campaigns targeting families, using dynamic new creative units.
- TripAdvisor will also be a strong part of the Spring Coop with partners on the Destination page as well as participating in competitive targeting to capture travelers considering other destinations.
- This month we will have 2 eblasts deploy featuring our partners. One placement is with the AJC & the other placement is with AL.com
- This month, partners are featured in the Softball/Baseball Magazine and this will be printed this month and pushed out into the market place

MISC. PROJECTS

- We are working on an education video to educate visitors about the difference between Panama City Beach and Panama City

CURRENT PRINT AD INSERTIONS

- *Beach Guide (Resort Guide of the Gulf Coast)* (60th Edition)
- *Florida Golf Alliance* (Winter/Spring Issue)
- *Florida Saltwater Regulations* (January – June)
- *Visit Florida International Travel Guide* (Annual)
- *Garden and Gun* (April/May Issue)
- *Southern Living* (April Issue)
- *VIE Magazine* (April Issue)
- *ABA Destinations Magazine* (March/April Issue)
- *The Circuit* (March/April Issue)
- *Sports Destination Magazine* (March/April Issue)
- *Crossings Magazine* (April Issue)

- *Big Time Softball* (April Issue)
- *SportsEvents* (April Issue)
- *Soccer & Lacrosse Sourcebook*