



**Ampersand Agency**

**Sunset Valley**

**Ad Hoc Committee Meeting**

**December 11, 2020**

# AGENDA

Introductions

Competitive Audit

SWOT Analysis

Research Discussion

Agency Scope

Next Steps

# INTRODUCTIONS

# INTRODUCTIONS

It's nice to meet you!

- Ampersand introductions
- Sunset Valley committee introductions

# COMPETITIVE MESSAGING AUDIT

# OVERVIEW

## Purpose of a Competitive Messaging Audit

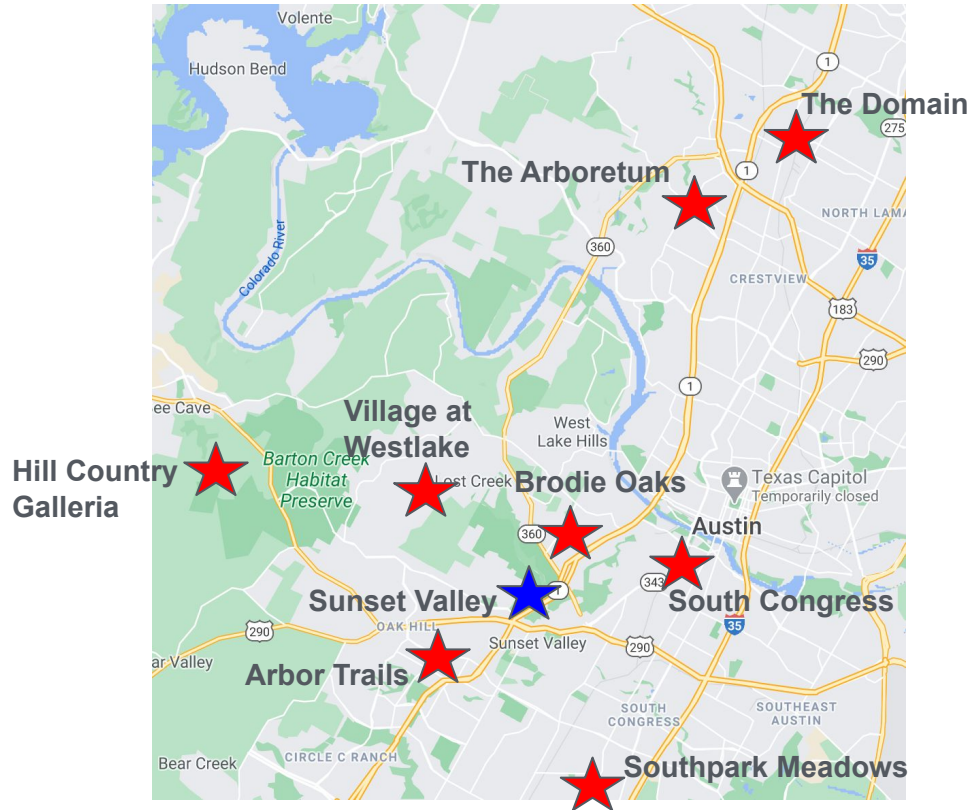
It's important that Sunset Valley stands apart from nearby areas in ways that are **memorable**, **distinctive**, and **compelling**.

The only way to ensure that we **stand apart** is to build an experience and brand that doesn't look or sound like anyone else.

To see what the competition is saying and doing, we do a **deep dive** into their **websites**, their **social platforms**, and their **advertising**.

# SHOPPING CENTERS

# Shopping Centers in the Area





## THE DOMAIN

**Positioning:** Situated in a beautiful park-like setting, The Domain features **over 100 upscale and mainstream retail stores and restaurants**, almost half of which are **exclusive within the market**.

**Number of stores:** 134 (2.5x SV)

**Distance from SV:** 15 miles

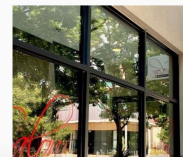
**Square Footage:** 1.8 million sq. ft.

In addition to their **upscale shopping and dining** options, The Domain also boasts a **movie theater and four on-site hotels**. While focusing on the stores in their center, they also focus on the **community** and are **somewhat family-focused**. They host family-friendly events, a play area, and they even market the space for birthday parties. The anchors at The Domain are **Neiman Marcus, Macy's, Dillard's and Dick's Sporting Goods**.

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1,718 posts    10.7k followers    401 following

**The Domain**  
Austin's most fashionable shopping destination!  
[www.simon.com/mall/the-domain](http://www.simon.com/mall/the-domain)





## VILLAGE AT WESTLAKE

**Positioning:** Village at Westlake positions themselves as **your one stop shop**. From **groceries and dry cleaning to banking and dining**. Why shop anywhere else?

**Distance from Sunset Valley:** 6 miles

**Number of Stores:** 40 (one of three centers in the Westlake area)

Village at Westlake is home to many of **Austin's specialty retailers** including Tyler's Sports, Santa Fe Optical and Palm Beach Tan. It is anchored by **HEB** and Gold's Gym and includes many eateries like Chick-Fil-A, P.Terry's, Tacodeli, Juiceland, Izumi Sushi, Zoe's Kitchen and more.

**Their social media is very curated.** They promote retail and restaurants with original content that is relevant to time period and visually pleasing.



**Village at Westlake**  
12 December 2019 · 🌐

Have you been to the recently opened **Biderman's Deli**? Biderman's is Austin's Jewish-inspired deli featuring house-made bagels, classic deli sandwiches, and much more. Come try their traditionally-inspired recipes, from chopped liver to chicken salad, consisting of only the best ingredients.



**Village at Westlake**  
6 December 2019 · 🌐

JuiceLand is more than your go-to smoothie spot. Try their hot mocha latte with cold brew coffee, hemp seeds, dates, cacao, coconut oil & vanilla to switch things up.



**Village at Westlake**  
11 December 2019 · 🌐

Give your office supplies a makeover just in time for finals week with office necessities at **Office Depot**.





# THE ARBORETUM

**Positioning:** The Arboretum has just what you need for any occasion.

**Number of stores:** 40

**Distance from Sunset Valley:** 15 miles

The Arboretum is an **open air center with beautiful greenery in a park-like setting with easy access to top retailers**. It is home to more than 40 shops and restaurants, the Arboretum with some upscale shopping at places like Lamps Plus or Pottery Barn as well as classic retail shops like the Gap and Barnes & Noble.

This shopping center started as a very walkable, upscale destination and over time **it has lost its positioning**. It's also fairly limited in geographical scope.





# SOUTHPARK MEADOWS

**Positioning:** A **one-stop shopping destination** serving the South Austin region with shopping, dining, entertainment and a wide array of services to **meet your everyday needs**.

**Number of stores:** 84 (with room to grow)

**Distance from Sunset Valley:** 8 miles

With over 80 stores spread over one million square feet, it's no wonder Southpark Meadows Shopping Center is a **local favorite**. The open-air shopping center, **conveniently located off I-35**, features a combination of **value brands** such as J.C. Penney, Bed Bath & Beyond and Ulta as well as **casual local eats** like Waterloo Ice House, MOD Pizza, and Third Base. Whether you need to pick up a quick gift for a friend, a grocery run at Super Target or a want to enjoy some live music out with the family, **Southpark Meadows Shopping Center has it all**.



Southpark  
Meadows






# SOUTHPARK MEADOWS

**YOU COULD GET a \$250 gift card to a retailer of your choice and we'll GIVE a \$250 donation in your name to a local food bank!**

Message and data rates may apply.

 southparkmeadowstx • Follow ...  
Austin, Texas

 southparkmeadowstx Have you entered to get AND give \$250?! Text GIVESP to 55800 for a chance to win a \$250 gift card to the Southpark Meadows retailer of your choice, and to donate \$250 in your name to a local food bank.

Enter now through Saturday, October 31. Find official rules at the Linkin.bio.

#shopsouthparkmeadows #austin #giveaway

1w

 jojoaustin @bmiller808 Doooo it 

1w 1 like Reply

Liked by eataustinlocal and others

OCTOBER 29

Add a comment... [Post](#)

 Southpark Meadows Shopping Center  
Sponsored

Warm up the outdoors with the world's sleekest and chickest fireplace! Shop @Walmart for the comfortable - and cozy - porch essentials you need this fall. 🔥🍂

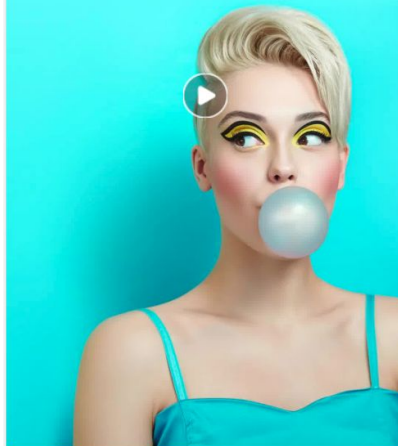
#shopsouthparkmeadows #austin #home #homedecor #design



 Southpark Meadows Shopping Center  
Sponsored

There are 1,000 reasons to join The Scoop, Southpark Meadow's mobile club. Text SOPARK to 55800 from your mobile device to sign up and you'll get a chance to win a \$1,000 shopping spree! Click for official rules.

Text **SOPARK** to **55800** for your chance to win a **\$1,000** shopping spree at **Southpark Meadows**



SHOPSOUTHPARKMEADOWS.COM  
Join The Scoop for a Chance to Win!

[Learn More](#)



# ARBOR TRAILS

**Positioning:** Southwest Austin's premier destination for **entertainment, recreation, and relaxation.**

**Number of stores:** 44 stores

**Distance from Sunset Valley:** 5 miles

The Arbor Trail is an upscale shopping center **located off Mopac South and William Cannon** and anchor stores include Whole Foods Market, Ross, and Costco. They position themselves as a **relaxing shopping center** with **surrounding hike and bike trails.** They offer a wide variety of shops and services from banks to medical plus beauty and wellness including Wells Fargo, Supercuts, Healthy Pet, & Jared's Jewelry to name a few.

Dining options include: Chuy's, Kerbey Lane, Torchy's Tacos, P Terrys, Five Guys, Lil' Doddy, Potbelly. It also sits across the highway from one of the largest and nicest Lifetime Fitness gyms in the state of Texas.

Their social feeds are not active and no advertising beyond their website can be found.

THE SHOPS AT  
Arbor Trails





## BRODIE OAKS: CURRENT

**Positioning:** A vast urban mall complex featuring a wide range of casual restaurants, department stores, and offices

**Number of stores:** 42

**Square Footage:** 322,690 sq. ft.

**Distance from SV:** 1 mile

Brodie Oaks is located in an **urban location** at one of South Austin's **top regional retail intersections**. Brodie Oaks offers an appealing combination of **major tenants** such as Last Call by Neiman Marcus, Sprouts Farmer's Market, and Hobby Lobby, along with a combination of **quality restaurants** including Pinthouse Pizza, The Park on South Lamar, Olive Garden, Pei Wei Asian Diner, Freebird's World Burritos, Pok-E-Jo's BBQ, and Starbuck's Coffee.





## BRODIE OAKS: FUTURE

**Development:** \$1 billion project proposed for Brodie Oaks retail center near Barton Creek Greenbelt

Though plans are in the early stages, the mixed-use project eventually could include 1,600 residences, 1.1 million square-feet of office space, 450 hotel rooms and 140,000 square-feet of retail and restaurant, executives with Texas-based developer Barshop & Oles told the American-Statesman. Barshop & Oles, a commercial real estate development and management company, owns and manages the Brodie Oaks shopping center.

“The renewed Brodie Oaks will be a South and Southwest Austin destination for residents, businesses, restaurants and retailers, shoppers, parkgoers and events that will rival that of any other in Austin.”





# HILL COUNTRY GALLERIA

**Positioning:** **LIFE + STYLE** with over 100 shops & restaurants.

**Number of stores:** 104

**Distance from SV:** 12 miles

**Square Footage:** 1.3 million sq. ft.

The multi-use complex, which **underwent a multi-million dollar transformation in 2017**, features 713,000 square feet of retail, 285,000 square feet of Class A office space, 300,000 square feet of apartments, 100,000 square feet of residential condominiums and 50 acres of green space, and is anchored by Dillard’s, Barnes & Noble, Dick’s Sporting Goods, Cinemark and Whole Foods Market. This entire complex was designed with walkability in mind. **Host to more than 150 family-friendly community events** a year, Hill Country Galleria offers a **vibrant, comfortable and convenient destination where life and style connect.**



**Hill Country Galleria**  
@hillcountrygalleria · Shopping District

Home About Events



**Hill Country Galleria**  
Sponsored  
ID: 707941050119286

- Shop local vendors
- Browse unique gifts
- Unique gift wrapping options
- Nightly live music
- Holiday libations

**HILL COUNTRY GALLERIA**  
**LONE STAR HOLIDAY MARKET**  
FRI. SAT. SUN. THRU 2PM-8PM

austinfoodstagram · Following Hill Country Galleria

austinfoodstagram From delicious French pastries at @foliepops ... to happy hour at the @vistabrewing PopUp... to unwinding with yoga at @yogaandgoga ... the @hillcountrygalleria is your one-stop source for all things holiday entertainment! 🎉 How are you unwinding this holiday season? #ATX #HCGPartner #AustinFoodstagram

United States

austinfoodstagram You'll love it! ❤️

2d 1 like Reply

austinfoodstagram #texashillcountry #hillcountry

Liked by kimhoward\_ and others  
2 DAYS AGO

Add a comment... Post



# BARTON CREEK SQUARE

**Positioning:** Austin's newly renovated **family shopping destination**

**Number of stores:** 185

**Distance from SV:** 3 miles

**Square Footage:** 1.5 million sq. ft.

Overlooking downtown Austin and easily accessible to some of the best attractions, including Zilker Park and The University of Texas at Austin, Barton Creek Square is **the city's largest indoor shopping center** featuring over 180 specialty shops and eateries. Shoppers will notice a **brighter, more contemporary atmosphere** at Barton Creek Square after undergoing a significant renovation. Upgrades include **sleek updated flooring; improved lighting; a modernized elevator; new glass handrails on the upper level; updated way-finding signage; and a new family restroom with a designated nursing area**, located next to the Play Zone.

**bartoncreeksq** [Follow](#) [+](#) [...](#)

1,030 posts 1,209 followers 381 following

**Barton Creek Square**  
Follow us for fashion, events and everything you need to know about destination shopping center Barton Creek Square.  
[bddy.me/36ebclO](https://www.bartoncreeksq.com)

**POSTS** **TAGGED**

**Barton Creek Square** Sponsored

Reserve your socially distanced visit with Santa today!  
Things to know:

- ✓Santa & his helpers are masked
- ✓No lines
- ✓Enhanced cleaning between each visit

**LIGHTS. CAMERA. SANTA!**

**FAMILY** with SIMON

**Book Now**

SIMON.COM  
Visit with Santa by Appointment  
Now-December 24



# SOUTH CONGRESS

**Positioning:** The SoCo District is a **vibrant neighborhood** that captures **the essence of Austin's quirky vibe**.

**Distance from Sunset Valley:** 5 miles

South Congress is a District with **homespun character** and boasts the story of Austin's yesteryear in its boutiques, eateries, galleries and music venues.

South Congress draws plenty of **foot traffic** to its vibrant stretch of **hip boutiques**, **trendy lodging options** and **Austin-original eateries**. Also has plenty of **live music shows**, including nightly sets at the Continental Club.

This area organically evolved into what it is today and has become a must do experience when visiting Austin. From **First Thursday's** to **unique murals** and plenty of **iconic photo opportunities** they have created an experience that visitors from all around the world want to cross off their bucket list while visiting Austin.

**South Congress is at South Congress.** Nov 20

**YOU'RE INVITED** Wanna support local this season? Join us with our pals down the block, @musiclaneaustin for an epic **#SoCoStroll!** W... See More



Sip, shop and stroll with us on the Avenue as we celebrate all things merry and bright.

MusicLaneATX.com/SoCoStroll

**South Congress is at The Continental Club.** Aug 7 - Austin

**\*GIVEAWAY\*** Keep Austin venues alive! In the spirit of live music on a Friday night, we're giving away 2 tickets to @benkweller's livestream at @continental... See More



2 Shares Like Comment Share

**South Congress is at Birds Barbershop** (1902 S Congress Ave, Austin, TX). Oct 19

**#MeetTheMerchants** @birdsbarbershop is an Austin grooming institution! Founded in 2003, Michael Port and Jayson Rapaport opened the SoCo location!... See More



**South Congress is at Home Slice Pizza** (South Congress). Oct 5 - Austin

Register to vote for Austin's next generation! Deadline is TODAY Take five minutes to visit [Vote.org](http://Vote.org) to triple check your voting status! by @shelbyhugs



**South Congress is at Birds Barbershop** (1902 S Congress Ave, Austin, TX). Nov 20

**#FanArtFriday!** @coloringatx we've said it before and we'll say it again, buy her prints! We love this one of SoCo classic @birdsbarbershop ... See More



## Shopping Center Takeaways

### Successful Shopping Centers...

- Offer a wide variety of shopping options and services, or some exclusive retailers, and/or even an eclectic mix of specialty shops, most offer an array of shops from discount to premium to attract all kinds of shoppers
- Create an attractive experience for adults and children alike to spend time at their location from seating areas, benches and playscapes to outdoor cafes, arbors, and art work.
- Although some shopping areas are so big that people to drive from one end to another, most are organized in ways that encourage you to walk and explore (strategically positioned in clusters with a variety of different retailers) so walkability is incorporated in the design of the shopping center

# Shopping Center Takeaways

## Successful Shopping Centers...

- Engage with their customers via advertising and social media and have their own presence above and beyond their retailers.
- Most of these centers had more paid advertising when they opened (usually OOH and radio in the mix), however now that they've been around for a while, they rely mainly on social media.

# **CITIES**

**BEDROOM COMMUNITIES THAT SURROUND  
THE AUSTIN AREA**



# AT A GLANCE: Positioning, Slogans, Promises



*Kyle: The Pie Capital of Texas*



*Pflugerville: Where quality meets life.*



*Go Round Rock! (from Sports Capital of Texas)*



*Dripping Springs: The Gateway to Hill Country (also known as The Wedding Capital of Texas)*



*Breathe easy here.*



*Providing a soothing contrast to the rapidly growing Austin metro area, Lakeway is a community you can choose to visit on weekends, or live in full time.*



*Most Beautiful Town Square in Texas*



*West Lake Hills: No visible slogan.*



## KYLE

**Positioning:** The Pie Capital of Texas

**Population:** Approx 49,000

**Distance from SV:** 22 miles, 25 minutes

**Key Features:** Plum Creek Golf Course, Lake Kyle, Kyle Auction Oak, EVO Entertainment

Kyle is the **fifth fastest growing city** in the state of Texas and home to Plum Creek, 2006 Master Planned Community of the Year.

**Historically tied and building our future,**

Kyle is striving to maintain the small Town Texas charm while positioning itself to be a vital part of the corridor economic development. **A gateway to the Hill**

**Country,** Kyle is just a few miles away from many **natural attractions, shopping and historic landmarks.**





# ROUND ROCK

**Positioning:** Go Round Rock!

**Population:** 133,000

**Key Features:** Dell Diamond Stadium, Downtown Round Rock, IKEA, RR Premium Outlets, Kalahari Resort.

**Distance from Sunset Valley:** 25 miles

Round Rock coin themselves as the **Sports Capital of Texas**. The Dell Stadium and conference center has drawn record crowds since opening in 2000. The city plans to continue to enhance their **sports tourism** in coming years.

Major employers include Dell Technologies, Emerson Automation Solutions and three regional hospitals. It has an award-winning park system, school district and is one of the safest cities with a population of at least 100,000.

On November 12, 2020 Kalahari Resorts opened a location in the city and features the **Largest Indoor Waterpark in America**, along with 975 hotel rooms, 4 restaurants, & Tomfoolery's Adventure Park.





## BUDA

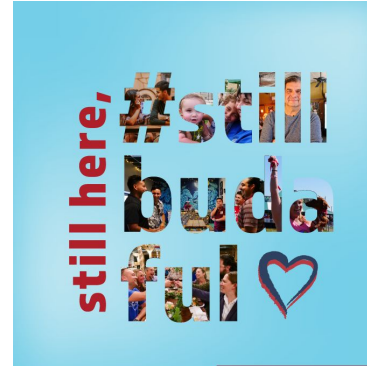
**Positioning:** Breathe Easy Here

**Population:** Approx. 16,500

**Distance from SV:** 15.5 miles, 20 minutes

**Key Features:** Main Street, parks and hiking, “renovated” downtown area

Buda offers a taste of **small-town charm** while **in the midst of a growing region**. The center of the town in Main Street, where the Buda Municipal Complex sits surrounded by **parks, oak trees, and historic landmarks**. Just down the road, you’ll find a vibrant, **rejuvenated downtown** with award-winning businesses. Buda was also named the **"Outdoor Capital of Texas"** by the State of Texas Legislature due to its high percentage of parkland. You can **go "off the beaten path"** and explore Buda's hike and bike trails in one of their 13 scenic parks and natural areas, including the 54-acre Historic Stagecoach Park.





# DRIPPING SPRINGS

**Positioning:** The Wedding Capital of TX, also known as The Gateway to Hill Country

**Population:** Approx. 6,200

**Distance from SV:** 20 miles, 30 minutes

**Key Features:** Wineries, craft breweries, Hamilton Pool, over 35 wedding venues

Dripping Springs is well-known as the **“Gateway to the Hill Country.”** Located just 25 minutes west of Austin, Dripping Springs is home to spectacular natural wonders, historic treasures, unique shopping, eclectic live music venues, a plethora of **vineyards**, craft breweries and local distilleries and legendary hospitality. Also, recognized as the official, **“Wedding Capital of Texas,”** Dripping Springs is a premiere destination location, as well as being a great base for exploring the rest of the Texas Hill Country. Jump in that car and head this way...**Dripping Springs....It All Starts Here.**





## WEST LAKE HILLS

**Positioning:** Dedicated to their rural environment and natural beauty

**Population:** Approx. 3,500

**Distance from SV:** 7.5 miles

**Key Features:** Proximity to Lake Austin, known for being a wealthy suburb, have a hospital and an HEB

The city of West Lake Hills was founded and incorporated as a village on September 9, 1953. The city today is comprised of 2,560 acres (4 square miles) with approximately 40 miles of public streets. The population is 3,500 (2018 census) with approximately 1,000 homes and 200 businesses.

West Lake Hills is **unique in many ways**. The citizens, along with their elected and appointed officials, are dedicated to **preserving the rural environment and maintaining the natural beauty** of the area.





# BELTERRA

**Positioning:** Life Wide Open

**Population:** Approx. 58,000

**Distance from SV:** 14 miles, 22 minutes

**Key Features:** Residences, parks & trails,  
The Retreat at San Saba, Belterra Village

It is trail running active and backyard barbecuing relaxed. It is a rock-and-roll attitude with rolling hills peacefulness. It is eclectic and independent, but also warm and welcoming.

Beltterra is the community where **residents get the most out of every element of this distinctive lifestyle**. Where they have access to the **great education** and **authentic community** of Dripping Springs, engage with the **culture and spirit of Austin**, and recharge in the **outdoor playground of the Hill Country**.



## City Takeaways

- Most cities focus on a combination of contrasting characteristics. (For example: relaxing + city life or historic ties + building a future)
- Now we have the opportunity to find our own unique points of value that will make Sunset Valley different from all the rest
- In order to stand out, we need to use every weapon in our arsenal and find the right balance of focusing on:
  - Sunset Valley's history and where it's headed
  - Rural vs. City life feel
  - Something that makes Sunset Valley especially unique

## City Takeaways

- Most cities have public/private partnerships and seem to be in communication with each other to cross-promote each other and events
- These cities have social media presences that focus on their communities, local happenings and local features

# CONCLUSIONS

## WHAT WORKS

- Mixed use shopping centers with fundamental retailers and services that support everyday life
  - Example: Grocery Stores/Banks/ Coffee Shops/ Dry Cleaners/Apparel/ Gyms/ Salons/ Fast Casual Food
- Exclusive retailers that you can't find anywhere else, as well as diverse retailers (from value to premium)
- Master-planned communities that are announced in advance and rolled out in phases
- Having a very intentional and curated social presence
- Branding that is reflective of the aspirational experience

# SWOT ANALYSIS

# RESEARCH DISCUSSION

# RESEARCH DISCUSSION: RESIDENT RESEARCH

- Resident research will start after the first of the year
- The survey will be approximately 35 questions about:
  - **Demographic Information:** Age, Gender, Ethnicity, Length of Residence in Sunset Valley, potentially HH income and level of education
  - **Quality of Life in Sunset Valley:** privacy, access to nature/trails, proximity to Austin, quality of city services, lower taxes, shopping, walkability, etc
  - **Shopping Experience in Sunset Valley:** how often they shop, which stores they shop at, do they know the shopping centers by name
  - **Shopping Growth:** what kinds of new stores they'd like to see in Sunset Valley, potential for grocery stores, what they'd like the shopping experience to be in 5-10 years
  - **Shopping Outside of Sunset Valley:** Wal-Mart and Target shopping frequency, who they think shopping center/area competitors are

## RESEARCH DISCUSSION: BUSINESS STAKEHOLDER RESEARCH

- This will be a qualitative (not quantitative) survey with business owners and managers of stores in Sunset Valley. This survey will be completely confidential and we'd like to talk to approximately 10-20 business people.
- These will be interviews conducted via Zoom or phone and will go 45 minutes to one hour. These conversations will be focused on:
  - **Business Environment:** traffic, this year vs past years, overall health of business pre-COVID (in the past 3-5 years, was it growing, stagnant or in decline?)
  - **The Future of the Shopping Experience:** what would you do to help improve the experience, what kinds of businesses would you want to attract (local or big box?), monthly or quarterly events to attract shoppers
  - **Boundary Definition:** do shoppers know your shopping district is in Sunset Valley, do shoppers refer to your shopping area as Sunset Valley or Brodie Lane

## RESEARCH DISCUSSION: SHOPPER RESEARCH

- This research is not covered in this year's marketing budget.
- If implemented, this research would survey Sunset Valley shoppers in a 10 to 15 mile radius around Sunset Valley. The cost of this survey would be around \$35,000.
- This survey would focus on:
  - **Other Shopping Needs:** Would a grocery store in Sunset Valley encourage them to shop there more?
  - **Competition:** Test the top 10 competitive shopping districts to see where these people prefer to shop. Also, see why they prefer to shop where they do.
  - **Shopping in Sunset Valley:** Test to determine what would make SV more attractive for shoppers to shop there (live music, locally owned restaurants, more shops like on South Congress, more high-end shops)
  - **Boundary Definition:** Determine whether shoppers refer to the area as Sunset Valley or “the shops on Brodie Lane”

# AGENCY SCOPE

# AGENCY SCOPE

- Strategic Marketing Plan
  - Detailed plan for 2021 and high-level recommendations for overall vision/direction
  - Recommendation of ways to articulate Client's marketing effort goals; define markets and promotional avenues; and advise on strategies to better promote and create awareness of Sunset Valley

# AGENCY SCOPE

- Creative Development
  - Logos (an updated identity in the form of a new logo for SV)
  - Messages (a variety of ads that express the SV brand)
  - Mission statement (SV has a mission statement on the website, we feel a vision statement would be more appropriate given the work we've been hired to do)
  - Tagline (a slogan or key phrase that is used across all marketing channels)
  - Other products to support the overall marketing initiative and creation of a unique selling point for the "City of Sunset Valley" (a digital strategy deck that SV can share with potential business partners and residents)
  - Design and copywriting (included in all ad executions for paid media)

# AGENCY SCOPE

- Social Media
  - The Agency is responsible for the development of Social Media content strategies (this is part of the media plan that focuses on content categories and how to deploy them)
  - Monthly analytics and reporting (a monthly Powerpoint deck showing the previous month's highlights and results for boosted/paid social which we created and oversaw)
  - Monthly content calendars (a recommendation in the form of a calendar for timing, cadence and content categories to be handed off to the city's designated social media manager)
  - Graphic design and copywriting for various socially-branded and/or promotional/event posts (3-5 major events that are part of the official marketing/media plan that will have ads and/or sample posts to be executed by the city's social media manager)

# AGENCY SCOPE

- Production
  - There is a \$12,500 production budget set aside to produce physical deliverables such as banners, posters, vinyls for OOH, photography/video and to purchase stock images if needed
  - Ampersand will:
    - Identify vendors capable of producing assets designated in the final approved plan
    - Procure estimates from potential vendors
    - Oversee production timeline, billing, and delivery of the assets

# AGENCY SCOPE

- Implementation of Creative
  - Media Planning (budget and flowchart)
  - Media Buying (negotiating and placing creative assets)
  - Production (see previous slide)
  - Recommended positioning logo and brand guidelines (a digital style guide to be produced in stages as a concept is adopted and assets are created)
- Oversight of production for strategic plan for 2020/2021 (see previous slide regarding strategic deck in digital format)
- Evaluation of Marketing Plan (a comprehensive performance report at the end of the campaign period)
- Research (residents & executive business stakeholders)

# AGENCY SCOPE

- Out of Scope Areas
  - Although the Agency will actively manage other third-party vendors in terms of producing some creative deliverables the following creative related assets and/or work product **does NOT** fall under the Agency's scope of work:
    - Moderation of Client's social media platforms (i.e., responding to comments, questions, complaints, creating organic posts/content for daily communications, managing social accounts/pages, etc.)
    - Website Analytics & Reporting
    - Website CRM & CMS
    - Website monitoring, design, programming or content
    - SEO oversight & related deliverables
    - SEM oversight & related deliverables
    - Potential shopper research (not in current marketing budget for 2021)



# NEXT STEPS

# NEXT STEPS

December

January

February

## MEETINGS:

**Week of 12/7:** Subcommittee meeting to conduct SWOT Analysis and review the Competitive Audit (DONE)

## DELIVERABLES:

Template for resident research, template for business stakeholder research, SWOT Analysis, Competitive Audit

## MEETINGS:

**Week of 1/4:** Subcommittee meeting to discuss tone and personality

**Week of 1/18:** Brand platform, messaging and positioning presented, review creative brief for creative development

## DELIVERABLES:

Brand platform, messaging and positioning, creative brief, survey questionnaire approval

**Note:** Research being conducted during this time

## MEETINGS:

**Week of 2/1:** How Media Works/Our Approach to Media

**Week of 2/15:** Research findings and strategic framework presented

**Week of 2/22:** Media plan presented

**First week of March:** Presentation of creative campaigns

## DELIVERABLES:

Research findings, strategic framework, media plan

## NEXT STEPS

- Connect Ampersand with researcher at Retail Coach
- Connect Ampersand with shopping center leasing agents (and inform them that we will be reaching out)
- Schedule next meeting for 1st week in January to discuss Sunset Valley's tone & personality



**THANK YOU!**