



hello

Parking Impacts Group



“Parketing” in Three Phases

1. Summer July-September
2. Holiday November*-December
3. Brand Winter 2013

* Media began shortly after election day to avoid premium pricing windows

Review: 2012 Campaign Strategies

1. Change the conversation. Focus on the solution.
2. Keep the message simple
3. Build resources that are easy to use
4. Assist consumers at **planning** and **parking** phases
5. Shine spotlight on low-rate garages

Campaign Elements Developed - Summer

1. Basic brand elements and strategy
2. URL & Landing Page (mobile accessible)
3. Radio ads
4. Online Display ads
5. Search (SEO)



MORE PARKING. LESS CIRCLING.
DowntownSeattleParking.com





Estimated Summer Campaign Totals:

16,445,000 Impressions

in Puget Sound area

Summer Campaign Results

- 0.21% click-through rate for online display (industry average: 0.07%)
- \$2.20 cost-per-click (industry average: \$5.00-\$6.00)
- 24,000+ visitors to website (DSA's highest traffic page)
- 34% of site visits were referral traffic

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2012 Holiday Campaign



Campaign Elements Developed – Fall/Holiday

1. Updated Homepage
2. Print Ads
3. Holiday Radio
4. Holiday Online Display
5. Search (SEM)
6. Postcards & Rack Cards
7. Viaduct Pillar Wraps
8. Stakeholder Toolkit
9. Earned Media

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MORE PARKING. LESS CIRCLING.

DowntownSeattleParking.com

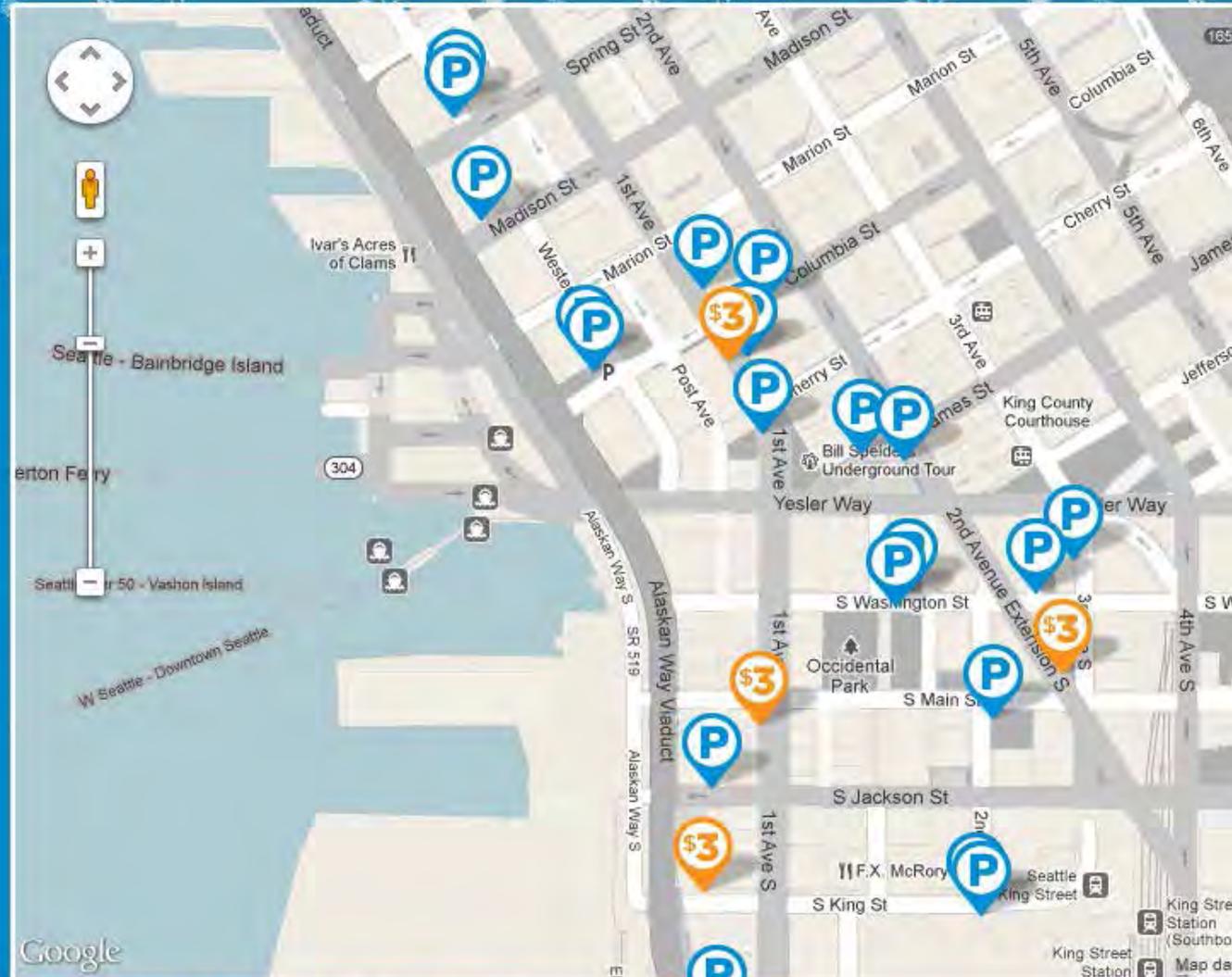
Find your spot.

Wondering where to park in Seattle's Pioneer Square or Central Waterfront? There are thousands of parking spaces within walking distance of shopping, restaurants, attractions and more! Click a parking dot on the map to get rates, hours and directions for a specific lot or garage.

Key - Garages & Lots

- Low-rate (\$3/hour) [details](#)
- Regular

Current Promotions



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The Seattle Times

Lots of holiday
PARKING
as low as \$3/hour.

So you can
**SPEND MORE
ON GIFTS.**

P

DowntownSeattleParking.com
Pioneer Square · Waterfront

PARKING
as low as \$3/hour.
So you can
SPEND MORE ON GIFTS.

P

DowntownSeattleParking.com
Pioneer Square · Waterfront

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*Finding a gift
for Cousin Carl:*
HARD.

The background is blue with white snowflake graphics scattered around the text.A white outline of a car is positioned at the top of the panel.

*Finding
parking:*
EASY.

P

DowntownSeattleParking.com

The background is blue with white snowflake graphics scattered around the text.A white outline of a car is positioned at the top of the panel.

FIND
*Waterfront and
Pioneer Square*
**PARKING
NOW.**

P

DowntownSeattleParking.com

Discover more spots

The background is blue with white snowflake graphics scattered around the text.

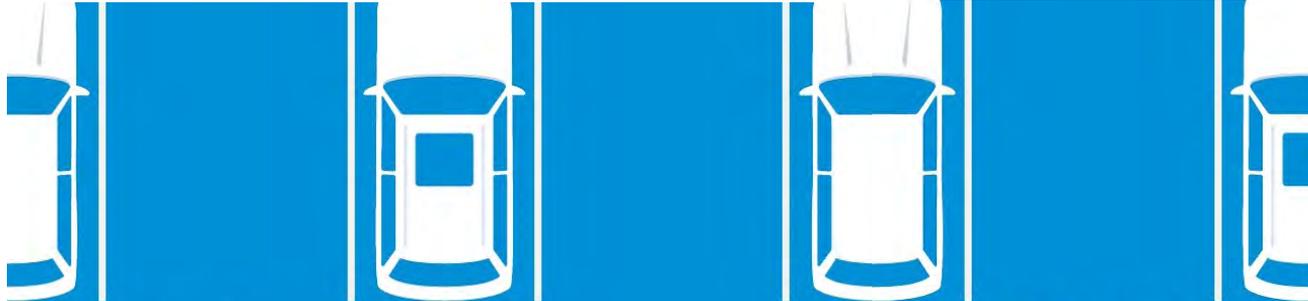
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we are

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We have
**WHAT
YOU
need:**
PARKING.



DowntownSeattleParking.com

You've got a
CAR,
we've got a
SPOT.



DowntownSeattleParking.com

**FIND
YOUR SPOT.
PARK.
DONE.**



DowntownSeattleParking.com



Holidays™ in Seattle

Events Holiday GooseChase Visitors

participating partners:

getting

More Parking. Less Circling.
Wondering where to park in Seattle's Pioneer Square? Discover a new parking lot with 100+ parking spaces within walking distance of downtown. Visit DowntownSeattle.com for an easy-to-use interactive parking map and other resources.

THINGS TO DO | DOWNTOWN NEIGHBORHOODS | DO BUSINESS DOWNTOWN | RESOURCES

Downtown SEATTLE

Everything in one great place.

Parking



As many Downtown Seattle commuters, ridesharing and carpooling are the fastest and most convenient ways to get Downtown on busy days when we all find times when driving Downtown is a challenge.

Although there is a large supply of parking garage and surface lots – that doesn't seem to be easy to find or affordable. Use the links below to explore a map of Downtown parking options, a list of parking Downtown and more – to make your trip hassle-free.

Remember: on-street parking is free on weekends (6pm in some), and all day on Sunday.



[Interactive Parking Map](#) (Pioneer Square & Waterfront)

"More Parking. Less Circling." That's the idea behind a new parking promotion for the Pioneer Square. There's more parking than you think. Don't believe us? Check it out!

PARKING JUST GOT EASIER

P MORE PARKING.
LESS CIRCLING.

Discover new spots

MORE PARKING, LESS CIRCLING
IN PIONEER SQUARE

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DOWNTOWN SEATTLE KOMO



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LATEST NEWS | TRAFFIC | CRIME | PETS | RESTAURANTS | EVENTS | BUSINESSES | REAL ESTATE | DEALS!



Gregoire awaits federal decision on ...



Men sue Seattle police after officer ...



Giant billboards skirting city law, ...



Barto host a

New website makes waterfront, Pioneer Square parking easier



Submitted by *Jill Blocker, KOMO Communities Reporter*
Thursday, August 9th, 2012, 10:41am

1 2

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Print E-mail

Topics: Public Spaces, Transportation

P

MORE PARKING. LESS CIRCLING.
Discover downtown Seattle parking spots

Find your spot.

Wondering where to park in Seattle's Pioneer Square or Central Waterfront? There are thousands of parking spaces within walking distance of shopping, restaurants, and theaters and more! Click a parking dot on the map to get rates, hours and directions for a specific lot or garage.

Key: Garage & Lots

P Kiosk

Compl
Inspect



SEE M

communi





2012 Estimated Campaign Totals:

36,872,000 Impressions

in Puget Sound area

Next Up: Brand Development (2013)

1. Goal: define development for Summer 2013 shoulder season
2. Upgrade website, including mobile experience
3. Research – new & existing
 - a. How are people getting their parking info?
 - b. How does that shape our message?
 - c. Who else can we reach?
4. Review existing concepts and messaging
5. Build a common thread



Thank you.