



Panama City Beach Rolls Out “Make It Yours” Marketing Campaign

PANAMA CITY BEACH, Fla.– [Visit Panama City Beach](#) recently unveiled its 2017 marketing campaign inviting visitors to “Make It Your Real. FUN. Beach.” Created by Luckie & Company, the campaign builds on the destination’s iconic “Real. FUN. Beach.” tagline and emphasizes Panama City Beach as an authentic, fun and high-quality beach destination. The new campaign invites visitors to choose from the wide range of activities and amenities Panama City Beach has to offer to create a vacation that’s as unique as they are.

“Visitors to Panama City Beach have a strong sense of ownership in the destination, whether visiting for a week or a few weekends annually,” explained Visit Panama City Beach President and CEO Dan Rowe. “This new campaign encourages everyone to consider Panama City Beach as ‘their beach’ and to share their beach vacation experience here with others.”

The “Make It Yours” concept, delivered through unique digital executions, print and television, focuses on what makes Panama City Beach different from other beach destinations, offering up activities based on individual visitors’ travel styles, preferences and interests. The campaign will target key feeder markets throughout the Southeast and Midwest, including Atlanta, Chicago and others.

“Personalization is at the heart of this campaign,” shared Brad White, managing partner and executive creative director of Luckie & Company. “Panama City Beach is a special destination, but it is special to each visitor for different reasons. Through the insights we gathered, we realized that creating customized experiences for each type of traveler was of utmost importance.”

The campaign highlights five categories: [Family/Beach](#), [Ecotourism](#), [Adrenaline](#), [Laid Back/Romance](#) and [All-in-One](#). The Visit Panama City Beach marketing organization knows that visitor demographics change with the seasons and even from one year to the next. So this customized approach supports the destination marketing organization’s year-round visitation goal.

The Family/Beach category focuses on activities like snorkeling, playing beach volleyball, attending family-friendly events or exploring Shell Island. Ecotourism sparks interest

with the growing number of vacationers looking for an ecologically responsible yet fun-filled adventure. Hiking through the Panama City Beach Conservation Park becomes a powerful reason to choose Panama City Beach over other beach destinations. Adventure highlights activities such as airboat rides, wreck diving and roller coasters, or seasonal races such as the Florida Ironman. The Laid Back/Romantic category promotes the many spas, world-class golf courses and award-winning restaurants. But visitors don't have to limit themselves to a single category – the All-in-One category is for travelers who like a little bit of everything in their vacations.

The call to action directs potential visitors to the Visit Panama City Beach website, and the content found will vary depending on their responses to questions intended to help determine what kind of vacation best fits their personal style. Within those styles, standard video, virtual reality/360-degree video and links to various activities will be available to the audience, tempting with customized offerings and experiences. The new “Make It Your Real. FUN. Beach.” Campaign is rolling out across various digital platforms, including display ads, paid social media promotions and video pre-roll of the type often seen before watching YouTube videos.

For more information on Panama City Beach, visit visitpanamacitybeach.com.

About Panama City Beach

Panama City Beach is situated on 27 miles of sugar-white sand beaches bordering clear, turquoise waters where the Gulf of Mexico and St. Andrews Bay converge. With 320 days of sunshine annually and attractions such as St. Andrews State Park and Pier Park, the region has long been favored by travelers seeking an affordable beach vacation with year-round offerings for families, couples, groups and adventure-seekers. These offerings include championship golf courses, spas, sporting events, award-winning dining and diverse recreational activities. In addition, Panama City Beach's Northwest Florida Beaches International Airport offers nonstop flights on Delta Airlines, Southwest Airlines and United Airlines. For more information, call 850-233-5070 or go to visitpanamacitybeach.com, the official website of the Panama City Beach Convention and Visitors Bureau. Live HD video of the world-famous beach is now available at visitpanamacitybeach.com/webcam. Stay connected with Panama City Beach on Twitter (@Visit_PCB) and Facebook (facebook.com/visitpanamacitybeach).

About Luckie & Company

With offices in Atlanta, Birmingham and Austin, Luckie is a marketing agency that specializes in the human experience. We use behavioral and data science to develop powerful insights that inform and inspire our story crafting. Then, with a combination of content marketing, CRM, traditional and digital media, and award-winning creative, we help brands find innovative ways to own the customer journey. Today, we're happy to partner with these great clients to help them get closer to their customers and make the most of their marketing dollars:

GlaxoSmithKline, Regions Bank, Piedmont Hospital, Panama City Beach Convention and Visitors Bureau, Marriott, Little Debbie, Brown-Forman, Express Oil Change, Alabama Power and Williamsburg, Va. To learn more about our marriage of science and creativity or just to connect with one of our super-talented Luckie humans, check us out at luckie.com.

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