



Coming Up in PCB

In July, we'll continue to have a light media presence as families visit PCB and continue to plan for late summer travel. We have new custom content launching this month, which support the "Make it Yours" campaign by highlighting the different experiences PCB has to offer. Our media support will ramp up again in August to promote fall travel.

Summer Campaign

- Our Lonely Planet partnership launches in July with a custom video and article highlighting all of the fun activities and beauty of Panama City Beach.
- "Always on" digital efforts continue, with custom targeted display banners, video and native digital promoting the destination to key segments for summer travel planning.
- A new custom video partnership with BuzzFeed launched at the end of June, highlighting several delicious seafood restaurants in PCB.

Summer Co-Op

- Our summer co-op with our Visit Panama City Beach partners continues in July.
- Pandora is a strong part of the Summer Coop with partners receiving audio ads and banner ads.
- Partners will receive display ads, targeted to families planning summer travel.
- This month, partners are featured in a Facebook Live and Facebook Promoted Posts.

Misc. Projects

- We are working on a photo opp. options at the Sports Complex
- We are working on launching our 2 new personas that will launch later this month as a part of our Make It Yours Campaign
- We want to start promoting Pirates Fest earlier this year, so the team is starting to work on updated creative assets

Current Print Ad Insertions

- *Florida Saltwater Regulations* (July-December)
- *Visit Florida International Travel Guide* (Annual)
- *AAA Tourbook* (Annual)
- *The Circuit* (July/August issue)
- *Softball/Baseball Magazine* (July Issue)
- *Resort Guide* (July Issue)
- *VISIT Florida Magazine* (Annual)
- *Travel USA 2019 Inspiration Guide* (Annual)