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# hello

## Parking Impacts Group

Phase 1 - Summer

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# Parking Mitigation in Three Phases

1. Summer July-September
2. Brand Summer/Fall
3. Holiday November-December

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# Phase 1 – Summer: Key Message

Despite construction on the viaduct replacement project, there **are** safe and affordable parking options available near the central waterfront and Pioneer Square.

And here's information that can help you find them.

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# Phase 1 – Summer: Strategies

1. Focus on the solution and change the conversation
2. Keep the message and materials simple
3. Build resources that are easy to use
4. Assist consumers at the two points of their trip: **planning** and **parking.**
5. Be specific to locations
6. Get into the market

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# Audiences:

!

Committed

?

Considering

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# Audiences: Considering and Committed

"People looking to have a nice day in Seattle"

- 25+
- Markets: Seattle DMA (Everett to Eastside to Tacoma)

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# Phase 1 – Summer: Communication Plan

- Online Display
- :10/:15 Live Announcer Radio
- New URL
- Basic Landing Page
- Owned Media
  - Print Collateral
  - A-Frame Boards
  - Viaduct Pillar Wraps
- Partners and Stakeholders
  - Communications Toolkit

DowntownSeattleParking.com

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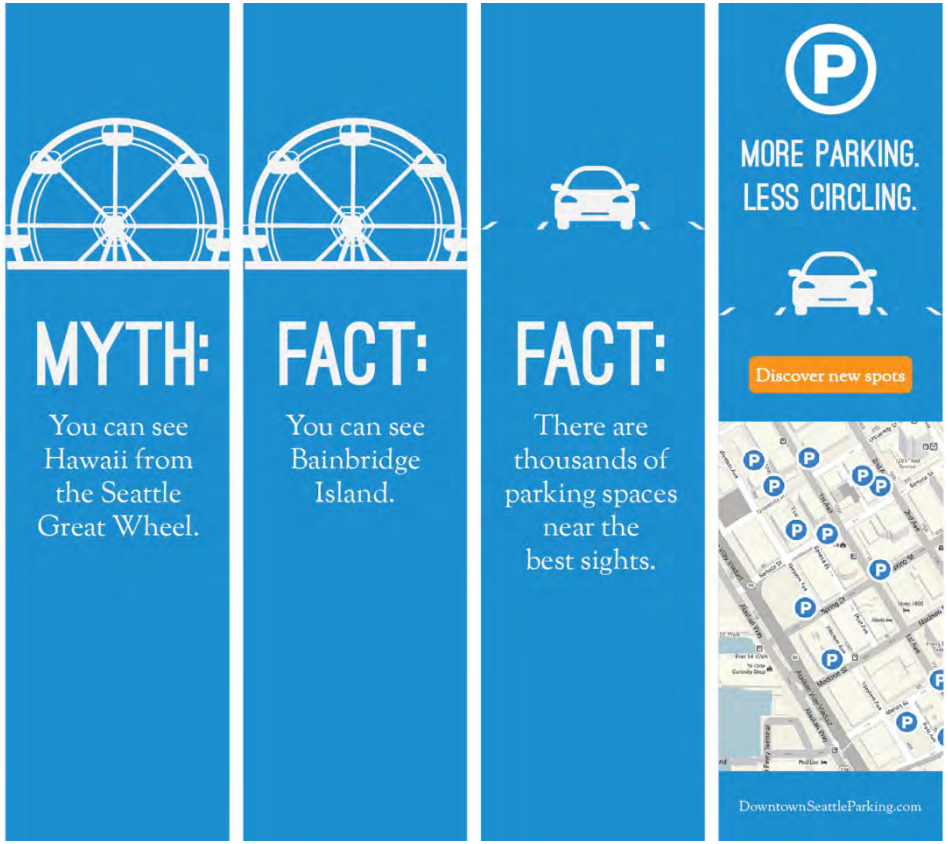
# Considering Audience: Online Display



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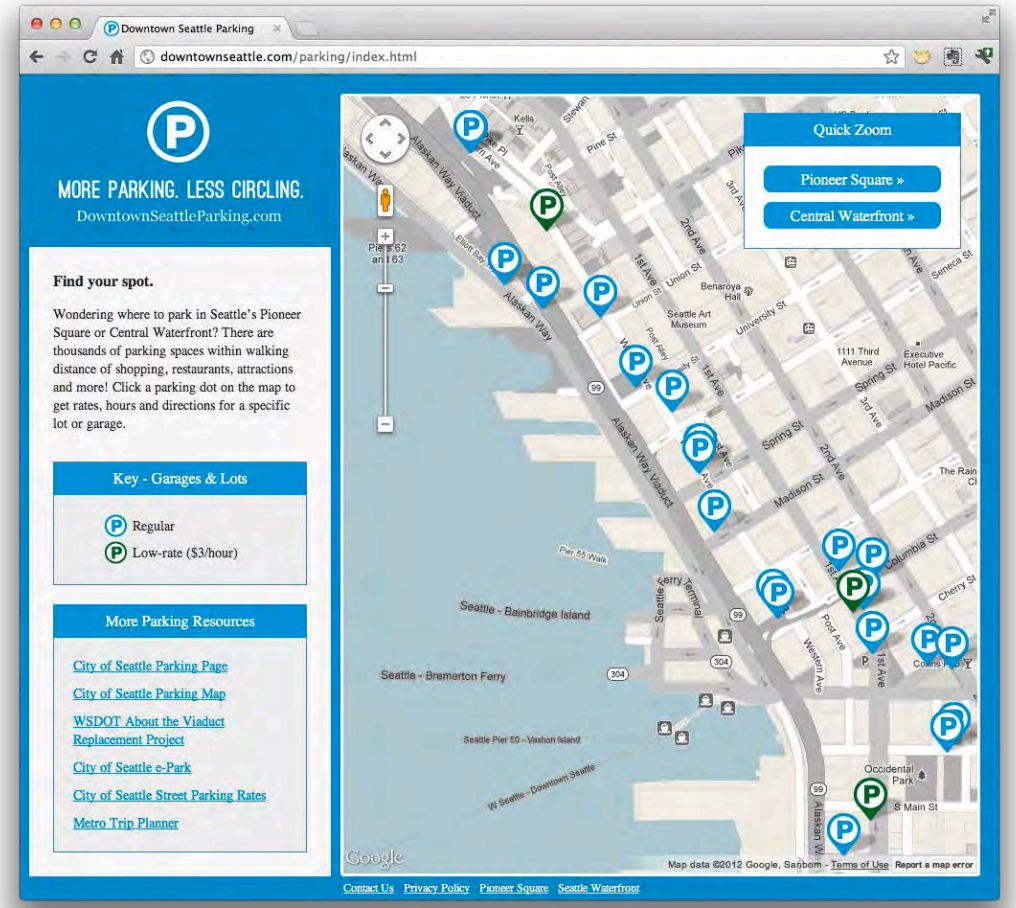
# Considering Audience: Landing Page



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# Committed Audience: Mobile Accessible

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# Committed Audience: Viaduct Pillars

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# Committed Audience: A-Frames

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# Committed Audience: Shared Collateral

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# Committed Audience: Shared Collateral

# :10/:15 Radio: 7/9 – 9/30

Total Traffic Network

- 1200 spots in news, weather, traffic
- :10 & :15 live reads
- 9,147,000 impressions
- 84.6% Reach
- 6x Frequency

# Online Display: 7/23 – 9/30

seattlepi.com

The Seattle Times

red tricycle™
www.red-tri.com

Tribal FUSION®

- Puget Sound Area target (Everett to Tacoma to Eastside)
- Local, entertainment/events, weather, travel, sports, outdoor
- Various sizes in network, local, neighborhood blogs
- 7,300,000 impressions

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Summer Campaign Total:

# 16,445,000 Impressions

(plus owned media)

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# Phase 2 – Brand Development

1. Build a Common Thread
2. Robust and Customizable Website
3. Research
   a. How are people getting their parking info?
   b. How do people view parking?
4. Concepts and Messaging

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# Phase 3 – Holiday Campaign

- November through December
- Incorporate brand analysis from Phase 2
- Incorporate learnings from Phase 1
- Utilize partnerships for common goal

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# Thank you.