



2005 Downtown Banner Project and Marketing Campaign

Objectives: Brand Downtown with a unique distinctiveness that reflects the strengths of downtown through the use of vertical hanging pole decorations and supplemental media marketing.

Mission: Evaluate the target demographics and provide a recommendations for custom designed banners and supplemental marketing that reflect the unique strengths of downtown and promote recognition through the use of branding.

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1. Executive Summary

On February 21st, the Downtown Redevelopment Advisory Board (DRA) presented stock banner designs to the Community Redevelopment Agency Board (CRA). The CRA recommended that the Downtown banner project be revisited and that custom designs be produced with the intent of branding Downtown Gainesville with a unique distinctiveness which reflects the strengths of the Downtown district.

The new Downtown banners consist of 4 vibrant banner designs that make up one facet of a 2 step marketing campaign. This campaign is designed to promote increased awareness of downtown events / amenities, as well as to provide an aesthetic improvement to accent the Downtown structures.

Target Markets

Before one can make an effective marketing or banner proposal it is necessary to define the target markets for the campaign. Downtown is in need of increased commerce in the time frames of 12:00pm-5:00pm (daytime market) and 5:00pm-9:00pm (dinner market).

The age-group demographics of these markets are 35-50 year old professional group for the daytime market, and the 25-45 year old group for the dinner market. Also, given the progress of the Downtown area with the additions of Union Street Station and Regents Park, there has been a shift in demographic appeal, towards what is known as the "ideal downtown demographic community." This includes the 30-40 age group (Young Professionals) and the 50-70 age group (Empty Nesters)

Banners

Banners must be engaging, distinctive and unexpected. The Downtown banner project creates a distinct visual impact that captures the attention of the target market, and conveys a clear message. This is done through the use of color and design; the vivid colors are utilized in order to capture the attention of the viewer, while the black background serves the dual purpose of offsetting the banners from their environment while linking the four designs together in the mind of the viewer.

Considerations for colors were made using the research study on Color Marketing by the **American Institute of Graphic Arts**, and the 2004 research study on current color marketing by the **Color Marketing Group International**. These ongoing studies list the various attributes of colors used in marketing and how they are perceived by viewers in the world and the impact they have. The color study indicated that to create a visual impact, the colors of outdoor signage should be brighter, vibrant colors in the same color family as the colors used on building facades. This allows the banners to be distinguished, without becoming an eye sore as well as promoting a day time feel. The most used colors for downtown's facades are rust, dark green, dark blue and brown. The banner designs use the same color families, with a vibrant green, blue, red and orange. **Note:** colors on example pieces will appear 10-15% darker on the actual banner due to the difference of material and ink type.

This research was coupled with effective banner studies provided by the International Downtown Association, which provided input from various successful banner programs in

other cities such as Seattle, Washington and Norfolk, Virginia. This provided information of effective placement, themes and coordination with structures.

Marketing Campaign

The marketing Campaign for Downtown consists for four slogans which utilize a sectional slogan technique. Sectional slogans are easily expandable, and consist of a root word, and the addition of another word to create a slogan that can easily be changed to fit current needs while retaining its recognition. (this has been used by successful companies, most recently Nissan with it's SHIFT_ campaign.)

"Get Downtown" is the blanket slogan in the marketing campaign. The static portion of the slogan "Get" provides a bold and clear statement that conveys importance to any word following it. The phrase "Get Downtown" has multiple meanings that can be inferred by the viewer, each with a strong and bold message. "Get" can be interpreted as "to procure or own", which appeals to both investing one's finances and time in the area. The same reasoning follows the three other phrases, "Get Connected", "Get Entertained", and "Get Cultured"

The Marketing campaign will consist of print advertising that will correlate to the banners directly by including images of the banners in the advertisement. This will give viewers added information which further clarifies and unites the "Get Downtown" theme.

GET CONNECTED.

Downtown Gainesville features
FREE Wireless Internet with over
6 access points for your
convenience. Enjoy the internet
while you shop, dine or relax.

Just another reason to
GET DOWNTOWN

DOWNTOWN GAINESVILLE

Fig 1. Example of Print marketing. (actual marketing is subject to change)

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1. Get Downtown

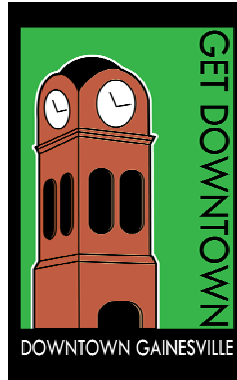


Image:

Get Downtown is the main theme of the Banner Project / Marketing Campaign. The Illustration is of the clock tower located on University, across from the Community Plaza, which is one of the most widely recognized landmarks in Downtown.

Color:

The color selected for the “Get Downtown” banner is a vivid green. Color Marketing suggests that the general public associates green with growth. Given the amount of change that Downtown Gainesville is experiencing, growth and green is a fitting color.

2. Get Connected



Image:

“Get Connected” promotes Downtown Gainesville as a social and technological hub. It also informs the public about the free wireless internet, and allows downtown to take advantage of Gainesville’s recent recognition as the #1 most technologically advanced city in Florida, 30th in the nation. The image is an adaptation of the artistic style made popular in the early 1930’s, with a modern twist, giving the feeling of a historic city ripe with progress.

Color:

The color selected for the “Get Connected” banner is a vivid blue. Color Marketing suggests that the general public associates blue with technology

3. Get Entertained



Image:

“Get Entertained” promotes Downtown Gainesville’s Restaurants, Night Life, Concerts, Festivals that provide entertainment. The image of a Jazz performer playing the saxophone gives a clear picture of entertainment and the profound love of jazz that is inherent in Downtown.

Color:

The color selected for the “Get Entertained” banner is a vivid red. Color Marketing suggests that the general public associates red with enjoyment and excitement. It is one of the few colors that exhibit the emotional response of happiness. Many restaurants use red in their layouts due to this reason because increased appetite is a component of happiness.

4. Get Cultured

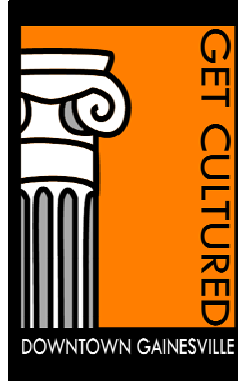


Image:

“Get Cultured” promotes Downtown Gainesville’s dedication to the arts and culture. This will be used to promote the various art festivals, plays and educational aspects of Downtown. The Column is reminiscent of cultural history and evokes a feeling of prestige and higher learning

Color:

The color selected for the “Get Cultured” banner is a vivid orange. Color Marketing suggests that the general public associates orange with higher learning and attentiveness.