



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

HAPI

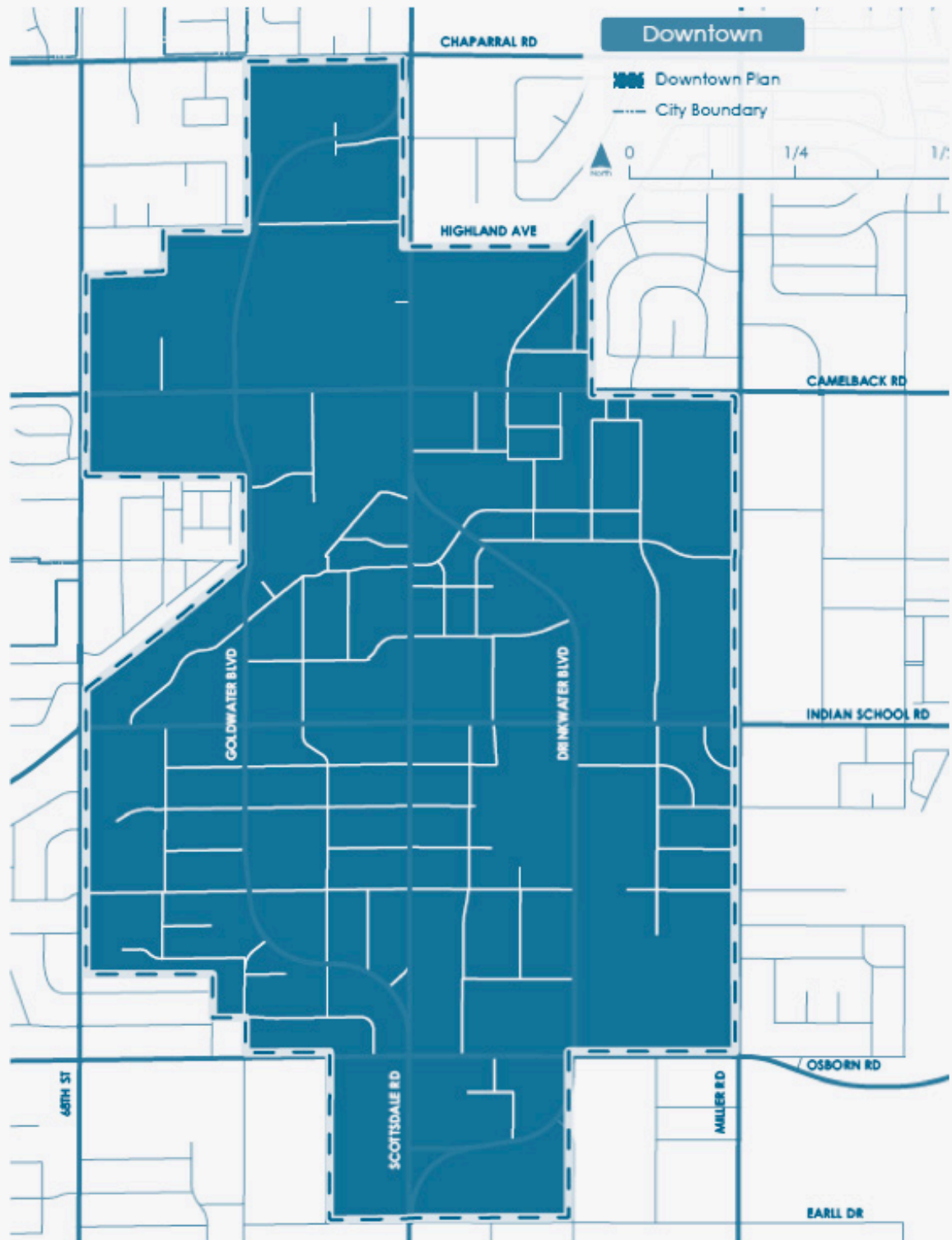


CITY OF SCOTTSDALE
Rebrand Presentation
August 30, 2017



AREA OF FOCUS:

DOWNTOWN SCOTTSDALE



1. RESEARCH

2. CAMPAIGN DEVELOPMENT

LOGO, COLORS, ADS, WEBSITE, SIGNS, POSTERS

3. COMMUNICATIONS PLAN

MEDIA STRATEGY / TACTICS

4. CAMPAIGN LAUNCH

OCTOBER 2017

5. CAMPAIGN MONITORING & OPTIMIZATION

1. WHY RESEARCH?

- Learn more about the visiting habits of local residents.
- Learn more about the types of experiences they enjoy.
- Learn more about their perception of Downtown Scottsdale - positives / negatives.

1. RESEARCH

QUALITATIVE – Four Focus Groups

QUANTITATIVE – 712 Online Survey Respondents

MARKETS – Phoenix, Mesa, Tempe, Gilbert, Peoria,
Glendale, Chandler, Scottsdale, Tucson

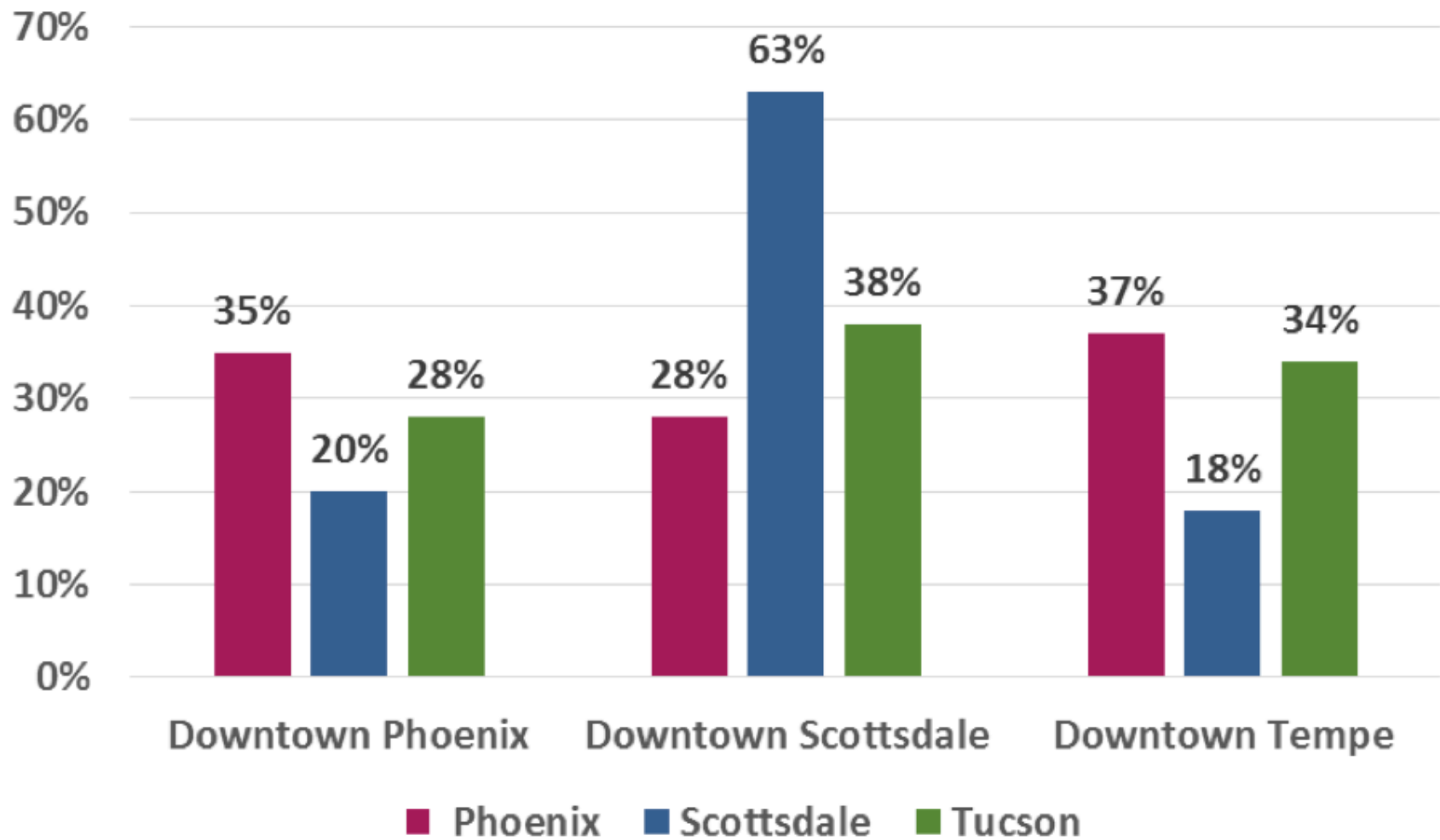
AGE – 25+ HHI \$65,000+
(including 65+ HHI \$120,000)

SCREENING CRITERIA

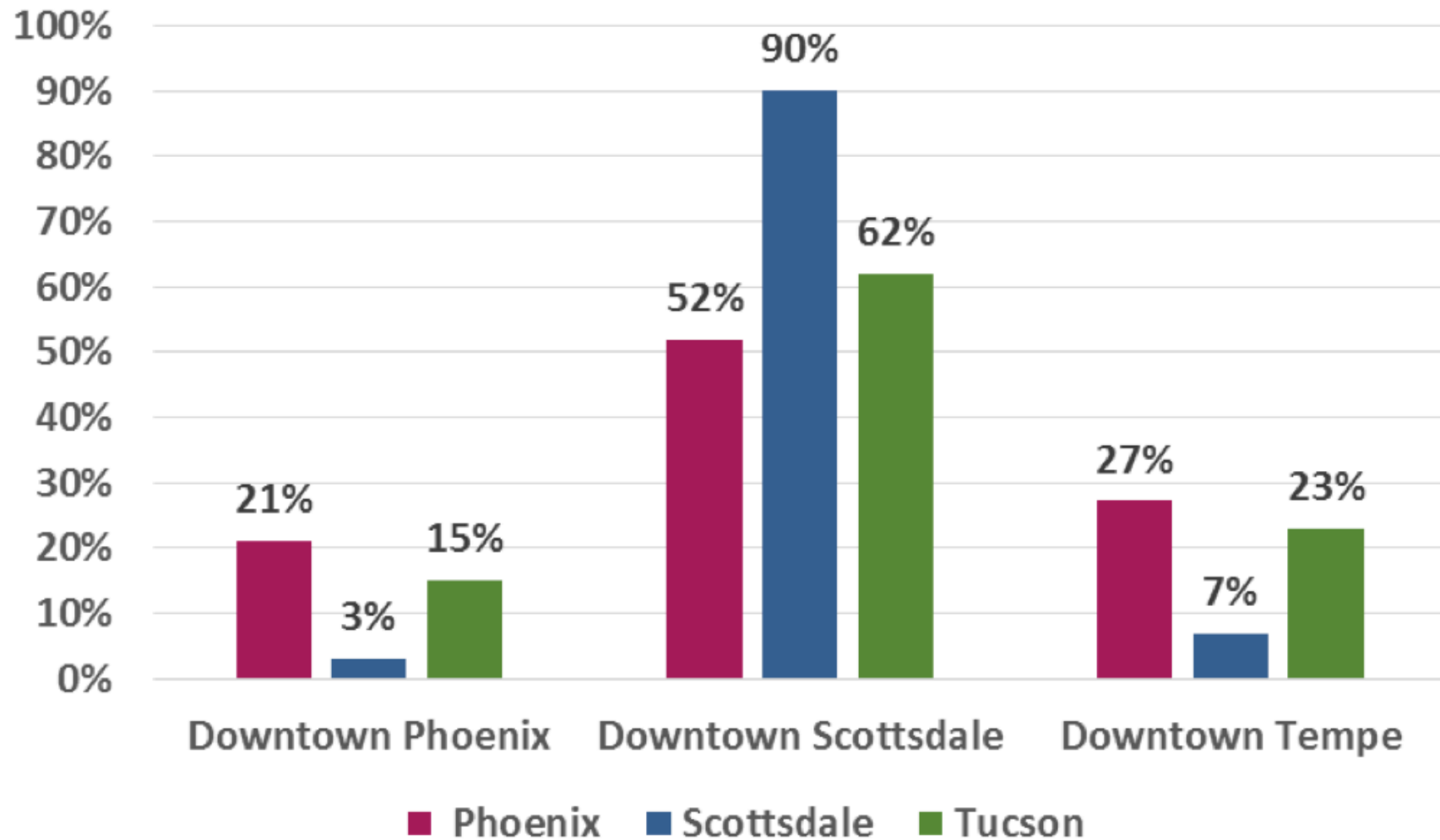
ENGAGE IN THE FOLLOWING ACTIVITIES

- Attend festivals / events
- Shop at boutiques / malls
- Go to casual / fine dining restaurants
- Go to art galleries
- Experience nightlife

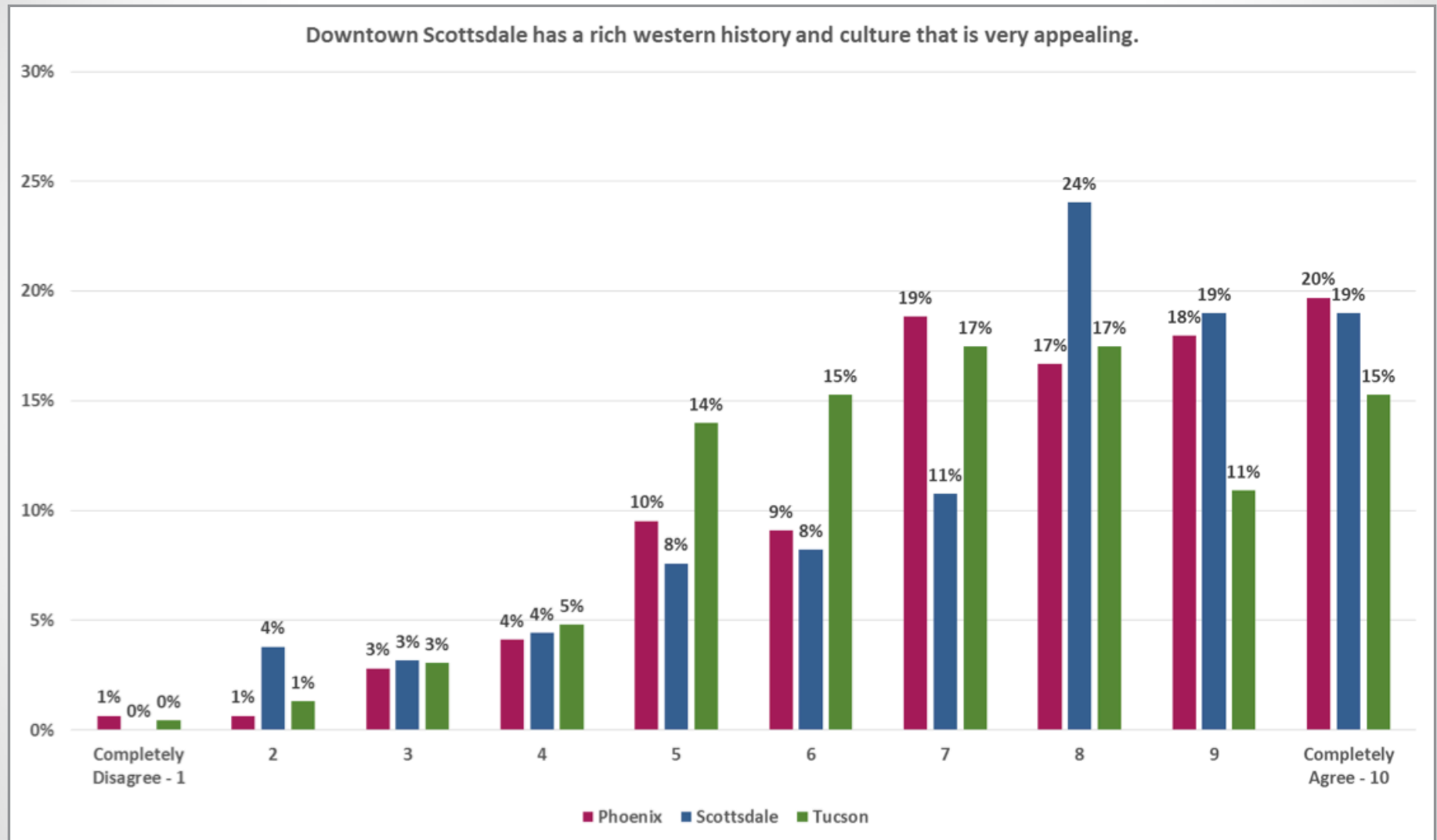
Where I enjoy attending outdoor events or festivals



Where I feel the safest



WESTERN HERITAGE IS IMPORTANT



UNAIDED: What does Downtown Scottsdale uniquely offer that you will not find elsewhere in the Phoenix metro area? (n=712)

Comment:	% of respondents
Restaurants (selection, unique, trendy)	20%
Western History/Theme	9%
Unique Shops/Boutiques (western, specialty, ice cream parlors)	9%
Safety (safe environment)	8%
Walkability (condensed area, easy to go place to place)	8%
Shopping (general)	5%
Art Galleries	5%
Great Nightlife	5%
Variety (a lot of options)	4%
Old Town (active, charm, streets)	4%
Nothing special/unique	4%
Fun/Lively Environment/Atmosphere	3%
Bars/Clubs	3%
Fancy/Upscale	3%
High-end Shopping	3%
Small Town (feel, appeal)	3%

WHAT PEOPLE LOVE ABOUT US

What motivates you to go to Downtown Scottsdale?	Phoenix	Scottsdale	Tucson
Variety of restaurants	64%	85%	59%
Walkability/close proximity of shops, restaurants, bars, etc.	52%	67%	41%
A safe environment	45%	61%	50%
Variety of shops/shopping opportunities	46%	59%	43%
Major festivals and events	40%	56%	25%
A lively and energetic vibe	34%	44%	27%
Plenty of nightlife options	30%	40%	21%
Art galleries	21%	31%	17%
Museums and theaters	20%	27%	13%
Diversity of people	21%	20%	15%
Other	3%	3%	8%

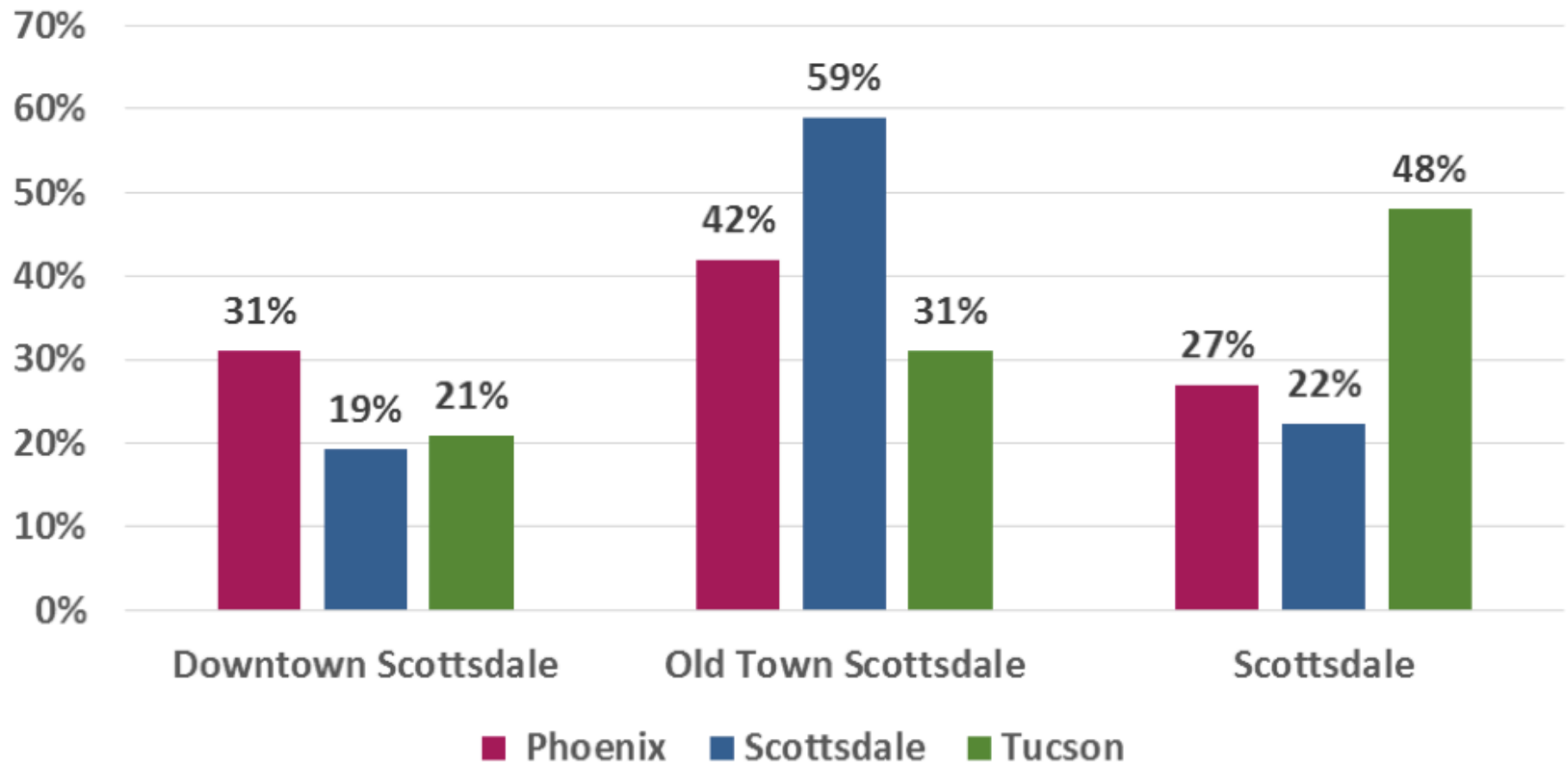
WHAT DETERS VISITORS

What, if anything, deters you from going to Downtown Scottsdale to experience leisure activities more often?	Phoenix	Scottsdale	Tucson
Not enough parking	36%	35%	29%
Nothing deters me from going to Downtown Scottsdale	22%	30%	22%
Too crowded/too many people	23%	26%	14%
Too expensive	35%	18%	43%
Too touristy	18%	17%	14%
Not enough options for public transportation	8%	9%	7%
Snooty and arrogant attitude of others	23%	8%	20%
Not enough diversity among people	7%	6%	7%
Nothing that I can't experience elsewhere in the Valley	11%	6%	5%
Lack of appealing options for dining, shopping or entertainment	5%	4%	6%
Unfriendly workers in the shops and restaurants	5%	4%	3%
Other	4%	7%	11%

HOW VISITORS LEARN ABOUT OUR EVENTS

What sources of information do you rely upon most often to find out about events that might be taking place in Downtown Scottsdale?	Phoenix	Scottsdale	Tucson
Word of mouth	39%	48%	34%
Social Media (Facebook, Instagram, Twitter, etc.)	35%	30%	32%
Arizona Republic	28%	23%	10%
Search engines (Google, Yahoo, Bing, etc.)	31%	19%	33%
Magazines (Trends, Scottsdale Lifestyle, Phoenix Magazine, etc.)	17%	19%	18%
City of Scottsdale website (www.cityofscottsdale.com)	12%	18%	11%
Area websites (ExperienceScottsdale.com, DowntownScottsdale.com, etc.)	17%	16%	24%
TV	16%	15%	10%
Phoenix New Times	18%	11%	7%
User Review Websites (Yelp, TripAdvisor, etc.)	11%	11%	17%
Email newsletters	8%	8%	7%
Radio	14%	7%	10%
Other	1%	2%	4%

If you were to tell a friend or family member that you are going to this area, which of the following descriptions would you use to tell them where you are headed?



SEE THE FULL RESEARCH REPORT AT:
www.scottsdaleaz.gov/downtown

2. CAMPAIGN DEVELOPMENT

- Develop a new Downtown Scottsdale logo and creative campaign, based on the research findings.
- Create a new website for Downtown Scottsdale.
- Develop a comprehensive marketing campaign that drives Valley residents to Downtown Scottsdale.

3. COMMUNICATIONS PLAN

**REACH THE RIGHT PEOPLE AT THE
RIGHT TIME, IN THE RIGHT PLACE.**

- Geo-Targeting
- Demo-Targeting
- Behavioral-Targeting
- Keyword-Targeting

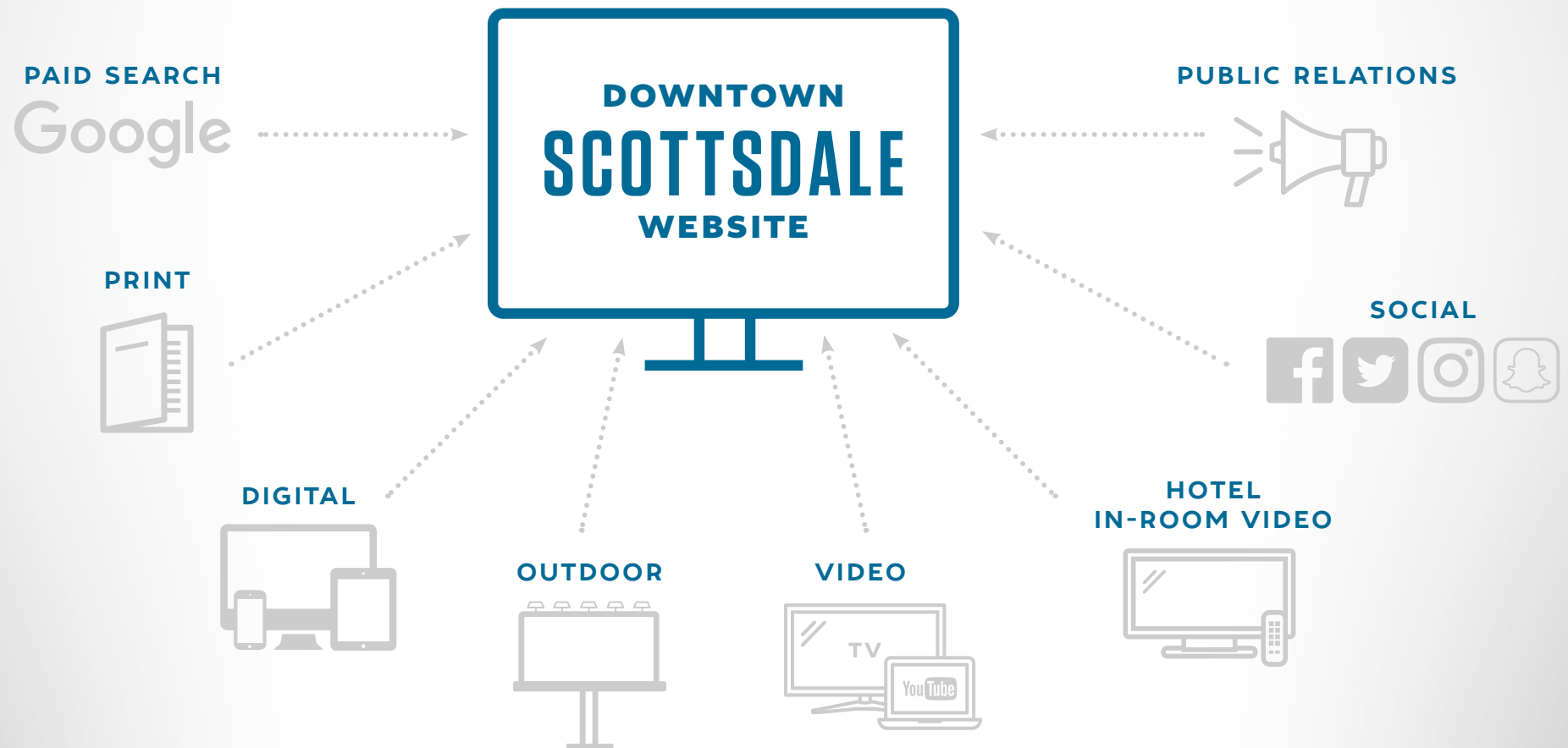
4. “SOFT” CAMPAIGN LAUNCH

OCTOBER 2017

- Website Landing Page
- Paid Search
- Print
- Organic Social
- Public Relations

4. MAIN CAMPAIGN LAUNCH

JANUARY 2017



5. CAMPAIGN OPTIMIZATION

- Ongoing Reporting
- Campaign Performance Analysis
- A / B Testing
- Real-Time Optimization
- Continual Website Analytics

THANK YOU