



DOWNTOWN MARKETING CAMPAIGN PROPOSAL

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PURPOSE:

Develop and implement an advertising campaign to drive customers to downtown businesses.

BACKGROUND:

PBIA is interested in an addendum to existing city marketing contract with the Alliance for marketing to help drive customers to downtown shops and restaurants.

SCOPE:

1. Develop an advertising strategy to help encourage customers to shop downtown, Olympia. Once the strategy is developed, Alliance will manage the creation and implementation of the strategy.

2. Develop a marketing toolkit to help downtown businesses use advertising to promote their own businesses.

COST:

Photography: \$1,200.

Videography: \$5,000

Graphic Design: 16 hours at \$75 per hour: \$1,200

Project Management: 16 hours at \$75 per hour: \$1,200

Proposed Advertising/Media Buys. Actual buys will depend on research not done until project approval.

- Facebook Boosts: \$2,000 (boost video spots). We will select for geographic and demographics.
- KNKX Four Week Spot: \$4,000. KNKX fits the demographic we are aiming for and will reach a large geographic region, especially from the Seattle/Tacoma metro.
- The Olympian Sunday Paper Ad Buy: \$2,000. We believe there is a good customer segment that is not on Facebook that we will need to reach through traditional advertising.
- Radio Ad Buys to be determined by stakeholder feedback: \$1000.
- Print Ad Buys \$2,000 to be determined.

TIMELINE:

- September 18: Project review by PBIA Board. Stakeholders/projected approvers named.
- September 19 through October 3: Mosaic Marketing Studio, Olympia Downtown Alliance, and PBIA Stakeholders develop the campaign strategy and retain videographer and photographer.
- October 4 through October 18: Video and photography shoots.
- October 21 through October 31: Graphic Design/Ad Development. Three rounds of proof approval.
- November 4: Ad buys/roll-out campaign November and December with a push toward holiday shopping.