



ERC Greatness Meeting (8/20/15)

1. Overview of Program to date
 - A. Commitment Form
 - B. Businesses Committed
 - C. Radio Campaign - ads
2. Discussion of Multi-media 30 Sec Ad Usage
3. Additional Aspects of the Program
 - A. Video
 - B. Rack Cards/Table Cards
 - C. Movie Theater Advertising
 - D. Print Advertising
 - E. Old Town "City Paper"
4. Outreach to Downtown Businesses
 - A. Signing up more businesses
 - B. Explaining the program
 - C. Handing out window clings and other material
5. Next Steps



OTW 2015 Greatness Program

A program to support Great Old Town Businesses through advertising specifically geared to encourage customers to conduct business in Old Town and to encourage businesses to be open weekend evening hours. The program is being organized through the Old Town Development Board Economic Restructuring Committee which meets the first Thursday of each month at 4 p.m. in City Hall Exhibit Hall. All are welcome to attend.

Participating Businesses will receive:

- Free advertising (business name mention on radio for at least one week & print)
 - o Participating businesses will have their name mentioned on a rotating basis in conjunction with a dynamic radio ad promoting shopping and dining in Old Town. We are currently contracted with:
 - Centennial for 200 total commercials a week
 - About half 6 a.m. – 7 a.m. on WINC, B105, Winc1400 AM,
 - IHeart Radio for two weeks a month as well as 504 ads on Cable 15.
 - 46 ads a week on Q102, KISS 98.3, and 99.3 The Fox
 - Monthly Home Page Takeover and site banner,
 - 32 on-air spots and billboards on Total Traffic Weather and News on-air weekly.
 - o Free Printed rack cards/table cards promoting shopping and dining in Old Town
- Free workshops throughout the year, at least two.
- Free use of OTW video for promotional purposes.

Business Name: _____ Business Address: _____

Owner Name: _____ Phone#: _____

Email Address: _____ Manager if applicable: _____

Participating businesses must be located within Old Town (defined as located on the map included in the OTW Shopping and Dining Guide). Secret shoppers will audit the merchants every quarter to make sure they are in compliance and give verbal notice and then written notice of noncompliance which would result in removal from the program. *Frequency and timing of advertising may vary but attempts will be made to mention all participating businesses with the same frequency.*

FORMS DUE NOW! – Businesses will be promoted in order of receipt of completed form.

Program Guidelines:

Old Town Greatness Program Businesses will:

- Stay open until at least 8 p.m. on Fridays from April through December.
- Have a welcoming well lit window display.
- Provide great customer service and be knowledgeable of Old Town businesses, attractions and amenities (such as appears in the OTW Shopping and Dining Guide).
- Permit the use of their business name and information for program promotional purposes.
- Restaurants will display designated print media such as tent table cards.
- Include the OTW logo and URL (VisitOTW.com) on Facebook (20 shares, tags, likes, mentions or posts a month).

I agree to comply with the guidelines of the program _____ Date _____

(Signature)

Greatness Program – Radio Campaign

IHEART Week 1

Aired Wednesday, August 5th, 2015 – Sunday, August 9th, 2015

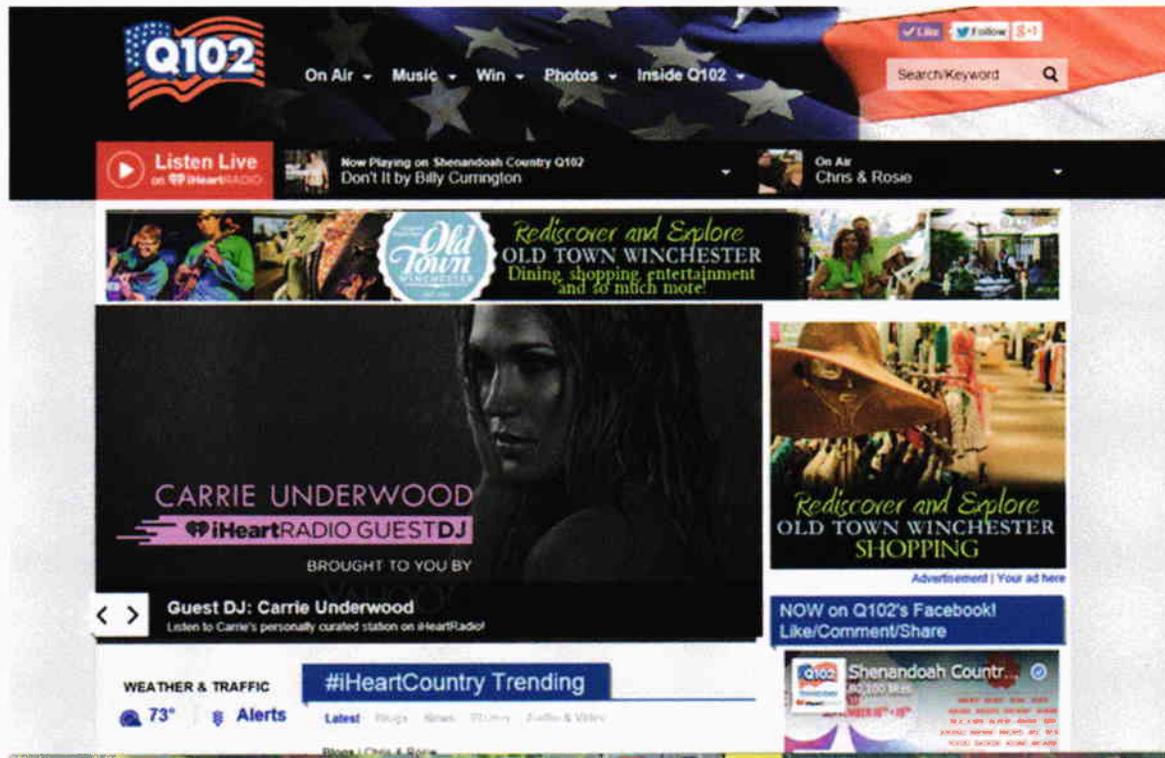
OTW Rediscover and explore Old Town Winchester :30 Second Commercial

Relax in Old Town Winchester dining under the stars, enjoying a cocktail and listening to live music at a local restaurant. Imagine laughing with friends at a comedy club or shopping at the most charming, stylish shops in the area! Discover unique treasures for your home, revisit your childhood, browse whimsical toys, enjoy locally made ice cream or gelato. You can do it all... in Old Town Winchester! Rediscover and explore Old Town Winchester's vibrant independent community of businesses, where you'll find warm hospitality and easy parking!

The first Home Page Takeover on Q102 was Friday, August 7th, 2015 featuring the Pushdown ad, the 300x250 and 728x90. The 300x250 and 728x90 were Run of Site Banner Ads on 98.3 KISS-FM. Once clicked the user will go to the url address visitotw.com. Please note the 300x250 will link to visitotw.com.



BANNER attached are screen shots of Old Town Winchester's Q102 Home Page Takeover (HPT), the first is the expanded shot and the second is the HPT closed. Please note that Old Town Winchester's logo is on all of the 350x250 banner ads that are rotating. In the attached included is one of the dining and one of the shopping. There are also Old Town Winchester's KISS 98.3 Run of Site Banner Ads.



IHEART Week 2

Begins Airing Monday, August 24th, 2014 – Sunday, August 30th, 2015

Old Town Winchester's, TTWN :05 Billboard

This report is brought to you by Old Town Winchester! Online at VisitOTW dot com

This will air the week of August 27th, 2015. :15 seconds for Old Town Winchester's Total Traffic Weather Network (TTWN) Advertising. (:18)

Rediscover and explore Old Town Winchester where you can relax dining under the stars, shop at stylish shops and listen to live music! Find us online at w-w-w dot VisitOTW dot com and stop by Old Town Winchester's independent community of local businesses like Thai Winchester, Joloto's Gelateria and Dancing Dog Natural Market.

Old Town Winchester's upcoming advertising schedule.

Old Town Winchester's Flight Weeks for the :30 second commercials are **9/7/15, 10/5/15, 11/02/15, 11/30/15.**

Old Town Winchester's Flight Weeks for the :15 second TTWN commercials are **9/14/15, 10/12/15, 11/09/15, 12/07/15.**

WINC

WEEK 1. Monday, August 10 – Sunday, August 16

Relax in Old Town Winchester dining under the stars, enjoying a cocktail and listening to live music at a local restaurant. Imagine laughing with friends at a comedy club or shopping at the most charming, stylish shops in the area! Discover unique treasures for your home, revisit your childhood, browse whimsical toys, enjoy locally made ice cream or gelato –You can do it all... in Old Town Winchester! Rediscover and explore Old Town Winchester's vibrant independent community of businesses, where you'll find warm hospitality and easy parking!

Stop by this week at **Business / Restaurant** and find us online at VisitOTW dot com!

Week 2 Monday August 24 – Sunday August 30

Relax in Old Town Winchester dining under the stars, enjoying a cocktail and listening to live music at a local restaurant. Imagine laughing with friends at a comedy club or shopping at the most charming, stylish shops in the area! Discover unique treasures for your home, revisit your childhood, browse whimsical toys, enjoy locally made ice cream or gelato –You can do it all...Rediscover and explore Old Town Winchester's vibrant independent community of businesses, where you'll find warm hospitality and easy parking!

Stop by this week at **Joe's Steakhouse, Sumaj Health Spa and Tin Top** online at VisitOTW dot com!

Cable Channel 15

Static Ad – Print ad with radio station playing behind it



Future 30 second weeks with WINC

8/24/15, 9/21/15, 9/28/15, 10/19/15, 10/26/15, 11/16/15, 11/23/15, 12/7/14, 12/14/15

Statistics

Date VisitOTW.com URL was launched: June 30

Window Clings Distribution began in July

Totals:

Sessions since launch: 121 (0.29% of total traffic to site)

% New Sessions: 4.96%

New Users: 6

Pages/Session: 8.31 (291.84% over average)

Average Session Duration: 11:47 (461.04% over average)

July 2015

Sessions: 79 (0.28% of total traffic to site)

% New Sessions: 3.80%

New Users: 3

Pages/Session: 8.54 (207.7% over average)

Average Session Duration: 11:22 (441.79% over average)

August 1 through August 19

Sessions: 40 (0.32% of total traffic to site)

% New Sessions: 7.50%

New Users: 3

Pages/Session: 7.82 (158.98% over average)

Average Session Duration: 12:28 (494.52% over average)

2015

January		February		March		April																										
S	M	T	W	T	F	S	S																									
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

May		June		July		August																										
S	M	T	W	T	F	S	S																									
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

September		October		November		December																										
S	M	T	W	T	F	S	S																									
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

30 sec Z/Heart
155cc Z/Heart
and 55cc b./board

Also - Channel 15 Rotation
ZHeart web page monthly take over

- Winc
- ZHeart 30 sec
- ZHeart 15 sec TWN
and 55cc Thu B./board

All online campaigns

All video campaigns

- Friday Night Live Aug 21st
- Friday Night Live July 17th
- Friday Night Live June 18th
- Kidzfest
- Rockin' Independence Eve 2015

Shared library

- Linked YouTube accounts
- Video remarketing lists

Help

- Getting Started
- Why link YouTube channels?

Last 7 days: Aug 10, 2015 - Aug 16, 2015

1 campaign ending soon | Link 1 YouTube channel... View all

All video campaigns

Campaigns Ads Videos Targets

All but removed campaigns

Bulk upload

No segmentation

Segment by format

Segment by network

Segment by format and network

Other segmentations

Views vs Nothing

Views
1,014
Aug 10, 2015 - Aug 16, 2015



Mon, Aug 10, 2015 Tue, Aug 11, 2015 Wed, Aug 12, 2015 Thu, Aug 13, 2015 Fri, Aug 14, 2015 Sat, Aug 15, 2015 Sun, Aug 16, 2015

CAMPAIGN Change status... More actions...

Campaign	Status	Budget	Impressions	Views	View rate	Avg. CPV	Total cost	Clicks	Video played to:
Friday Night Live Aug 21st	Serving	\$11.11/day	3,253	1,014	31.17%	\$0.04	\$42.08	103	25% 60% 76% 100%
Friday Night Live July 17th	Ended	\$8.30/day	0	0	0.00%	\$0.00	\$0.00	0	52% 39% 34% 30%
Friday Night Live June 19th	Ended	\$10.00/day	0	0	0.00%	\$0.00	\$0.00	0	0% 0% 0% 0%
Kidzfest	Ended	\$25.00/day	0	0	0.00%	\$0.00	\$0.00	0	0% 0% 0% 0%
Rockin' Independence Eve 2015	Ended	\$10.00/day	0	0	0.00%	\$0.00	\$0.00	0	0% 0% 0% 0%
Total - all but removed video campaigns			3,253	1,014	31.17%	\$0.04	\$42.08	103	52% 39% 34% 30%
Total - all video campaigns			3,253	1,014	31.17%	\$0.04	\$42.08	103	52% 39% 34% 30%
Total - all non-video campaigns			0	0	0.00%	0.00	\$0.00	0	0% 0% 0% 0%
Total - all adwords campaigns			3,253	1,014	31.17%	\$0.04	\$42.08	103	52% 39% 34% 30%

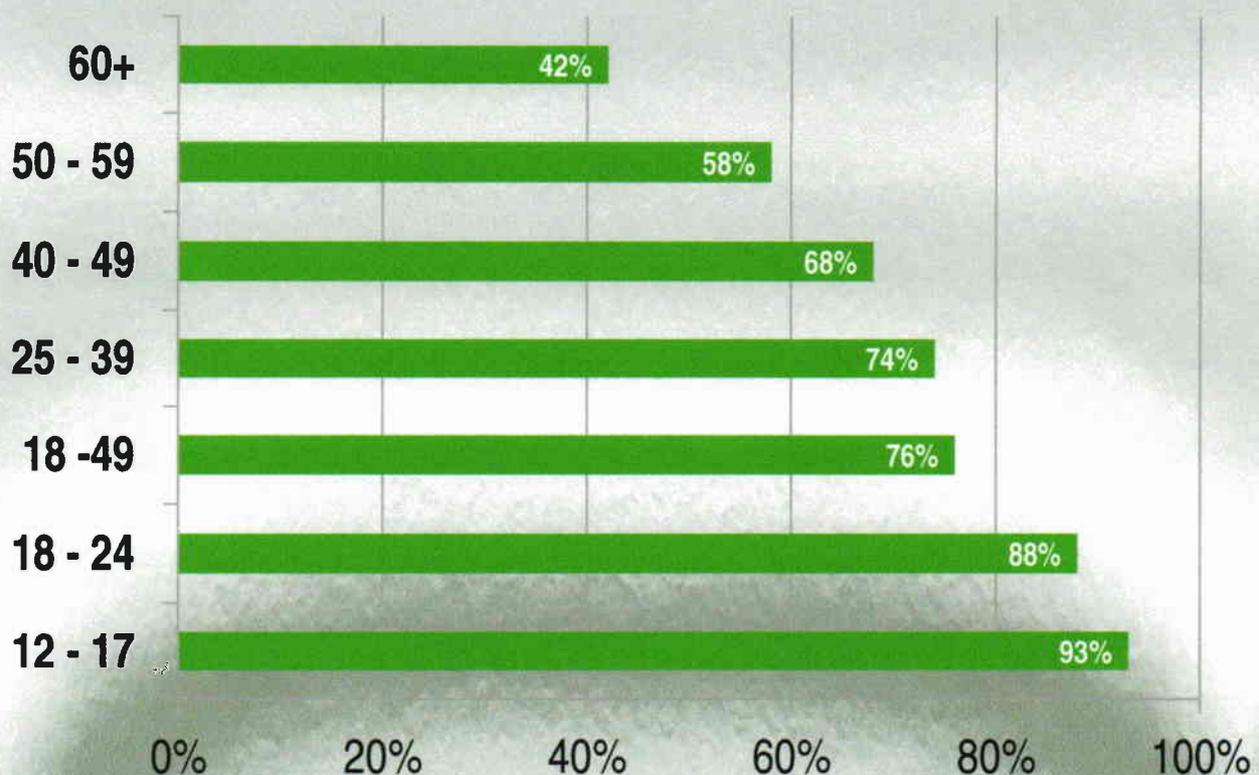
Show rows: 30 | 1 - 6 of 5

CINEMA DELIVERS THE RIGHT AUDIENCE

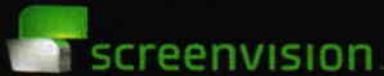


Cinema shows a strong penetration among traditional advertiser target demographics along with an exceptional ability to reach the teen market.

% Demographic Who Are Moviegoers



Source: MPAA 2014 Theatrical Market Statistics, Age Group Share of Total Population, Moviegoers (people who went to a movie at the cinema at least once in the year).



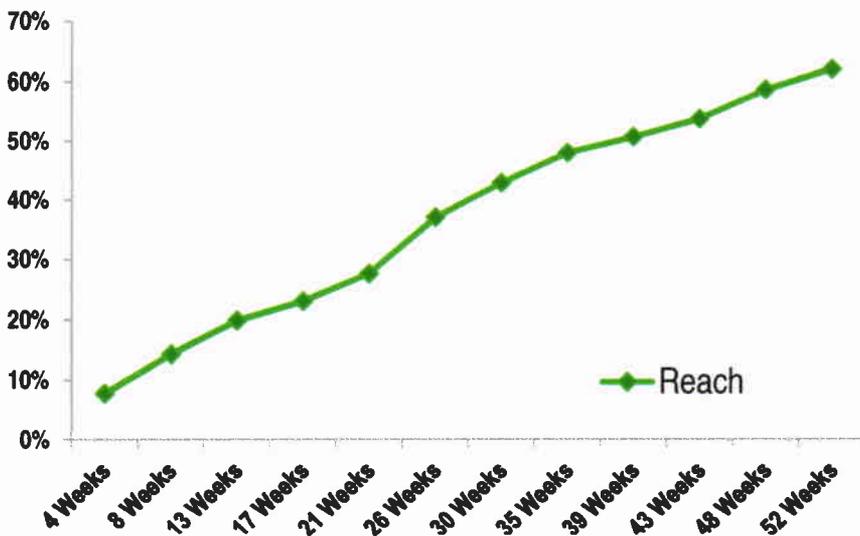
FRONT & CENTER

REACH YOUR LOCAL COMMUNITY BY ADVERTISING WITH SCREENVISION

AFTER A 52-WEEK CINEMA CAMPAIGN, AN ADVERTISER CAN REACH 62% OF ADULTS 18-49

- In comparison:
 - A top cable network would only reach 33% of Adults 18-49
 - A top newspaper in a DMA would only reach 10% of Adults 18-49
 - A top radio station in a DMA would only reach 11% of Adults 18-49

Adults 18-49



Reach: How many different people in your community are exposed to an ad over a specific period of time

FAST FACTS

- 70% of Americans go to the movies annually*
- 18% of Americans attend the movies once a month or more**
- 95% of moviegoers attend the movies with someone else, allowing you to reach multiple decision makers***
- 79% of Screenvision moviegoers who recalled the in-theatre spot said they are likely to purchase the advertised brand****
- 67% of moviegoers are likely to tell others about ads they've seen in cinema****
- 74% of moviegoers are likely to recommend a brand advertised in cinema to others****
- 47% of moviegoers who saw cinema ads that were also running on TV only saw them in cinema****

*NRG American Moviegoing Study 2012. Base= P12+.
 **GfK MRI Doublebase 2013. Base=A18+.
 ***Motion Picture Group. OTX The Moviegoer Experience Study 2012. Only 5% of moviegoers say they generally go to the movies by themselves.
 ****Lieberman Research Group In-theater Intercept research for Screenvision 2011-2013.



Share the Experience

Source: Nielsen IMS CinemaCume, Mediamix, Nielsen Cinema Audience Report data; Jan-Dec 2013. Base=A18-49. Competitive Media: 2012 GfK Market-by-Market. Base=A18-49. Took the average % across the top 10 DMAs for the highest media property within each respective media (newspaper, radio and cable network). More details in notes section

Jennifer Bell

Subject: FW: Old Town "City Paper" - Ideas

Last week, Feletia Sharples of the Northern Virginia Daily sent me some additional information about the Old Town "City Paper" that we have been dreaming up. I think these details answer some of your overall questions and get us closer to a format and possible launch. I would appreciate each of you sharing your impression of this, any further ideas or questions with me at your earliest convenience.

Feletia has sketched 3 options which are based on a commitment from 10 advertisers (depending on the size of the ads purchased – i.e. more ¼ page ads means more advertisers needed, etc.) for the initial 6 month period. These ads are all for full color ads. They will need 6 pages of ads and then we would have 2 pages for content each month.

1. 8 page tab, 5K copies for just downtown:
 - Back page \$200.00
 - 1 full page \$150.00
 - 4 half pages \$100.00 each
 - 4 quarter pages \$75.00 each
2. 8 page tab, 5K copies for downtown plus insert into the NVD paper:
 - Back page \$325.00
 - 1 full page \$250.00
 - 4 half pages \$200.00 each
 - 4 quarter pages \$150.00 each
3. If we can get some grant money, a contribution of \$5,000 for this project would offset the ad costs:
8 page tab, 5K copies for downtown plus insert into the paper:
 - Back page \$188.50
 - 1 full page \$145.00
 - 4 half pages \$116.00 each
 - 4 quarter pages \$87.00 each

In reviewing these options – Beth Bates and I thought there could be a way to make these ads more approachable for smaller shops. One example would be to have 3 or 4 shops share a ½ page ad and give them a template to promote events or programs. Overall, the intention is for the ads to be listings of events, programs, etc. so that it becomes a great reference for the diversity of activities in Old Town.

Thank you for taking the time to review this and any help you can offer to pull this together.

Thanks,
Christine

Winchester Book Gallery

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