



## FY 16 Additional Budget Recommendations



Budget Level: \$500K

## Budget levels include



\$500K:

**Production**

**Adara**

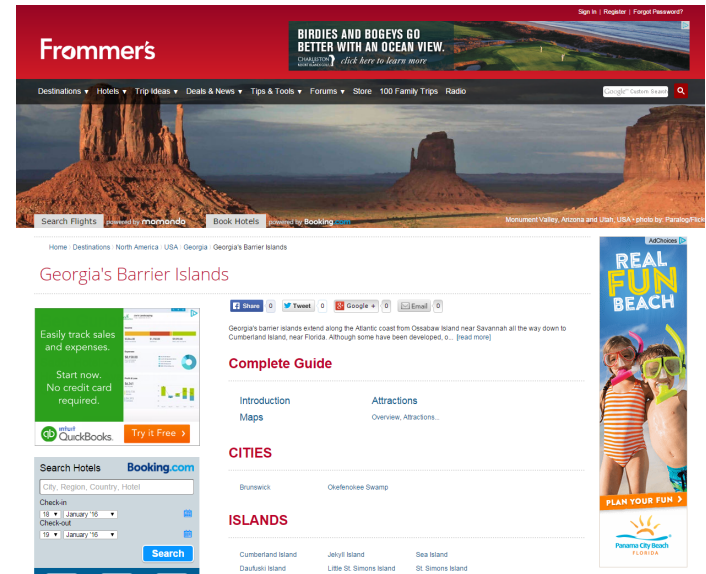
**Paid Search**

**Destination Network – Beach TV**

**Facebook with Additional Video Production**

# Adara

- Adara is a network with contractual relationships with travel partners, they pixel each partner website collecting search, booking & itinerary views in real time
- We use this data to target the most relevant traveler
- Currently Adara has delivered over 4,500 users to site spending an average of 40 seconds per visit
- We currently partner with Adara to support both the brand and event creative. We would like to utilize additional dollars to increase event impressions for the upcoming Fall season



The screenshot displays the Frommer's website interface. At the top, there is a navigation bar with the Frommer's logo and a search bar. Below the navigation bar is a large banner image of a coastal landscape with the text "BIRDS AND BOGEYS GO BETTER WITH AN OCEAN VIEW." and a link to "click here to learn more". The main content area features a large image of a coastal landscape with the text "Georgia's Barrier Islands". Below this, there is a "Complete Guide" section with links for "Introduction", "Maps", "Attractions", and "Overview, Attractions...". There is also a "CITIES" section listing Brunswick and Okefenokee Swamp, and an "ISLANDS" section listing Cumberland Island, Jekyll Island, Sea Island, Dawkins Island, Little St. Simons Island, and St. Simons Island. On the right side, there is a vertical banner for "REAL FUN BEACH" featuring a child and a dog, with a "PLAN YOUR FUN" button. At the bottom, there is a "Search Hotels" section with a search bar and a "Search" button.

## Paid Search



- Extra budget guarantees more clicks which translate into more visitors to your site
- Before implementing this extra spend, we were capturing approximately 30% of total traffic share
  - With the additional spend, we can capture even more of the available traffic - closer to 40% to 45%
- Our average ad position for the entire account is 2.3
  - With this additional budget we can increase our bids which will allow us to move up on the page which means greater visibility for PCB

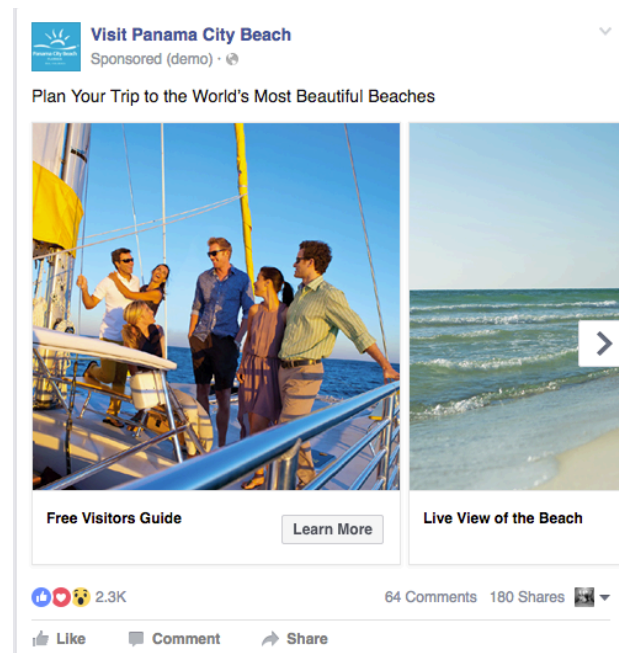
## Destination Network – Beach TV

- The Destination Network is a visitor information network serving resorts throughout the southeast
- They deliver editorial features, hourly news updates, and hyper-local content across multiple platforms
- We recommend partnering with Destination Network to:
  - Curate custom long form content (production is Added Value) for programming that includes Destination travel, Local News, and Nightlife
  - Bonus :30 Spots running on Beach TV



# Facebook with Additional Video Production

- The current Facebook campaign has been a strong performer driving the highest amounts of traffic to site (over 95K users)
- At this time the partnership ends in June and we recommend extending the campaign through the end of September
- In addition to extending the campaign we would also like to approve additional dollars to produce videos targeted to custom audiences
  - For example: reach users who have landed on fishing specific pages with fishing video content



Budget Level: \$750K



## Budget Level Includes



\$750K:

Adara

Paid Search

Production

Destination Network – Beach TV

Facebook with Additional Video Production

**Increased Television**

## Increased Television

- Video plays a big role in travel planning and we have been doing our due diligence to increase impressions against this type of execution this year
- We are recommending adding an additional week to our current 2 week schedule to allow for extended coverage during a key period of the year



Budget Level: \$1M

## Budget Level Includes



\$1M:

Adara

Paid Search

Production

Destination Network – Beach TV

Increased Television

Facebook with Additional Video Production

**Birmingham Parent**

**Good Grit**

**Hulu**

**The Weather Channel**

# Birmingham Parent

- Birmingham Parent reaches affluent parents and grandparents who put the needs of their children first
- Editorial content focuses on college planning, back to school planning, and other events including camp, birthdays, and spring/summer breaks
- Circulation: 18,000, readership over 60,000
- Key Issues:
  - June: Summer fun Guide
  - August: Back to School Guide
  - September: Fall Event Guide



# Good Grit

- Good Grit launched in July 2015 and is a publication that prides itself on being a progressive reflection of the South
- Editorial content includes travel, culture, dining, and discovering the South
- Circulation: 25,000
- Key Issues:
  - July/August: Wanderlust: Focuses on traveling to hidden gems throughout the South



# Hulu

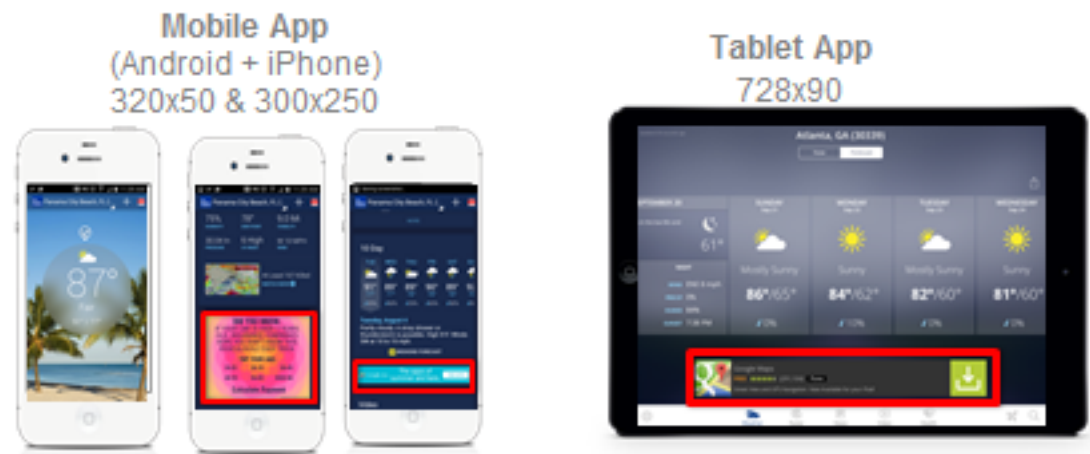
- Hulu is a premium streaming TV destination that is watched by over 26.2M unique viewers across desktop, mobile and connected TV
- We currently are seeing a video completion rate of 98.58%, exceeding industry average by 24%
- We would like to increase budget in order to increase reach and frequency against our target audience



The screenshot shows a Hulu video player interface. At the top, the Hulu logo is on the left, and navigation links for TV, MOVIES, ORIGINALS, KIDS, LATINO, and ADD-ONS are in the center. On the right, there are links for WATCH COMMERCIAL-FREE and ADOPS 2 (0). The video content is a 25-second advertisement for Panama City Beach, Florida. It features a young boy and girl on a beach at sunset. The boy is standing and looking down, while the girl is crouching. The text 'VisitPanamaCityBeach.com' is overlaid at the bottom of the video. Below the video, the title 'Seinfeld The Outing' is displayed, along with social media sharing options for details, comments, tweet, facebook, and share. A 'Like' button with a count of 0 is also visible. In the bottom right corner, there is a logo for 'REAL FUN BEACH' with the text 'Panama City Beach FLORIDA' and a play button icon.

# The Weather Channel Digital

- TWC Digital reaches **75 million travelers** monthly
- 40% are planning to vacation in the U.S. within the next 12 months and typically book their trip 3-6 months before traveling (Index 110)
- More than half (60%), choose active vacations with lots to do
- We are recommending a cross-screen **display** approach running mobile, desktop and tablet
- In addition, we recommend adding in **video** for a story-telling component
- Estimated Impressions: 3.8M





# Summary

# Tiered Plans

## \$500K Investment

Partner	Total Cost
Paid Search	\$ 16,000.00
Production	\$ 115,000.00
Destination Network	\$ 37,000.00
Adara	\$ 75,000.00
Facebook & Production	\$ 265,000.00
<b>TOTAL</b>	<b>\$ 508,000.00</b>

## \$750K Investment

Partner	Total Cost
Paid Search	\$ 16,000.00
Production	\$ 115,000.00
Facebook & Production	\$ 265,000.00
Destination Network	\$ 37,000.00
Adara	\$ 85,000.00
TV	\$ 234,000.00
<b>TOTAL</b>	<b>\$ 752,000.00</b>

## \$1M Investment

Partner	Total Cost
Paid Search	\$ 16,000.00
Production	\$ 115,000.00
Weather Channel	\$ 109,000.00
Facebook & Production	\$ 319,000.00
Destination Network	\$ 37,000.00
Birmingham Parent & Good Grit	\$ 7,500.00
Adara	\$ 95,000.00
Hulu	\$ 68,000.00
TV	\$ 234,000.00
<b>TOTAL</b>	<b>\$ 1,000,500.00</b>

# Flowchart

