



MARKETING & ADVERTISING OVERVIEW

Tourism Development Commission

December 20, 2022

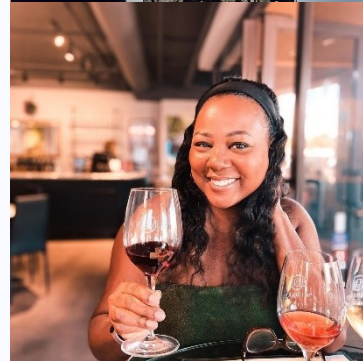
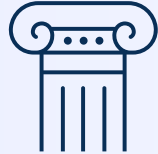


Table of Contents



Old Town
Brand

Slide 3



Tourism
Pillars

Slide 5



Target
Audience

Slide 7



Marketing
& Media

Slide 11



Organic
Social Media

Slide 22



Digital
Reporting

Slide 26



OLD TOWN BRAND



Old Town Brand





TOURISM PILLARS

Tourism Pillars

Arts

- Art Galleries
- Museums
- Performing Arts
- Events

Shopping

- Boutiques
- Art Galleries
- Jewelry
- Apparel
- Unique gifts

Leisure/Relaxation

- Resorts/Staycations
- Spas
- Salons
- Wellness

Dining

- Restaurants
- Coffee Shops
- Sweet shops
- Wine Bars
- Breweries

Nightlife

- Wine Bars
- Breweries
- Live Music
- Dancing
- Open Air Patios

General

- So Much To Do and See
- Visit Old Town





TARGET AUDIENCE

Audience Demographics



Millennial

Born: 1980 – 1994

Ages: 27 – 41



Gen X

Born: 1965 – 1979

Ages: 42 – 56



Baby Boomer

Born: 1944 – 1964

Ages: 57 – 77



25-mile radius
from Old Town
Scottsdale



\$75K+ HHI



50/50 Male/Female

Audience Targeting

Contextual: refers to the placement of a display ad on websites that are directly relevant to what is being presented in the ad. The content within the ad is, therefore, directly related to the content on the site/page.

Behavioral: uses user's online activities + algorithms to determine which advertisements and messages will resonate most with them.

—> *Museums and Galleries, Foodies and Fine Dining, Family Activities*

Interest: serves ads to users whose interests broadly align with Old Town Scottsdale.

—> *Music, Nightlife, Festivals, Shopping, Spas*

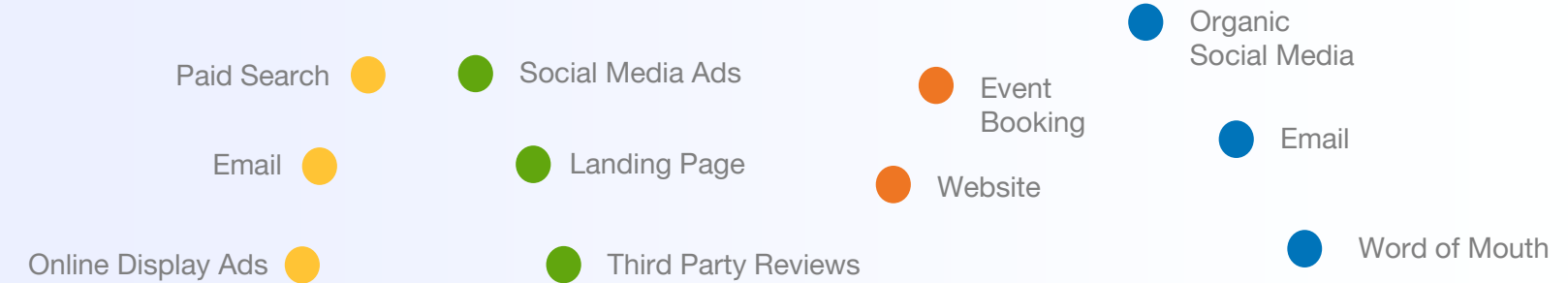
Keyword: using keywords relevant to Old Town's tourism pillars in website and ad copy to achieve top listings in search engine results.

—> *Scottsdale attractions, Old Town things to do, local dining, western*

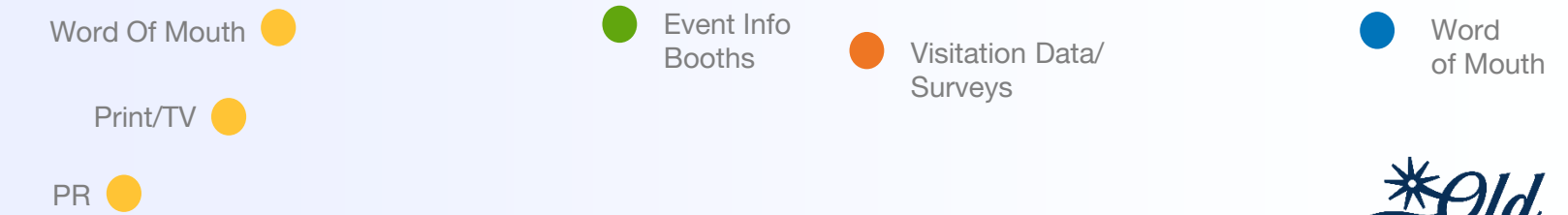


Audience Journey Map

Online



Offline





MARKETING & MEDIA

Campaign Timing

Brand Campaign:

Spring (\$30-45K)
Mid-Mar – Mid-Apr



Western Week (\$15K)
Mid-Jan – Early Feb



June Days (\$30-40K)
Mid-May – June



Scottsdazzle (\$65-70K)
Nov – Dec



Campaign Marketing & Media Mix

Traditional

- Print Ads
- Billboards

PR

- Press Releases
- Media Pitches

Digital

- Display Ads
- Paid Search
- Social Media Ads
- Organic Social Media
- Email Blasts
- Streaming Radio
- Podcasts

Collateral / Misc.

- Rack Cards
- Visitor Kiosk Posters
- Residential Water Bill
- Giveaway Items

TV

- Connected TV
- Channel 11
- Live Remotes



Paid Media

Brand
Campaign

DISPLAY ADS

Examples

OUR TRAIL LEADS TO THE FUTURE.
**OUR COWBOY HAT
NODS TO THE PAST.**

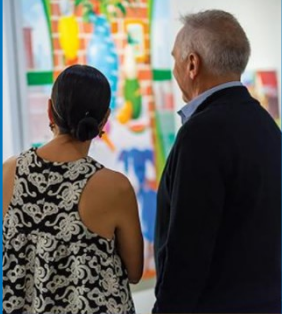


SEE WHAT'S
HAPPENING.

Old Town
SCOTTSDALE

General

NEARLY 70 GALLERIES.
TALK ABOUT A WORLD-CLASS
ART COLLECTION.



DISCOVER
GREAT ART.

Old Town
SCOTTSDALE

Arts

OUR CULINARY OFFERINGS HAVE
**EXPANDED BEYOND
THE SKILLET.**



SEE WHAT'S
COOKING.

Old Town
SCOTTSDALE

Culinary

WE'RE MORE THAN JUST
**BOOTS AND
BOLO TIES.**



SADDLE UP
AND SHOP.

Old Town
SCOTTSDALE

Shopping

A CAMPFIRE USED TO BE
THE ONLY VENUE WE
HAD FOR SINGING.

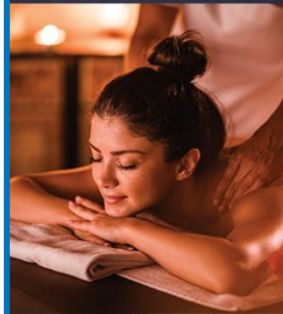


CHECK OUT
OUR NIGHTLIFE.

Old Town
SCOTTSDALE

Nightlife

COME EXPERIENCE OUR
"FEEL GOOD"
REPUTATION
FOR YOURSELF.

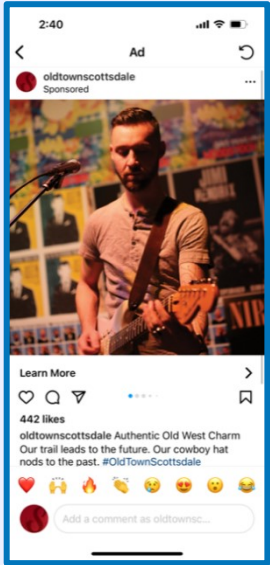


RELAX
AND SMILE.

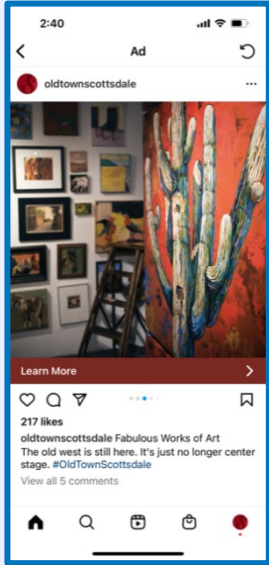
Old Town
SCOTTSDALE

Relaxation

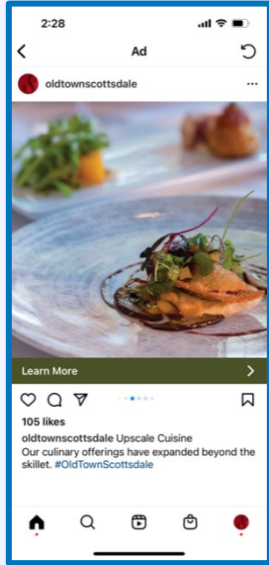
Paid Media



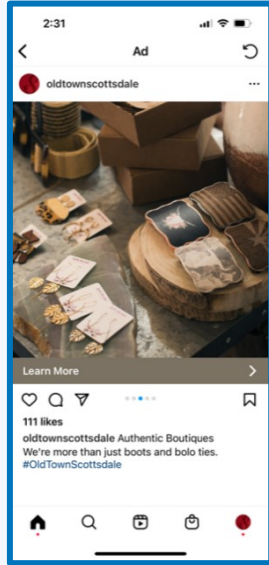
General



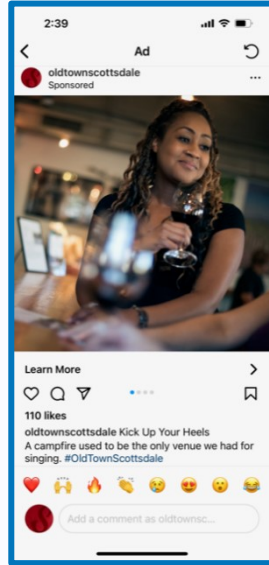
Arts



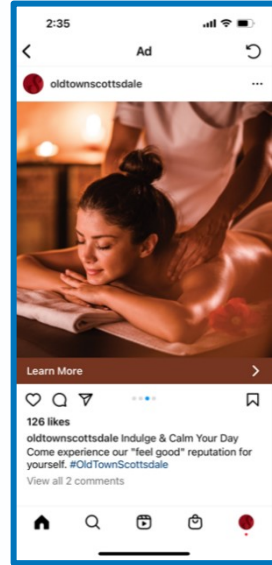
Culinary



Shopping



Nightlife



Relaxation

Paid Media

Brand Campaign

PRINT ADS

Examples



MAP OUT YOUR ROUTE. WANDER AROUND AIMLESSLY. EITHER WAY, YOU'LL FIND SOMETHING FUN.

Our theme is all fun in having, doing, getting Old Town. From arts, ed, mountains. Shows, we have you have stuck in the past. Locals have come to appreciate us for our world renowned outdoor and shopping, contemporary art galleries, vibrant music scene, and the beautiful high altitude, your social scene and the great food in the mountains. We're in the heart of both worlds - they are exciting, scenic and a walkable town that is the heart of the western trail that brought us here.

OLDTOWNSCOTTSDALEAZ.COM



General



NEARLY 70 GALLERIES. TALK ABOUT A WORLD-CLASS ART COLLECTION.

Be each our bold ties and leather vests been the heart of an artist. Over the years, Old Town has grown a reputation for world-renowned art galleries. Art aficionados and lifetime buyers are inspired by the diversity of well made, local galleries and local boutiques, all within a short walk of each other. Join us on Thursday evenings for Scottsdale ArtWalk, occurring from 7pm to 9pm in the Arts District along Main Street and Marshall Way. Stroll through galleries, enjoy live music, cocktails and ask yourself "why you don't do this more often."

OLDTOWNSCOTTSDALEAZ.COM



Arts



OUR CULINARY OFFERINGS HAVE EXPANDED BEYOND THE SKILLET.

Everything at Old Town is within arms reach, and the Old Town collection of dining options. Whether you are food enthusiast or work up an appetite, we have you covered. All this, made and created, that make Old Town what it is. Whether it's your first time dining with us or your hundredth, whatever you seek a special occasion for something more special, we have a special collection of culinary experiences in our hand-to-hand setting.

OLDTOWNSCOTTSDALEAZ.COM



Culinary

Paid Media

Brand Campaign

PRINT ADS

Examples



YOU DON'T NEED PACK MULES TO CARRY 'YER GOODS. KIDS WORK JUST FINE.

Compassion will, indeed, be your guide, but our focus is filled with Southwest's own knock knock and the Native American jewelry. There's nothing that, for us, is also looking for the high-end designer, too. There's always, for the good and one-of-a-kind treasures you can't find anywhere else. Wherever the wind blows you, in Old Town, we have enough shopping to keep your mule bags filled and your hands full.

OLDTOWNSCOTTSDALEAZ.COM



Shopping



A CAMPFIRE USED TO BE THE ONLY VENUE WE HAD FOR SINGING.

Ride out for a beautiful sunset and then a social mobile. At the bar, blankets our town and start out in the middle of Old Town, with the music of a star good time. We have wine, patio and balcony bars, secret speakeasies, and all our nightclubs. Eat, drink and kick up your heels listening to good music, and do it right down the street.

OLDTOWNSCOTTSDALEAZ.COM



Nightlife



COME EXPERIENCE OUR "FEEL GOOD" REPUTATION FOR YOURSELF.

Old Town is a sought-after destination for doing absolutely nothing. By nothing, we mean spending the day at a social class spa, by a pool, in one of our boutique hotels, or relaxing in a yoga class - with hammock and prefer to kick off your boots. Some say that's because, coming from a town with a tough, old west reputation. Maybe. But we've grown retail, partial to sea-based cocktails and apparel. We thank you, will, too.

OLDTOWNSCOTTSDALEAZ.COM



Relaxation

Paid Media



Kick off summer with live entertainment, trivia nights, pool parties, crafting workshops and more.

I'M IN!

Ad 1

Over 80 events and activities all month long.

SOUNDS FUN!

Ad 2

Kick off summer with scavenger hunts, live performances, immersive art exhibits, wine tastings and more.

SOUNDS FUN!

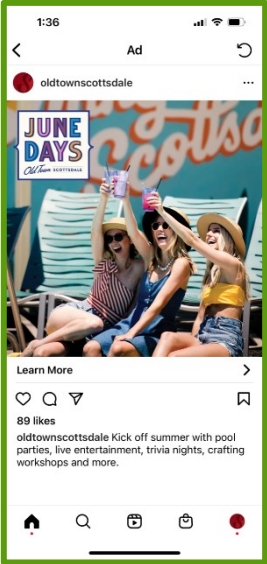
Ad 3

A month of events to kick off summer in fun-filled fashion.

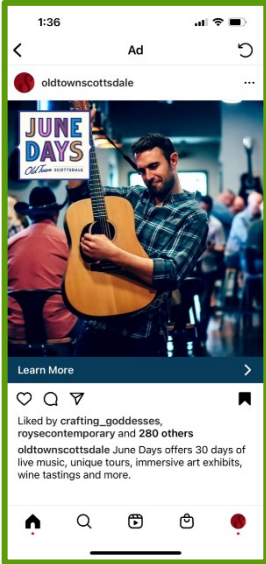
I'M IN!

Ad 4

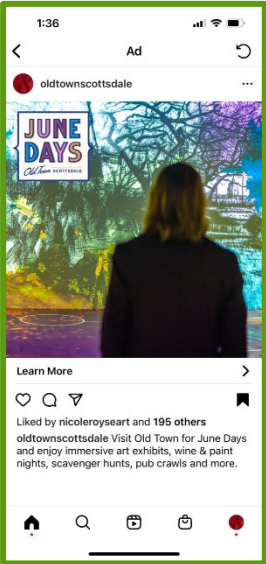
Paid Media



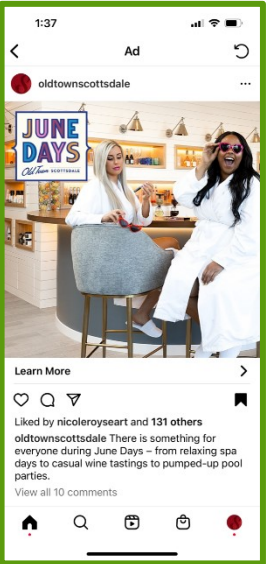
Ad 1



Ad 2



Ad 3



Ad 4

Paid Media

June Days

PRINT ADS

JUNE DAYS
Old Town SCOTTSDALE

Back for a second year, Old Town Scottsdale invites you to enjoy June Days, a month of joyous occasions. We created a special calendar of events designed to enhance your inner and outer glow, and to kick off summer in fun-filled fashion. From crafting workshops to live performances and music to immersive art exhibits and wine tastings, June Days satisfies your craving for something different. You may be inclined to bookmark every single day. Please do.




CITY OF SCOTTSDALE
OldTownScottsdaleAZ.com






JUNE DAYS
Old Town SCOTTSDALE

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CITY OF SCOTTSDALE
OldTownScottsdaleAZ.com





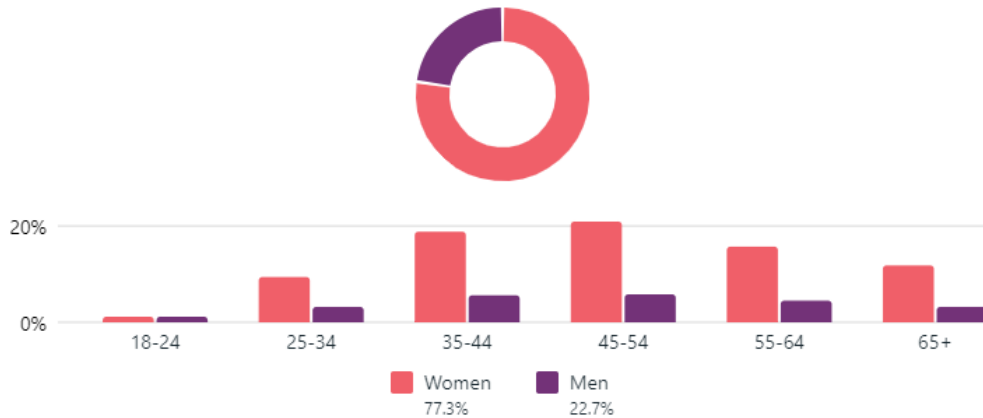
ORGANIC SOCIAL MEDIA

Facebook

Facebook Page followers ⓘ

13,837

Age & gender ⓘ



2,487

people who saw content

Avg. REACH per post

32

Likes, comments, Shares

Avg. ENGAGEMENT per post

60%

5,193 new followers

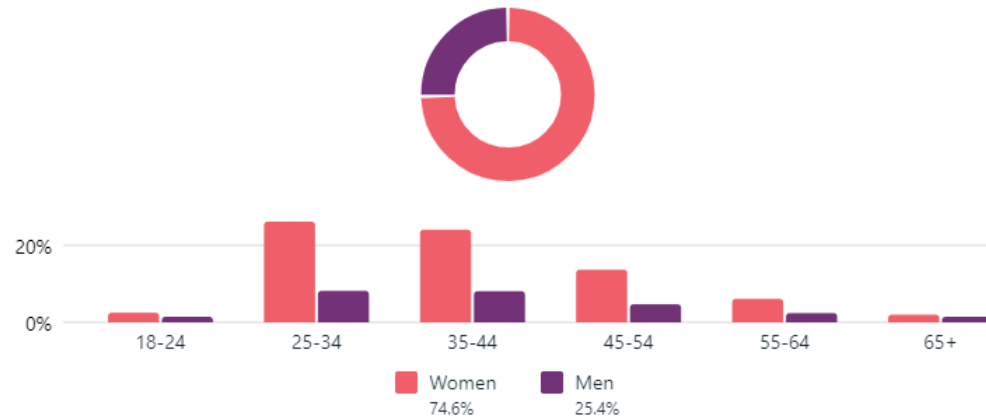
INCREASE in followers since 2020.

Instagram

Instagram followers ⓘ

26,883

Age & gender ⓘ



6,543

people who saw content

Avg. REACH per post

183

Likes, comments, Shares


Avg. ENGAGEMENT per post

313%

20,382 new followers

INCREASE in followers since 2020.

Post Comparisons

	Recent content ↓	Type	Reach ⓘ ↑↓	Likes and reactio... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓	Link clicks ⓘ ↑↓
Public Art	 Hold your horses. 🐎 📺: @many... Fri Sep 9, 9:30am	Post	3,381	102	0	1	--
	 Hold your horses. 🐎 📺: IG @ma... Fri Sep 9, 9:01am	Post Boost post	2,723	38	1	3	--
Dining	 Looking for a flight that won't be d... Thu Jul 7, 11:02am	Post	9,791	230	6	75	--
	 Looking for a flight that won't be d... Thu Jul 7, 11:01am	Post Boost post	1,974	15	0	0	--
Museum	 Tomorrow is the summer solstice, ... Mon Jun 20, 9:02am	Post	8,990	273	3	34	--
	 Tomorrow is the summer solstice, ... Mon Jun 20, 9:01am	Post Boost post	2,847	33	0	1	17
Art District	 Escape to Old Town this evening fo... Thu Jun 9, 9:30am	Post	2,933	70	2	4	--
	 Escape to Old Town this evening fo... Thu Jun 9, 9:01am	Post Boost post	3,340	32	5	3	22



DIGITAL REPORTING

DIGITAL CAMPAIGNS | Budgets & Performance

Fall '22
\$30,000

June Days '22
\$30,000

Spring '22
\$33,500

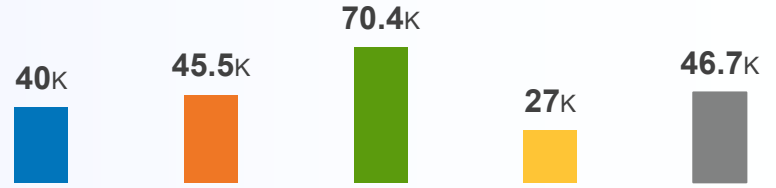
Western Week '22
\$11,000

Scottsdazzle '21
\$62,000

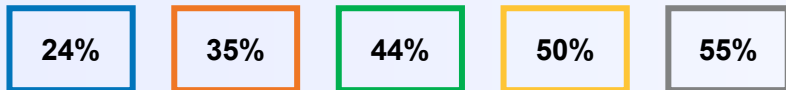
Impressions



Clicks



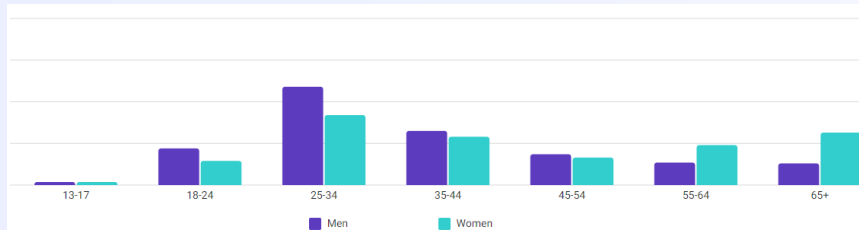
Avg. Click Thru Rate (CTR)



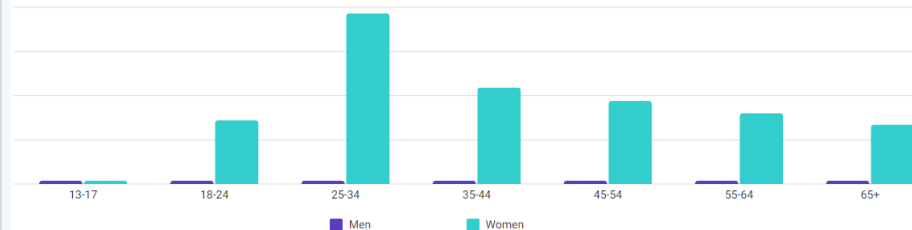
Avg. Cost per Click (CPC)



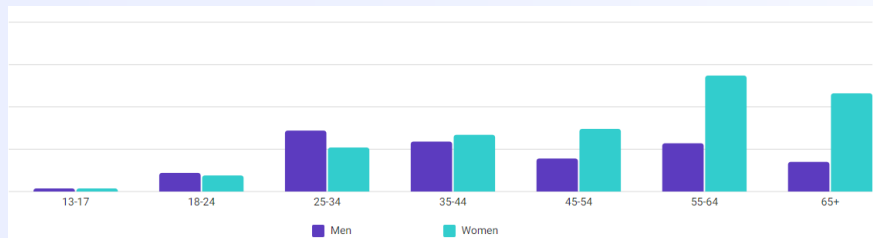
General



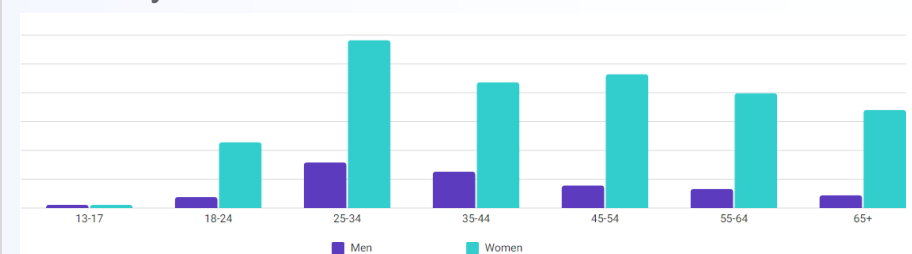
Relaxation



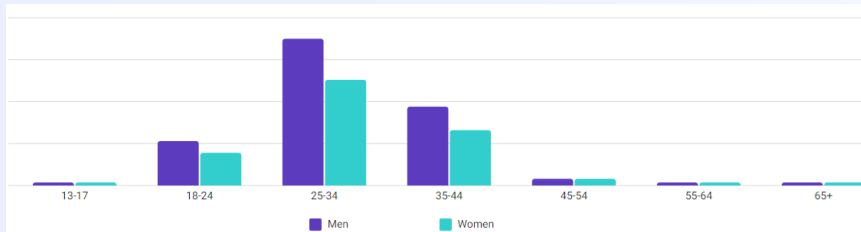
Arts



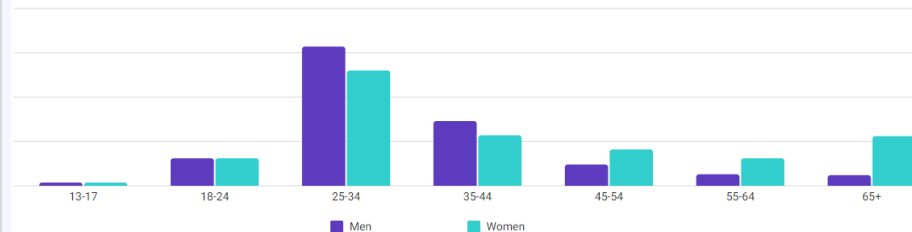
Culinary



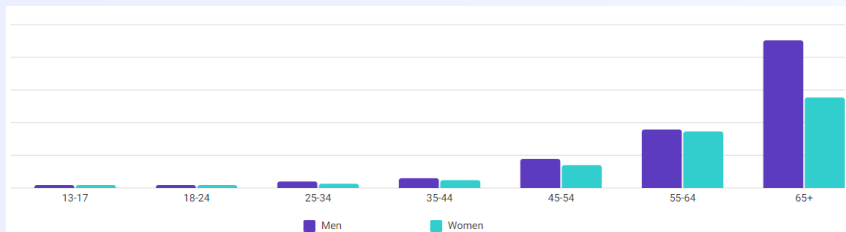
Nightlife



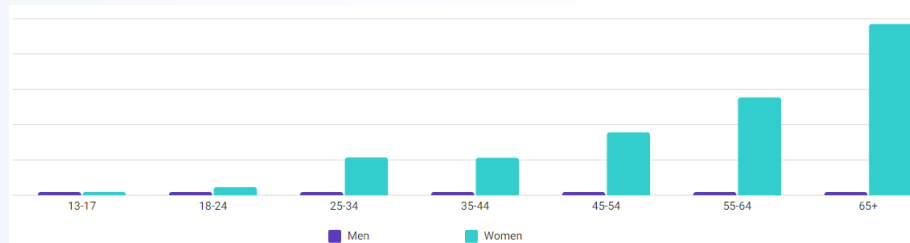
Shopping



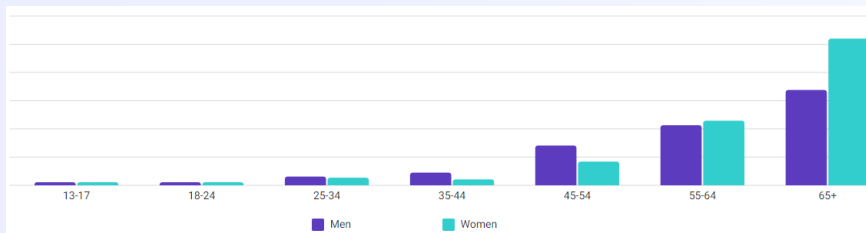
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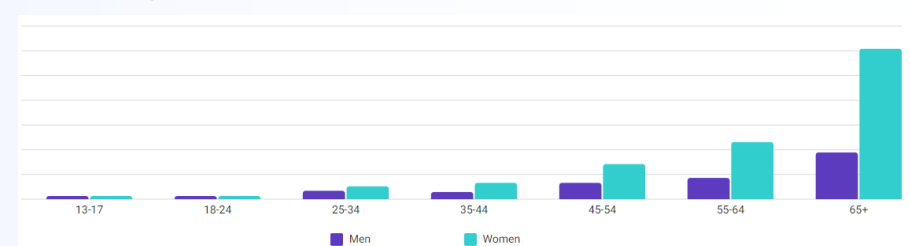
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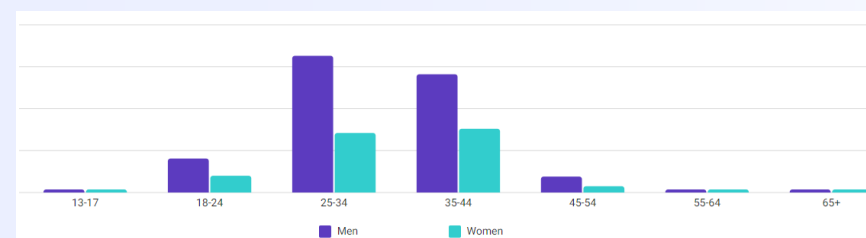
Arts



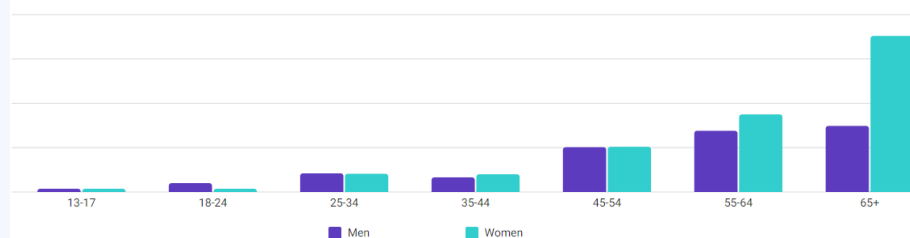
Culinary



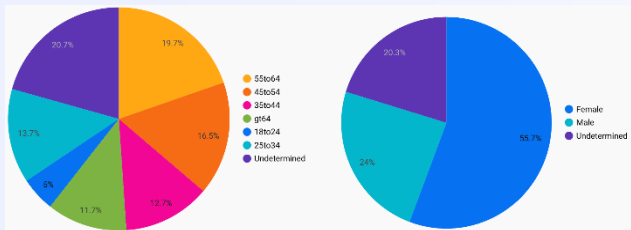
Nightlife



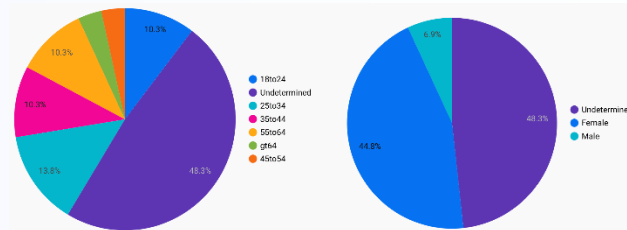
Shopping



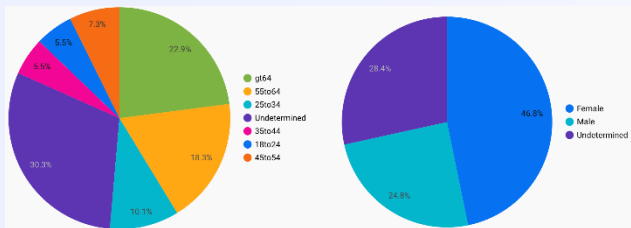
General



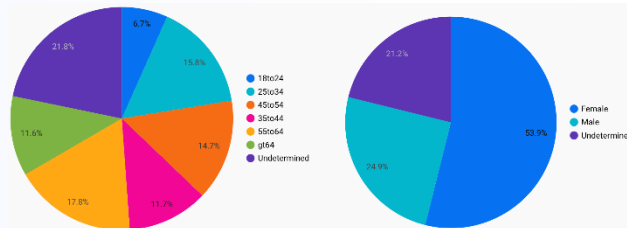
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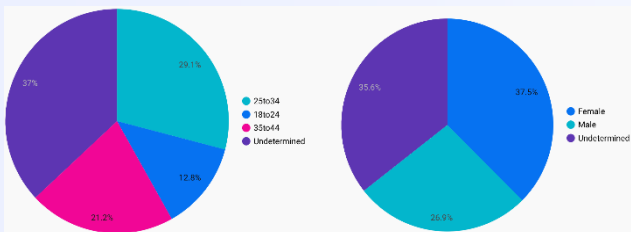
Arts



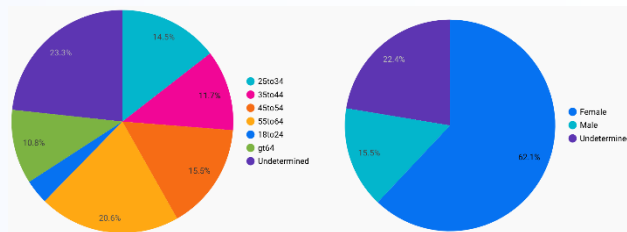
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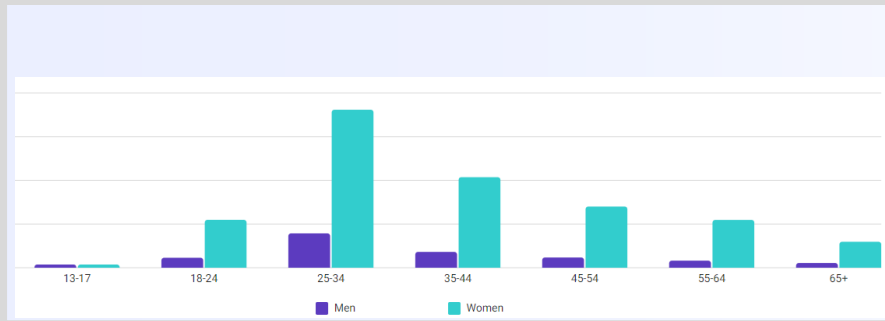
Nightlife



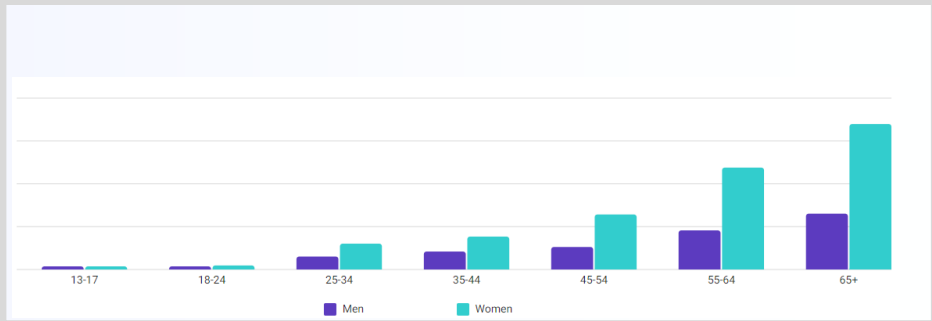
Shopping



Instagram Ads

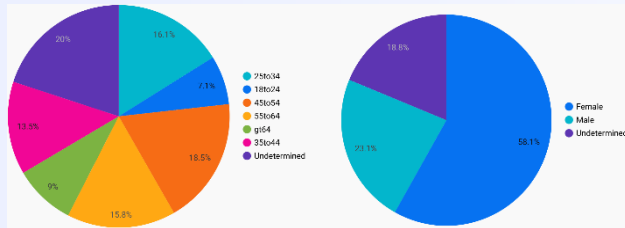


Facebook Ads

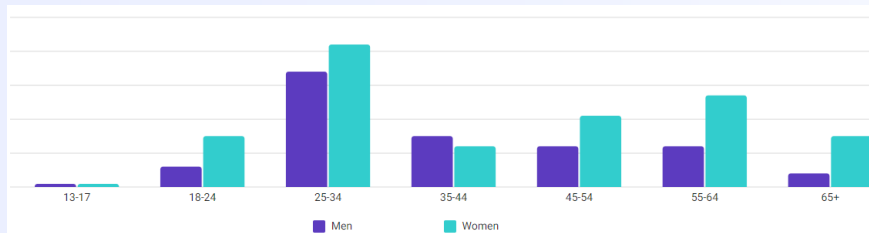


Paid Search

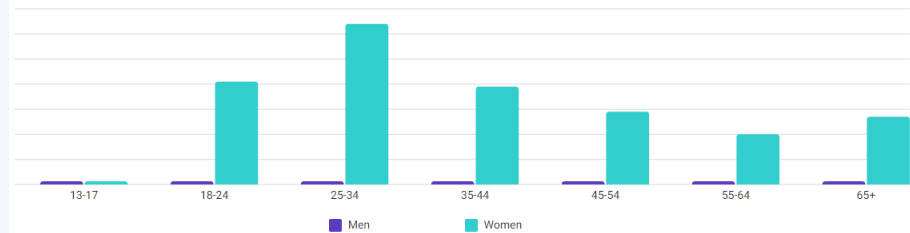
General



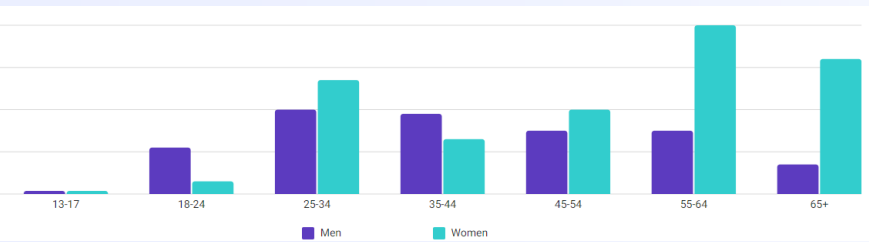
General



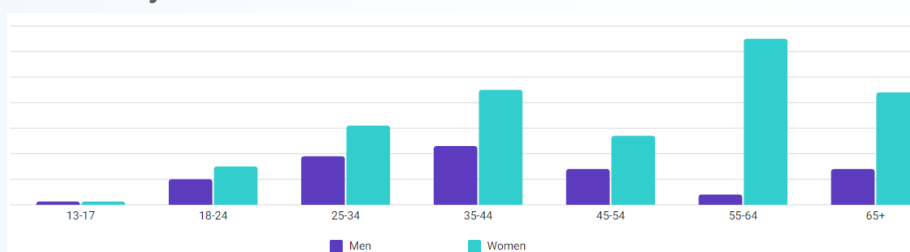
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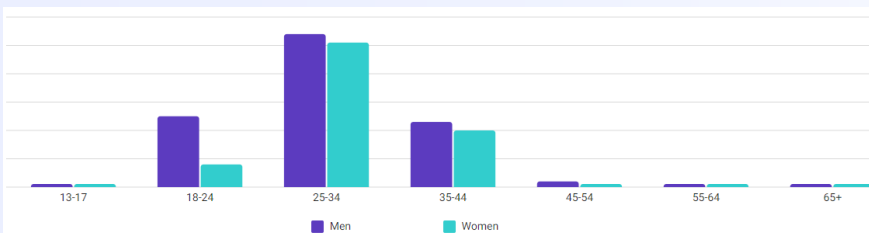
Arts



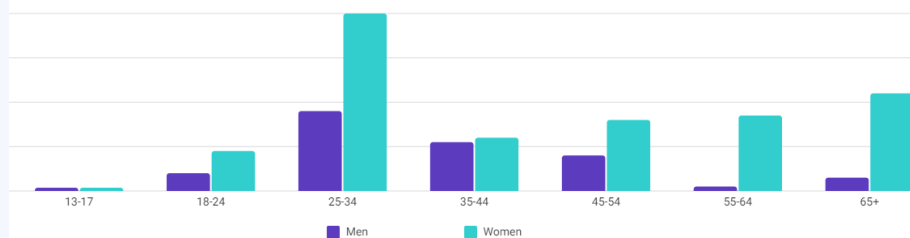
Culinary



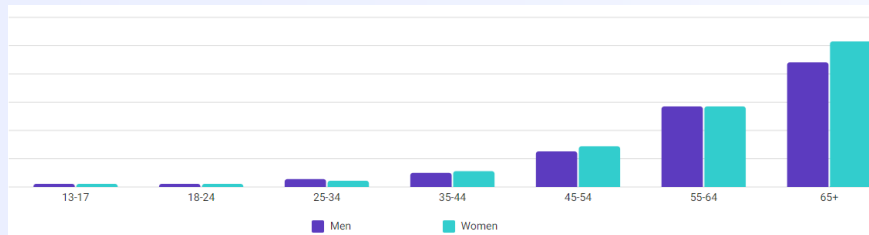
Nightlife



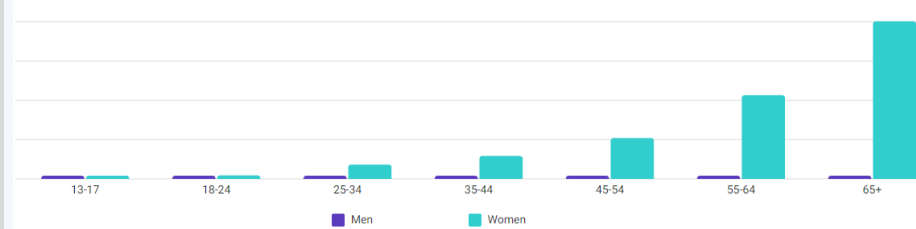
Shopping



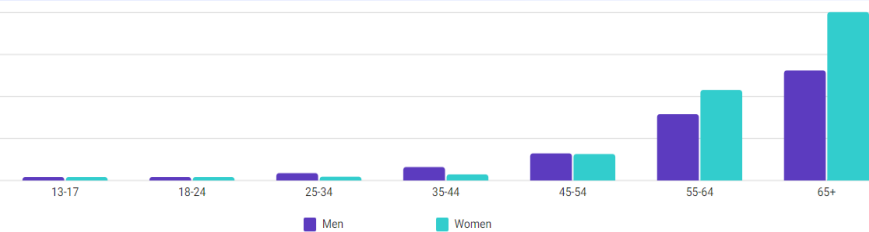
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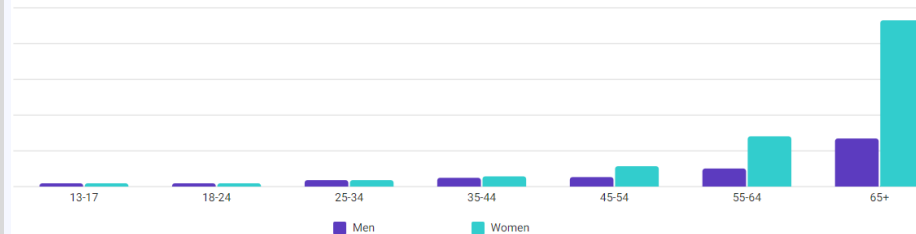
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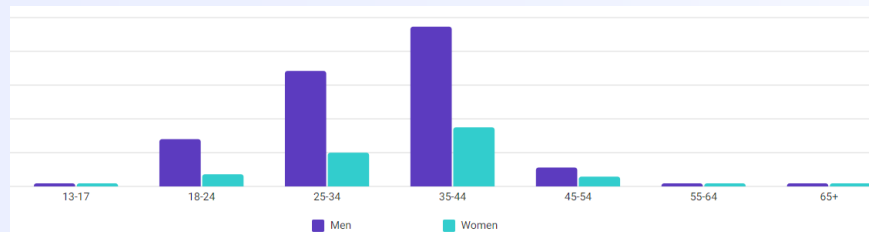
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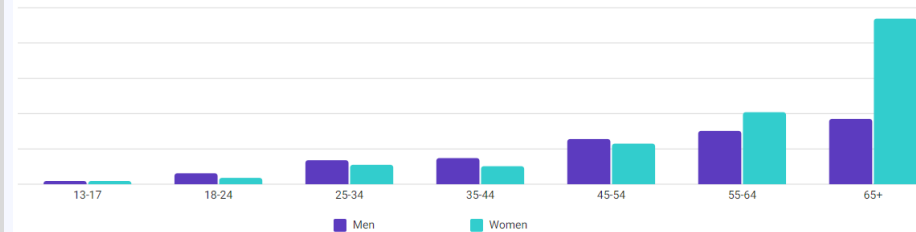
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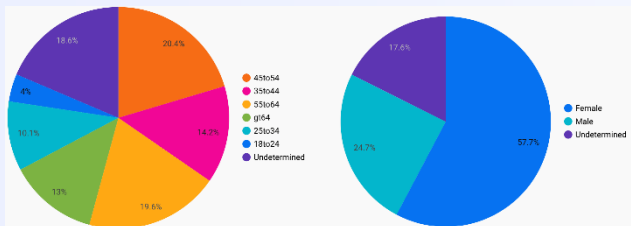
Nightlife



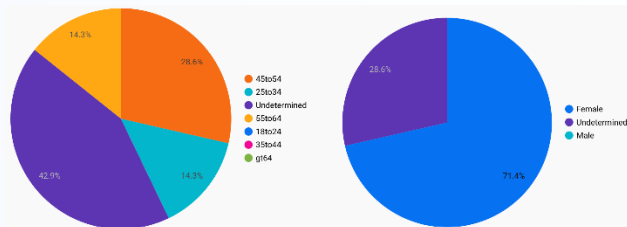
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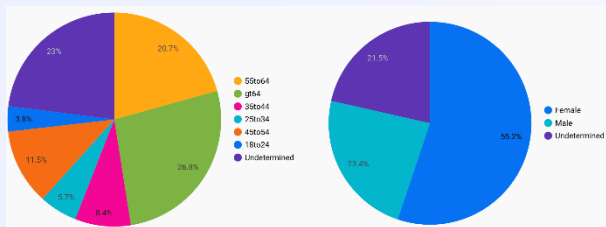
General



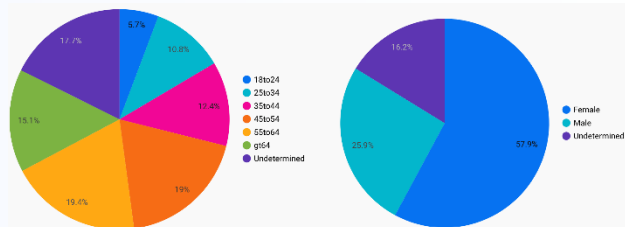
Relaxation



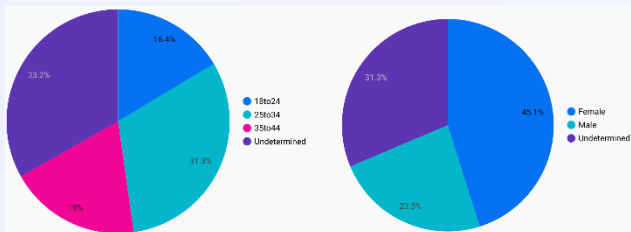
Arts



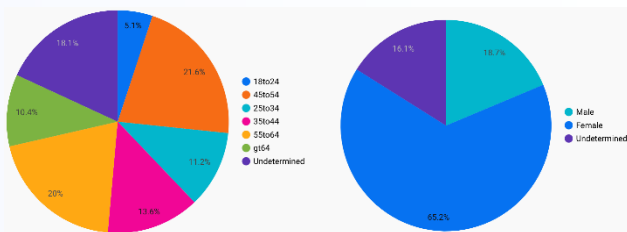
Culinary



Nightlife

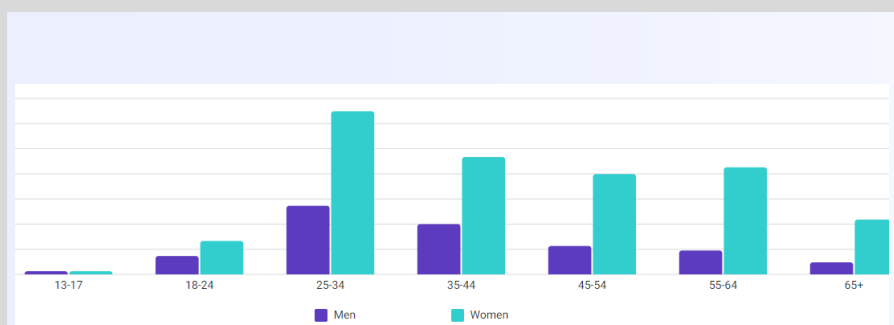


Shopping

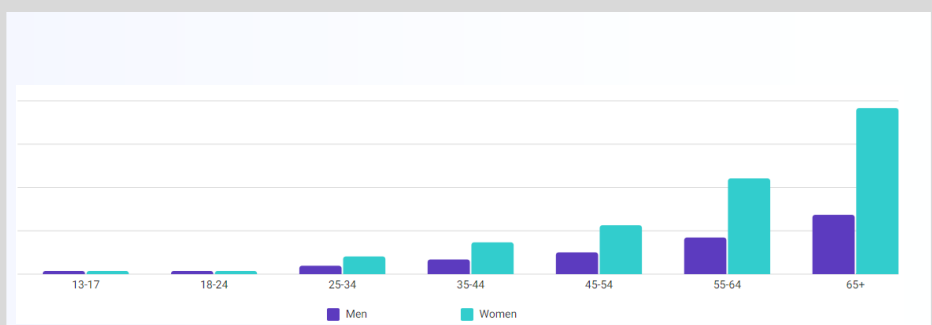


AGE DEMOGRAPHIC

Instagram Ads

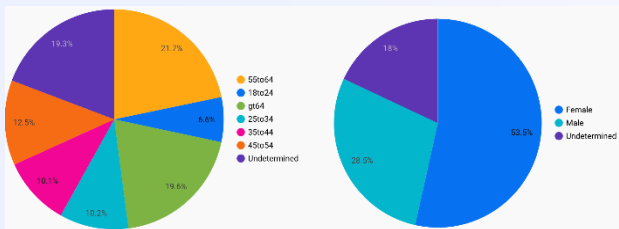


Facebook Ads

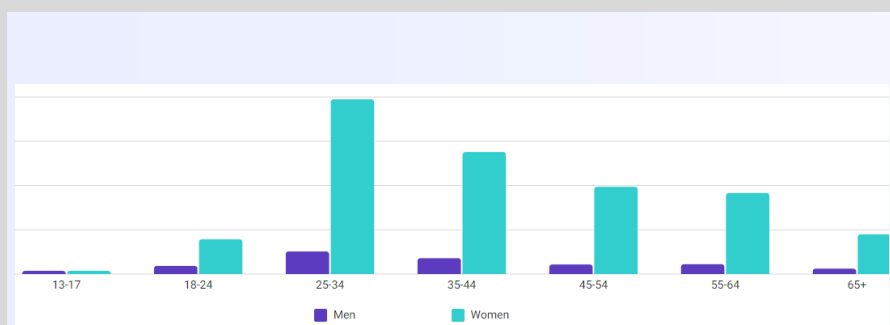


Paid Search

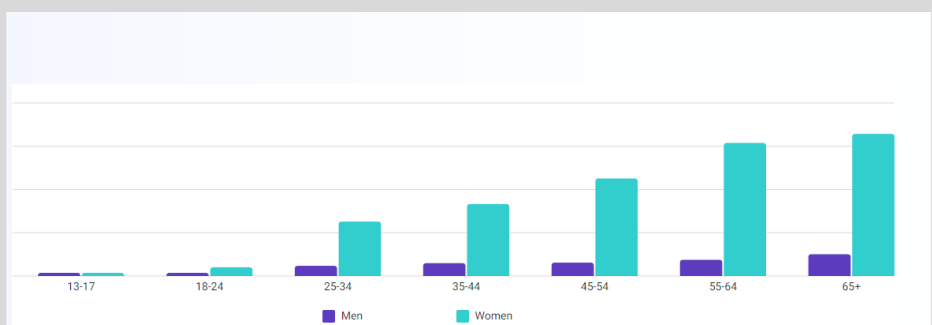
General



Instagram Ads

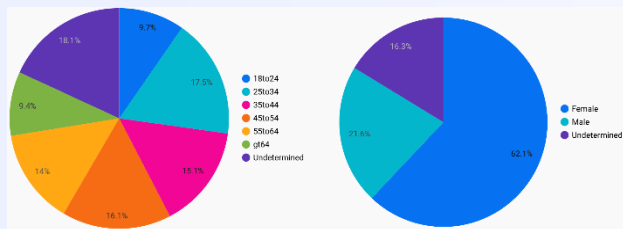


Facebook Ads



Paid Search

General





THANK YOU.

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