Your Spot Is Here

Campaign Update

January 25, 2012

Winter Campaign 2011

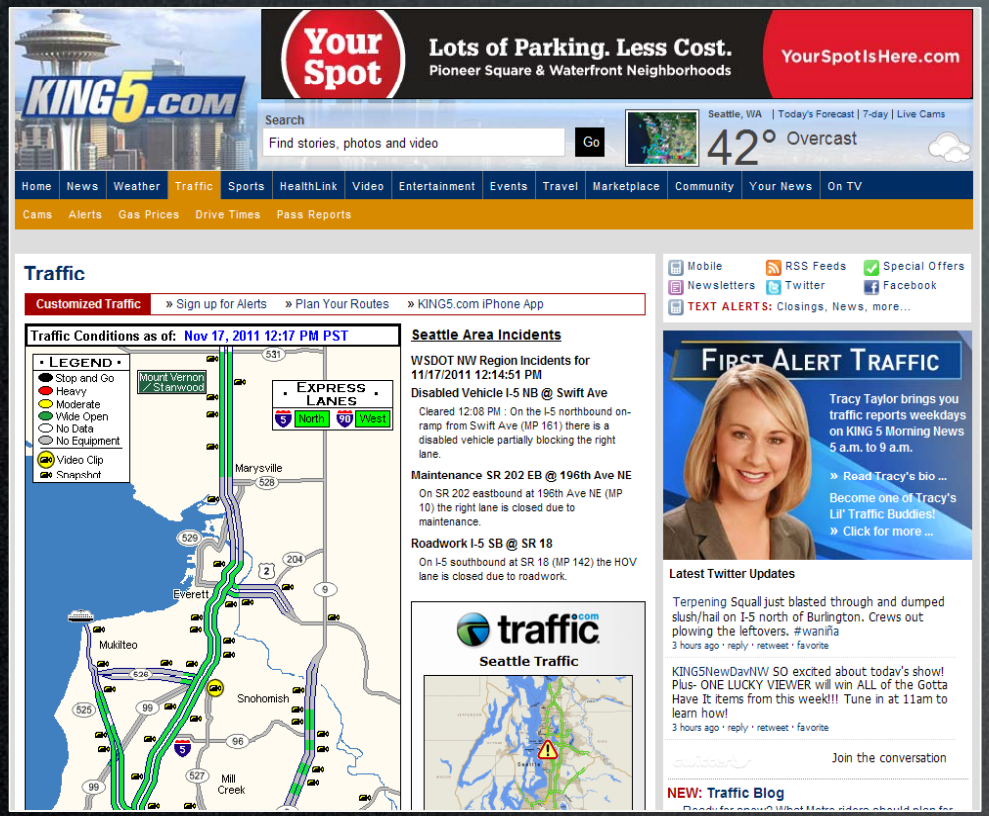
- Developed campaign identity and creative
- Built initial phase of website
- Created signage for 2 facilities and some way finding
- Developed and implemented media buy (Nov – Mar: $96,000)

Radio Buy
Spend: $41,000

- 6 weeks, 29 stations
- Big Reach: Blasted market with 70%* reach in highly relevant environment (news/weather/traffic)
- Future measurements using unique URL
- There is an additional buy for March of $6500

*70% of Adults in Sea-Tac Metro Survey Area

Digital Buy
Spend: $24,000



Overall Summary-Digital Buy

- Banner campaign delivered strong at a .27% click thru rate (CTR). Industry avg. .08%
- Top performers: Spectrum Network, King5, Seattle P-I (traffic).
- Lower performers: The Stranger and Seattle Times
- Total Impressions: 4,469,812

Spectrum Network $7,000 of $24,000

- 48 days
- Top performer with .41% click rate
- Delivered 10,237 clicks

$4,000 of $24,000

- 48 days
- Delivered 535 clicks
- Click rate .15%

seattlepi.com

$4,000 of $24,000

48 days

Delivered 1,018 clicks

Click rate of .12%

Low Performers
$8,000 of $24,000

- 48 days
- $4,000 each
- Seattle Times delivered 152 clicks = .05%
- Stranger delivered 269 clicks = .05%

Seattle Times Holiday Guide Spend $5,360

- Published Thanksgiving Day
  1/2 page print ad: daily circ 1,021,900

- Includes online bonus: impressions 404,406 75 click throughs – low performer .02%

- Includes Deal Digger mailer coupon

HTML Email

* PLUS TAX. FIRST FOUR HOURS.

Find Your Holiday Spot on the Waterfront and Pioneer Square

Enjoy the romance of the season on the Downtown Seattle Waterfront and in historic Pioneer Square. Walk the piers and take in the lights of the **Toyland Village** lighted display and the **Christmas ships**, and play to win more than $1,200 in prizes with the **Merry-Time on the Waterfront scavenger hunt**. You can join **Santa scuba diving at the Aquarium**, for **pictures at Ivar's**, or on an **Argosy Cruise**.

Pioneer Square celebrates the holidays every day, but especially on Thursdays. Check **YourSpot** for more information on Thursdays in December: **Holiday Tree Lighting** and **First Thursday Art Walk**, **O' Crafty Night** high-quality crafting and **Holiday Trivia** events. Make Pioneer Square your spot for unique holiday gifts, blown glass, vintage guitars, mystery books, antiques and more. Visit **YourSpotIsHere.com** to learn about details, promotions, parking sensations and more.

For ideas on dining, visit
SeattleWaterfront.org & **PioneerSquare.org**

Upcoming Holiday Events

Merry Time On The Waterfront
View Details

Diving Santa and Winter Fishtival
View Details

Pics with Santa Clam at Ivar's
View Details

Argosy Christmas Ship Festival
View Details

MilePost 31
View Details

Photos by: Christopher Nelson Photography

Your Spot **YourSpotIsHere.com**

HTML Email Blast x 2
Spend $4,876

- Sent to total of 48,936
- Total opens: 2,841
- Ave Open Rate: 5.81%
- Strong Click Thru Rate (CTR) with higher pull in November.
- 11/30 HTML: Opens: 1,437 (5.88%), Click throughs: 14.54%, impressions 24,455.
- 12/5 HTML: Opens 1,404 (5.74%), click throughs 7.34% impressions: 24,481.

HTML Email Blasts

Highest Clicks to:

- Xmas Ships and Merry Time on the Waterfront
- Diving Santa & Winter Fishtival and Pics with Santa Clam at Ivar's
- MilePost 31, Your Spot, Pioneer Square Tree Lighting, Toyland Village

- Purchased January and February HTML's. Targeting 46,000 x 4= $9,600

January-February HTMLs

YourSpotIsHere.com
Pioneer Square & Waterfront Neighborhoods

5 Bites You Can't Live Without

1 **Salumi Artisan Cured Meats**
Quite possibly the best cured meats we've had in the city. Pick and choose from favorites like Finocchiona (cracked fennel, black pepper with a hint of curry) or the house favorite Salumi Salami (with a touch of ginger) to build your own sandwich. Don't miss the Porchetta, named one of the best sandwiches in America by Esquire and flowing with juices that its hunk of bread can barely contain. Get there early, line forms fast.
More Info

2 **Café Paloma**
Classic Mediterranean fare in a cheery atmosphere with big, bright windows. Lots of vegetarian items like classic falafel and börek—flaky filo dough envelops warm spinach, feta and caramelized onions. The carrot salad is blended with yogurt and pine nuts, resembling a refreshing dip more than a salad, so make good use of those pita triangles that accompany.
More Info

3 **Delicatus**
Another meat-lover's dream, with every sandwich under the sun. Organized chaos is one way to describe the atmosphere: Bruce Springsteen blasts over the stereo as line cooks direct floods of patrons for to-go orders, sit-down, counter or bar seating. "The Fire of 1889" sandwich, with spicy braised pork, hot peppers and Jalapeño-lime aioli packs some serious, tasty heat.
More Info

4 **Cherry St. Coffee House**
Sprouting into five locations after the original opened in 1997, Cherry St. continues its legacy as the go-to soup/sandwich combo spot. The classic ham and cheddar sandwich has such a freshness to it that it tastes exciting and new. Don't miss their homemade veggie burger, which has a "cult-like" following, or the lentil soup.
Photo: Cherry St.
More Info

5 **Tat's Delicatessen**
Lines form like they do at Salumi, but you can check the "line cam" online to see the queue sitch. The "TV-famous" Tat'strami sandwich is a total hit and perfect for a cold day or a day when you won't have time for Second Lunch (read: humongous sandwich). On the flip-side, the Roast Veggie redefines cold sub, as these veggies are perfectly chilled, but perfect for a warm weather picnic in the park.
Coincidence? Played this word while waiting to order
More Info

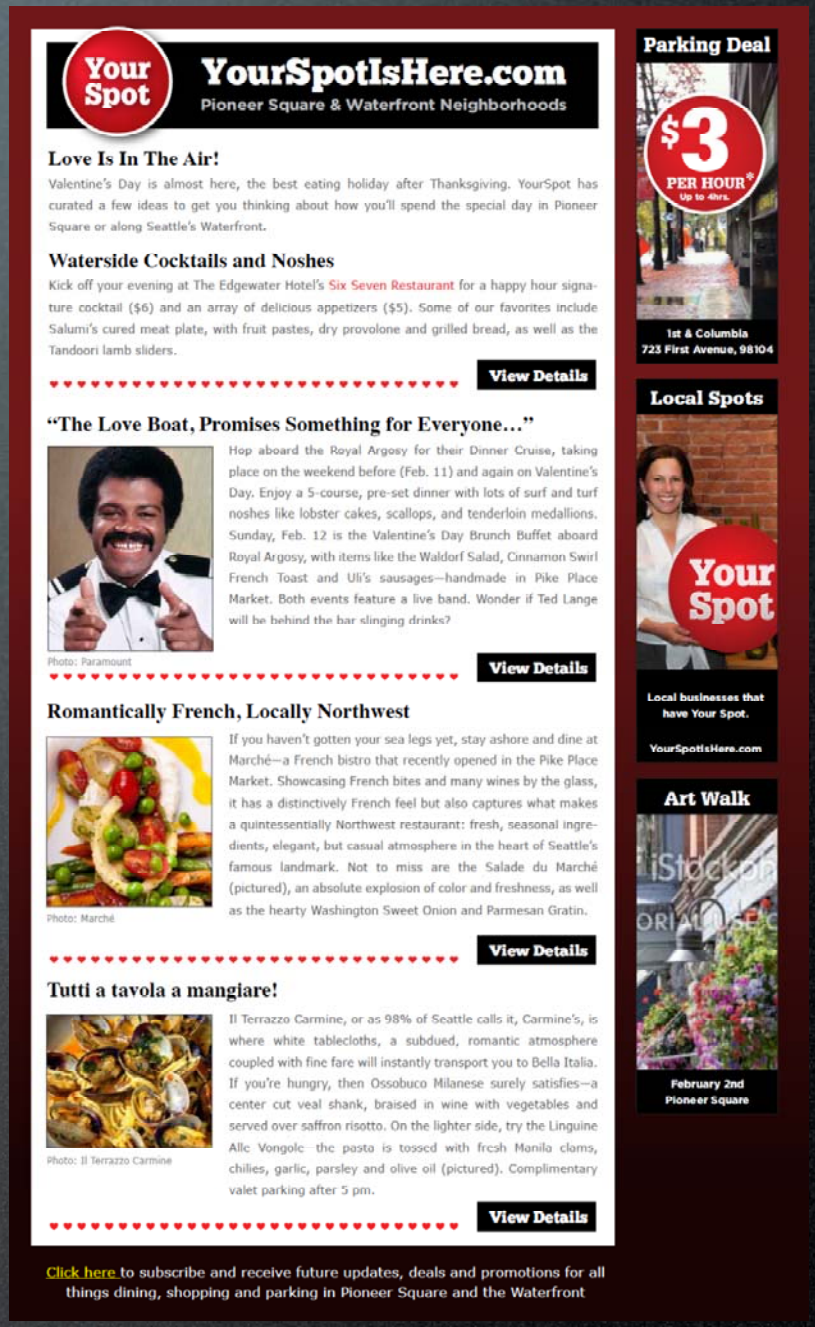
YourSpotIsHere.com

Lots to Discover
Get Great Deals in Seattle's Waterfront And Pioneer Square.

Even More To Do
Take A Look At Our Activities Calendar And Plan Accordingly.

Lots of Parking. Less Cost.
Find Your Spot!

Click here to subscribe and receive future updates, deals and promotions for all things dining, shopping and parking in Pioneer Square and the Waterfront



YourSpotIsHere.com
Pioneer Square & Waterfront Neighborhoods

Love Is In The Air!
Valentine's Day is almost here, the best eating holiday after Thanksgiving. YourSpot has curated a few ideas to get you thinking about how you'll spend the special day in Pioneer Square or along Seattle's Waterfront.

Waterside Cocktails and Noshes
Kick off your evening at The Edgewater Hotel's Six Seven Restaurant for a happy hour signature cocktail ($6) and an array of delicious appetizers ($5). Some of our favorites include Salumi's cured meat plate, with fruit pastes, dry provolone and grilled bread, as well as the Tandoori lamb sliders.
View Details

"The Love Boat, Promises Something for Everyone..."
Hop aboard the Royal Argosy for their Dinner Cruise, taking place on the weekend before (Feb. 11) and again on Valentine's Day. Enjoy a 5-course, pre-set dinner with lots of surf and turf noshes like lobster cakes, scallops, and tenderloin medallions. Sunday, Feb. 12 is the Valentine's Day Brunch Buffet aboard Royal Argosy, with items like the Waldorf Salad, Cinnamon Swirl French Toast and Uli's sausages—handmade in Pike Place Market. Both events feature a live band. Wonder if Ted Lange will be behind the bar slinging drinks?
Photo: Paramount
View Details

Romantically French, Locally Northwest
If you haven't gotten your sea legs yet, stay ashore and dine at Marché—a French bistro that recently opened in the Pike Place Market. Showcasing French bites and many wines by the glass, it has a distinctively French feel but also captures what makes a quintessentially Northwest restaurant: fresh, seasonal ingredients, elegant, but casual atmosphere in the heart of Seattle's famous landmark. Not to miss are the Salade du Marché (pictured), an absolute explosion of color and freshness, as well as the hearty Washington Sweet Onion and Parmesan Gratin.
Photo: Marché
View Details

Tutti a tavola a mangiare!
Il Terrazzo Carmine, or as 98% of Seattle calls it, Carmine's, is where white tablecloths, a subdued, romantic atmosphere coupled with fine fare will instantly transport you to Bella Italia. If you're hungry, then Ossobuco Milanese surely satisfies—a center cut veal shank, braised in wine with vegetables and served over saffron risotto. On the lighter side, try the Linguine Alle Vongole: the pasta is tossed with fresh Manila clams, chilies, garlic, parsley and olive oil (pictured). Complimentary valet parking after 5 pm.
Photo: Il Terrazzo Carmine
View Details

Parking Deal
$3 PER HOUR* Up to 4hrs.
1st & Columbia
723 First Avenue, 98104

Local Spots
Local businesses that have Your Spot.
YourSpotIsHere.com

Art Walk
February 2nd
Pioneer Square

Click here to subscribe and receive future updates, deals and promotions for all things dining, shopping and parking in Pioneer Square and the Waterfront

Add-Ons to Media Buy Spend: $1,400

- Red Tricycle Dedicated HTML Newsletter to 17,995 focused on families. Impressions 49,763
- Parent Map Dedicated HTML Newsletter to 11,000 subscribers. Impressions 20,000
- Seattle Weekly Dedicated HTML Newsletter to 6,000. Impressions: 2,445 Click thru rate was high for their subscribers

Website Analytics

Start-Early December

- Page views: 4,950
- Unique Visitors: 1,767
- Top Content (Pageviews):
  - Home Page- 2,404
  - Maps- 170
  - Garages- 169
  - Events- 193
  - Deals- 208

Nov 14- Dec 31

- Page views: 6,573 (+33%)
- Unique Visitors: 2,421 (+37%)
- Top Content (Pageviews):
  - Home Page- 3,301 (+37%)
  - Maps- 278 (+64%)
  - Garages- 233 (+38%)
  - Events- 251 (+30%)
  - Deals- 254 (+22%)

Bullseye Creative

Impressions- Nov 14-Dec 31

•Radio:		20,957,870
•Online:		4,255,362
•Seattle Times Holiday Guide:		1,472,778
•HTML Newsletter BELO:		46,000
•HTML Newsletter Argosy:	+	25,000
•Red Tri/Parent Map/Seattle Weekly		107,203
•TOTAL:		**26,864,213***

*Does not include 2012 Nosh Pit, HTML, new radio buy

First Quarter Activities

- More Deals, Promotions and Spotlights
- Additional HTMLs 1/25 lunch spots and 2/1 Valentine's Day, 2/7 blog writer, 2/14 gifts, March: blog writer and Easter/Spring
- Seattle Met Nosh Pit ($3,000) 8 weeks 2/1 – 4/23
- SEO and SEM
- More Resources on Website
- In-Store Decals
- March radio buy
- New photography
- 2012 plan

1st Quarter Website Updates

- Integrate a Blog function into site
- Re-build calendar to increase the usability
- Integrate "share this" mechanisms to help spread the word for each page
- Develop F.A.Q. section to help answer some common viaduct misconceptions
- Content development for Calendar of Events, and Deals

AWV WSDOT PLAN
Key Elements for 2012 Plan

Monthly Activities

- Website Updates
- 2 dedicated HTML promoting seasonal promotions/events sent to nearly 50K
- Signage in PS and Waterfront
- AWV Stakeholder communications and meetings
- Ongoing planning

Media Buy for 2012

$185,000

Heaviest marketing months:
April/May, July/August, Nov/Dec

- Radio: 5 mos :10 spots/2 weeks per mo.
- SEM: 5 mos
- Transit: 6 mos of seasonal content
- Digital: 6 mos, running for 4 weeks each
- Mobile: 4 mos on popular apps and traffic apps
- Holiday Guides: Sea Times Summer and Holiday

Additional Activities

- Sponsorship of selected activities in Pioneer Square and Waterfront supported by collateral such as posters, postcards, entertainment, lighting, sound, etc.

- Create map once garages are on board

Your Spot Is Here

Campaign Update

January 25, 2012