

A bronze statue of three horses in a fountain, decorated with pine branches and a large bow, with the text "2018 Brand Awareness Campaign" overlaid. The scene is set at dusk or dawn, with a large stone fountain in the background and a building with palm trees in the distance. The horses are in a dynamic, galloping pose. The central horse is the most prominent, facing left. The other two horses are positioned behind it, one to the left and one to the right. The fountain has a large, ornate basin with water cascading down. The overall mood is festive and celebratory.

# *2018 Brand Awareness Campaign*





# *Objectives*

- Improve top-of-mind awareness among Valley residents all year, including summer
- Drive website and retail traffic to generate more revenue



# *Preparation*

- Consumer research and stakeholder research to better understand perceptions of the brand
- Align consumer perceptions and stakeholder needs to evolve the brand and develop campaign



*What Did the Research Tell Us?*



## *What People Like About Us*

- Restaurants
- Shopping
- Nightlife
- Galleries
- Variety
- Safety
- Walkability
- Western History
- Sophisticated
- Charming
- Unique
- Upscale

Lively

ESCAPE

Bold

Warm

Fresh

Romantic

LUXURIOUS

Fun

Distinctive

Carefree

ENERGETIC

Wild

Safe

Indulgent

Hip

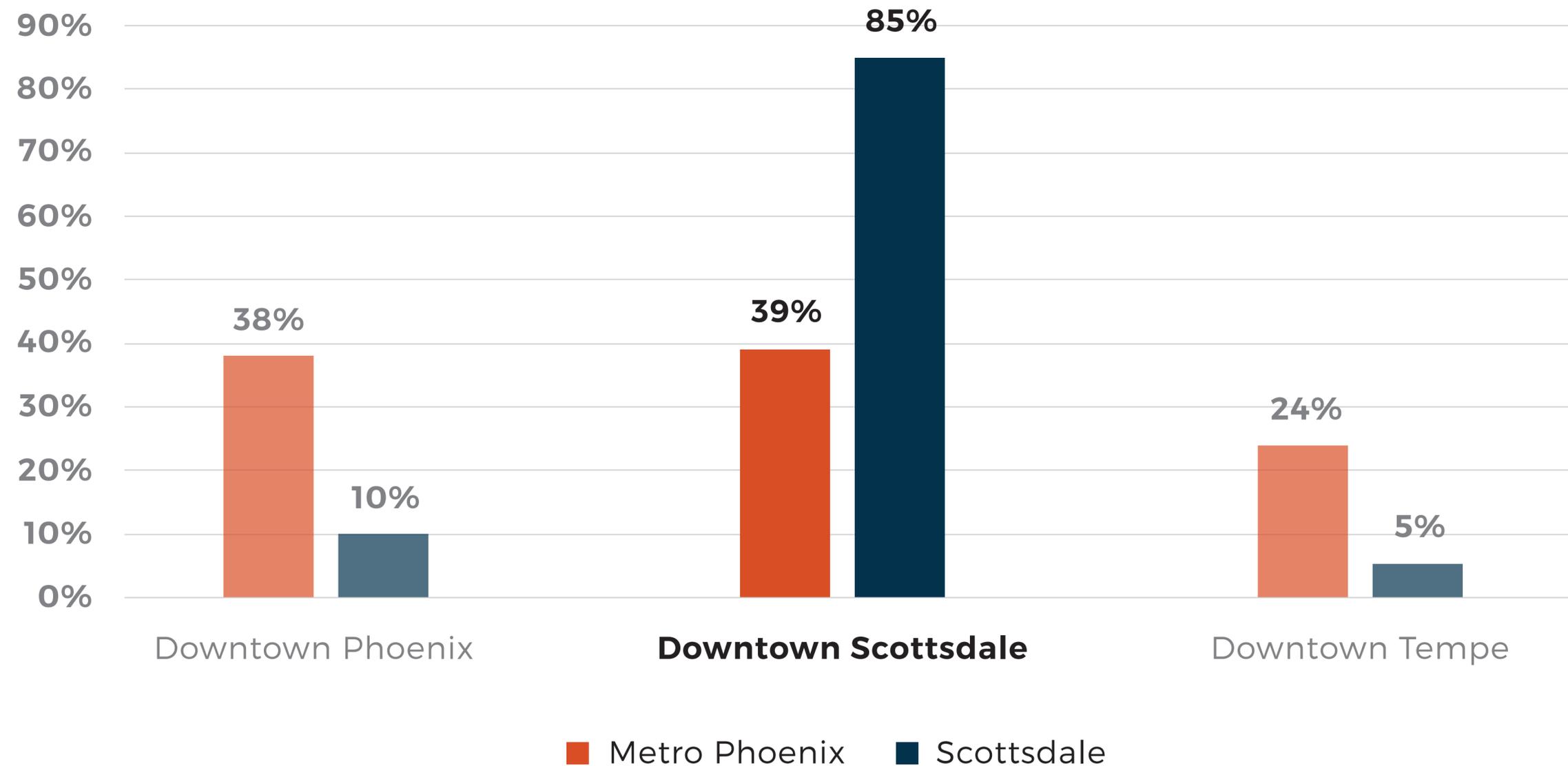
Trendy

Vibrant

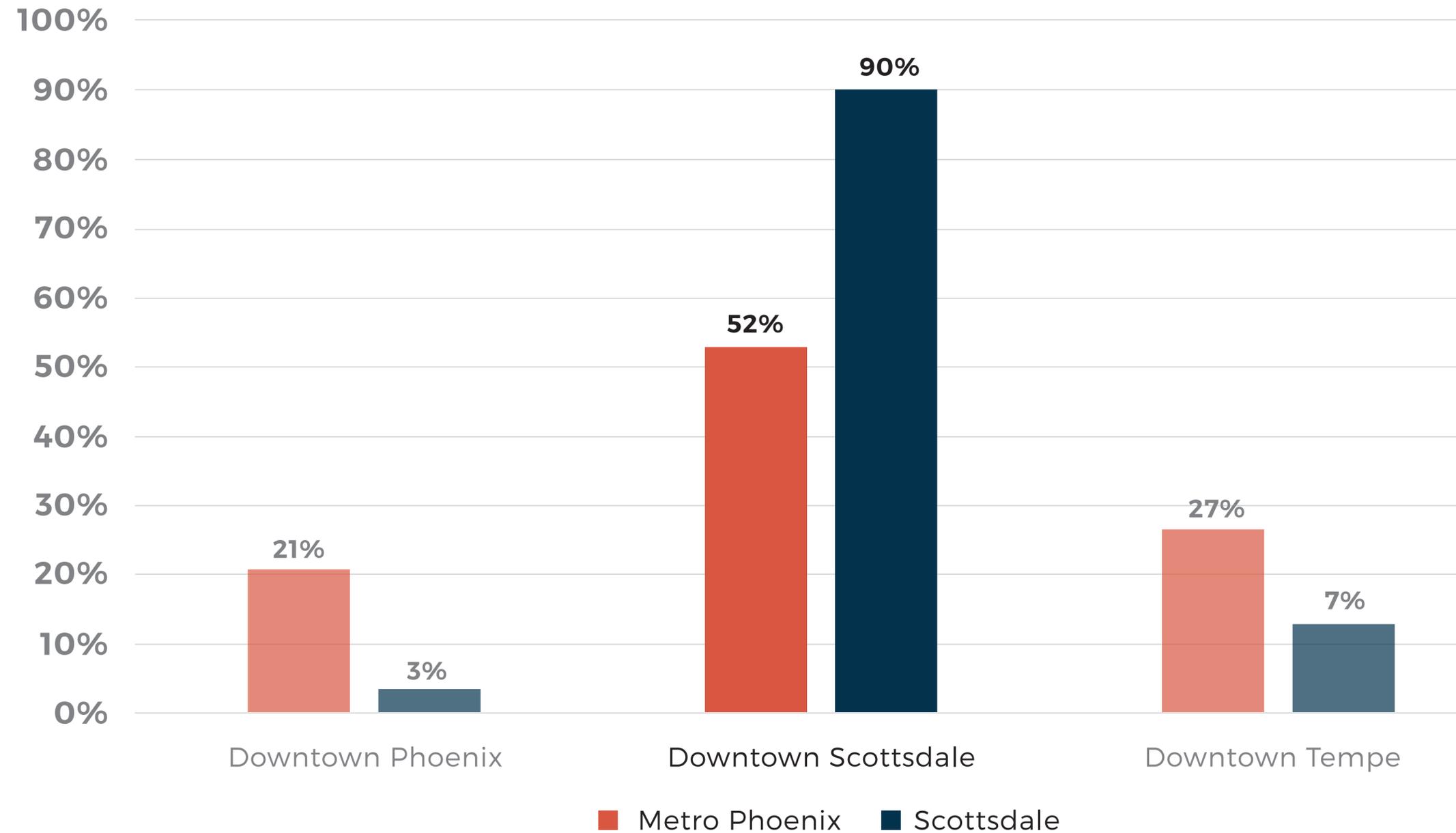
Friendly

Arts & Culture

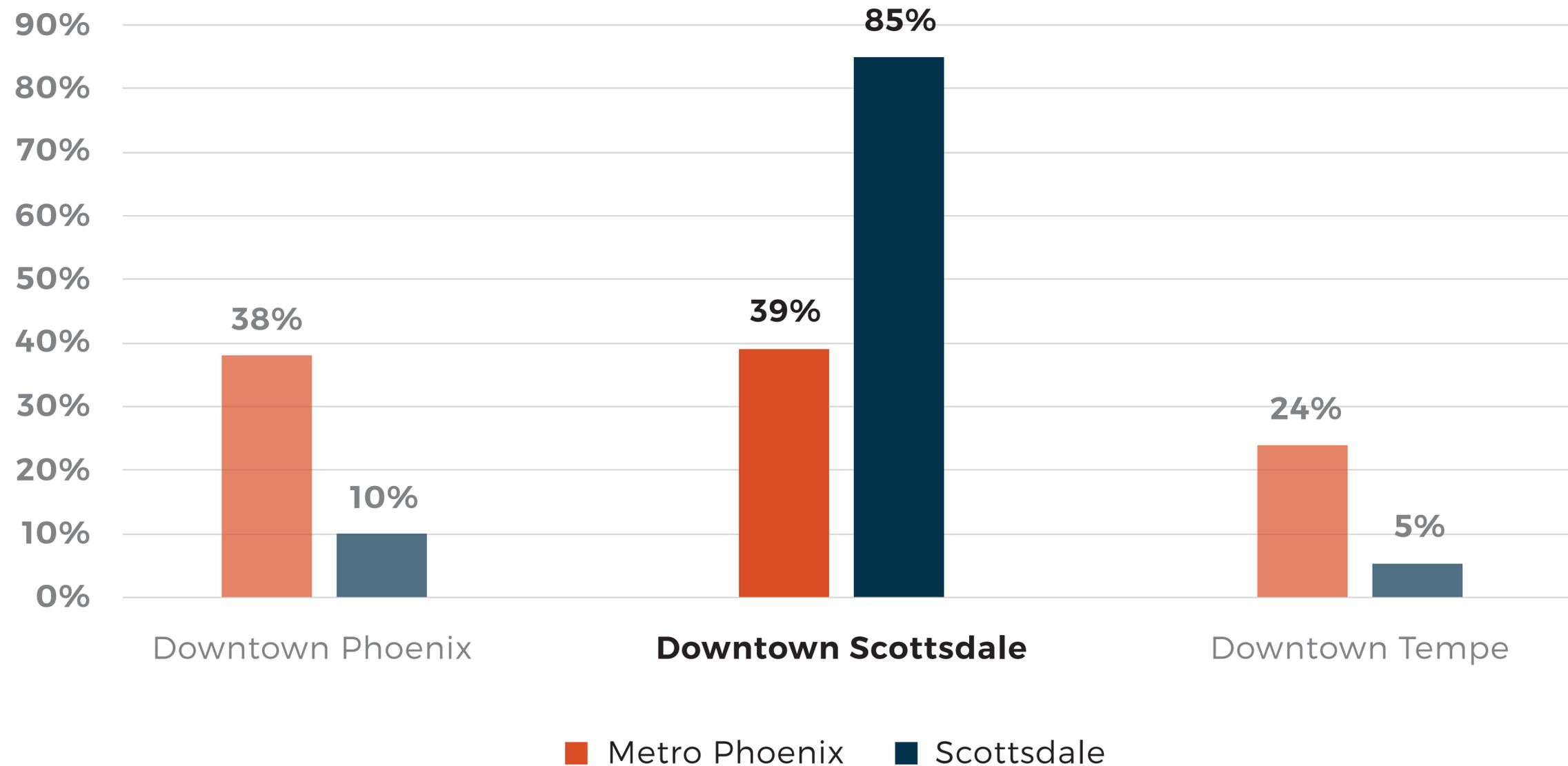
# *Most appealing weekend destination.*



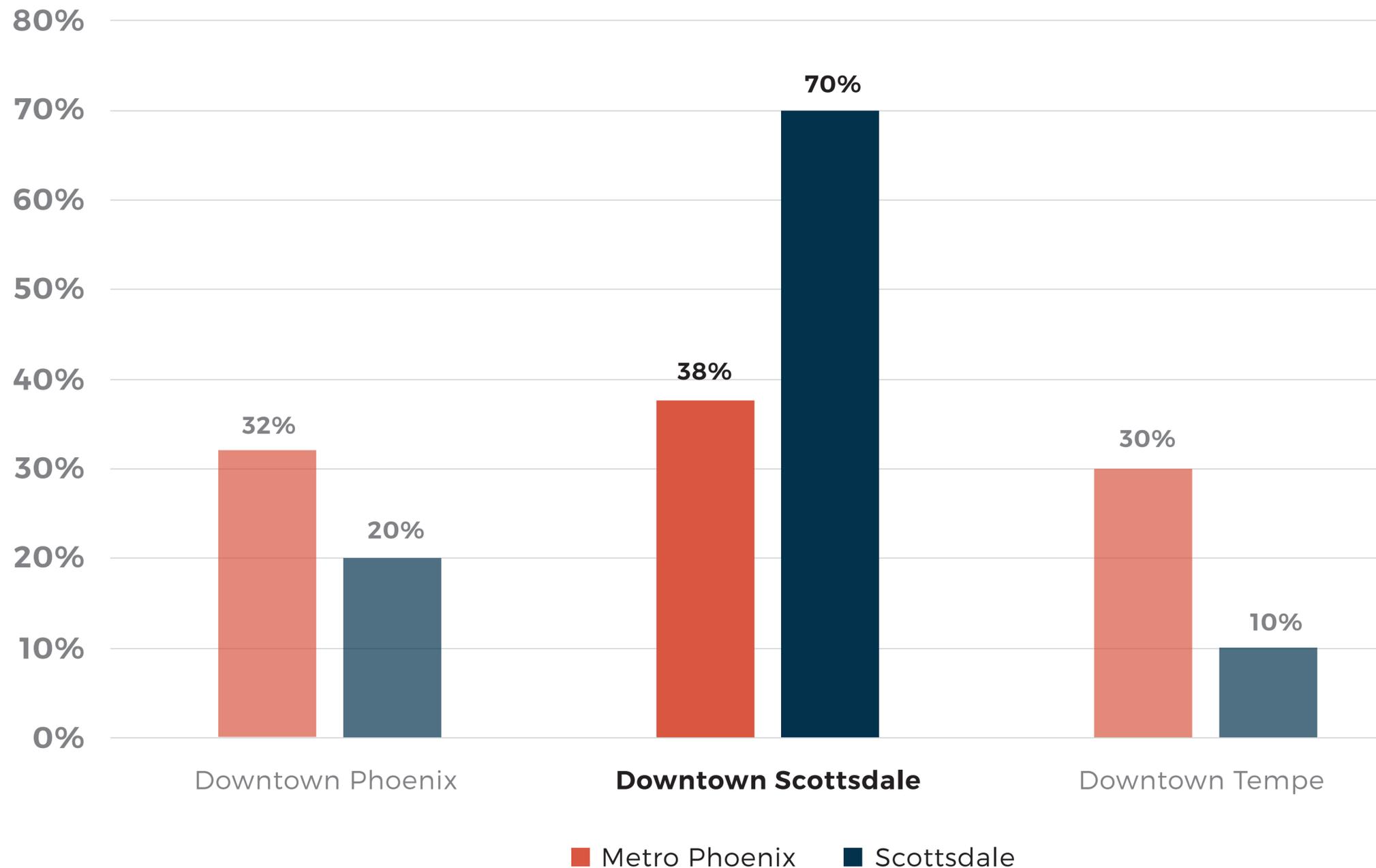
# *Where residents feel most comfortable.*



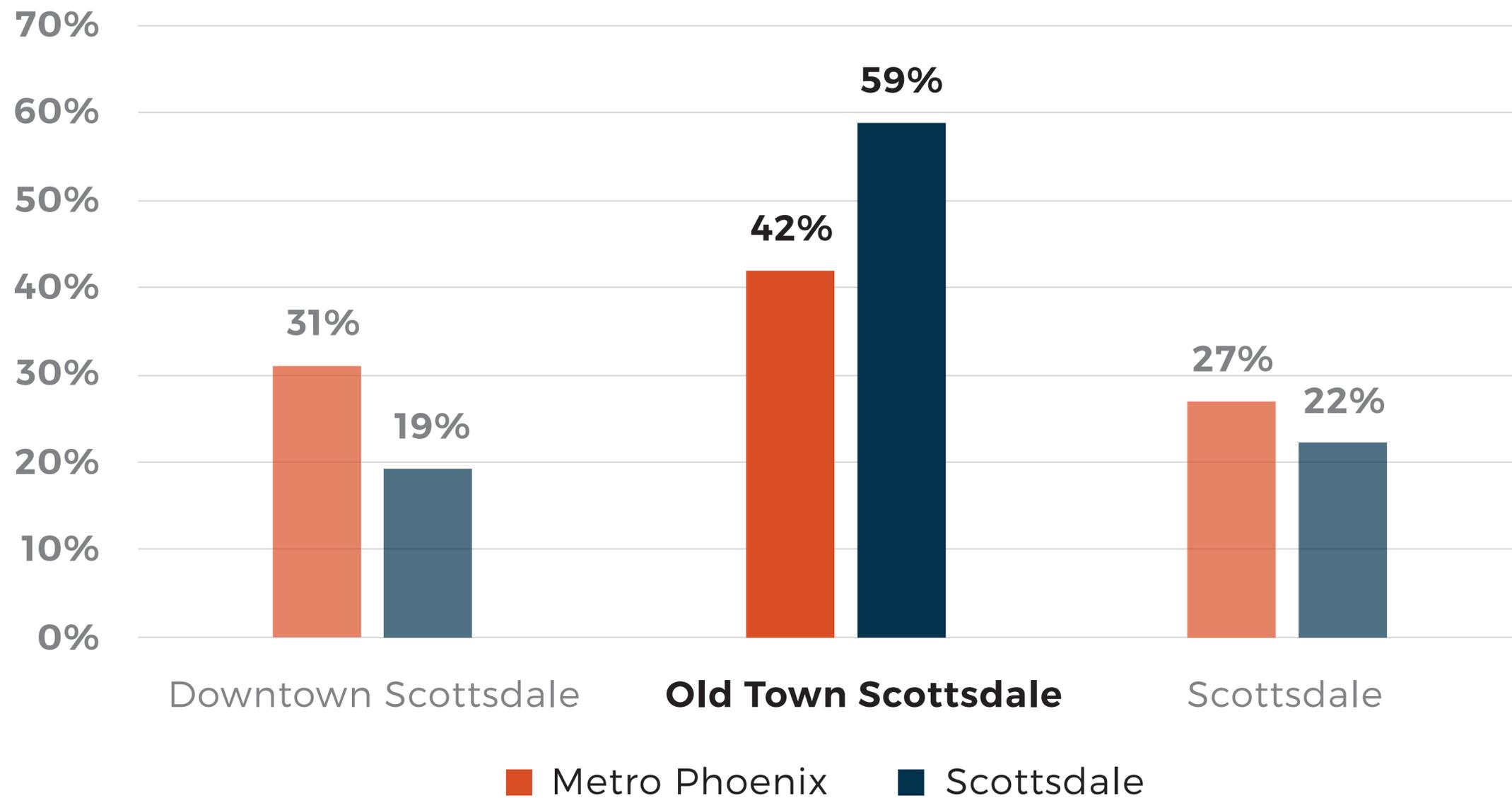
# *Where I feel the safest.*



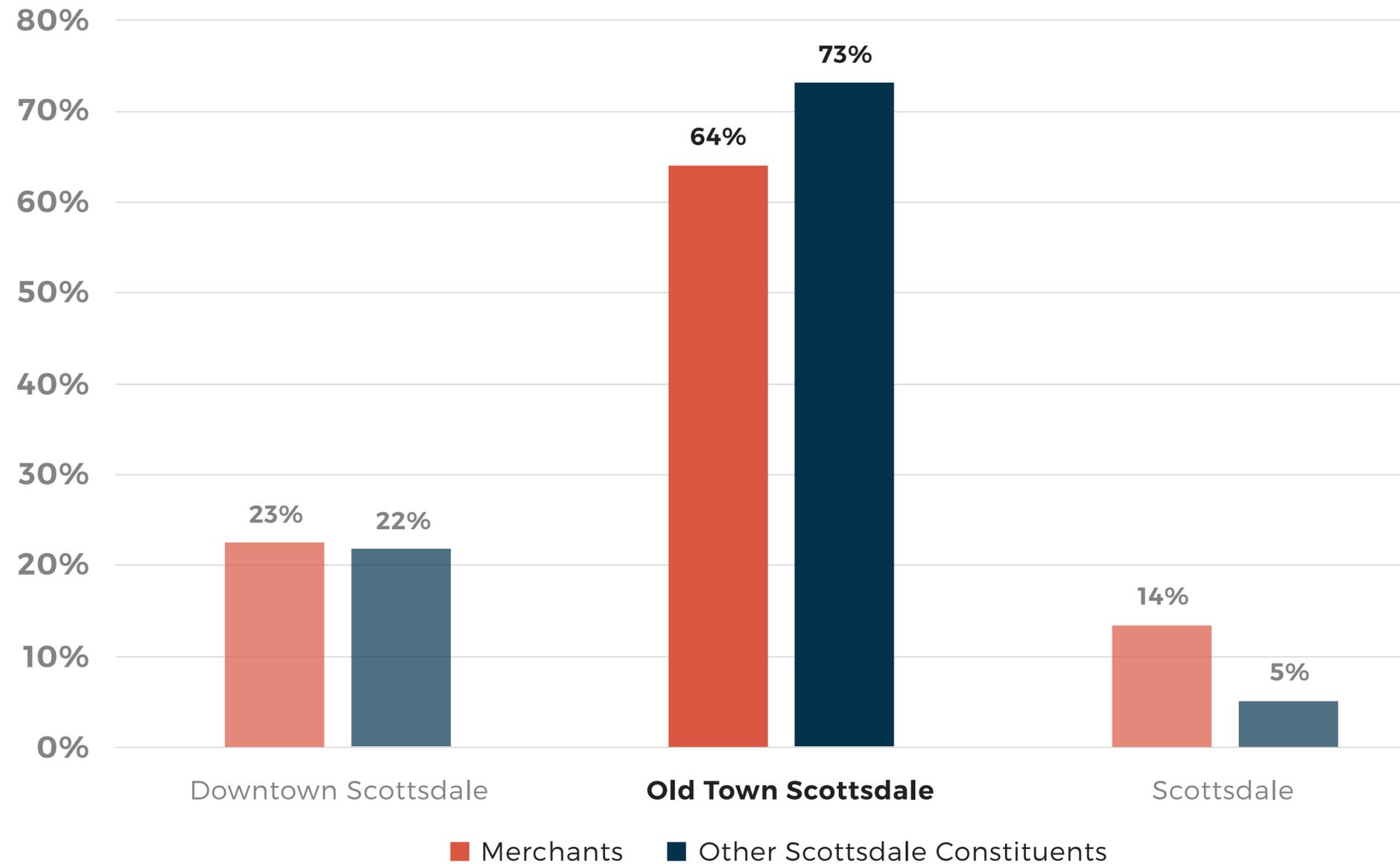
# *Always something fun to do.*



# *What do consumers call us?*



*What name do you most often hear others use to describe the area?*



---

# *Social Media & Online Searches*

## **INSTAGRAM HASHTAGS**



- 69,756 people used the hashtag #oldtownscottsdale
- 4,690 people used the hashtag #downtownscottsdale

## **FACEBOOK CHECK-INS**



- 164,405 people checked in to Old Town Scottsdale
- 2,186 people checked in to Downtown Scottsdale

## **GOOGLE SEARCHES**



- 18,100 average monthly searches for Old Town Scottsdale
- 2,900 average monthly searches for Downtown Scottsdale

**\*As of 1/22/18**



## *Key Differentiators*

- Sophisticated / Upscale
- Diversity of Experiences
- Walkable / Safe
- Old West Charm





---

## *Rachel Sacco*

PRESIDENT & CEO, EXPERIENCE SCOTTSDALE

“As the City’s research shows, Old Town Scottsdale is a name locals have long embraced for all of downtown as it reflects the unique, charming and safe environment beloved by both locals and visitors. Even as the area has evolved, it retains these core characteristics. This new brand and messaging will help Scottsdale best showcase the rich amenities offered in Old Town Scottsdale that help set it apart from neighboring city downtown areas.”



---

## *Mark Hiegel*

PRESIDENT & CEO, SCOTTSDALE AREA CHAMBER OF COMMERCE

“In business, the customer is always right and the research has shown that our downtown is known as Old Town Scottsdale. Old Town has a distinctive character that sets it apart from other areas of the Valley. It’s a tremendous retail, cultural and social hub. Old Town is a great area for all demographics and continues to get stronger every day.”



**W.J. “Jim” Lane**

MAYOR, CITY OF SCOTTSDALE

“Old Town Scottsdale has seen a lot change around it as the city has evolved, but it has remained a core part of our identity as a community. This branding effort embraces that identity, and reinvests our energy, our creativity and our money to keep the area thriving.”



# *Campaign Development*

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

# Target Audiences



AGES  
**21-35**

Household Income of \$50,000+  
Nightlife, Shopping, New Experiences



AGES  
**35-50**

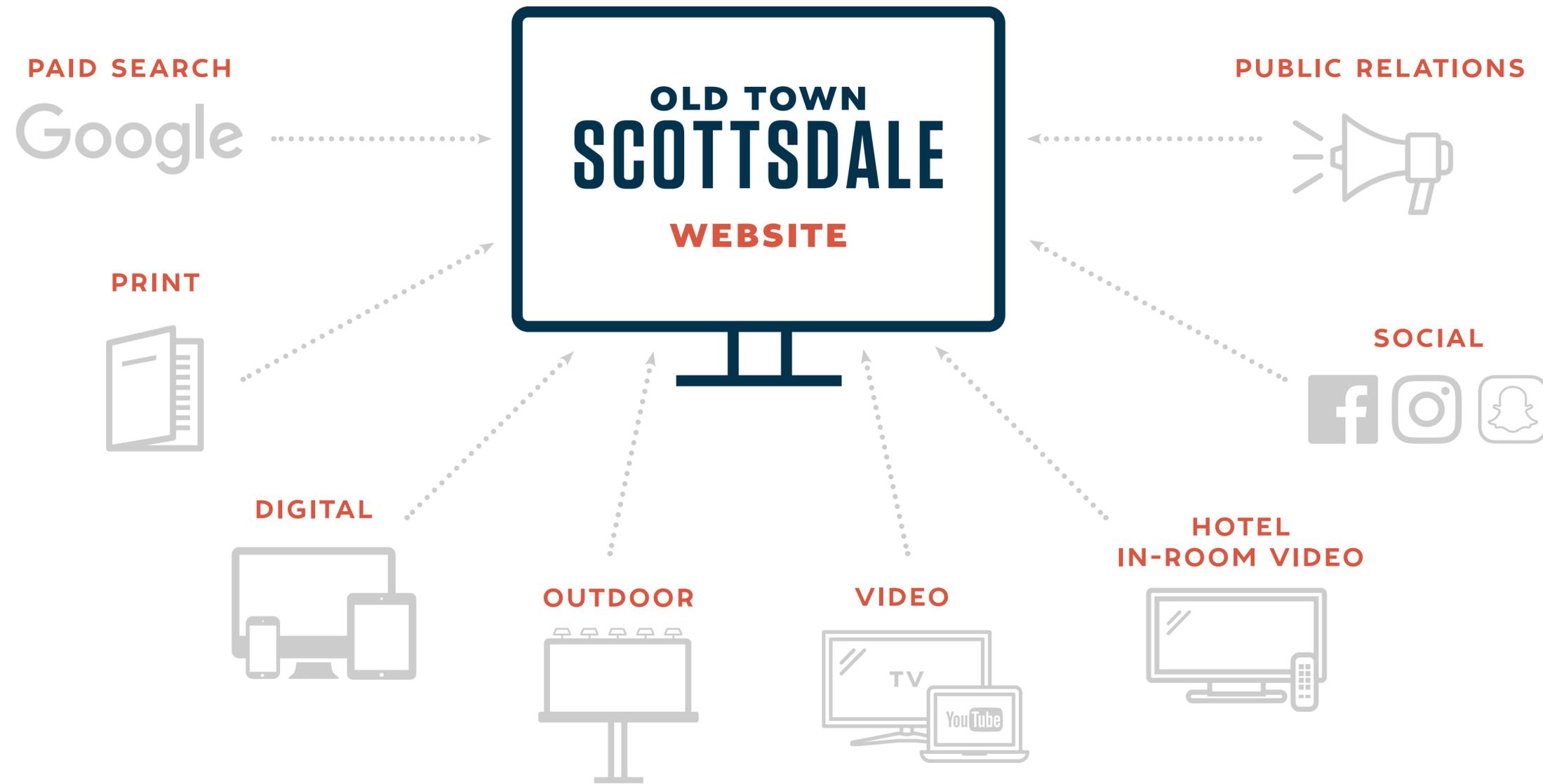
Household Income of \$100,000+  
Dining, Entertainment, Family



AGES  
**50+**

Household Income of \$150,000+  
Culture Seekers, Art, Fine Dining

# Campaign Launch January 2018



---

## ◆ *Social Media Channels*



Old Town Scottsdale AZ



OldTownScottsdale\_AZ



#oldtownscottsdale



(in negotiation)

50,000,000+  
IMPRESSIONS



\*Old  
Town  
SCOTTSDALE