

PANAMA CITY BEACH | COVID-19 | STRATEGY + CREATIVE

MARCH 23, 2020

PCB STAY CURRENT | STRATEGY

OBJECTIVES:

- For Panama City Beach to remain top of mind among visitors and locals
- To drive positive brand sentiment

STRATEGY: Provide people with entertainment so they can experience the Real. FUN. Beach. from the comfort of their homes.

THE ROLE OF OUR BRAND:

Leverage our brand pillars to deliver a message that elicits hope and empathy.

REAL	FUN	BEACH
<p>Our tone is empathetic during this time. Our message is not about inviting people to visit now, but rather helping them to engage with their own passions to help ease their minds.</p>	<p>During other sensitive times, our brand has been there to bring hope and positivity to visitors and locals.</p> <p>Leverage entertaining ways in which we can bring a positive message to our community while helping visitors and locals still engage with and enjoy what they love most about PCB.</p>	<p>Leverage our most distinct brand cue (the beach) and other experiences in the destination to create an engaging digital experience on our social channels.</p>

PCB STAY CURRENT | STRATEGY

PHASE 1

OBJECTIVE: BE INSPIRATIONAL AND ELICIT POSITIVITY

MESSAGING POINTS:

- Provide daily updates
- Answer questions from locals and visitors

PLATFORM: Facebook and Instagram

TACTICS: Static post

CADENCE: Daily. We recommend no more than two posts per day.

TIMING: Week of March 17

OOH | FRIDAY, MARCH 20 | **NOW**

**CLOSED BEACHES.
OPEN HEARTS.**

STAYPCBCURRENT.COM

Panama City Beach



**CLOSED BEACHES.
OPEN HEARTS.**

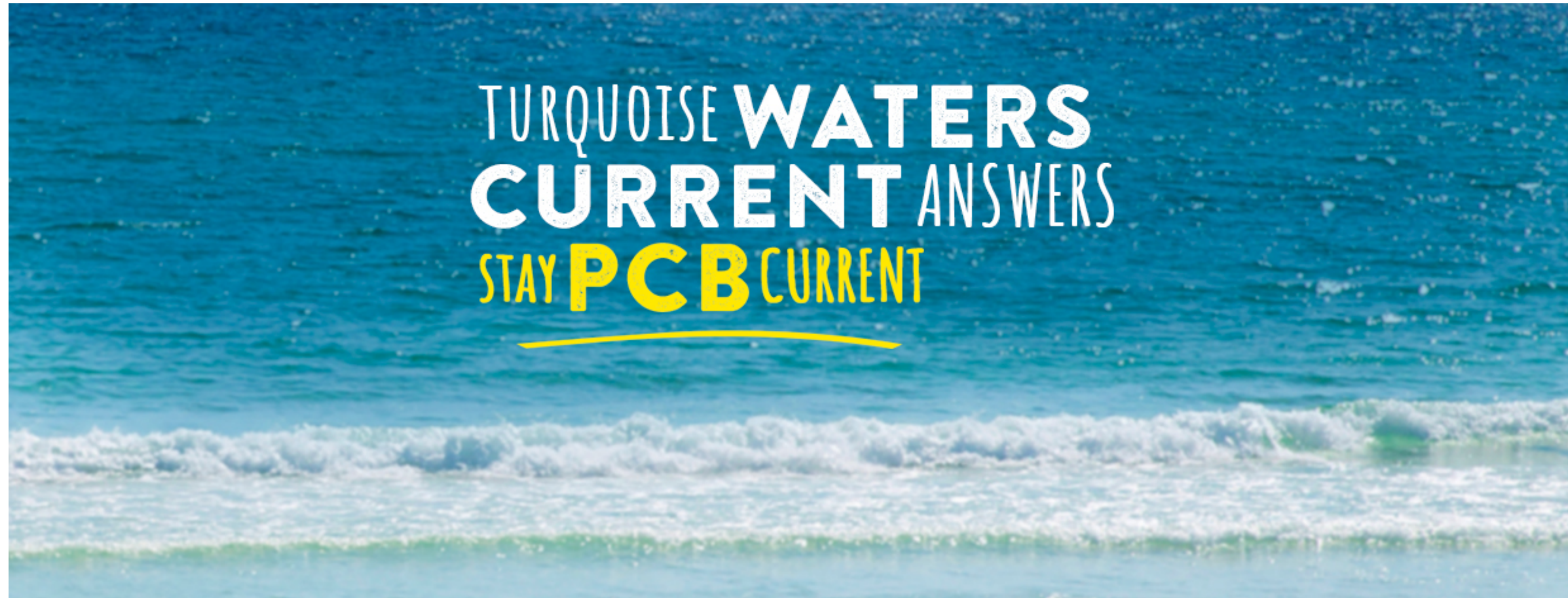
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Panama City Beach



PCB STAY CURRENT | ORGANIC SOCIAL | COVER PHOTO

COVER PHOTO | POST 1 | FRIDAY, MARCH 20 | **NOW**



PCB STAY CURRENT | ORGANIC SOCIAL POSTS | BEACH AND WATER

PCB LOGO | POST 2 | FRIDAY, MARCH 20 AFTER THE ANNOUNCEMENT

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day. [Download background photo here.](#) [#RealPCB](#)



PCB STAY CURRENT | ORGANIC SOCIAL POSTS | BARS

PCB LOGO | POST 3 | SATURDAY, MARCH 21
We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day.
[Download our favorite recipe here.](#) #RealPCB



PCB STAY CURRENT | ORGANIC SOCIAL POSTS | RESTAURANTS

PCB LOGO | POST 4A/B/C | SUNDAY, MARCH 22

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day.

[Download background photo here.](#) #RealPCB



ARE THE RESTAURANTS OPEN?

NO. BUT TAKEOUT AND FOOD DELIVERY SERVICES ALLOW YOU TO STILL ENJOY YOUR FAVORITE RESTAURANTS FROM A DISTANCE.



STAY **PCB** CURRENT



ARE THE RESTAURANTS DOING FOOD DELIVERY?

YES, MANY OF THEM ARE. THIS IS A GOOD WAY TO ENJOY YOUR FAVORITE RESTAURANTS FROM A DISTANCE.



STAY **PCB** CURRENT



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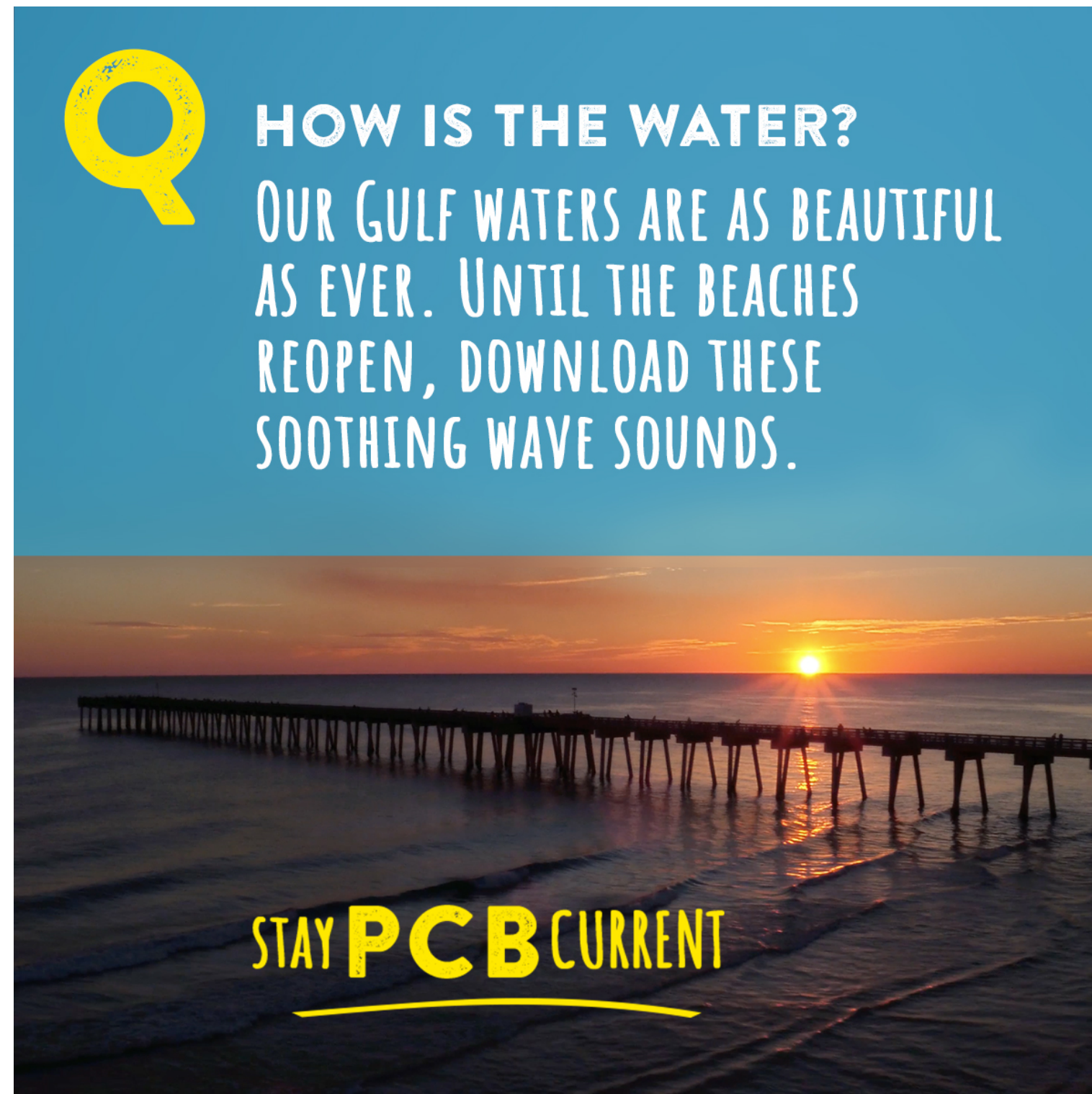
STAY **PCB** CURRENT


PCB STAY CURRENT | ORGANIC SOCIAL POSTS | BEACH AND WATER



PCB LOGO | POST 5 | MONDAY, MARCH 23

We're continuing to keep you updated as promised. We've also added some extra ways to brighten your day.

[Download soothing wave sound here.](#) #RealPCB




Panama City Beach

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TURQUOISE WATERS CURRENT ANSWERS


STAY **PCB** CURRENT


GET THE MOST RECENT UPDATES




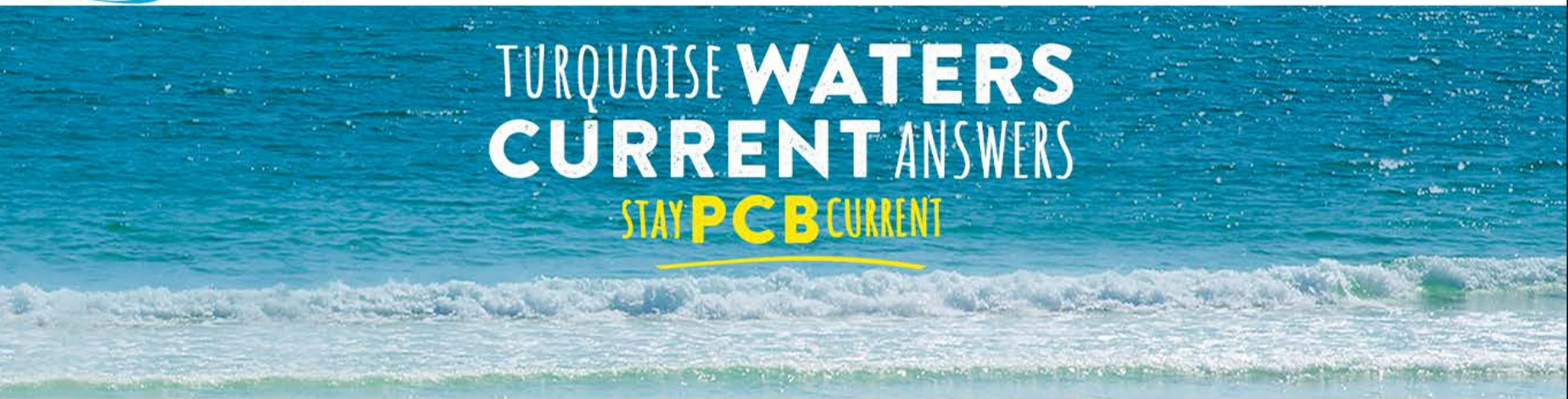
CURRENT UPDATES | LANDING PAGE

VISITPANAMACITYBEACH.COM/STAYPCBCURRENT
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TURQUOISE WATERS

CURRENT ANSWERS

STAY **PCB** CURRENT


CLOSED BEACHES. OPEN HEARTS.

For the safety of our community and our visitors, we have decided to close our beaches. We can't wait to see you back on our sandy shores, but in the meantime, keep checking in for updates.


BRING THE BEACH TO YOU.

If you start to miss our turquoise waters and the sound of waves coming in, click below to feel like you're with us now, relaxing in the sunshine with family and friends.


BEACH BACKGROUNDS




SOUNDS OF THE GULF




LIVE BEACH VIEWS



PCB PANDORA STATION





THANK YOU