



burgessadv.com

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Advertising YOUR Downtown!



Presented by:

BURGESS ADVERTISING & MARKETING

Advertising is one of several effective marketing tools



When you look into your bag of tricks, you should consider all options and how they will integrate as well as support each other:

- Paid advertising (print, broadcast, online)
- Public Relations
- Events and Promotions

There's a time and a place for each marketing component!

Advertising works best when . . .



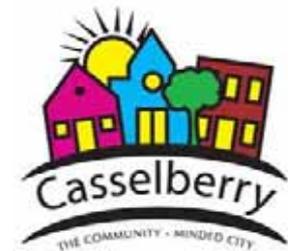
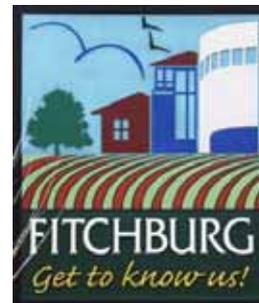
- You have something specific to offer
- You have a compelling reason people NEED your product
- You have to use advertising to make one or two key points
- You want to create or maintain an image

For advertising to be effective . . .

B

Your downtown needs to have a

BRAND!



Think of your downtown as a product!



- How would you describe your downtown?
- What are its attributes?
- How would you define it?
- What words would you use to describe it today?
- What words would you like to use 5 years from now?

Our downtown is . . . Or, we'd like to position our downtown as . . .



- A quaint step back in time (gas lights, cobblestones)
- The Arts District (a Mecca for local artists)
- THE place for local cuisine
- The Green District (trees and parks)
- Where entertaining happens (weekly concerts, etc.)
- Where collectors find treasures (lots of antique shops)

No product can be all things to all people



And that includes your downtown!

When you are able to define – to brand – your downtown, you can develop strong, specific messaging and imagines that will:

- Give people a clear picture of YOUR downtown
- Position its offerings in the most advantageous way
- Give people a solid, clear reason to come!

But, enough of this branding business!



With a strong brand in place,
where should you advertise?

- Television
- Radio
- On-line
- Outdoor (posters)
- Direct Mail
- Print Advertising

Television advertising—image



Television is the most memorable AND the most expensive!

Television is the best for:

- Providing a strong visual image (which can attract or repel)
- Translating a brand into sights and sounds
- Using testimonials from locals citizens

Can also create a 22-second image spot and re-tag for special events

Television advertising—image



<http://www.downtowndevelopment.com/pdf/keegan%20watertown%20spot%201.wmv>

<http://www.youtube.com/watch?v=K-9i1Zm75go&NR=1>

<http://www.youtube.com/watch?v=daVpkacFRAI&NR=1>



Television advertising – co-op



1. Two companies per commercial
2. Image commercial (22 seconds) with 8 second tag listing participating companies

PROS:

- Provides cash for production and placement
- Creates valuable partnerships

CONS:

- Can alienate smaller businesses
- Can seem too commercial to viewers and detract from your primary message



Lots of good reasons to consider radio:

- More time (:60) to get your message across, or for co-op inclusion
- Good for driving traffic to events
- Radio is “theater of the mind”, so you can be over-the-top creatively
- Cheaper than TV to produce well

Radio advertising



<http://www.downtowndevelopment.com/pdf/City%20of%20Ottawa%20-%20Shop%20Downtown%2030%20REV%20-%20101509.mp3>





There are many options – from banner ads on local news / entertainment sites to Facebook ads to the purchase of Google Ad Words.

PROS:

- Easy to control / contain costs
- Easy to target very specific audiences
- Easy (and inexpensive to produce)

On-line advertising



The screenshot displays the Experience Columbus website interface. At the top, there is a search bar and navigation links for Meeting Planners, Tour Planners, Media, Members, and Become a Member. Below this is a main navigation bar with categories: PLAY HERE, STAY HERE, DINE HERE, SHOP HERE, GET HERE, and INSIDERS CLUB. The main content area features a large banner for Franklin Park Conservatory with the text "Experience meat-eating plants at Savage Garden". To the right of this banner are social media icons and a "READ OUR BLOG" section with two entries: "THE COLUMBUS EXPERIENCE" dated October 8 and another dated October 7. Below the main banner are three columns of promotional content: "FALL FAMILY FUN GETAWAY" with a photo of a family, "SEARCH EVENTS CALENDAR" listing "QUARTER HORSE CONGRESS" and "COLUMBUS MARATHON", and "SPECIAL OFFERS" with a link to "View All Offers". At the bottom right, there is a "REQUEST VISITOR INFO" section with a link to "Request Here".



Although billboards are outlawed in Maine, transit signage and a co-op program with merchants to display oversized posters might do the trick!

- Highly visible
- Creates a sense of being “everywhere”
- Posters can be part of a series or story that can be carried from merchant to merchant all across town

Outdoor / transit advertising



My Savannah is fresh

SHOPPING. DINING. ENTERTAINMENT.
DOWNTOWN HAS IT ALL.

DOWNTOWN SAVANNAH

SDRA
It Never Gets Old
MySavannah.com

This advertisement features a waiter in a white shirt and black apron pouring coffee into a cup for three women seated at an outdoor cafe table. A wooden sign above the waiter reads "My Savannah is fresh". The background shows a building with a sign that says "RESTAURANT". The bottom of the ad is green with decorative circles and contains the Downtown Savannah logo, SDRA logo, the slogan "It Never Gets Old", and the website "MySavannah.com".

Ice Cream

MY SAVANNAH IS SWEET!

FAMILY AND FRIENDS.
NEW EXPERIENCES.
DOWNTOWN SAVANNAH.

DOWNTOWN SAVANNAH

SDRA
It Never Gets Old
MySavannah.com

This advertisement shows a man in a pink shirt holding two young girls who are eating ice cream. They are standing in front of an ice cream shop with a sign that says "Ice Cream" and another sign that reads "MY SAVANNAH IS SWEET!". The background shows the shop's entrance. The bottom of the ad is yellow with decorative circles and contains the Downtown Savannah logo, SDRA logo, the slogan "It Never Gets Old", and the website "MySavannah.com".

Outdoor / transit advertising



Ottawa

picture it. downtown.

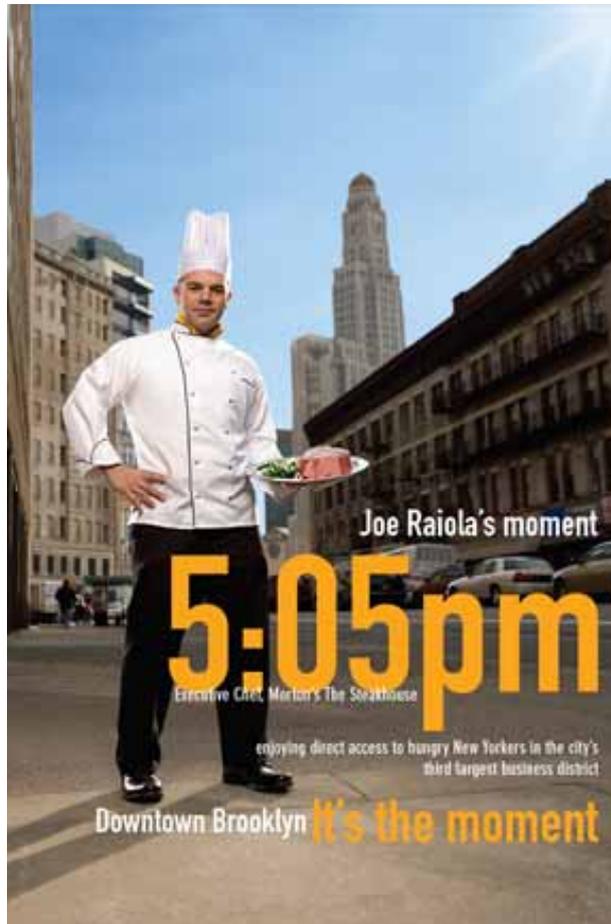
head downtown. share a photo. you could win. ▶ www.pictureitdowntown.ca

The advertisement is set against a yellow background with faint, repeating text of Ottawa street names. It features a photograph of a man in a blue cap taking a picture of a woman wearing sunglasses. The text 'Ottawa' is in a script font, and 'picture it. downtown.' is in a bold, sans-serif font. The word 'downtown' has a plus sign between 'down' and 'town'. Below the main text is a call to action: 'head downtown. share a photo. you could win. ▶ www.pictureitdowntown.ca'.



Direct mail can put your targeted message directly in the hands of your intended audience, but . . .

- It can be expensive to develop, print and mail
- It needs a BIG offer to be truly effective (two for one dinners at participating restaurants, entry into a drawing for a free weekend, free art, etc.)
- It needs to be really interesting and compelling



Retailers and Restaurateurs

It's the moment

Morton's The Steakhouse:

Award-winning restaurant chain, with 81 locations worldwide

Location:

339 Adams Street, Downtown Brooklyn

"New Yorkers are notoriously food-savvy, and Downtown Brooklyn has been a huge untapped market for us. So for me, this is big."

— Joe Raiola

Why Downtown Brooklyn is perfect for your restaurant or retail outlet:

- Shopping and dining destination for a borough of 2.5 million
- Home to over 300 stores, from national retailers to boutiques
- 150,000 shoppers daily

Why now?

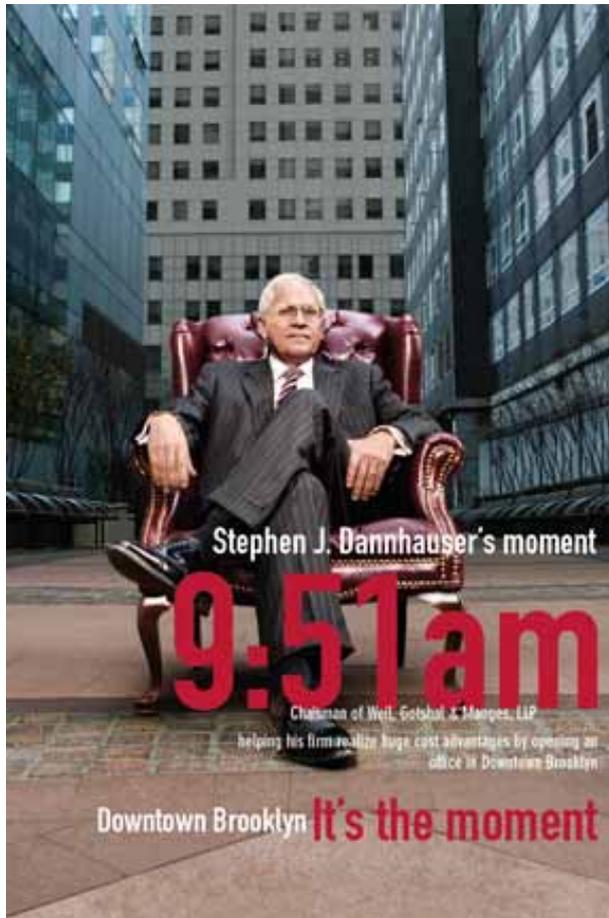
- Thousands live in Downtown Brooklyn, with more arriving daily
- Average incomes have been rising
- Growing demand for quality food products and services

Already taking advantage of the Retail Renaissance:

- Brooklyn Industries, Trader Joe's, American Apparel, Target, Urban Outfitters and Barnes & Noble
- Countless boutiques, farm-fresh greenmarkets and specialty stores like Steven Alan, Butter and Hollander & Lexer

For more on the opportunities Downtown Brooklyn offers retailers and restaurateurs, visit ItsTheMoment.com.

Direct mail



Corporate Law Firms

It's the moment

Weil, Gotshal & Manges, LLP: a 1,500-member corporate law firm, named one of the top 5 law firms on the American Lawyer Media A-list ranking of the most prestigious law firms in the U.S.

Location: 55,000 square feet of office space in 15 MetroTech Center, Downtown Brooklyn

"Downtown Brooklyn is ideal because it provides an invigorating, productive working environment, great amenities and convenient commuting. It also happens to be where I earned my law degree."
— Stephen J. Dannhauser

Features of Downtown Brooklyn's business district:

- 300,000 employees
- over 17 million square feet of office space
- one of the most accessible locations in New York City
- generous tax incentives totaling up to \$16 per square foot for companies that are relocating

Major corporations also taking advantage of this moment:

National Grid, Bank of New York Mellon, HSBC, JPMorgan Chase, Goldman Sachs, Materota, Northrop Grumman, Wellpoint, The National Union Fire Insurance Company (a subsidiary of AIG), American Lawyer Media

For more information on Downtown Brooklyn, call 718-224-2000 or visit www.downtownbrooklyn.com

Print advertising



Local newspapers are tried and true vehicles to reach certain target audiences

- Look to papers for advertising events, posting offers, etc.
- Make your local paper a partner!

Print advertising



MY WEEK in DOWNTOWN



Doug Carpenter
Principal,
doug carpenter & associates

Thursday: Filled up the jeep and my belly at John Gary's **BP/Riverside Deli**. Picked up hot chocolate for the kids from **Bluff City Coffee** before heading home.

Friday: Walked to **Frank's Deli & Market** and introduced yet another friend to the best dang sandwich in town - Turkey Club.

Saturday: Took the bride shopping at **Strut** - bought a fabulous Cynthia Steffe dress. Met the owners - cool folks.

Monday: **Pearl's Oyster House** for fried dill pickles - hard to resist.

Tuesday: Walked down to **Brinkley Plaza** and visited with web design firm, **RocketFuel**, to discuss upcoming project. Met with **Salvation Army in Uptown** to discuss impending construction start of the Kroc Center.

Wednesday: Launched my new advertising, public relations and consulting firm, **doug carpenter & associates** in the South Main Arts District. (431 S. Main, doug-carpenter.com)

downtownmemphis
log on + go out **.COM**



Walks downtown with the kids and their friends. Candy, ice cream and ice cream made. Long time fun and exciting. If you get 3-11-11. Downtown Savannah is my Savannah - and it's yours.

William Garrett with daughter and friend, Savannah

MySavannah.com

DOWNTOWN SAVANNAH

It Never Gets Old.



My Savannah is my success. My Savannah is culture. My Savannah is heritage. Downtown is my Savannah.

The Jordan Family, Savannah

MySavannah.com

DOWNTOWN SAVANNAH

It Never Gets Old.

Get creative!



- It's NOT the medium
- Don't start with “what's the best for promotion a downtown – radio, TV or print?”

Start with your objective!

The real question is . . .



- Why should people come to our downtown?
- Who do we want to come?
- What do we want them to do when they get here?
- Where is THAT group of people getting its information?

Then . . . Let's advertise our message there!

Finally . . . Focus your limited resources



If you have limited dollars:

- Focus your spending on one or two complementary advertising outlets (don't spread \$10,000 over 9-10 mini-projects)
- Concentrate advertising efforts in one or two major promotions. (Don't try to spread \$10,000 over a 12 month period. You won't get enough reach and frequency to be effective.)
- If you can demonstrate effectiveness with a well-planned campaign, you are in a better position to obtain future funding.

In the end . . .



It's not so much about the tools of advertising . . . It's about the message!

Thank You!



Questions