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Title of Entry

Downtown Kamloops Video Marketing

Category of Entry

Marketing

Project Timeframe

June 2018 to December 2018 and ongoing

Brief Summary (please limit to two sentences)

Downtown Kamloops has undergone major changes in the last couple of years, from a brand re-fresh to new leadership. Video has changed the game in marketing, we wanted it to change our game too.

Opportunity/Need

The Kamloops Central Business Improvement Association (KCBIA) is dedicated to maintaining a vibrant and livable downtown that is the focal point of Kamloops. We provide value to our members through advocacy, beautification, promotion, development and preservation of Downtown Kamloops. With media outlets often focusing on negative stories, we wanted to create an impactful positive experience to highlight our downtown core and tell our own story! The KCBIA has been undergoing an enormous amount of changes in the last two years. With a brand refresh in 2017 and new leadership in 2018, we have seen a significant shift in our methods. Downtown Kamloops has commonly relied on the use of radio adds, print and (more recently) boosting posts on social media.

We wanted to create a multi-purpose add that would make our viewers feel like they were smelling, tasting, enjoying and experiencing what they were viewing thus creating the desire to come downtown and actually experience it!
Our strategic goals are to enhance, sustain and attract business downtown and without customers, there would be no business.

Goal/Objectives

1. Creatively showcase downtown as a vibrant and exciting business community
2. Effectively use social media to gain momentum and awareness of the diverse business community downtown
3. Enhance awareness to the Downtown Kamloops brand
4. Work with partners to lower costs and work together as a unified community

Audience

Locals – reinforce reasons to shop in Downtown Kamloops.
While we understand the importance of catering to all age groups our target demographic is a mix of Millennials and Gen Xers – many professionals and young families.

We know that a lot of Millennials and Gen Xers have access to social media 100 percent of the time.

Video is an engaging and easy-to-digest tool that is easy on the eyes (when done right). Information used through video is quickly understood and easier than ready text, making it one of the best tools to utilize on social media.

Tourists – This video highlights the exciting aspects of Downtown Kamloops. The economic impact of tourists brings in $449 million with a total of 1.8 million people visit the city annually (Tourism Kamloops, 2018 year over view). Creating this video supported the entire downtown business community.

Implementation

After determining the need for this project, our Executive Director and Events, Marketing and Brand Specialist took to creating a suitable budget for this program and inquired various production agencies to find the most suitable team to assist us.

Total Downtown Kamloops budget to produce, edit and promote the video: $5,500. Expenses were shared with another organization.

Cost for everyone to watch and enjoy the video: priceless and effortless.

After researching a few local videographers, we found a team that could follow our brand and had the creative skills that could collaborate with our needs.
A significant portion of our annual marketing budget was invested into one project. We know that a lot of companies are regularly updating their video footage, so we reached out to Tourism Kamloops to see if they were looking for new material. We were able to partner with Tourism Kamloops and shared expenses. By doing this, we were also able to keep both of our brands consistent – promoting a unified brand for the Kamloops community.

Knowing our audience, social media and investigating a production agency that would work best for us, we knew that it was a risk we had to take – and we are glad we did!

Results

RESULTS
Facebook:
Estimated reach: 45K
Post engagement: 2.3k

Instagram:
Reach: 1860
Impressions: 2597

Twitter:
Impressions: 7340
Media Views: 1875

This video was shown at the home games for the Kamloops Blazers on the jumbotron from September 2018 to March 2019. The reach has been significant.
The videos are included on the KCBIA website and are regularly viewed.

Feedback from the Downtown Kamloops community has been overwhelmingly positive regarding the impact the video has had for businesses.

LINKS TO BOTH VIDEOS

https://www.downtownkamloops.com/
https://www.downtownkamloops.com/about-us/

Victory Statement

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to new leadership. Video has changed the game in marketing, we wanted it to change our game too.

Please Upload minimum 5 photos and your logo

- P1533197.jpg
- P1533665.jpg
- P1611633.jpg
- P1522547.jpg
- Vid.JPG
- Capture.JPG

Please upload a PDF file of your submission: (must be 2mb or less in size, please reduce graphics file size if necessary)

- Video-Engagement.pdf