

Downtown Prince George Business Improvement Association

Title of Entry

Downtown Prince George Multi-Media Marketing Campaign

Project Timeframe

8 months – April 2021 to December 31, 2021

Brief Summary (please limit to two sentences)

This project was aimed at aligning our messaging to both the community and our businesses by building consistent high quality marketing assets, tactics, and content. The campaign was designed to one: meet the needs of our organization and its business members (500+ businesses) and two: ensure our downtown brand was recognizable and credible to the community and visitors.

Opportunity/Need

The current impact of the Global Pandemic on businesses really highlighted the need for us to provide more support to our downtown businesses while still continuing to attract downtown visitors. We knew that we needed to enhance and revise the marketing efforts aimed at attracting, engaging, and retaining customers and new businesses into our downtown core. At the same time, we also needed to provide and demonstrate our support and value to our business members. The success of implementing a strong plan for marketing and promotions would require us to update content and assets for promotions through all channels. We realized that we needed to build consistent photo, digital and graphic assets for higher quality and consistent messaging that was tailored to speaking to our community as well as to businesses. As a result, we basically build two websites in one: COMMUNITY & BUSINESS.

Goal/Objective

Our overall goal for this project was to enhance the image of downtown that would ultimately result in an increase in revenues for all businesses and services in our downtown.

This project allowed us to develop compelling messaging and images that would not only improve consumer and investor confidence but also increase community pride for our downtown. The success of our downtown businesses is reliant on our ability to ensure a visual and stylistic consistency through every channel of our communications. Our goal was to deliver connected communications across all our platforms that will increase our downtown visitations and build business awareness.

This project also allowed us to further develop our focus areas of SHOP, EAT, EXPLORE and THRIVE while also recognizing the unique business strategies for the diverse businesses in the business improvement area.

This was a timely project starting in mid-2021, as we needed to enhance the resiliency of our downtown businesses to recover, adapt and grow to the changes that Pandemic has had on everyone's business models. Our new messaging and content were aimed at providing the consumer with the confidence that downtown is a safe and COVID-19 compliant place to be.

Objectives:

1. To improve use of and increase traffic to website and social media for the community and the downtown businesses.
2. To build consistent images, messages and content that would create a stronger brand image for downtown.
3. To enhance and consolidate information for programs and services that serve our members and demonstrate the value of the association to its members.

Audiences

- Business Members
- Customers
- Community
- Visitors
- Partners & Stakeholders

Implementation

Over the 8-month duration of this project Downtown Prince George has been able to create consistent messaging, images and graphics across our social media and digital platforms. We combined this project with the updating of our website and are very pleased with the outcomes. Our ability to work with professional contractors allowed us to develop tools, assets and materials that are engaging to both our community and business audiences.

The components and outcomes of the project listed below have been achieved beyond our original expectations.

1. Photo Library
 - *Develop stock photos depicting downtown business components for all seasons.
 - *Business Components: SHOP-EAT-EXPLORE-THRIVE
2. Design Library
 - *Develop design/graphic library to use for social, digital & print
3. Social Media Management
 - *Build tool kit for creating, scheduling, and implementing social media campaign
 - *Provide social media implementation for Downtown Prince George
4. Print Promotions & Advertising
 - *Increase consistent image in all print & electronic materials

Results

The following project outcomes have been successfully achieved:

1. Improve use of and increase traffic to website and social media for the community and the downtown businesses.
 - * Increased our average Downtown PG Facebook reach in each quarter by about 300 people
 - * Increased Facebook and Instagram Likes
 - * Increased our Brand Awareness Score for both the Downtown Prince George Facebook Page and the LoveDowntown PG Facebook Page

- * Increased community engagement on website through contests, e-commerce and form submissions

2. To build consistent images, messages and content that would create a stronger brand image for downtown.

- *Photo library built with professional photographer

- *Developed graphics and templates through graphic designer and graphic design programs

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- *Increased the use of website for contests, registrations etc. by both community members and business members

- *Improved quality of E-Newsletter Product and added subscribers

3. To enhance and consolidate information for programs and services that serve our members and demonstrate the value of the association to its members

- *Enhanced website through consistent graphics, photos & content

- *Introduced and increased participation in regular (monthly) newsletter promotions

- *Built robust and informative content on programs & services for business members

Budget

The project was successful in staying within the proposed budget of \$20,000 with a final cost of \$18,505.94. The grant covered close to 50% of the pre-tax costs with \$8061.00 being reimbursed back to the association from Northern Development.

Victory Statement

Downtown Prince George (DPG) is the business improvement association serving all property owners and business tenants in the Prince George C1 Downtown Zone. Our mandate is to promote and advocate for a better downtown through partnerships, programs, promotions and events. We exist to support our members and to promote our downtown. In recent years we have built new events, added grant programs, and enhanced our clean and safe programs. We knew we needed to find a better way to communicate these two important roles. We were successful in securing a grant through Northern Development towards building this multi-media campaign that covered 50% of our costs. The results were amazing with an updated website that directed the COMMUNITY and BUSINESS to find relevant information; a more robust social media campaign and a library of assets to ensure consistent messages and images through all our media channels.