

PANAMA CITY BEACH | COVID-19 | HOME AT THE BEACH

APRIL 24, 2020

TODAY'S DISCUSSION

LOCAL ADVOCACY
HOME AT THE BEACH



HOME AT THE BEACH | OVERALL PLAN

LOCAL ADVOCACY (ORGANIC)

STAY PCB CURRENT
MESSAGING TO REASSURE
THE LOCALS ON STRICT GUIDELINES
THAT FOLLOW OPENING OF THE BEACH

**PCB THROUGH OUR EYES
(REAL PCB)**
BRINGING EXPERIENCE THROUGH
LOCAL ADVOCATES

HOME AT THE BEACH (PAID)

**RE-CREATED YOUR FAVORITE
PCB SCENE**
UGC IMAGES

DAILY DOSE OF RFB.
TIPS ON HOW TO BRING
PCB HOME



COMBINED

BOOK
ADD REQUEST TO CURRENT
CONTEST POST COPY
(GATHERING CONTENT ONLY)

**MOSAIC AND
SCAVENGER HUNT**
CONNECT ALL
CHANNELS

LOCAL ADVOCACY | ORGANIC SOCIAL



STAY PCB CURRENT

MESSAGING TO REASSURE THE LOCALS ON STRICT GUIDELINES THAT FOLLOW OPENING OF THE BEACH

Q/A #1
IS THE BEACH OPENING TODAY?
(DIRECTIONAL COPY POINTS):
— THE GOVERNOR'S GUIDELINES ONLY ALLOW FOR THE BEACH TO BE OPEN DURING THE MORNING HOURS 8-10
— WE ASK EVERYONE TO CONTINUE FOLLOWING THE SOCIAL DISTANCING
— KEEP SIX FEET APART!

Q/A #2
ARE THE RESTAURANTS AND BARS OPENING?
UPDATES ON THE RESTAURANTS

Q/A #3
WHAT PARTS OF THE BEACH ARE OPEN?
UPDATES ON THE BEACH



PCB THROUGH OUR EYES (USING REAL PCB)

BRINGING EXPERIENCE THROUGH LOCAL ADVOCATES

VIDEO 1
FIRST TIME
STEPPING TO
THE BEACH

VIDEO 2
BRINGING
MY DOG
TO THE BEACH

VIDEO 3
DOING YOGA
ON THE BEACH

VIDEO 4
A PLACE ONLY
LOCALS KNOW

POST 1



POST 2



POST 3



POST 4



POST 5



POST 6



POST 7



STAY PCB CURRENT | REOPENING OF THE BEACH | SOCIAL

POST COPY:

Good news, PCB residents! Our beaches are reopening beginning tomorrow from 6-9 a.m. and 5-8 p.m. Take a walk or throw out a fishing line. Just limit your group to 10 and remember to beach responsibly, keep six feet apart and stay safe. For more information visit StayPCBCurrent.com

MORNING



EVENING



MORNING



EVENING



STAY PCB CURRENT | REOPENING OF THE BEACH | OOH

MORNING 840X400



EVENING 840X400



MORNING 1400X400



EVENING 1400X400



HOME AT THE BEACH | RE-CREATE YOUR FAVORITE PCB SCENE | PAID SOCIAL

PHASE I MAY 3 — MAY 9



PHASE II



SOLICIT PARTICIPATION
AND GIVE TIPS ON HOW TO EXECUTE

FEATURE SUBMISSIONS

POST 1
VIDEO
PRESENTING
FOUR SCENES
AND THE
CHALLENGE

POST 2
SCENE 1 + TIPS

POST 3
SCENE 2 + TIPS

POST 4
SCENE 3 + TIPS

POST 5
SCENE 4 + TIPS

CAROUSEL

CAROUSEL

INDIVIDUAL POSTS WITH TIPS ONLY

POST THROUGH #MYPCB, COMMENTS OR LANDING PAGE

POST 1
VIDEO
COMPILATION
OF THE
SUBMISSIONS

POST 2
BEST
SUBMISSIONS
OF SCENE 1

POST 3
BEST
SUBMISSIONS
OF SCENE 2

POST 4
BEST
SUBMISSIONS
OF SCENE 3

POST 5
BEST
SUBMISSIONS
OF SCENE 4

CAROUSEL

CAROUSEL/ALBUM

LANDING PAGE

REWARD WITH SURPRISE AND DELIGHT | ONGOING

HOME AT THE BEACH | RE-CREATE YOUR FAVORITE PCB SCENE | PAID SOCIAL

RE-CREATE YOUR
FAV PCB SCENE
AT HOME



"HOME AT THE
BEACH"



TIP#1

TIP#2

TIPS TO BRING TO LIFE YOUR GAME (SAND, ETC.)



TIP#1

TIP#2

TIPS TO BRING TO LIFE YOUR RELAXING SCENE



TIP#1

TIP#2

TIPS TO BRING TO LIFE YOUR RELAXING SCENE



TIP#1

TIP#2

TIPS TO BRING TO LIFE YOUR FUN WITH THE DOG



TIP#1



TIP#2



TIP#3



TIP#4

HOME AT THE BEACH | RE-CREATE YOUR FAVORITE BEACH SCENE

We'll give people traditional beach scenes and challenge them to re-create the scenes at home. This can be a continuation of THIS IS #MyPCB contest — re-create your own photo.

BEACH SPORT



SURPRISE AND DELIGHT:
PCB BEACH BALL

BEACH GAME



YOUR DOG AT THE BEACH



SURPRISE AND DELIGHT:
DOG TOY

AQUATIC



RELAXING



SURPRISE AND DELIGHT:
PCB SUNGLASSES

BUILD A SANDCASTLE



ANYTHING BEACH



SURPRISE AND DELIGHT:
BEACH BAG



HOME AT THE BEACH | DAILY DOSE OF REAL. FUN. BEACH.

Whether they have kids stuck at home or just want to take a romantic break, we'll help them rekindle the romance with a daily dose of REAL. FUN. BEACH.

GULF BREEZE

3 DROPS GERANIUM OIL
1 DROP YLANG-YLANG OIL
2 DROPS CEDARWOOD OIL
2 DROPS VETIVER OIL

REAL. FUN. BEACH. HAMMOCK.

- USE A SHEET, CURTAIN, SLEEPING BAG OR WHATEVER YOU HAVE ON HAND.
- FIND SUNNY SPOT, INSIDE OR OUT. SECURE BOTH ENDS OF "HAMMOCK" TO STURDY SUPPORTS.
- TURN ON FAN. (OPTIONAL)
- CLIMB IN AND RELAX.

REAL. FUN. BEACH. HAIR.

BEACH HAIR, DON'T CARE.
GET THAT WAVY, WIND-BLOWN LOOK.

AT HOME, MIX:

- SEA SALT
- COCONUT OIL
- DISTILLED WATER

PUT IN SPRAY BOTTLE AND SPRITZ AWAY.

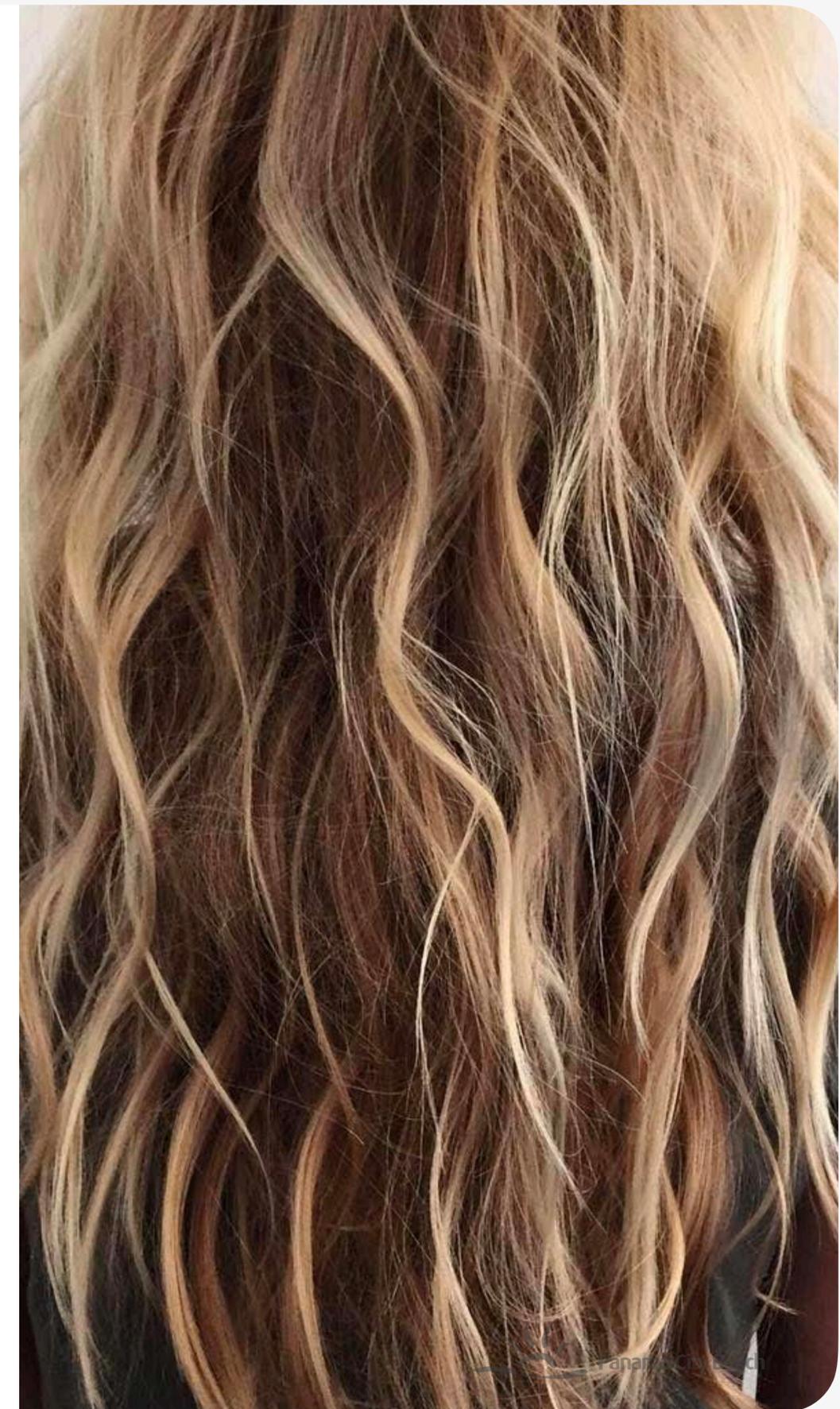
REAL. FUN. BEACH. DRINK UMBRELLAS.

(DOWNLOADABLE DRINK UMBRELLA DESIGNED PAPER)

PRINT, CUT, FOLD, ATTACH TOOTHPICK, OPEN UMBRELLA

REAL. FUN. BEACH. WATERS.

- FILL LARGE PAN WITH WARM WATER.
- ADD EPSOM SALT.
- IN BOWL, MIX BLUE AND GREEN FOOD DYE TO MAKE TURQUOISE COLOR.
- USING A DROPPER, ADD FOOD DYE MIXTURE TO PAN OF WATER UNTIL WATER IS THE PROPER TURQUOISE SHADE.
- DIP YOUR TOES. THEN SOAK YOUR FEET IN THE WATER.



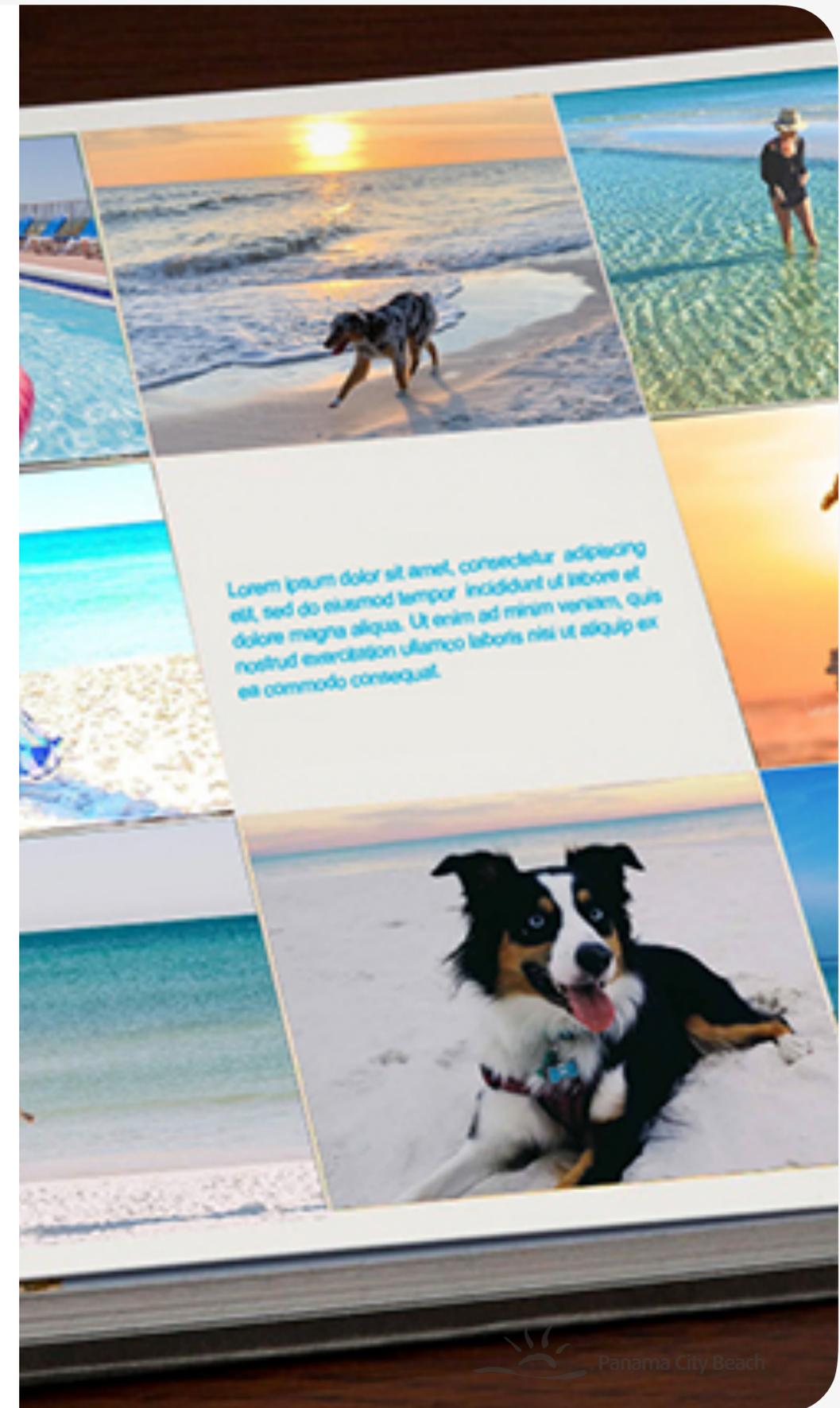
HOME AT THE BEACH | BOOK

NEXT SUMMER'S BEACH READ

We'll create next summer's ideal beach read. We'll ask for people's best beach memories, and then hire a novelist to incorporate them into a paperback novel that takes place in PCB. So people will have some great reading to look forward to when they're back at the beach.

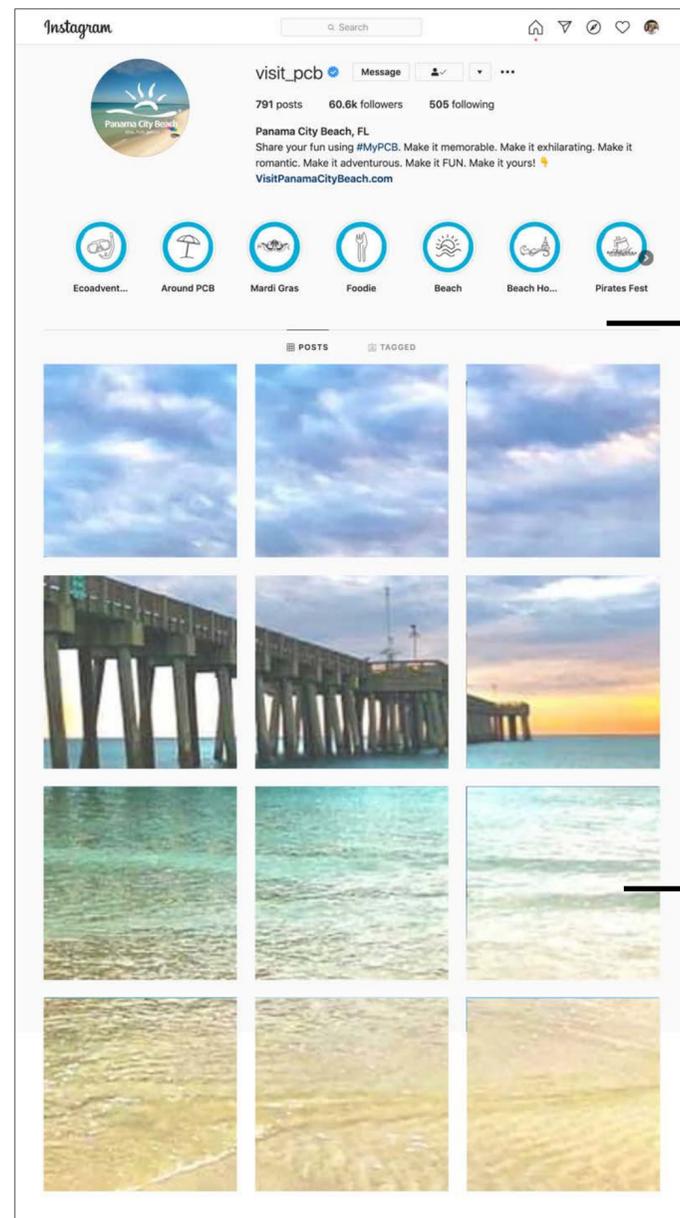
COFFEE TABLE BOOK

We'll create a beautiful coffee table book full of real people's favorite PCB photos. The book can cover everything they love about the REAL. FUN. BEACH. — food, white sand, entertainment, adventure, etc. We'll sell it online and eventually in stores. Proceeds will go to help PCB businesses.



HOME AT THE BEACH | SCAVENGER HUNT

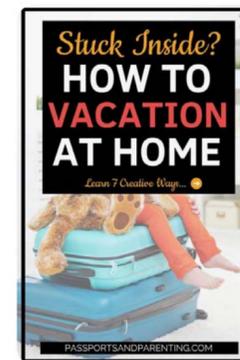
First, we'll seed the clues of the scavenger hunt between all PCB platforms. Then we'll give a clue each day of what users should be scavenging for. Some clues will direct them to our Pinterest account, hidden places on IG carousels or even lead them to Google Maps Street View.



CAROUSEL WILL UNCOVER THE REST OF THE NEW HIDDEN IMAGE



LOOPING VIDEO OR GIF OF THE WATER

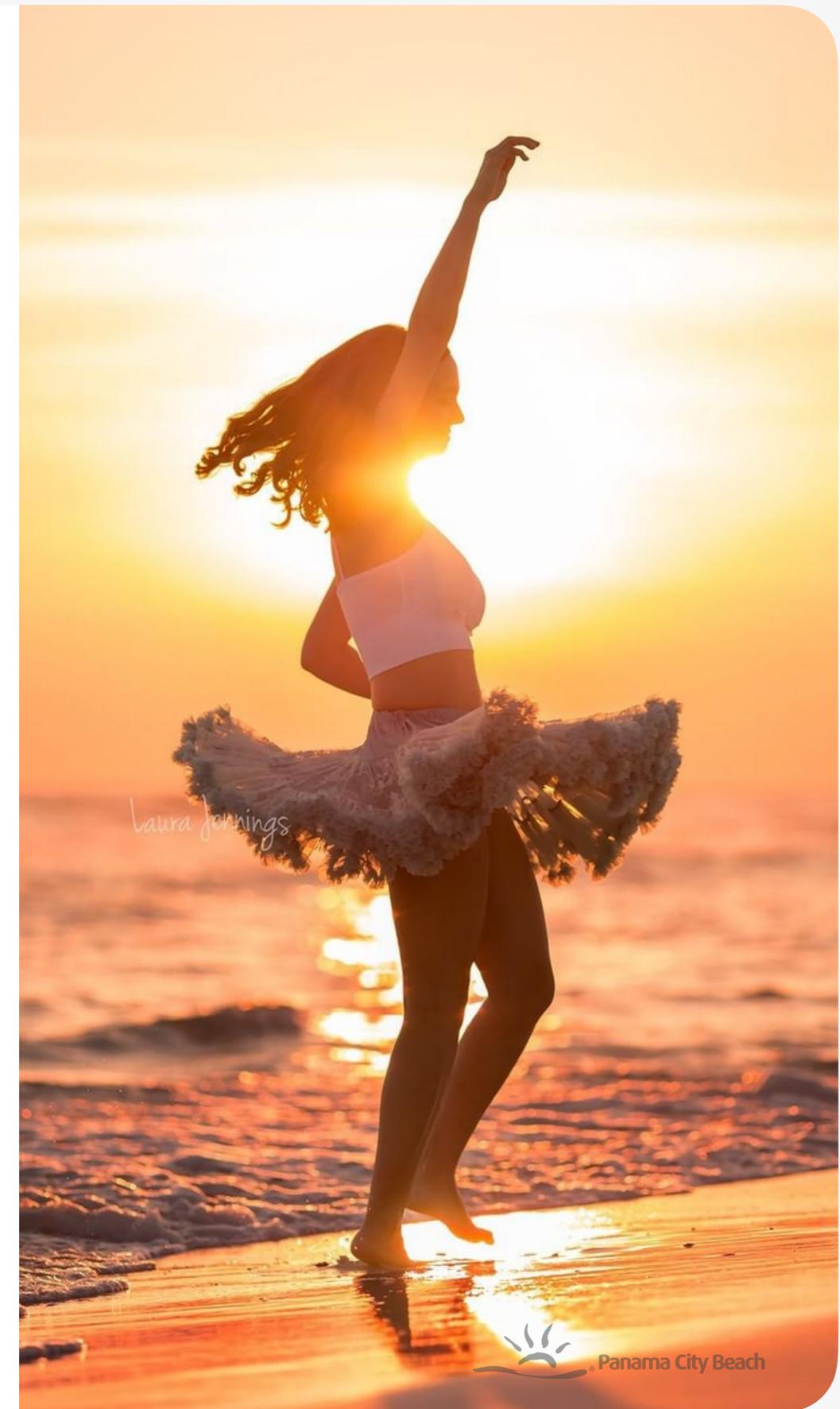


Quarantine Vacation Tips



3-Ingredient Ocean in a Bottle

PINTEREST: ADD DIFFERENT CLUES IN POST PREVIEW PICTURES



THANK YOU

