



[DowntownDelrayBeach.com](http://DowntownDelrayBeach.com)

# **NIGHT & DAY** **DOWNTOWN DELRAY™**

We're just what you need.™

**Florida Redevelopment Agency  
Annual Conference – October 20, 2011  
Orlando, Florida  
Marjorie Ferrer, DDA**

2010-2011

# Marketing & Promotion Program



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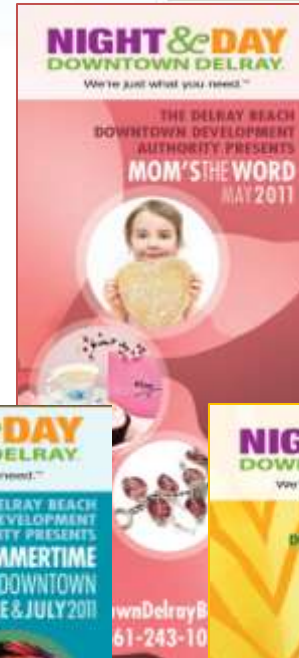
**Marketing Goal:** To strengthen the brand and increase awareness of the downtown businesses that will result in positive economic growth

## Strategies:

- Consistently utilize the Night and Day brand within all advertising and promotional materials
- Enhance the Monthly Merchant Advertising Promotion
- Identify the core customer
- Expand the Reach of the consumer audience
  - Print / Online / Social Media / Multi Media
  - Broaden the reach of customers



# 2010-2011 Recap: Monthly Brochures



# 2010-2011 Advertising - samples



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Monthly magazine ads  
Negotiate Coop Opportunities  
for the Businesses to  
participate



Utilize photos of own businesses  
Within the community as another  
source of advertising



Monthly magazine ads  
and editorial

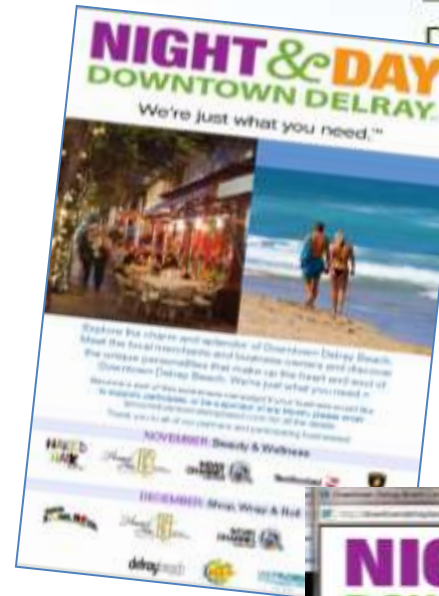


Monthly TV Spot

# Downtowndelraybeach.com



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Website:

- 156, 014 Total Visits
- 121,582 Unique
- 513,972 Pageviews



# 2010-2011 Marketing Summary



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- Efforts for the past 12 months (Oct. – September)
- Target Audience: Local and Regional
- Supporting the Downtown Brand & Merchant Program & Drive to the Website

- **Print Ads:**

- Over 50 Full and Half page Ads Designed & Produced
- 8 Editorial Pieces written
  - Newspaper and Magazine

- **Multi Media:**

- 9 - TV Monthly Spots (WPTV Channel 5)
- 10 - Radio Spots (Clear Channel Radio)

- **Online:**

- Over 60 Online ads produces / e-blasts / articles
  - VisitFlorida, CVB, Sun-Sentinel, Clear Channel Radio, DelrayMag.com, FL Travel Lifestyles



# 2010-2011 Marketing Successes



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## **Total Impressions : 49 Million Impressions**

- Print – 32 Million Impressions
- Media – 13.5 Million
- Online –3.1Million (includes Social Media outlets)
- Email Blasts (constant contact): 28,260 emails opened / 785 opens per blast (29% rate) average (industry average 22%)

## **Total Leads and Database increases: 5,799 Customers**

- Sweepstakes:
  - Conducted 6 Sweepstakes through Night and Day Campaign (5 are completed)
  - Received 2,644 Total Entries
  - 30% elected to receive DDA Updates
- Publication Leads:
  - Received 5,026 Leads from VisitFlorida Visitor Guide Publication and Southern Living who receive direct mail updates



# 2010-2011 Marketing Investments



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- **Total Business Participation**
    - 149 Merchants Participated
    - 443 Total Specials or Promotions to include in store events
  - **Overall Merchant Rating of the Program**
    - 85% Rank the overall Awareness Program Good to Excellent
    - 90% of the merchants surveyed said that the program assisted in developing new customers
- Comments:**
- “Love the Night and Day – it makes the town seem alive”
  - “Cannot measure the results but do believe it has increased awareness of my store”
  - “Love the design, the commercial – especially at primetime”

- **Total Marketing Investments:**
  - DDA 's total: \$101,343
  - In-Kind Received: \$246,980
  - Sponsor Support: \$67,349
  - Business Coop: \$188,470
  - **Total Value: \$1,214,882**
- **Economic Impact: \$204,347,608**
  - \*American Arts Calculator





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# **2011-2012 Marketing Campaign**

2011-2012

# Marketing & Promotion Program



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2011-2012

# Marketing & Promotion Program



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**NIGHT & DAY**  
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- Strengthen the Brand
- Continue to Market Locally and Regionally
  - Print / Online / Social Media / Multi Media
  - Build upon the Monthly Promotions
  - Broaden the reach of customers

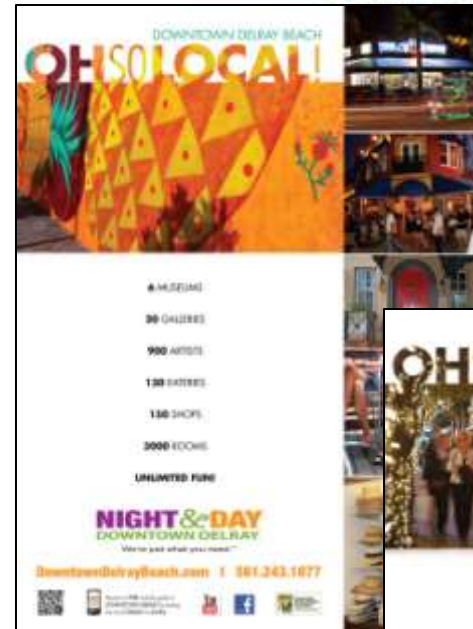
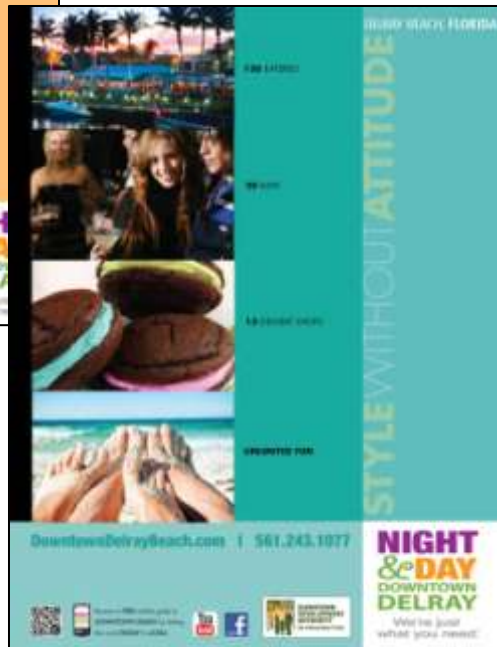
# 2011-2012 Marketing & Promotion Campaign



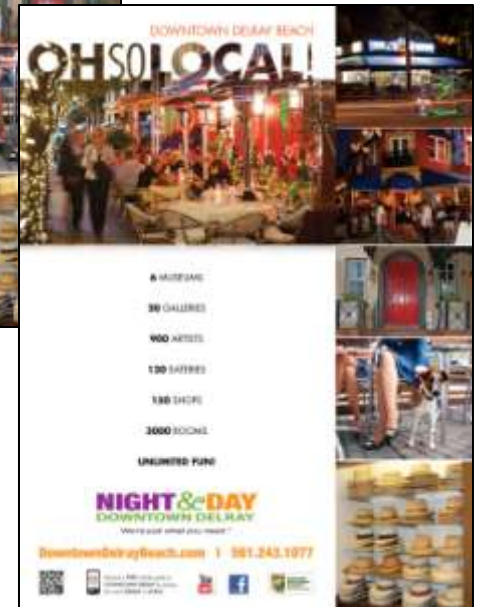
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Proposed Design  
Regional/National  
Advertising



Proposed  
Local  
Advertising



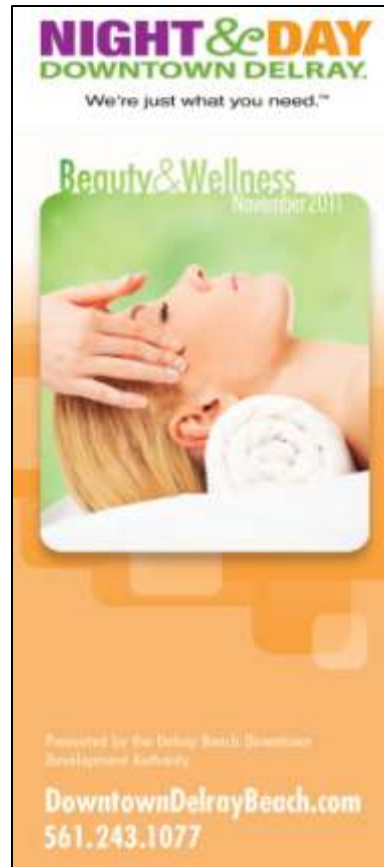
‘Style Without Attitude’ as quoted in NY Times, Jan. 16 article by Jonathan Vatner

# Marketing & Promotion

- Continue to Build Momentum
- Continue to Produce the Monthly Brochure
- Increase Merchant Participation
- Increase awareness and drive sales
- Grow impressions to exceed 100 Million through all advertising vehicles



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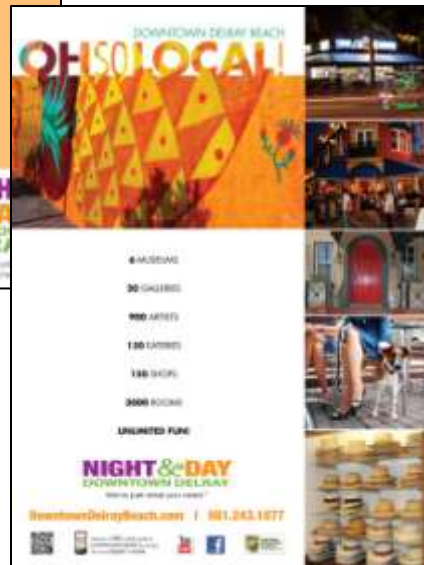


Brochure Concept

# Marketing Campaign



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- Consistent Look throughout the marking pieces
- Continually drive customers to the Downtown Website
- Drive customers to social media sites and business websites

# Advertising Vehicles



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- **Print Media** – Local and National Target

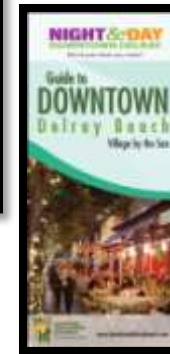
- Brochures and Posters
- Magazine and Newspaper
  - FL Travel and Life
  - Crossings – Canada
  - Delray Beach and Boca Magazine
  - Visit Florida Guide
  - FL Travel Monthly
  - Art and Culture
  - Palm Beach Post – TGIF
  - Downtown Guide Book

- **TV Commercial Spots** – Local

- Channel 5 and Comcast
- .15 second spot
- Merchant involvement



## Crossings





# Advertising Vehicles

- **Social Media/Online** - Local and National target
  - Email Blasts weekly
  - Face Book
    - Target Advertising
  - Visit Florida
    - Website posting
  - Palm Beach Convention and Visitor Bureau
    - Website posting
    - Travel Writer Blogs
  - Mobile Website
    - Smartphone users
  - QR Codes
    - Creative marketing messages



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PARTNER



# 2011-2012 Marketing & Promotion Impressions



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- Increase in Print Media (local and national)
  - 30 Million
- Increase Television (local)
  - 35 Million
- Increase in Internet/Social Media
  - 50 Million
- Grow impressions to exceed 100Million through all advertising vehicles

# Monthly Brochure Details



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Monthly Merchant Campaign Continues:

- Brochure Themed Promotions and Posters

## Themes:

- October: Celebrating our Heritage – Highlighting the Centennial
- November: Beauty & Wellness Month
- December: Holiday Shopping in Delray Beach
- January: Art & Fashion Month
- February: The “Heart” of Delray Month
- March: Culinary Month
- April: Earth Month
- May: Mother’s Day Promotion
- June/July: Summertime Downtown
- August/Sept.: Love the Local



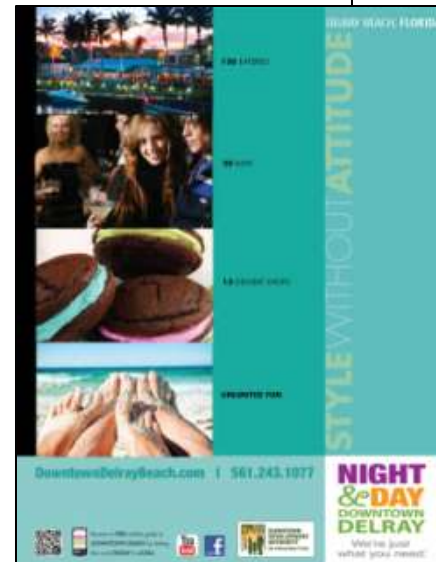
# Opportunities



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- Co- Op Advertising with the DDA
  - Monthly Promotions and Partnerships
  - Magazine Ads
  - Television & Cable
  - Mobile Website
  - Guidebook

- Maximize exposure and spend



# Additional Marketing Success



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- Tastemakers of Delray Beach
- Savor the Avenue – Nation’s Longest Dining table (served 1000 people)
- Reusable Tote Bag Giveaway
- Earth Day on the Avenue
- Successful Retail Promotions – Valentine’s Day and Mother’s Day





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