

**HWY 65 & CTY 14 ROAD CONSTRUCTION**

Business Coop Meeting  
July 13, 2007

**Meeting Agenda**

- Cooperative Advertising Promotion
- Determine Business Commitment
- Decide on Media Buy Options
- Discuss Time Lines
- Form a Task Team to Implement Promotion

**HWY 65 & CTY 14 ROAD CONSTRUCTION**

Cooperative Advertising Promotion

**Promotion Objectives**

- Reach the community surrounding HWY65 & CTY 14 with a positive and informative message during road construction
- Provide information in a timely manner on detours and closures
- Drive traffic to local businesses during construction
- Provide a cost effective means for all businesses to participate
- Brand commerce area as a destination to have a long-term effect

**Promotion Branding**

The suggested brand name to label the commerce area of HWY 65 & CTY 14 is one that is currently not being used and speaks to an emotional connection between the community and this area of Blaine

**“The Heart of Blaine”**

**Promotional Elements**

The promotional elements will include the following

- Contest Give-Away
- Media Campaign

## Contest Give-Away

The contest give-away will provide additional incentive for consumers to visit the Heart of Blaine businesses consistently during road construction.

### Contest Details

- Weekly Drawings for prizes from participating businesses
- Entry forms will showcase all participating advertisers
- Consumers will be required to visit at least 10 different businesses in order to enter to win.
  - Consumers will receive a promotional sticker to put on the card that will indicate their visit.
  - We will track and report on how many visits each business receives at the end of the promotion.
- To enter the customer must bring their completed entry form to any participating business.
- Drawings can be held at different location or the location providing the prize that week.

## Media Campaign

As we recognize there are many media outlets to consider due to time and budgets the media outlined in this presentation were included to help diversify our message while keeping it local and cost effective.

### Media Outlets:

- Direct Mail
- Online
- Newspaper
- Cable
- Store Banners

## Direct Mail

There are two options we looked at for utilizing direct mail. One allows for all advertisers to display an individual message along with providing angle information on the promotion and construction details. The other is a more cost effective option that primarily display the promotional message with a listing of participating businesses.

### Direct Mail Options:

- 16 page 8 1/2" x 11" Tab
  - Full Color Gloss
  - 70# Text with bleed
  - 5 pages of Eds with 11 page of advertiser messages
  - Carrier route mailing
  - Mailed to all household in 5 mile radius of commerce area
  - State
    - 100% reach
    - Frequency TBD
- 6"x9" Postcard
  - Full Color Gloss
  - Card stock with bleed
  - Bulk mailing
  - Mailed to all household in 5 mile radius of commerce area
  - State
    - 100% reach
    - Frequency TBD

## Online

The online exposure will include a designated page on hosted on the Blaine Biz website along with directional ads on startribune.com.

### Online Options:

- Page on Blainebiz.org
  - Designated page
  - Links to advertising websites
  - Link to update information on HWY 65 home page on MNDOT site
- Banner Ad on startribune.com
  - Targeted to on views with zip codes of 55434, 55449, 55448, 55304, 55433
  - Coverage throughout the construction period
  - State
    - Reach and Frequency TBD

## Newspaper

The newspaper medium that we looked at was that of the Star Tribune Sunday paper. Due to time constraints we were unable to research other mediums.

### Newspaper Outlets:

- Star Tribune Sunday Inserts
  - 8 1/2" x 11" single sheet inserts
  - 70# Text with high gloss
  - 40,000 Copies inserted
  - State
    - Reaches Households in zip codes of 55434, 55449, 55448, 55304, 55433
    - Frequency TBD

## Cable

Another medium we considers was cable. This option allowed for additional individual advertiser messages that targeted Anoka County.

### Cable Option:

- 2 flights to run over 24 weeks
  - "Heart of Blaine" Promotional Spots
    - 84:30 spots to run 12 weeks
  - "Retail Cooperative" Promotional Spots
    - 84:30 spots to run 12 weeks
    - 12 businesses to participate
    - Each participate will get a 10 second message with in the 30 second spot (6:05:10:10:05)
  - Schedule State
    - 32% reach of Anoka County HH (19,995 HH)
    - 1.5 Frequency

## Store Banners

Another effective method to display our message is to use our own store fronts. That would be to put large size banners prominently located on our buildings

Banner Option:

- Store Front Banners
  - 192 sq. ft. Banner
  - 13oz Vinyl Banner
  - Full color digital
  - Displayed in each quadrant of the commerce area
  - Visible throughout the road construction

## Store Banner Example



## Media Buy Options

To keep individual businesses costs down we grouped the media options mentioned in the previous slides into 3 possible media buys. Each with a different media focus.

Media Buy Option:

- Option 1      Direct Mail Focus
- Option 2      Cable Focus
- Option 3      Media Mix

## Option 1

### Media Included

- 16 pg 8 1/2" x 11" Tab      \$33,000
  - Fall & Spring Drop
- Star-Tribune Sunday Insert      \$7,220
  - 1st insertion
- Startribune.com Banners      \$6,000
  - Targeted zip codes around trade area
  - Runs 12 week nights, Fall & Spring
- Blaine Biz Online Page      FREE
  - Designated page hosted on blainebiz.org
  - Link to advertiser website
- Store Front Banners      \$6,000
  - 4 large store front
- Promotional Items      \$3,000
  - Custom entry boxes for each business
  - Entry Forms
  - Stickers

Total Option Cost: \$54,220.00

### Package Options

- Package A      \$3,225
  - 16 pg 8 1/2" x 11" Tab
  - Link on Blaine Biz page
  - Promotional items
  - August 18, 19, 20 & March 18, 19, 20
  - 5 Businesses need to commit
- Package B      \$2,195
  - 16 pg 8 1/2" x 11" Tab
  - Link on Blaine Biz page
  - Promotional items
  - August 18, 19, 20 & March 18, 19, 20
  - 7 Businesses need to commit
- Package C      \$1,676
  - 16 pg 8 1/2" x 11" Tab
  - Link on Blaine Biz page
  - Promotional items
  - August 18, 19, 20 & March 18, 19, 20
  - 12 Businesses need to commit

City/County/Chamber Commitment (\$2000 each)      \$6000.00

All prices are estimated and dependent on 22 businesses participating and at the commitment indicated for each package level for this option.

## Business Information & Commitment

Please provide your business contact information below along with the package level you would like to commit to for the Hwy 65 Promotion.

Business Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Contact Phone \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Billing Address \_\_\_\_\_

Level of Commitment

Package \_\_\_\_\_ Cost \_\_\_\_\_

Signature \_\_\_\_\_