



2014 Holiday Marketing Plan Proposal

Portland City Council Wednesday, July 30, 2014



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MESSAGING STRATEGY



*Downtown Portland – the gateway
to holiday possibility.*

Support the creative message of “**Have yourself a downtown holiday**” in a way that captures the magic, wonder and discovery of the holidays in downtown Portland

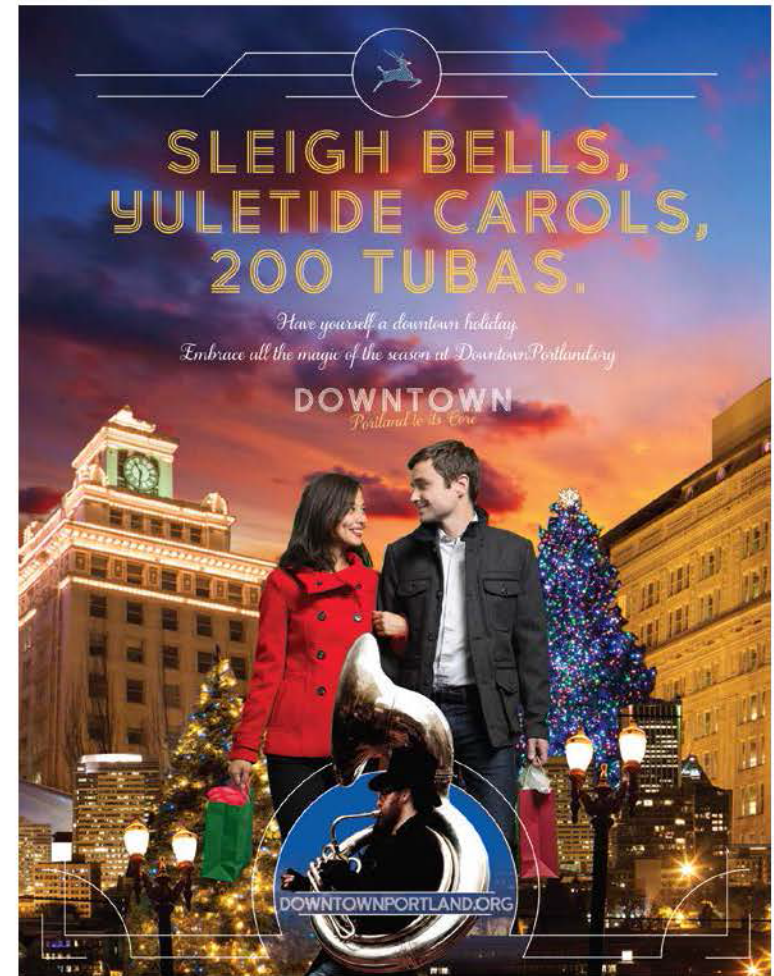


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TOPLINE HOLIDAY CAMPAIGN DETAILS

1. \$90,000 advertising campaign online, radio and print
2. Social media, advertising and cross-promotion
3. Public relations holiday kickoff and outreach
4. Additional exposure via Travel Portland campaign in Vancouver and Seattle, with holiday emphasis on tax-free shopping
5. “Ugly Sweater” Experience



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Comparison 2013/ 2014 Budget Allocation

	Holiday 2013 Actual Expenses	Holiday 2014 Proposed Expenses	Notes
Media buy (includes PPC and social media advertising)			Cut television and print ads, maintain spending on social media, PPC and online, maintain radio ads
	\$145,000	\$90,000	
Production/printing/hard costs (includes yarnbombing, licensing rights, ugly sweater creative, #uglyswaterpdx event)			Cut decorating event, cut television and print licensing and resizing because those ads have been eliminated
	\$76,000	\$50,000	
#uglyswaterpdx info and contest on social media			Cut online contest but not ugly sweater promo
	\$9,000	\$0	
Public Relations Contract	\$15,000	\$10,000	Hire freelance PR specialist
Research (pre- and post-campaign)	\$25,000	\$	- Cut altogether
Stylist	\$1,000	\$	- Cut altogether
Subtotal:	\$271,000	\$150,000	
Other Expenditures			
Social media and pay-per-click management services (*% of annual contract dedicated to three holiday months)			FB/Twitter/Pinterest/Instagram, PPC
	\$20,000	\$20,000	
Operating and Admin Fee	\$30,000	\$	PBA to waive admin fee
Total:	\$321,000	\$170,000	

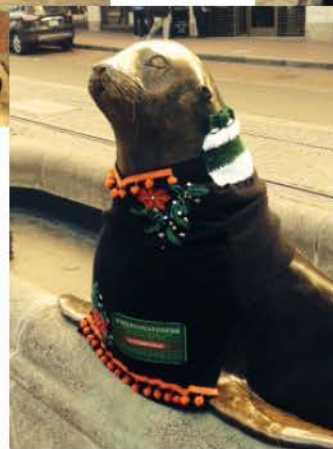
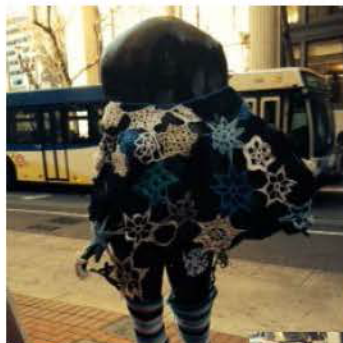


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DOWNTOWN EXPERIENCES: YARN BOMBING



Decorate 10+ statues in the Pioneer District and retail core with knit/crocheted/modified festive attire



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DOWNTOWN EXPERIENCES: #UGLYSWEATERPDX



The public will share photos on Facebook, Instagram, Twitter by tagging Downtown Portland and using the #UglySweaterPDX hashtag



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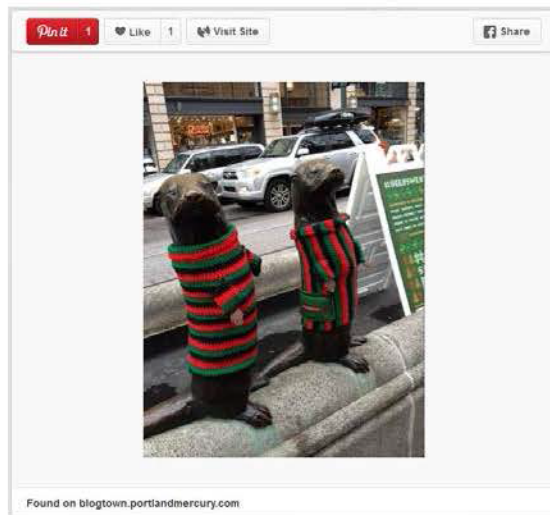




SOCIAL MEDIA



Manage existing Facebook, Twitter, Pinterest, and Instagram accounts by tagging Downtown Portland and using the #UglySweaterPDX hashtag



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HOLIDAY KICK OFF EVENT



Annual Kick Off event hosted by the Mayor and Santa, highlights new businesses open downtown, downtown promotions, parking options.
Downtown is open for business.



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FREE PARKING DAYS



Sundays during the Holiday Season

- December 7
- December 14
- December 21

SmartPark in partnership with the Downtown Retail Council, will provide several free parking opportunities for retail customers



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CHARITABLE PARTNERSHIP



Partnership with Transition Projects to collect warm sweaters and coats during the holiday season. Collection boxes will be located at sites throughout downtown.



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POST SEASON MEASUREMENTS

- Retailer Post Holiday Survey- taken in January
- Pedestrian Counts- taken mid December
- Number of Positive Downtown Stories in the press
- Public Relations Impressions/Ad equivalency value
- Smart Park: Occupancy Rate, Revenue, and Promotional Redemptions



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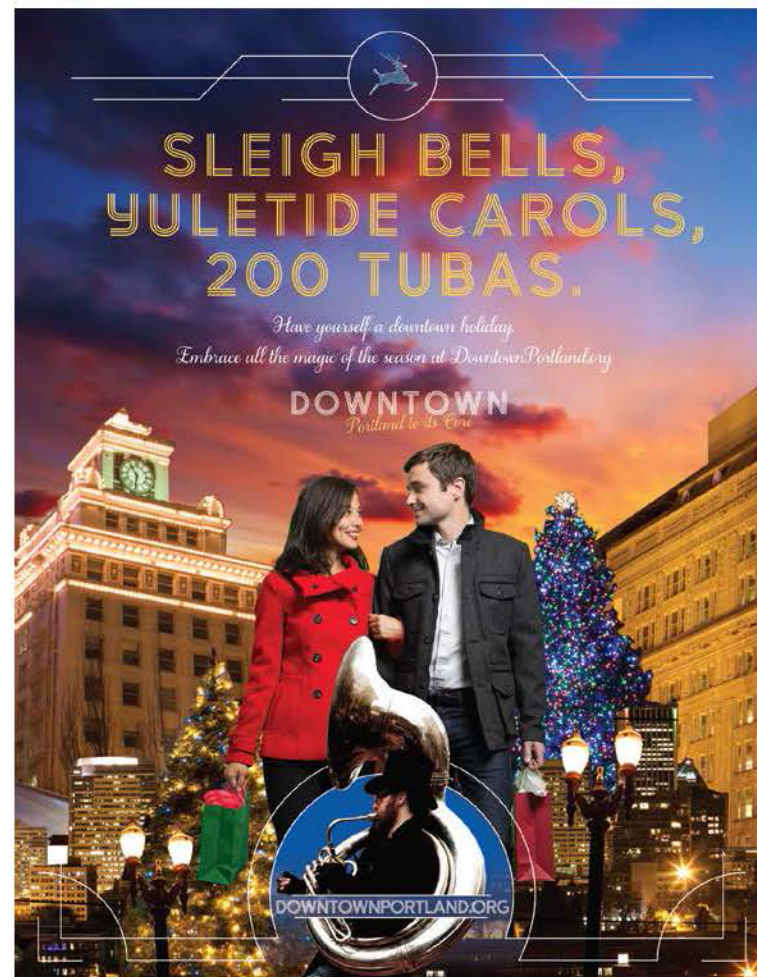


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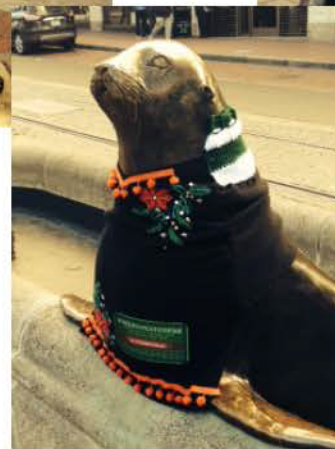
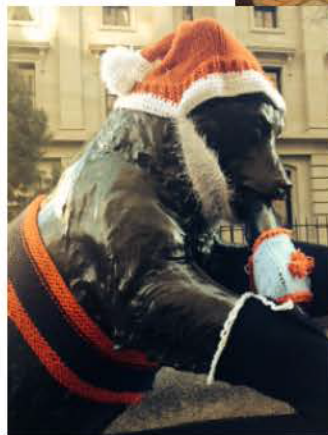
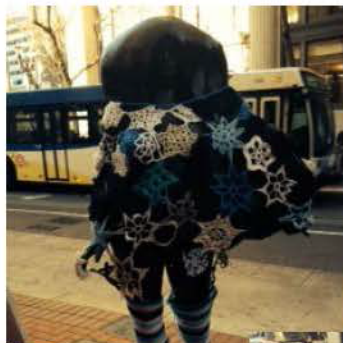
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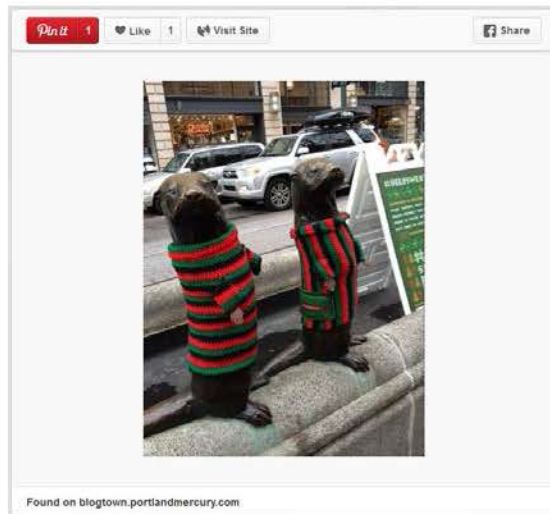




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