

iMesa

Village Meeting Marketing Plan

September 2011



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Situation: Need public involvement in iMesa process and a robust audience to discuss ideas

Strategy: Use several tiered marketing strategy with both general and focused audiences and messages that appeal to multiple age groups



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Audiences: iMesa Village residents

- Community leaders
- Community groups and organizations
- Core institutions and businesses
- Individual residents of all ages
- City of Mesa employees



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Messages:

Come hear what your neighbors have suggested for projects in your area

Tell us what you think, how would you prioritize them and what would you add to the list?

Imagine, invest, improve...how would you do it?



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Public Service Announcement (PSA)

General – Flash Mob

Targeted – Mayor Smith



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OFFICE OF THE MAYOR
PO Box 1466
Mesa, Arizona 85211-1466

iMesa gives you the opportunity to take the future into your hands and make the Mesa you want. Come see what your neighbors have suggested for transformative projects in your area and add your ideas to the conversation. Suggested projects in the Riverview Village include:

- *Sports & Entertainment Venues*
- *Multi-Use Paths*
- *New Transit Options*
- *Riverview Lake*

Please join us...

WEDNESDAY, OCTOBER 5, 2011 AT 6:00 P.M.

Hyatt Place, 1422 W. Bass Pro Drive

Check out iMesa at mesaaz.gov/imesa

QUESTIONS?

Contact Kathy Macdonald
Office of the Mayor

480.644.3002

kathy.macdonald@mesaaz.gov

Community Advertising: Post Card

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YOU'RE INVITED TO THE

RIVERVIEW VILLAGE

OPEN HOUSE

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Community
Advertising:
e-vite



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SUGGESTED PROJECTS IN THE RIVERVIEW VILLAGE INCLUDE:

Sports & Entertainment Venues • Multi-Use Paths • New Transit Options • Riverview Lake

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Community Advertising:

11" x 17" posters and 8.5" x 11" flyers at Mesa City Plaza, Mesa Municipal Building, recreation facilities, libraries, customer service centers, senior centers...

Articles in community newsletters as needed both city sponsored and external (HOA, clubs, churches, etc)

Letter from Mayor to key community groups and businesses



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Media Advertising:

Run ¼ page ads the week before in Mesa Republic and East Valley Tribune both in print and on Web

The screenshot shows the East Valley Tribune website interface. At the top, there's a navigation bar with links for Home, Local, Arizona, Nation/World, Sports, Varsity Xtra, Money, GetOut, Opinion, Blogs, Deals, Classified, and Obits. Below the navigation bar, there's a main content area with a featured article titled "Uproar dies down over Pearce recall campaign signs" and a sidebar with "Top Stories" including "Americans freed from Iran prison begin trek home" and "FTC seeks stricter rule for online marketing". A water conservation advertisement is also visible, featuring a man holding a sign that says "TOGETHER WE CONSERVE" and "SAVE WATER".



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YOU'RE INVITED TO THE
RIVERVIEW VILLAGE
OPEN HOUSE

What are your ideas to Build a Better Mesa?

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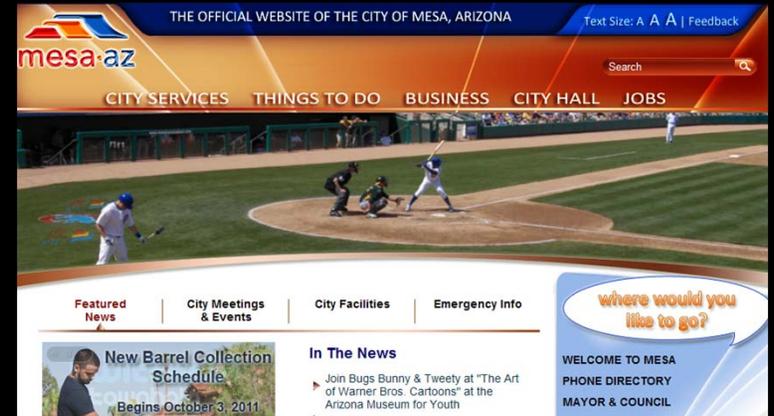
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Web/Social Media:

Meetings posted on

- City events calendar
- Mayor's event page
- iMesa homepage
- Facebook – Mayor, City, iMesa, Council

Messages posted on Facebook, Twitter, Mesa employee intranet



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Media:

- News release sent to media
- Posted online
- Sent to news and neighborhood list servs
- Posted on Facebook/Twitter
- Local reporters will be contacted



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Upcoming Event opportunities:

- Mayor Town Halls (3)
- Council Pancake Breakfasts (2)
- Employee Benefits Fair
- Mid Managers Meeting
- City Hall at the Mall



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