

## **Best in the West Submission**

**Entrant:** Teri Smith, Robson Street Business Association

**Title:** #onRobson Digital Campaigns

**Category:** Marketing

**Timeframe:** January 2017 to January 2018

**Description:** Robson Street Business Association has created an annual digital storytelling strategy featuring a collection of fashion, food and lifestyle campaigns, in collaboration with well-known local influencers, as part of its overall marketing program. Our content uses a mix of photography, cinemagraphs and video that enables us to promote Robson Street in a unique and innovative way, creates relevancy for Robson Street as a destination shopping and dining district, and strengthens our social media engagement, our relationships with businesses #onRobson, as well as those with the influencer community.

### **Opportunity and Need**

The Robson Street Business Association (RSBA) is located in the heart of downtown Vancouver and represents the main shopping area between Burrard and Jervis Streets. The three block district is home to many local, national and international fashion brands, as well as great eateries and cafes.

Robson Street was once *the* destination for people to gather, shop, dine, people watch etc.; however, as suburban shopping malls have evolved, expanded and increased their retail offerings, and with a number of destination neighbourhoods to shop, dine and explore in Vancouver, Robson Street has lost some of its cachè over the years.

To increase Robson Street's competitive edge, we first recognized that we needed to highlight the shopping and dining offerings available, but in a unique, non-traditional way. Determining how to deliver our message in an already cluttered advertising world was vital. Our main demographic is 25 to 34 year old women, which is also a group that is very social media savvy and connected. With Robson Street being active on Twitter, Facebook and Instagram, there was an opportunity to use digital storytelling to reach our target audience.

### **Goal/Objectives**

Recognizing the importance of social media in today's world and the popularity of blogging, we surmised that partnering with local lifestyle and foodie influencers would help us feature the great fashion and dining opportunities on Robson Street in a more relatable way, while strengthening our brand awareness and relevancy. Secondly, our lifestyle series collaborations were anticipated to lead to targeted growth of our own social media channels by the exposure of our brand to the influencer's followers and through associated contesting. Lastly, the blogger series provided our community of social media followers with engaging content that is consistent with our lifestyle brand.

In relation to fashion, lifestyle and dining, it was our goal to highlight the various shops and restaurants on the street, but with a storytelling approach, as we believed this would create more interest and authenticity for readers, as opposed to traditional advertising. We also selected popular local personalities and foodies, who represented our main demographic, to partner with and feature in our series. It was anticipated that our current following would be enhanced with new followers who have a particular interest in fashion, culinary or lifestyle content, which would broaden our current base and strengthen our lifestyle brand for Robson Street.

### **Audience**

The main target audience for Robson Street is females ranging in age from 25 to 34, and therefore this was the main group we were interested in targeting in each of the series, however, we were not as gender constrictive with our dining

features. Individuals who have a keen interest in fashion, dining and lifestyle were further targeted from this age demographic via the selection of bloggers, influencers and personalities we partnered with.

Since Robson Street is active on Twitter, Facebook and Instagram, we shared the content across all of our platforms and our blog, however, we concentrated our growth efforts on Instagram.

## Implementation

The RSBA annual marketing budget is \$125,500 and of this we allocated approximately \$11,000 (~9%) to our social media collaborations, as part of our overall digital strategy. Fortunately, through many partnerships with our businesses, we were able to stretch our own marketing dollars further. Businesses provided many comped meals, products and services, stylist pulls for clothes or significant discounts. Furthermore, the influencers we collaborated with were provided with experiences, not financial compensation.

The budget was broken down as follows:

Seasons #onRobson Campaigns:

Spring	\$1565
Winter	\$1500
Cinemagraphs	\$1500
Seattle Influencers	\$4080
North Shore Mama	\$ 400
EatRobson:	
Spring	\$ 560
Fall	\$1296

**Total** **\$10,901**

With social media and blogging becoming a main stream phenomenon, there is no shortage of interesting influencers to partner with. However, we selected local (and nearby) influencers that were representative of Vancouver lifestyle, had a strong following with robust engagement, and were aligned with our brand and target demographic.

In 2017, we introduced our Seasons #onRobson video series and collaborated with local artist, Ola Volo, photographer, Henry Hwu, dancer and aerialist, Kristyn Konig to highlight Spring #onRobson, as well as TeamChomp founder/foodie, Rich Won, Blenz Marketing Director, Janelle Saccucci and Saje Influencer Marketing Specialist, Kelly Kong for our Winter #onRobson campaign. We brought these six talented influencers stories to life while incorporating Robson Street, as well as its shops and restaurants, into the backdrop. The photography and videos we produced for our digital story campaigns were shared through our social media and blog, as well as on the most of the influencer's social media accounts.

Also during spring, we hosted four Seattle fashion and lifestyle influencers for the ultimate Robson Street experience. Molly Clifton of Style Miss Molly, Molly Perdue of Molly's Musings, Megan Little of Sort of Style and Maddie Haisch of Black, White & Brunette enjoyed a fun-filled weekend of dining, shopping and pampering. We partnered with a number of our businesses from the local hotel to various restaurants and cafes to shops, salons and boutiques to introduce the girls to the best that Robson Street has to offer. They recounted their experience through social media and their personal blogs and we shared the content as well.

In the summer, we collaborated with Jessica Gibbons of North Shore Mama to highlight a mother and daughter day #onRobson. Jessica and her daughters enjoyed lunch on a Robson Street patio, indulged in sweet treats from local

chocolate and candy shops and shopped until they dropped. Jessica put together a blog post summarizing the experience and shared the photos across her own social media channels, as did we on the Robson Street platforms.

Additionally, Robson Street featured two installations of our #EatRobson campaign in spring and fall, a dining focused series that follows local foodies as they tour their favourite Robson Street restaurants and cafes. We partnered with Courtney Hwang of Zesty Vancouver, Leila Likes of Leila Likes, Areta Wong of Foodgressing, Belinda of Rain City Eats, Deanna Woo of Deanna Woo, Steph Wan of Candy Complex and Jacqueline Chui of Jacqueline Chui who visited three to four spots each on Robson and shared their dining experience via their own Instagram and Instagram stories. A total of 13 restaurants and cafes were featured and four lucky followers had the opportunity to win a gift card to some of the featured restaurants through a giveaway partnership with the foodies. The resulting photos were also featured across Robson Street's social media.

To enhance Robson Street's social media and add new dimension, we started incorporating cinemagraphs to our content, which are still photos that feature one element of movement. Our cinemagraphs to date highlight cocktails, coffee, food, shopping and outdoor aspects of Robson Street. A total of ten have been created and shared via our social media channels and we are in the process of creating more.

## Results

Below is a summary of the overall growth of Robson Street social media, as well as campaign specific results from January 2017 to January 2018. In consideration of the numerous algorithm changes that have significantly affected growth and engagement across Facebook and Instagram business platforms, we have been satisfied with the numbers.

Overall results:

Platform	Jan. 2017	Jan. 2018	Growth
Twitter	10,373	10,809	+436 (4%)
Facebook	4,761	5,685	+924 (16%)
Instagram	12,558	15,518	+2,960 (19%)

Campaign specific results:

Campaigns/ Social Media Engagement	Spring #onRobson (3 videos)	Winter #onRobson (3 videos)	Seattle Influencer Tour	North Shore Mama	EatRobson	Cinemagraphs
Posts	44	17+	242	22	65	20
Views	19,594	14,055	n/a	n/a	n/a	7,221
Likes	1,866	2623	30,254	999	17,067	1142
Comments	106	384	2,128	176	4,847	33

We have seen positive growth across all of Robson Street's social media platforms, ranging from 4% on Twitter, to 16% on Facebook and 19% on Instagram. Our lifestyle and dining campaigns have been well-received and demonstrated strong engagement, both on our own social media platforms as well as on our partner platforms, as indicated by the totals displayed above. The collaborations have not only diversified our social content, but have also increased our

reach, growth, engagement and relevance as a lifestyle brand. Consequently, Robson Street often receives requests for partnerships with various fashion and lifestyle influencers.

The digital campaigns have further fostered stronger relationships with our businesses, as a number of them are featured in the videos and campaigns. Some of the head offices of businesses on Robson Street have contacted us to learn more about what we are doing and how they can get more involved, as businesses are seeing the value in our unique marketing initiatives.

Furthermore, we have also noticed that since launching our fashion, dining and lifestyle and dining campaigns, a number of competing shopping centres and districts, including Park Royal, Pacific Centre, Oakridge and South Granville have begun similar digital campaigns of their own, further cementing the value they see in our initiatives.

## **Supplemental Materials:**

### *Seasons #onRobson Video Series:*

#### *Spring #onRobson:*

Campaign Report - <..\..\..\..\MARKETING AND PROMOTIONS\SOCIAL MEDIA\Social Media Tracking\#SpringOnRobson Video Campaigns 2017.docx>

Ola Volo, Artist - <https://www.instagram.com/p/BSedx9UFojF/?taken-by=robsonstreet>

Henry Hwu, Photographer - <https://www.instagram.com/p/BTCguE3IXUV/?taken-by=robsonstreet>

Kirstyn Konig, Dancer & Aerialist - [https://www.instagram.com/p/BTg\\_DrZFFYW/?taken-by=robsonstreet](https://www.instagram.com/p/BTg_DrZFFYW/?taken-by=robsonstreet)

#### *Winter #onRobson:*

Janelle Saccucci, Marketing Director at Blenz - <https://www.instagram.com/p/Bdx7uJuHXKk/?taken-by=robsonstreet>

Rich Won, Founder of TeamChomp - [https://www.instagram.com/p/BeD5B-IHw\\_i/?taken-by=robsonstreet](https://www.instagram.com/p/BeD5B-IHw_i/?taken-by=robsonstreet)

Kelly Kong, Sr. Influencer Marketing Specialist at Saje - <https://www.instagram.com/p/BeV62ePHLZR/?taken-by=robsonstreet>

#### *Seattle Influencer Tour:*

Campaign Report - <..\..\..\..\MARKETING AND PROMOTIONS\SOCIAL MEDIA\Social Media Tracking\Events\Press Events\Seattle Influencer Tour.docx>

Style Miss Molly Blog - <http://www.stylemissmolly.com/girls-weekend-robson-street/>

Molly's Musings Blog - <http://www.mollys-musings.com/blog/2017/4/18/48-hours-in-vancouver-robson-street>

Sort of Style Blog - <http://www.sortofstyle.com/2017/04/25/robson-street/>

#### *A Day #onRobson featuring North Shore Mama:*

Campaign Report - <..\..\..\..\MARKETING AND PROMOTIONS\SOCIAL MEDIA\Social Media Tracking\North Shore Mama Mother Daughter Day #onRobson.docx>

North Shore Mama Blog: <http://northshoremama.ca/day-date-girls-robson-st/>

#### *#EatRobson:*

Campaign Reports - <..\..\..\..\MARKETING AND PROMOTIONS\SOCIAL MEDIA\Social Media Tracking\Influencer Food Tour Spring 2017.docx>

Campaign Report - <..\..\..\..\MARKETING AND PROMOTIONS\SOCIAL MEDIA\Social Media Tracking\Influencer Food Tour Fall 2017.docx>

*Cinemagraphs:*

Cinemagraph Report - ..\..\..\..\MARKETING AND PROMOTIONS\SOCIAL MEDIA\Social Media Tracking\Cinemagraph Tracking Spring 2017.docx

<https://www.instagram.com/p/BTKWcTOIjTK/?taken-by=robsonstreet>

<https://www.instagram.com/p/BTFJJQUIEIB/?taken-by=robsonstreet>

<https://www.instagram.com/p/BU Pu0pflFWH/?taken-by=robsonstreet>

<https://www.instagram.com/p/BUm64vbl2bj/?taken-by=robsonstreet>

<https://www.instagram.com/p/BUxEv1IF6ZR/?taken-by=robsonstreet>

<https://www.instagram.com/p/BVSr8FzFXgc/?taken-by=robsonstreet>

<https://www.instagram.com/p/BVpwpMhH-6K/?taken-by=robsonstreet>

<https://www.instagram.com/p/BWlqnL3nFah/?taken-by=robsonstreet>

<https://www.instagram.com/p/BerbHqvnrP3/?taken-by=robsonstreet>

<https://www.instagram.com/p/BeJr5gDnyRH/?taken-by=robsonstreet>