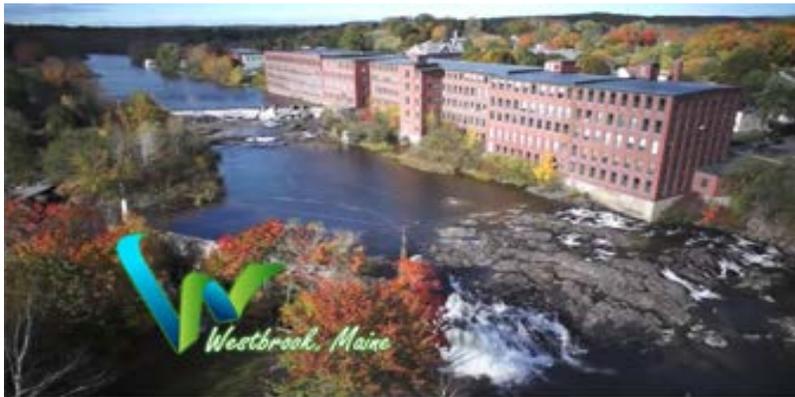




## **City of Westbrook Statewide Awareness TV Campaign**



**MEDIA PARTNER:** WGME, Portland

Launch Date: September 30, 2015

### **2015-2017 THEME TAG:**

**Westbrook: Small City, Big Future**

View all ads at <https://vimeopro.com/cityofwestbrook/westbrook-maine-small-city-big-future>

Website Prototype: To be mapped to [smallcitybigfuture.com](http://smallcitybigfuture.com)

<https://sites.google.com/site/smallcitybigfuture/>

### **STRATEGY**

The City of Westbrook partnered with WGME, City Businesses, Corporations and Organizations to develop a far-reaching campaign that will help shift perceptions of the City of Westbrook being an "old mill town" to the understanding of the opportunity and potential of the City to have a BIG future. All of our messaging whether broadcast, online, in print or in person will deepen the Small City, Big Future campaign.

The City has produced multiple spots highlighting key positive aspects of the City. The business community has and will continue to produce TV spots that will enlighten the public on the thriving



business community in Westbrook as well as the positive collaborative environment the City of Westbrook has created.

We express through authentic content including testimonials, stories, videos, news updates and television spots how the City of Westbrook is a smaller city with a business friendly climate and a strong sense of community,

## **RATIONALE**

The citizens of Westbrook are proud that the City of Westbrook is in fact a “small city”. It differentiates Westbrook from larger cities like our neighbor Portland as well as distinguishes Westbrook from a smaller or more rural community with limited industry, educational and employment opportunities. “Big Future” speaks to the direction in which we are moving. It implies that in this city there is opportunity for business, jobs and prosperity. We are effectively spreading the word that Westbrook is well on its way to an exciting future.

Our own community and business members make the most authentic spokespersons and have provided positive feedback in many instances. They appear in many of the spots.

The model we are using is a collaborative approach which will mutually promote the City and Westbrook businesses as well as extend the City’s investment far beyond our share of the cost. Through this campaign we strive to create awareness throughout the region about the City of Westbrook being a great place to live, learn, work, play and do business, as well as provide greater exposure for our valued business partners.

This unique collaborative marketing approach allows us to reach a wider audience and increase frequency and consistency in delivering our message about the great things happening in the Westbrook, as well as highlight our business community. The reach of television is far and wide and allows us to broadcast our message to a diverse audience.

A continued campaign lets us build on the awareness already created and highlight more of the positive aspects of Westbrook which might not be known to people and businesses who do not reside in Westbrook.

## **EXECUTION and TREATMENT**

WEIC INVESTMENT \$15000

CITY AD #1: Mayor - Awareness Spot: <https://vimeo.com/140934031>



Our Flagship Spot – this spot has a segment that can be swapped out per sponsor.

*I love Westbrook, It's a great place to live, learn, work and play. We're convenient to Portland, of course, but we've also got world class companies right here. We have a growing sector of higher education and a thriving community of artists, entrepreneurs and small businesses. Add to that our parks, trails, recreation activities, and Westbrook is a great place to raise a family; and that's what it's all about. **Westbrook: Small City, Big Future***

[CITY AD #2: Tough Mudder](https://vimeo.com/142945667) – Successful Public Private Partnerships, Event Hosting, Event Destination  
<https://vimeo.com/142945667>



*I love being an entrepreneur in Westbrook. Sunset Ridge and the City of Westbrook have worked on many public-private partnerships. One shining example is our effort to bring Tough Mudder to the City of Westbrook. They have been extremely impressed with the strong partnership between Sunset Ridge and the City of Westbrook. In fact, they've said they've never experienced a partnership like this anywhere else. The Tough Mudder has infused over \$9 Million into the local economy. Westbrook: Small City, Big Future*

[CITY AD #3: School Music Program](#) – The Music Program in Westbrook schools is a point of differentiation from any other school in Maine.– Westbrook has a strong tradition in Music, from Rudy

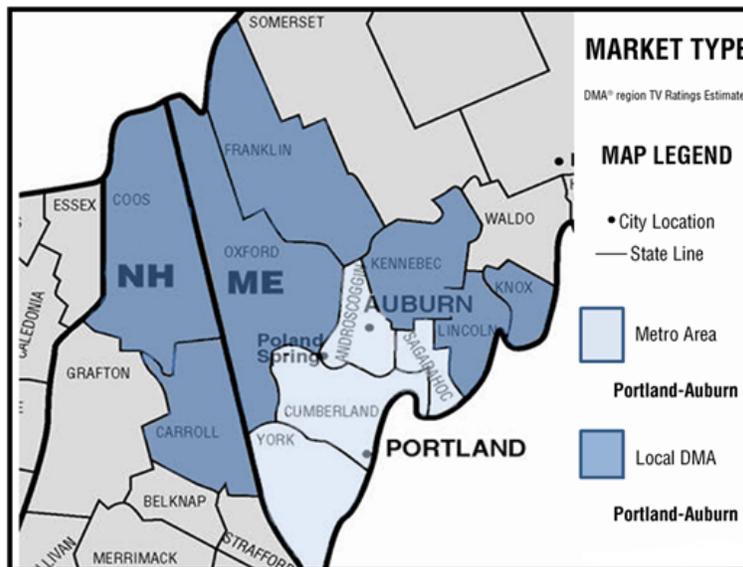


Vallee to State and Nationally Recognized marching band and ensembles, the Westbrook music program has become a magnet for attracting talented musicians to our community.

<https://vimeo.com/179791606>



## RESULTS TO DATE



The City's TV campaign has accomplished the following according to Nielsen:

Reached over 79% percent of the population 18 and over in the Southern Maine DMA with a frequency of 4.78. This means that over 575,000 adults 18 and over have seen one of the city's branding messages almost 5 times each.



## TITLE SPONSOR

# ACADIA INSURANCE



Investment \$15,000 Budget Split - 50% of budget ran Westbrook Ads

50% Westbrook themed Acadia Ads



<https://vimeo.com/156022569> | <https://vimeo.com/155884641> | <https://vimeo.com/155888079>

Acadia's TV campaign has accomplished the following according to Nielsen:

Reached 68% percent of the population 18 and over in the Southern Maine DMA with a frequency of 3.66. This means that over 490,000 adults 18 and over have seen one of the Acadia branding messages almost 4 times each.



## TITLE SPONSOR

# HUSSON UNIVERSITY



Investment \$15,000 – Budget Split - 50% Westbrook Ads 50% Husson Ads



<https://vimeo.com/174109891>

### **IN PROGRESS - RESULTS TO DATE:**

Total reach and frequency so far (Campaign runs through beginning October)

Reached 67% percent of the population 25 and over in the Southern Maine DMA with a frequency of 4.37. This means that over 438,000 adults, 25 and over, have seen one of the messages more than 4 times each.



## TITLE SPONSOR

# SAPPI NORTH AMERICA

# sappi

Investment \$15,000

Budget Split 50% Sappi 50% Westbrook Ads

Indirectly shifts the perceptions of Westbrook as an old mill town. This spot exposes the thriving business that exists in former paper mill. The materials Sappi creates end up in everyday products all over the world. We think not many people know this and this will instill pride in the community and be an eye opener to those who still perceive Westbrook as an old mill town.

<https://vimeo.com/184357351>

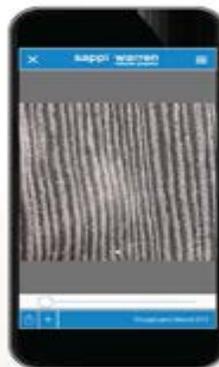


# sappi

150+ Years  
of Paper Making  
*Innovation*

[www.sappi.com](http://www.sappi.com)

**Sculptured  
Wood 873**





SPONSOR

LEE AUTO

Investment \$3000



WGME ID'S

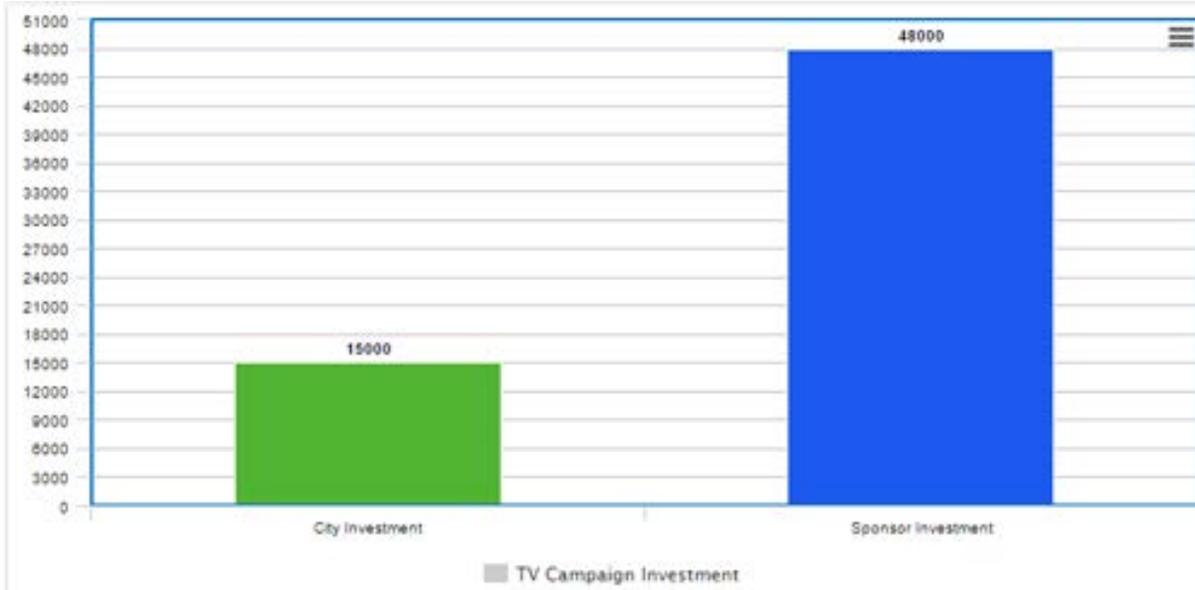


<https://vimeo.com/174603567> | <https://vimeo.com/174603208>





### Investment



### Value



### Westbrook

Report Type: Share  
 Report Completed: 7/11/2016 9:33:03 AM EDT  
 Reported Time Period: 9/14/2015-6/26/2016 (Spot TV adjusted dollars through 5/31/2016)

ADVERTISER	TOTAL	WGME		WPFO	
	DOLS	DOLS	DOLS % ACROSS	DOLS	DOLS % ACROSS
Westbrook ME	32,096	29,034	90.5	3,062	9.5
<b>GRAND TOTAL</b>	<b>32,096</b>	<b>29,034</b>	<b>90.5</b>	<b>3,062</b>	<b>9.5</b>

Kantar is a reporting system used by all the TV stations to determine who is spending what on what station. Speaking to the management of the account (i.e. using open inventory to maximize the effect of the campaign) Kantar determined that the value of the City’s spots was over \$32,000.

Note: WGME has submitted three spots collectively in the “Best Campaign” category for the Maine Association of Broadcasters awards.



## **THANK YOU LETTER**

Dear Business & Community Partners:

The City of Westbrook would like to extend our sincere gratitude for your participation in our *Small City, Big Future* television campaign. Through this campaign we strive to create awareness throughout the region about the City of Westbrook being a great place to live, learn, work, play and do business, as well as provide greater exposure for our valued business partners.

This unique collaborative marketing approach allows us to reach a wider audience and increase frequency and consistency in delivering our message about the great things happening in the Westbrook, as well as highlight our business community.

Your participation and support has not only made this campaign possible, but has made it successful. We expect the campaign to extend for the next few years as more businesses continue to participate in this sponsorship opportunity at a variety of levels.

To date, the ads and campaign have been very well received and have generated a lot of buzz throughout the region. They have brought positive attention to Westbrook's business sector and have highlighted positive aspects of our mutual collaborative spirit, community involvement and educational opportunities. We continue to hear positive feedback, and the widespread reach and exposure has already exceeded our expectations.

We want to sincerely thank our Title Sponsors and the Westbrook Environmental Improvement Corporation. Your financial support of this campaign goes directly to furthering our reach by providing us with more spots on WGME.

This is an exciting time for the City of Westbrook, and we are grateful for your generous support which exhibits a true sense of community and successful public-private collaboration. Because of your involvement, this campaign will undoubtedly help this City on its way to a *Big Future!*