



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.

For October and November, we will continue to focus on our target audiences of professionals, residents and visitors to highlight fall happenings and gear up for the holiday season.

OCTOBER/NOVEMBER SOCIAL MEDIA CALENDAR

Wednesday, October 6th



Sometimes you just need to get out of the house, and what better way than to treat yourself to a staycation in Downtown Columbus! Spend the day indulging in professional spa treatments, or sit down for a nice dinner. Downtown Columbus is open to help you unwind.

Relax & Refresh Blog

Tuesday, October 12th



Autumn is here! Take in the colorful fall foliage with a stroll down the Scioto River or a traipse through Topiary Park. Visit Downtown Columbus for all things Autumn.

Six Parks To Explore Fall Foliage*

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

Tuesday, October 19th



Looking for something fun and spooky to do for Halloween? Downtown Columbus is speckled with historical haunts perfect for exploring this Halloween season.

Historic Haunts In

Downtown Columbus

To Check Out This Fall*

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

OCTOBER/NOVEMBER SOCIAL MEDIA CALENDAR

Tuesday, October 26th



Forgot to pack lunch? Pick up delicious homemade fare from one of the many unique restaurants downtown. We suggest warming up with a piping hot bowl of ramen from @tigerandlilyinspired.

Lunch Spots To Eat At Today*

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

Tuesday, November 2nd



Try something new downtown! From axe throwing to candle making, Downtown Columbus is open for your next adventure.

Things To Do In The Discovery District*

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

Tuesday, November 9th



Downtown is full of local restaurants and bistros serving up some of the best homemade fare Columbus has to offer. From freshly made crepes to perfectly packed pierogies, downtown is open for comfort food favorites.

Downtown Comfort Food To Check Out This Winter*

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

OCTOBER/NOVEMBER SOCIAL MEDIA CALENDAR

Tuesday, November 16th



The holidays are coming up and Downtown Columbus is open for all your shopping needs. Find unique, local gifts for your loved ones at one of the amazing small businesses located downtown.

2021 Holiday Gift Guide*

*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:



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 Austi Jasinski.
- 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 <u>Michelle Chippas</u>.

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

JOIN THE CONVERSATION

The SID will be hosting a stakeholder meeting on October 15th from 11:30am - 12:30pm to review toolkit #3 and brainstorm seasonal ideas to support the SID businesses. Please join us to have your voice heard. Zoom link to join!

EXAMPLE 1: BARS OR RESTAURANTS

Post the graphic for October 19 with the caption "Looking for something fun and spooky to do for Halloween?

Downtown Columbus is speckled with historical haunts perfect for exploring this Halloween season."

EXAMPLE 2: RETAIL BUSINESSES:

Post the graphic for November 9 with the caption "Downtown is full of local restaurants and bistros serving up some of the best homemade fare Columbus has to offer. From freshly made crepes to perfectly packed pierogies, downtown is open for comfort food favorites."



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

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or call **614-591-4506**