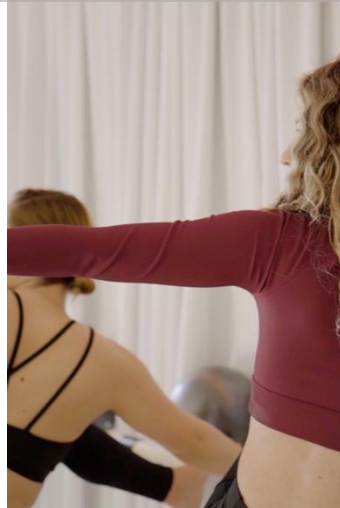


SUPPORT LOCAL



DOWNTOWN PENSACOLA CAMPAIGN STRATEGY—DRAFT



CAMPAIGN OBJECTIVES



Drive people to shop, dine and play at Downtown Pensacola businesses. Target: locals + visitors



Stimulate spending within the community. Help offset retail losses due to parking issues and construction. Target: locals + visitors



Foster community pride by promoting local businesses and highlighting their unique offerings. Target: locals



Encourage repeat business from local residents by highlighting the value of supporting local businesses. Target: locals

- Shops
- Bars
- Restaurants
- Galleries
- Services



TV / OTT

WEAR-TV News
Streaming Services Ads
(Netflix, Hulu, etc.)
CAT Country Local News



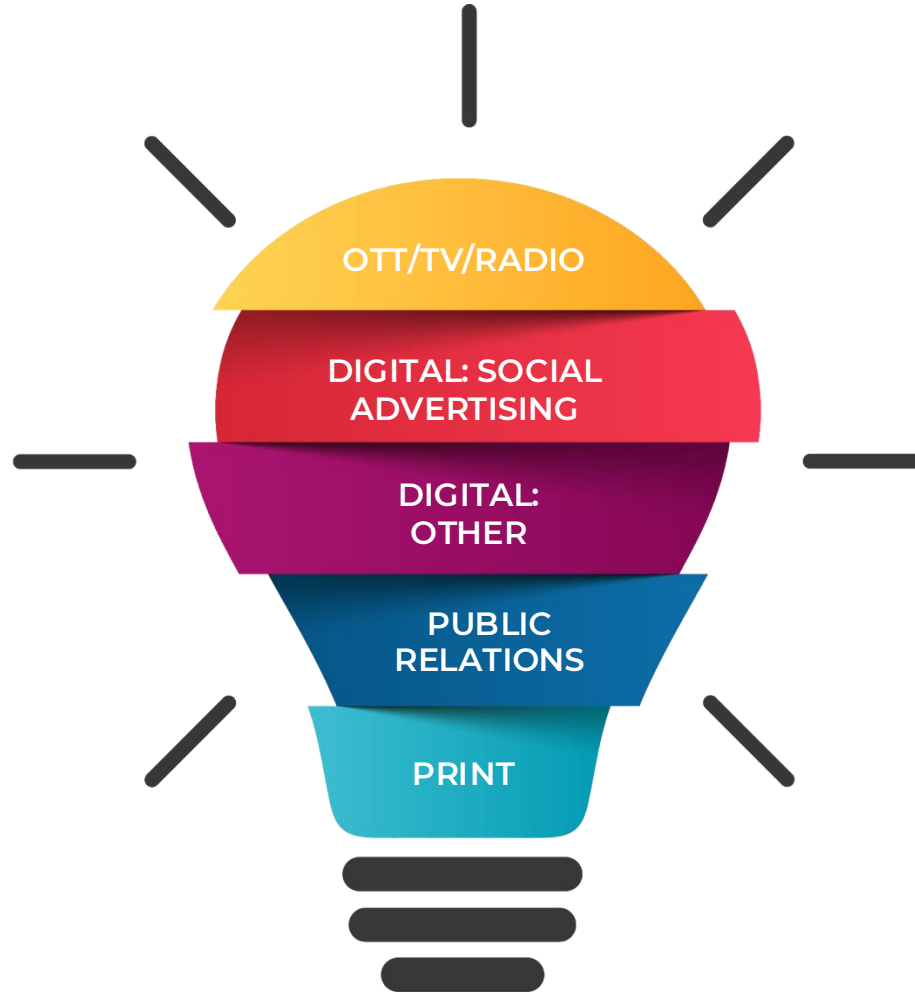
SOCIAL ADS

Sponsored content
on Facebook &
Instagram
Audience mirroring



OTHER DIGITAL

Airport display ads
Email marketing
Native ads
Social media marketing



PR

Media stories
Interviews
"Best Of"
Sponsor beach event
Beach hotel promos
Partner with ferry
American Magic co-
promos
Events / art



PRINT

Use to drive to website
Pensacola visitor guide
Rack cards and
promotion at Florida
visitor centers
Rack cards at hotels



STRATEGIC APPROACH



A red speech bubble graphic with a white dot at the bottom, containing the text 'DIGITAL ADVERTISING'.

DIGITAL ADVERTISING

- Geofencing
- Instagram/Facebook Ads
- Programmatic or display on Google/other relevant platforms
- UTM/link tracking to drill down on performance
- Social media ads
- Social media giveaways
- OTT



CAMPAIGN ASSETS

- Three :60-:60 videos: Taste, Shop, Experience
- :30 versions for TV and OTT
- :10-:15 versions for social
- 120-minute edited master for web and long form digital
- Photography for ads, e-marketing, PR, web and social

A large red speech bubble graphic with a white outline and a drop shadow. The text "PUBLIC RELATIONS" is written in white, bold, uppercase letters inside the bubble.

PUBLIC RELATIONS

- 3-D Sidewalk Art
- Events
- Digital downtown visitor guide and map
- News releases and video news releases
- “Best Of” nominations
- Co-promotions (American Magic, etc.)

A teal speech bubble graphic with a white outline and a drop shadow. The word "PRINT" is written in white, bold, uppercase letters inside the bubble.

PRINT

EXAMPLES

- City bill insert about construction
- Downtown explorers guide
- Downtown street map
- Downtown rack card
- Pensacola and Pensacola Beach visitor guide ads



OTHER

- Customer parking-to-door transport via golf cart

An orange speech bubble graphic with a tail pointing downwards and to the left. The text 'TIMELINE & BUDGET' is written in white, bold, uppercase letters inside the bubble. The bubble has a slight shadow underneath.

TIMELINE & BUDGET

- Two budget scenarios
- Budget includes campaign advertising and asset costs
- Budget doesn't include golf cart, events.

TIMELINE

JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

FEBRUARY

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2
3	4	5	6	7	8	9

MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

APRIL = PRODUCTION

APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

MAY

MON	TUE	WED	FRI	SAT	SUN	
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

JUNE

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

JULY

MON	TUE	WED	THU	FRI	SAT	SUN
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

AUGUST

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

SEPTEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

OCTOBER

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

NOVEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

DECEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

ideawörks
Digital & PR Agency

www.ideaworks.co