Meet our Team

Patrick Conomikes
Account Director

Camryn Torres
Media Planner

Clarissa Cortez
Creative Director, Art

Elizabeth Lawlor
Research Director

Johnathan Parrott
Strategist, Copywriter
Agenda

Goals
Research
Key Insight
Main Message
Creative
Market Research
Social Media
Media Plan
Goals

Primary Goal
Create 100 residential memberships by December 2020

Secondary Goals
1. Increase newsletter subscription by 20% by June 2020
2. Grow website by 2,000 UV by June 2020
Research: Primary Audience

- 45-60 Years Old
- College Educated
- Household Income of $65,000+
- Has lived in the community for over 10 years

- Eat out 3-4 times per week
- Volunteers in the community
- Watches the local news every night
- Grabs a beer at the esquire once a week
- Buys gifts at 10,000 Villages
Research: Key Survey Findings

- Older age, higher income and longer length of residency are associated with *higher levels of community involvement*

- Gender and children *did not* have a major effect on community involvement

- There is a *lack of familiarity* with the Champaign Center Partnership and the three different “core” areas.

*Method:* A 13 Question Survey was created with Qualtrics and posted in the Facebook group: “Spotted in Chambana”. The questions featured 5 demographic and 8 psychographic questions. The survey received 192 responses, 150 of the respondents currently live in the Champaign area.
Research: Secondary Audience

The Business Boss

- 30-45 yrs of age
- Owns their own business
- Moved to area within the past five years
- Have young children

- Business is their identity
- Social Media Savvy
- Frugal
- Fear that business will fail
- Open to opportunity
# Research: Secondary Audience

## The Business Boss
- 30-45 yrs of age
- Owns their own business
- Moved to area within the past five years
- Have young children
- Business is their identity
- Social Media Savvy
- Frugal
- Fear that business will fail
- Open to opportunity

## The Nearby Townie
- College Educated
- Lives in the surrounding community
- Upper middle class
- Read News Gazette and watch Champaign news
- Easily navigate Champaign
- Consider themselves part of Champaign community
Key Insight

Longtime residents want to feel as if the city belongs to them, instead of it belonging to the university and its students.
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Longtime residents want to feel as if the city belongs to them, instead of it belonging to the university and its students.

Main Message
The CCP empowers Champaign residents to make the city your own.
Creative Concept

“IT’S YOUR CITY. ____ IT”

Our goal for creative is to **create a call to action** and invite individuals to become **more engaged** in their community.

By using photos of local restaurants, businesses, and shops, we hope to encourage individuals to **go out and enjoy the full Champaign experience**.

We aim to build a sense of **pride** and **ownership** through our creative.
Each flyer in our campaign contains a different item of drink, food, or object from one of the three core areas along with a corresponding tagline.

- Vertical “11 x “17
- Placed around Downtown, Midtown, and Campustown or handed out at events
These postcard size flyers are a smaller version of the 11x17 flyer.

- Horizontal “5.5 x “8.5
- Postcard size flyers are easy to pass out at events or around town
Market Research

“I like the tag line: It's Your City. I actually did have a feeling of pride and ownership.”
- Beth P., 54 Audiologist

“Your tagline caught my attention. It woke me up and made me want to know more as to why this is my city.”
- Ron Banks, 52, Carle Human Subjects Coordinator
Market Research

“Reading this makes me interested in learning more and maybe becoming a member”
- Beth P., 54, Audiologist

“Simplicity is key, flyers with too much going on can be hard to read, that isn’t a problem with this one.”
- Ron Banks, 52, Carle Human Subjects Coordinator
Bus Ad (Outdoor)

- One 40-Foot Curbside Queen
- 88"W X 30"H
- 30 days

The exterior bus ad will grow awareness for the CCP.

It allows the CCP to have their brand seen outside of the three core areas.
Smilepolitely.com creates Champaign centered content that our target audience consumes.

The banner ad ensures impressions at a fixed cost.

- Two 350 x 350 px banner ads
- One 728 x 90px banner ad
- Runs for 3 Months
Radio is an informative and effective way of reaching our target audience at an accessible price.

The average WILL Radio Listener matches with our target audience in age, income and education.

"Support for WILL comes from the Champaign Center Partnership.

The Champaign Center Partnership is a non-profit organization that connects local residents like you with their favorite Champaign businesses, organizations and events.

Find out how you can become involved at Champaigncenter.com"
Community Event

**When:** Month of August

**Where:** Taste of Champaign

**Why:** The taste of Champaign community event will be used to grow awareness and increase newsletter subscriptions among our target audience.

*The grab-bag giveaway will encourage newsletter subscription and create brand resonance.*
Our email campaign will be used to convert newsletter subscribers into CCP members. The emails will highlight the benefits of CCP membership, and will be linked to the membership page on the CCP website.

- Constant Contact email plan
- Runs for 4 months

Hello fellow Champaign resident!

Here at the CCP we just want to thank you so much for being a subscriber to our newsletter. Without residents like you, the Champaign area wouldn't be the thriving community that we know and love today!

If you enjoy the benefits of our monthly newsletter, you may want to think about becoming a member of the Champaign Center Partnership. A membership with the CCP is perfect for Champaign residents like yourself because it enables active residents to become even more involved in the community. Membership benefits include but are not limited to:

- Discounts to member businesses
- Access to members meetings
- The opportunity to serve on boards and committees
- Exclusive early access to event RSVP
- Free merchandise (Like this locally made tote bag)

But most importantly, your membership will result in the improvement of our community!

Champaign Center Partnership memberships start at $50 annually. If you are interested in becoming a member, or would like more information about our residential membership program, please click here.

From all of us at CCP, thank you for being an important part of our community!
Geotargeting to Champaign-Urbana area and surrounding counties with chosen related keywords

- Average Google CPC of $1.00
- Two separate ad groups; Businesses and Residents
Social Media: Instagram

champaigncenter · Following
Midtown Champaign

Liked by Abe and 217 others
champaigncenter It’s your city. Take a sip.
Head to Flying Machine Avionics for a fantastic americano
and midtown views.

#Itsmycity #Midtown
View all 217 comments
Add a comment...
19 October

champaigncenter · Following
Illi Union

champaigncenter · Following
Champaign, Illinois

Liked by barackobama and 280 others
champaigncenter It’s your city. Take a bite... of a bagel at
Einstein Bros. Bagels in campustown! Bagels make the
perfect snack for a stroll on the quad on a beautiful fall day.

#Itsmycity
View all 10 comments
Add a comment...
18 October

Liked by you and 120 others
champaigncenter It’s your city. Indulge!
Swing by Cream and Flutter in downtown for a tremendous
 treat.

#Itsmycity
View all 16 comments
5 August
Our media plan will consist of a multi-channel approach to reach our audience over a 10-month flight.

Starting March of 2020, we will implement two strategies to reach residents and businesses and students. We will increase name recognition among students through outdoor bus ads and reach residents and businesses through local radio ads. These will promote sponsored and hosted events like the Taste of Champaign where we will distribute informational flyers, promote our social media, and generate an email list. Using the hashtag #It’sMyCity, we will create a ton of user-generated content.

These tactics will encourage our audiences to visit our website and sign up for the eNewsletter. Creating a more loyal and engaged following, we will increase residential and business memberships.
# Media Schedule

## 2020 Champaign Center Partnership Campaign

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<th>Week of</th>
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<th>April</th>
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<td>FLYER DISTRIBUTION 1x PER MONTH AND AT MAJOR EVENTS</td>
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<td>Radio Spot</td>
<td>15 second ad on WILL- AM 580 (1x daily) and WILL-FM 90.9 (1x a daily)</td>
<td>July 1, 2020-July 15, 2020</td>
<td>3 hours (approve script and voice-over)</td>
<td>$900.00</td>
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<td>Outdoor Bus Ad</td>
<td>40-Foot Curbside Queen (88&quot;W X 30&quot;H)</td>
<td>March 1, 2020-June 30, 2020</td>
<td>2 hours (approve ad and placing order)</td>
<td>$550.00</td>
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<tr>
<td>Flyers</td>
<td>Flyer #1: 250 vertical “11x”17 double-sided premium matte  Flyer #2: 250 horizontal “5.5x”8.5 double-sided premium matte</td>
<td>Starting April 1, 2020</td>
<td>3 hours/month (distributing ads)</td>
<td>$331.14</td>
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<td>Social Media</td>
<td>Instagram, Facebook, and LinkedIn with same visuals and varying captions catered to different audiences</td>
<td>March 1, 2020-December 31, 2020</td>
<td>2 hours/month (photographing visuals and writing content)</td>
<td>$0</td>
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<td>Community Event</td>
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<td>August 15-16, 2020</td>
<td>12 hours (planning and execution of 2-day event)</td>
<td>$445.80</td>
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<td>September 1, 2020-December 31, 2020</td>
<td>2 hours/month</td>
<td>$180.00</td>
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<td>Banner Ads</td>
<td>2 350x350 banner ads and 1 728x90 banner ad</td>
<td>October 1, 2020-November 30, 2020</td>
<td>2 hours (approve ads and placements)</td>
<td>$850.00</td>
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<td>Paid Search</td>
<td>Geotargeting to Champaign-Urbana area and surrounding counties with chosen related keywords</td>
<td>August 1, 2020-December 30, 2020</td>
<td>3 hours (approve message)</td>
<td>$350.00</td>
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**Total Cost:** $2,106.94  
**Total Hours:** 66 Hours
Concluding Remarks

Longtime residents want to feel as if the city belongs to them.

Our campaign and message gives them ownership while boosting CCP’s awareness and engagement.
Thank You,
Any Questions?
Appendix

- C-U MTD Bus Ad
- Flyers
- Constant Contact EMails
  - https://www.constantcontact.com/pricing
- Smile Politely Banner Ads
  - https://dochub.com/camrynt2/n22q81w/sp-adbrochure-2019-pdf?dt=DgQyqQkK86a4bVj2sbX7