



Marketing Downtown Bath



The Product

Since 2001, Bath has used the Main Street approach to make downtown Bath a vibrant civic, cultural, commercial and community center





“Bath built is best built.”

Bath is Best



Who cares?

Tactics: Create events

- Blarney Days
- Mayfair
- Home & Garden Tour
- Heritage Days
- Art Walks
- Dog Days
- Autumnfest
- Trick or Treat Tromp
- Early Bird Sale
- Visit with Santa
- Holiday Open House





Strategy: Strength in numbers

- Pool money for major media buys
- Encourage media reps to sell coop pages for Bath
- Create value for businesses that participate

QuickTime™ and a
Sorenson Video 3 decompressor
are needed to see this picture.



Christmas Ad Package

QuickTime™ and a
DV/DVCPRO - NTSC decompressor
are needed to see this picture.

Think collaboration



- Gift of Bath gift certificates
- Each retailer's business is like a department in a department store, or a boutique in a mall.



Tools

- Coop Advertising
- Press Releases
- Website/blogging/Facebook
 - visitbath.com (blogging helps optimize site)
- On-line calendars
 - visitmaine.com, Whofish.org, maineevents.com,
Down East Magazine
- Public Relations



Public Relations

- Developed list of target publications and freelancers
- Created media kit
- Designed FAM tour
- Hosted 5 travel writers for DE magazine, Yankee magazine and Boston Globe, plus MOT director Pat Eltman and Charlene Williams

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

Branding pulls it all together

- Essence statement
- Visual Identity
- Boilerplate
- Coherent message

Essence statement-
Genuine Maine
Maritime City





Print Ads

- Downeast Ad Series
-Live, Work, Play

The advertisement features a collage of five small images at the top: a scenic view of Bath, a bowl of lobster, a lighthouse, a group of people, and a white building. Below these is a red banner with the text 'MAINE'S COOL LITTLE CITY'. The main body of the ad is a large photograph of a street in Bath, Maine, with the word 'PLAY' overlaid in large white letters. The bottom of the ad includes the website 'www.visitbath.com', the phone number '207.442.7291', and logos for 'BATH MAINE CITY OF SHIPS', 'BRITISH HISTORIC TOWN', 'NATIONAL TRUST', 'PRESERVE AMERICA', and 'GREAT WATERS AMERICA'.

Big enough to be a commercial and cultural hub and compact enough to be intimate and walkable, Bath is vibrant, friendly, and a Maine visitor's paradise. The historic downtown is lined with shops and restaurants, white Inns and B&B's dot the surrounding neighborhoods.

Nestled on the scenic Kennebec River, close to hiking and ocean beaches, Bath has everything you dreamt of in a Maine vacation. The only thing you'll wish you had more of is... time. Come and play in Maine's cool little city.

MAINE'S COOL LITTLE CITY

PLAY

BATH MAINE CITY OF SHIPS

www.visitbath.com
207.442.7291

BRITISH HISTORIC TOWN
CERTIFICATION JUNE
NATIONAL TRUST
Preserve
AMERICA
Great Waters
AMERICA



Brochures & Displays

- Downtown Map & Brochure
- Media Kit Brochures
- Visitor Center Displays





Know your assets...





Bath is Best!

