



As our Downtown community reopens and recovers, our "Welcome Back Downtown" campaign will invite strategic audience segments to take advantage of all that Downtown has to offer. Through impactful imagery and engaging headlines, we will show that Downtown is open — open for business, open and accessible, open and accepting to all.

TARGET AUDIENCES:

- Residents (potential & current)
- Workers (potential & current)
- Central Ohio Visitors

CAMPAIGN STATEMENTS

Through a series of stakeholder brainstorms, our team developed these statements that guide our campaign.



Features STATEMENT

Downtown is where the city meets; its vibrant cultural experiences form the heartbeat of the Columbus region.



Benefits STATEMENT

Downtown has everything I need; everything I could want; just the way I want it — it's the place where it all comes together, my way.



Positioning STATEMENT

Downtown provides me with memorable experiences; it's a friendly, accessible and fun place to live, work and visit — Downtown Columbus has it all.

OVERALL STRATEGY

Through a combination of highly-targeted digital ads, organic and boosted social content, engaging newsletters and a social media video series, our team will saturate the greater Columbus market with messaging that drives viewers to visit Downtown Columbus.

Once Downtown, these target audiences will be welcomed with cohesive print collateral (window clings, banners, etc.) to add further vibrancy to their Downtown experience.

On social media, our video series, "It's been a minute," engages relevant community leaders, influencers and stakeholders who use these 60-second videos to speak to the vibrancy of life Downtown as it relates to their area of expertise. For example, Paul Westrick, owner of Zer0z Wallet, used his segment to introduce both his business and the vibrant neighborhood where he works to ultimately welcome people back Downtown.

From August to September, we are expanding our target audience beyond professionals to include residents and visitors.

AUGUST/SEPTEMBER SOCIAL MEDIA CALENDAR

Tuesday, August 17



It's festival season, and you won't want to miss the vibrancy of Downtown Columbus! Whether you're looking for a smorgasbord of spicy treats or a live lineup of musical artists, Downtown Columbus is the place to be.

Festivals Blog

Tuesday, August 24



Breathe in. Hold. Exhale slowly. Find moments for relaxation and rejuvenation around every corner in Downtown Columbus. From spas to yoga studios, there's something soothing for everyone.

Relaxation Downtown Blog*

*Blog links will become available on scheduled date of social post release

Friday, August 27



Soak up the sun and head outside for a patio hang in Downtown Columbus. Because happy hour is just happier outside, isn't it?

Patio Hangs Blog*

*Blog links will become available on scheduled date of social post release

AUGUST/SEPTEMBER SOCIAL MEDIA CALENDAR

Tuesday, September 7



Instagram

Looking for convenient and affordable transportation in Downtown Columbus? COTA C-pass allows employees to ride any day, any time, on any route. Learn more about COTA C-pass at the link in our bio.

Facebook

Looking for convenient and affordable transportation in Downtown Columbus? COTA C-pass allows employees to ride any day, any time, on any route.

Learn more about COTA C-pass here:

COTA C-pass

Thursday, September 14



The streets of Downtown Columbus are buzzing with open air experiences. Escape your old routine with a trip to the Moonlight Market, Food Truck Food Court or so much more!

Outdoor Markets Blog*

*Blog links will become available on scheduled date of social post release

Friday, September 24



Table for two? Whether you're into markets and martinis or museums and mimosas, Downtown Columbus has the perfect plans for every pair.

<u>Downtown Dates Blog*</u>

*Blog links will become available on scheduled date of social post release

AUGUST/SEPTEMBER SOCIAL MEDIA CALENDAR

Tuesday, October 5



Get inspired at one of the extraordinary museums or galleries located in Downtown Columbus. We recommend trying the Cbus ArtWalks app, which curates themed art tours across venues and museums that are all within walking distance.

Art Galleries & Museums Blog*

*Blog links will become available on scheduled date of social post release

Looking for ways to support Capital Crossroads & Discovery Special Improvement Districts?

See to the right for our comprehensive list on how to be an amazing advocate for SID's:



WELCOME BACK SWAG

- Wear your 'Welcome Back Downtown' button
- Hang our 'Welcome Back
 Downtown' logo cling or large
 window clings on your storefronts,
 office buildings, and restaurants
- Order 'Welcome Back Downtown' coasters to use at your bar or restaurant

Contact Michelle Chippas to order or visit the links below:

- Large Window Cling Order Form
- <u>12" X 12" Welcome Back Downtown</u> <u>Logo Cling Order Form</u>

SHARE THE LOVE

- Every week we offer discounts and deals to our newsletter subscribers. Share your establishment's special discounts or deals for customers with <u>Austi Jasinski</u>.
- We're always looking for imagery to promote business and experiences in the downtown area. If you have high quality photos of your business, please send them to Michelle Chippas.

GET SOCIAL

- Follow us on <u>Instagram</u> and <u>Facebook</u>
- Tag us in any upcoming downtown events or social media posts welcoming people back downtown
- Use our hashtags: #downtowncbus, #cbusnow, #itsbeenaminute
- Keep up with SID by subscribing to our weekly newsletter <u>HERE</u>
- Share content found on slide 10 of the partner toolkit under "view resources" on your own social channels.

EXAMPLE 1: BARS OR RESTAURANTS

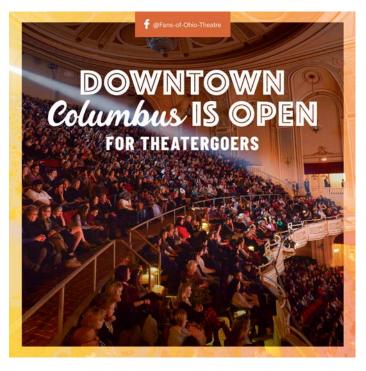
Post the graphic for August 24th with the caption "Still want to keep the relaxation going after your trip to Square One? Swing by [insert business name here] to avoid the Sunday scaries with a nice glass of wine. Come rosé the day away!

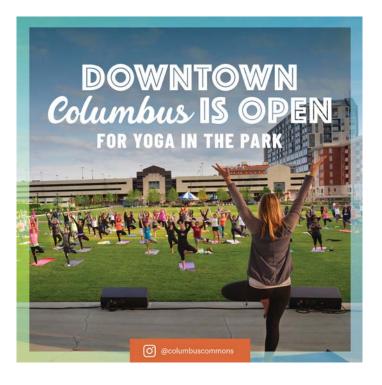
EXAMPLE 2: RETAIL BUSINESSES:

Post the graphic for September 14th with the caption "Take your retail therapy to the next level. After stopping at [insert business name], swing by the moonlight market September 11th for some after hours fun filled with additional local vendors to satisfy any of your shopaholic needs.

ADDITIONAL SOCIAL OPTIONS

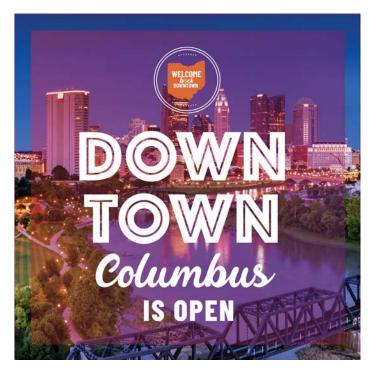


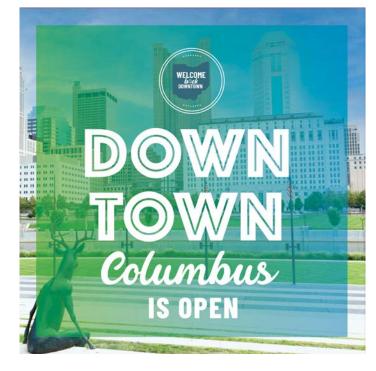
















DOWNLOAD RESOURCES

Check out our virtual repository of graphics and tools to help you drive traffic to your business or organization. Our team will send new creative assets every month throughout the summer and into fall to keep your promotional efforts fresh.

VIEW RESOURCES

QUESTIONS?

Contact Michelle Chippas at

mlchippas@sidservices.com

or call **614-591-4506**