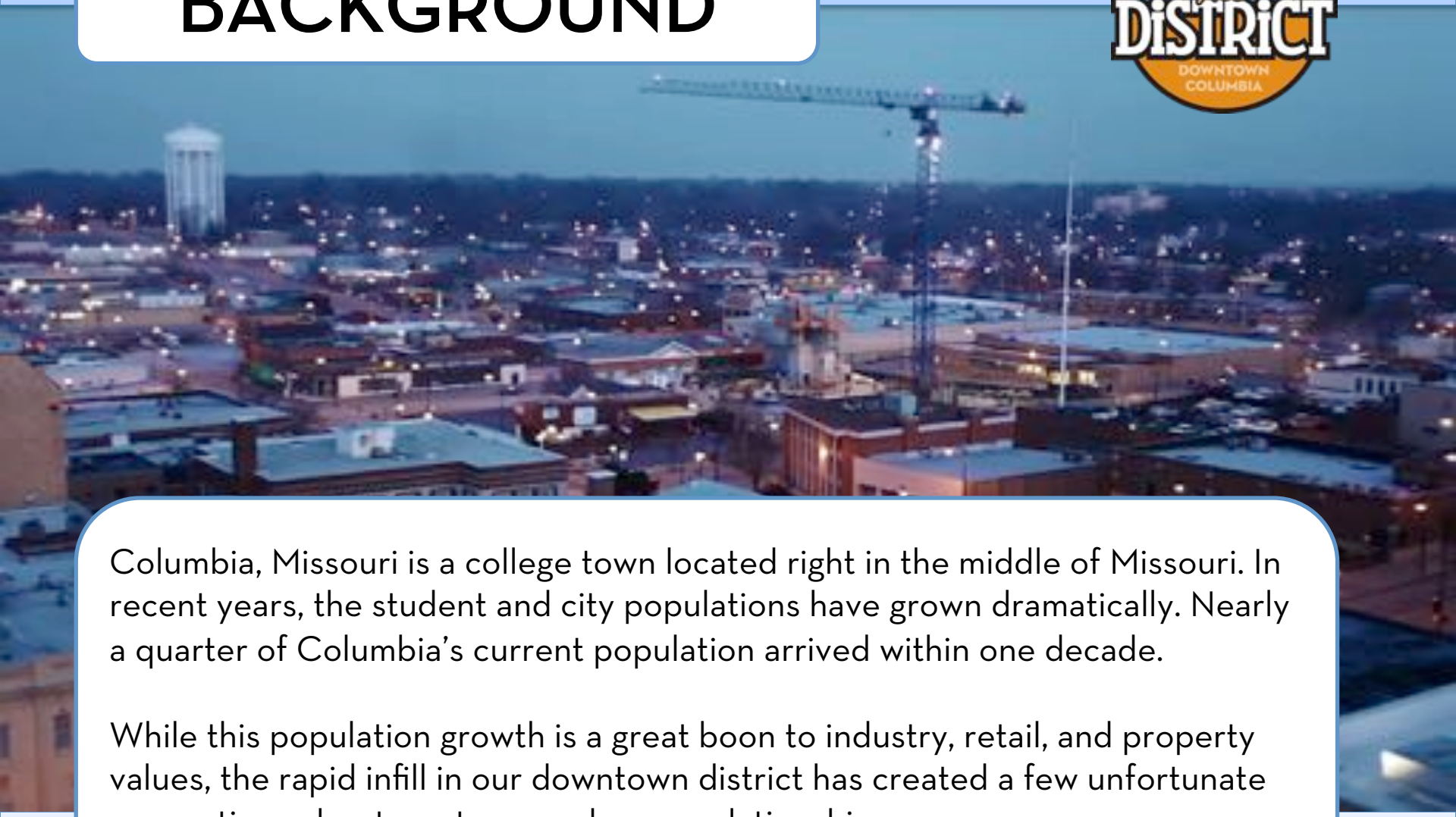
It's Good To Be Here: The District Marketing Campaign

Downtown Community Improvement District
Columbia, Missouri
DiscoverTheDistrict.com

BACKGROUND



Columbia, Missouri is a college town located right in the middle of Missouri. In recent years, the student and city populations have grown dramatically. Nearly a quarter of Columbia's current population arrived within one decade.

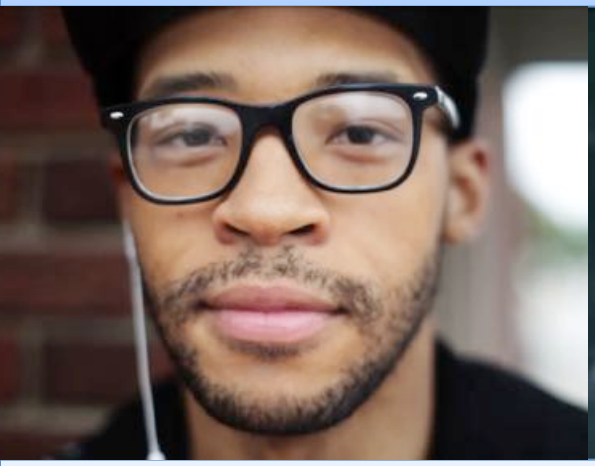
While this population growth is a great boon to industry, retail, and property values, the rapid infill in our downtown district has created a few unfortunate perceptions about our town-and-gown relationship.

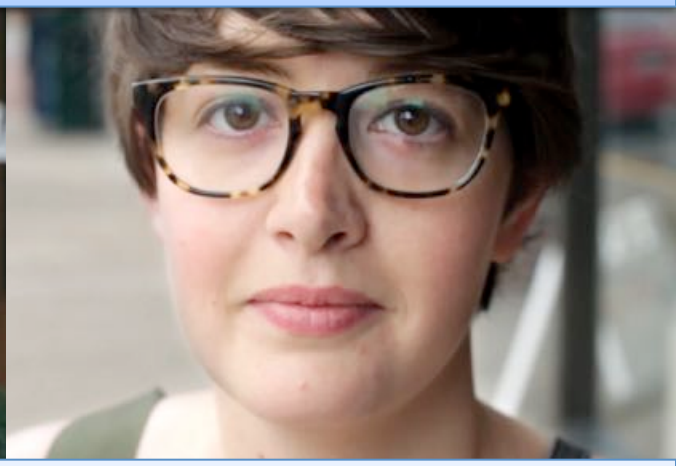
TARGET: Young professionals, young families, & regional decision makers.

FOCUS: Address rapidly changing town-and-gown relations by delivering positive reflections of our community and traditions.

STRATEGY: Start a new conversation focused on the positive people, features, well-loved establishments, and events in our community. Create a campaign to reflect a proud attitude and promote a 24/7 vibe in our community using traditional and non-traditional forms of media.

A New Conversation





In the past, our conversation had been about discovering all of the unique shopping, dining, and events in The District. That conversation, and great City and CID programs, led to historically low vacancy rates.

Currently, student housing projects are being built up and bringing hundreds of beds into our downtown.

Our new conversation is directed at longtime residents, new homeowners, and young professionals to help realize there is still plenty of room for everyone and their favorite spot in The District to enjoy.

It's Good To Be Here

Changing the conversation provided the perfect opportunity to refresh the The District brand with new mission statement, logo, tagline, etc.

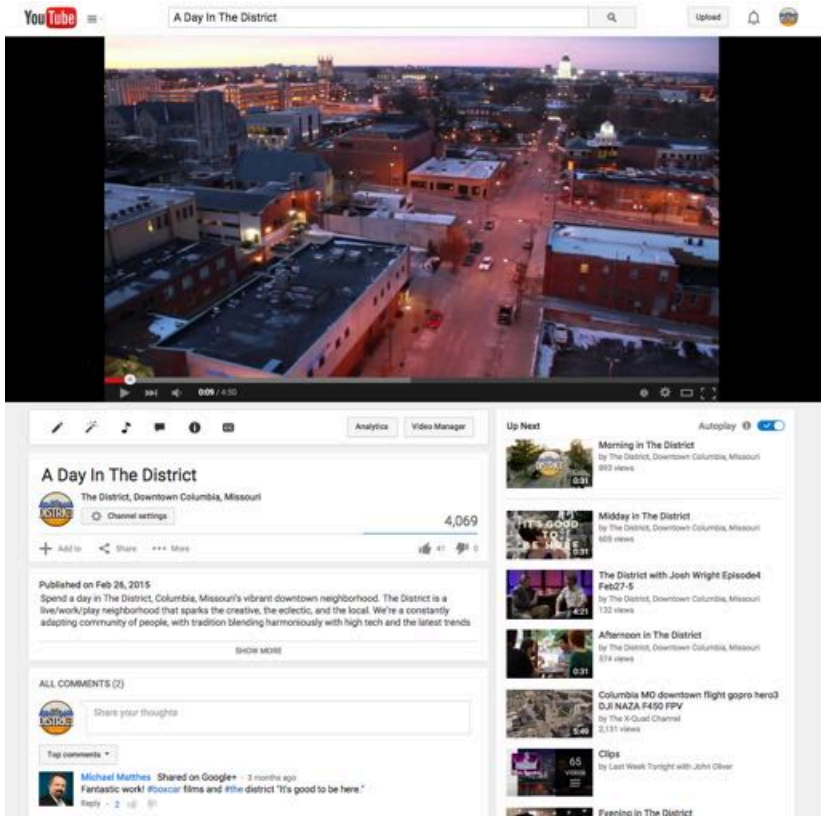
The DISTRICT
DOWNTOWN COLUMBIA

Tactics

- Production of video commercials for web and television.
- Production of weekly interview videos.
- New promotional banners with “It’s Good To Be Here” slogan.
- Incorporation of #ItsGoodToBeHere hashtag in social media posts.
- Coordination of social media posts with participating retailers and restaurants.
- New spots for print media incorporating slogan and scenes from videos

Branding Videos

To bring our conversation to the public The District created several videos.



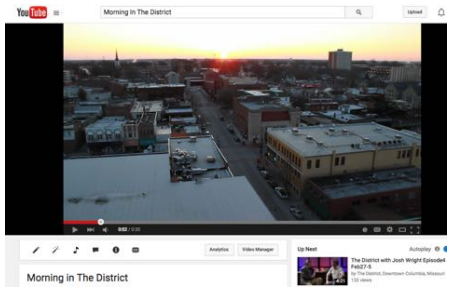
Local film production house Boxcar Films was hired to shoot one long-form commercial titled “A Day In The District” and three 30 second spots. These are housed on our website, a newly created Youtube page, and also shared by organizations that with common goals such as the City of Columbia, Convention and Visitor’s Bureau, colleges, and local businesses.

Branding Videos

Each 30 second spot contains scenes that reflect actual customers, employees, shops, restaurants, and other community members during four separate times of day.

The spots also feature songs from current and former bands from Columbia.

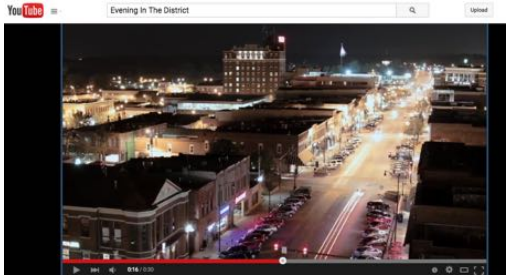
Morning In The District



Midday In The District

Afternoon In The District

Evening In The District



Branding Video Launch

The videos were launched online throughout the weekend of the True/False Film Fest in February. True/False Film Fest brings film makers from around the world and thousands of attendees to The District. The fest is well attended by students and locals alike.

With the online launch, the anticipated goal was 1,000 unique views (approximately 1% of our city's population) in the first week.

That 1,000 unique view goal was exceeded in one day with well over 3,000 unique views reached in seven days.

The Columbia Convention and Visitor's Bureau agreed to utilize these videos to help gain thousands of convention visitors each month.

There are plans for a large regional television release in the Fall.

Weekly Video Launch

In addition to the “It’s Good To Be Here” branding videos, The District launched an online web series of videos to highlight events within The District each week.

By partnering with the local public access station Columbia Access Television for media services, the production costs are kept remarkably low.

There is a new show every week that may include local business owners, live performers, city staff, chefs, etc.

The show also features a calendar of events for that week of the show.

Viewership has remained steady while YouTube channel subscription numbers continue to climb.

It's Good To Be Here Banners

The District commissioned local artist Kate Moore to design banners that fit the focus of reflecting encounters, activities, and sense of community.

The Banners were installed in March soon after the initial video releases.

An effective and quantifiable part of the campaign has been the weekly event videos and social media posts. The low production costs, thanks to Columbia Access Television, and inexpensiveness of Facebook advertising has been very successful by the numbers.

These video updates consistently receive at least 4 times the reach than other social media posts. For The District, 5 dollars spent in sponsoring a video post returns 10 to 30 times more traffic than a regular status update.

Our online numbers since the launch of the campaign:

	YouTube Views	Page likes	Followers
February 26th	0	4,676	5,902
June 10th	8,604	4,895	6,353