



WELCOME BACK TO  
**DOWNTOWN**  
*Columbus*

**JULY-AUGUST 2021**



## CAMPAIGN OVERVIEW

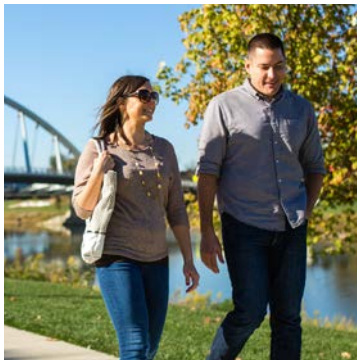
As our Downtown community reopens and recovers, our **“Welcome Back Downtown”** campaign will invite strategic audience segments to take advantage of all that Downtown has to offer. Through impactful imagery and engaging headlines, we will show that Downtown is open — open for business, open and accessible,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

### TARGET AUDIENCES:

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

**CAMPAIGN STATEMENTS**

Through a series of stakeholder brainstorm, 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.

**DOWNTOWN  
COLUMBUS  
IS OPEN FOR**  
*you*

*TAGLINE*



*LOGO MARK*



Green



Orange



Red



Blue



Magenta

## 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," will engage relevant community leaders, influencers and stakeholders who will use these 60-second videos to speak to the vibrancy of life Downtown as it relates to their area of expertise. For example, an influential, local artist could use the platform to talk about all of the programming available at CMA this summer.

From July to August, our primary target audience will be professionals and workers who are returning to Downtown offices.

July				
	DOWNTOWN IS OPEN FOR...	AUDIENCE	CREATIVE/WHERE	DOWNTOWNCOLUMBUS.COM
LIVE	Happy Hour	Residents; Visitors; Professionals	Nosh on High	<a href="#">Happy hour spots</a>
LIVE	Walks in the Park	Residents; Professionals	Topiary Park - Dog Playing	<a href="#">6 Parks to explore in Downtown Columbus this summer</a>
WORK	Lunch Breaks	Residents; Professionals	Tiger + Lily	<a href="#">Lunch spots to eat at today</a>
WORK	A Caffeine Jolt	Residents; Professionals	Roosevelt Coffee House	<a href="#">Coffee shops to try in Downtown Columbus</a>
PLAY	Art Lovers	Residents; Visitors	Columbus Museum of Art	<a href="#">Outdoor mural walls in Downtown Columbus</a>
PLAY	Celebrations	Residents; Visitors; Families	Skyline Image	<a href="#">Main landing page</a>

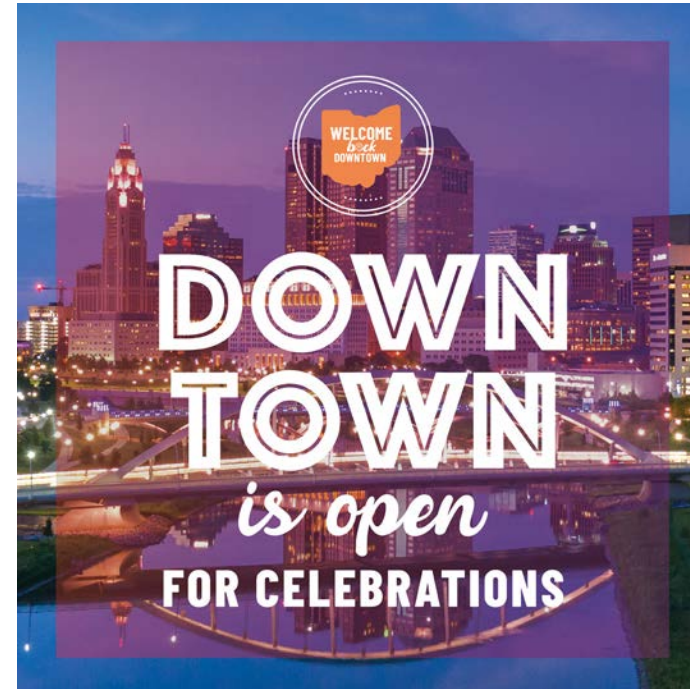
## JULY/AUGUST SOCIAL MEDIA CALENDAR

**Tuesday, July 13**



Rediscover the heart of Columbus this summer. Whether you're an art lover, foodie, theater goer, fitness buff, parent extraordinaire or live music fanatic, there's something for everyone in Downtown Columbus. We're open for you!

**Wednesday, July 14**



Join us at the Food Truck Food Court at Columbus Commons on July 15 from 11 a.m. to 2 p.m. as we welcome you back to Downtown Columbus! The first 250 people will receive a FREE donut from Donna's Delicious Dozens. While you peruse the food trucks, hear from downtown and community leaders, including Mayor Ginther, and enjoy live music from the Deal Breakers Duo as we celebrate that Downtown is open — open for business, open for fun, open for you!

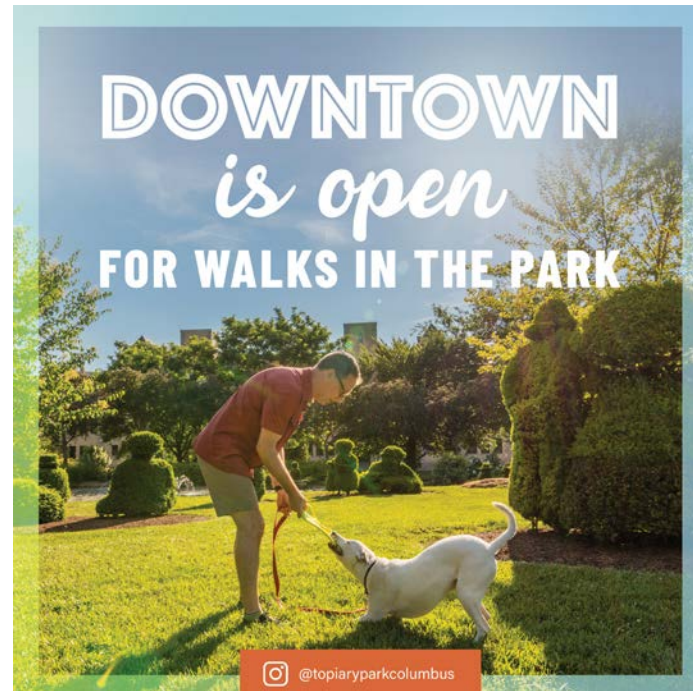
**Tuesday, July 20**



Unpack your old routine and rediscover these delectable lunch spots in Downtown Columbus. With our incredible restaurants back, we'll save a seat just for you.

## JULY/AUGUST SOCIAL MEDIA CALENDAR

**Tuesday, July 27**



Enjoy a breath of fresh air and stroll through one of the beautiful parks in Downtown Columbus. Whether you need a quick mental reset between meetings or the perfect place to jog, Downtown Columbus has it all.

**Tuesday, August 3**



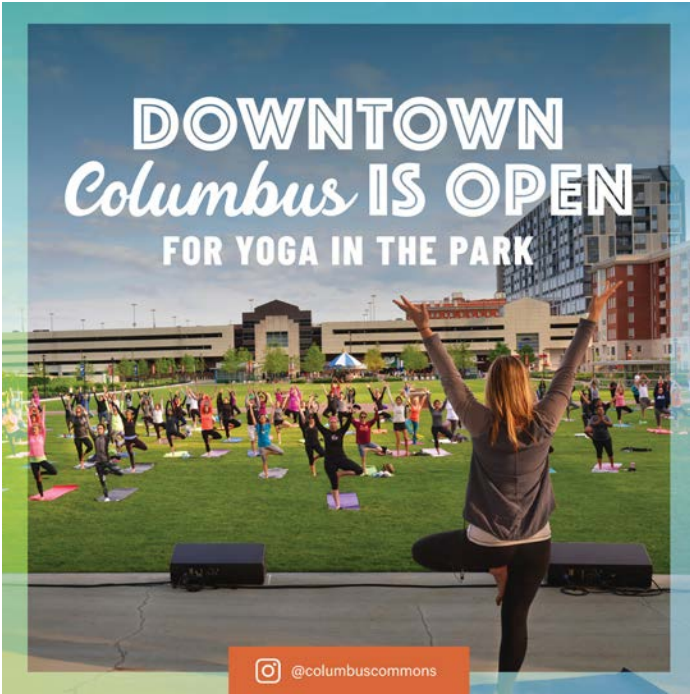
Coffees, teas and frozen treats, oh my! Feel the lively buzz of Downtown Columbus this summer when you visit one of our coffee bars or shops. Discover your new favorite pick-me-up here:

**Tuesday, August 10**



Discover a new bar or crafty cocktail every week in Downtown Columbus with these incredible happy hours. You may just uncover a corner of Downtown Columbus that's perfect for you.

# ADDITIONAL SOCIAL OPTIONS



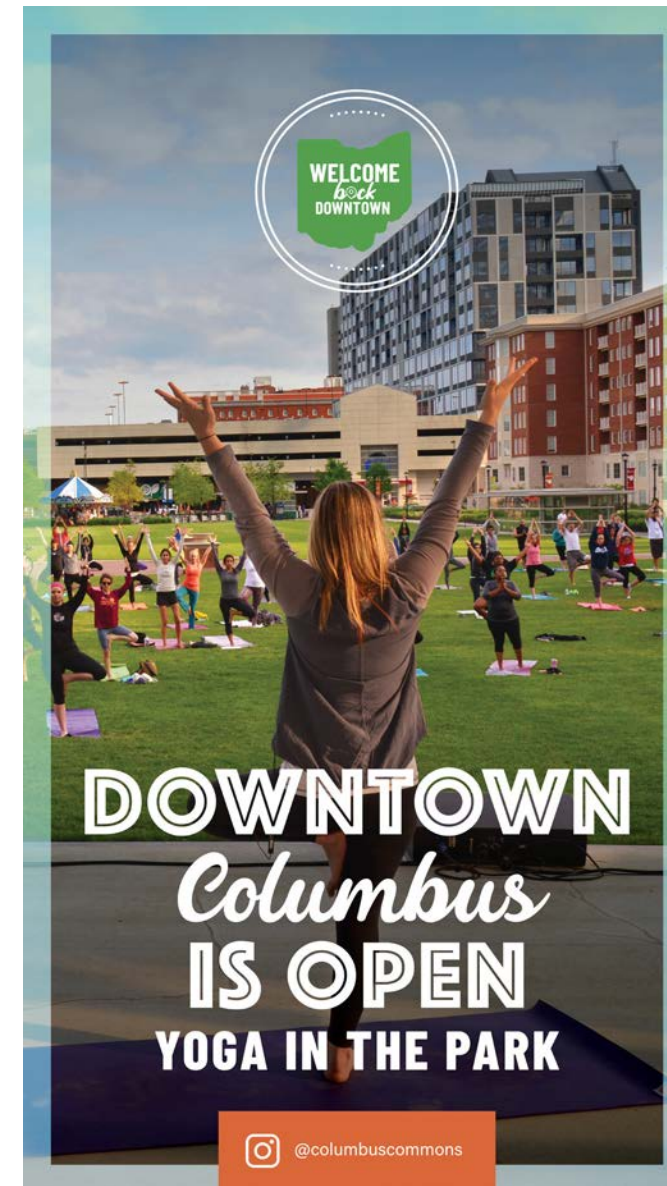
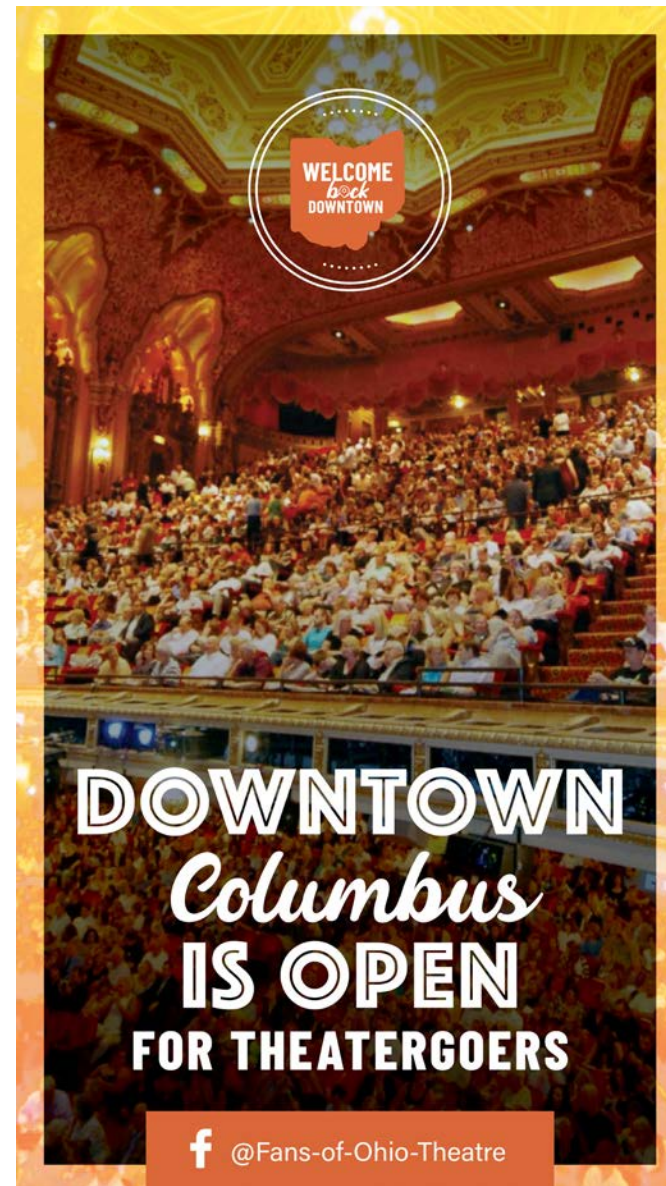
# DIGITAL AD EXAMPLES

608 x 352px



# TV DISPLAY GRAPHICS

Vertical: 1080x1920



# TV DISPLAY GRAPHICS

Vertical: 1080x1920



# TV DISPLAY GRAPHICS

Horizontal: 1920x1080



# TV DISPLAY GRAPHICS

Horizontal: 1920x1080





## 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 to keep your promotional efforts fresh.

[VIEW RESOURCES](#)

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## QUESTIONS?

Contact **Michelle Chippas** at  
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