

LOVE LOCAL



LOVE LOCAL INITIATIVE

POST CAMPAIGN OVERVIEW AND REPORT

The Mod team met with representatives of each city and toured each district, gathering information on the needs of the district, the types of businesses (retail, restaurant, service) and their available assets. An online survey was conducted prior to our in-person outreach. In the meantime, the design team at Mod began developing multiple campaign themes and design layouts that were then shared with Hennepin County to narrow the choices, and then on to each district to rank and comment through a second survey process. The “Love Local” concept was the clear winner and Mod created a media plan to execute the campaign.

The campaign transitioned into the Love Local Initiative that encompassed advertising in print and digital media. The domes were developed by Forecast Public Art (and a group of chosen local artists) and Mod worked with Hennepin County and Forecast to incorporate the domes into the marketing campaign.

OUTDOOR BOARDS

November 9 - December 13

Each district had one billboard (digital or static) for a four-week run leading up to Thanksgiving week, Black Friday and Small Business Saturday in November. Mod chose the most effective and nearby billboard options available for the holiday season.

6,000,000

Board Impressions

(Average cost per thousand - \$6.)

LOVE LOCAL SHOPS
Shopping Near Me
50th & FRANCE EDINA

LOVE LOCAL EATS
RESTAURANTS Near Me
CITY OF CRYSTAL

PRINT

INSERTS

Inserts were printed as an 11 x 17 sheet folded to 8.5 x 11, full color.

150,000

Inserted in Star Tribune

45,000

Inserted in Sun Newspapers

THE GROVE - MAPLE DRIVE
The Grove, near Maple Grove Hospital, is a great place to shop, dine and relax during the holidays, with lots of great shops and restaurants on a convenient, comfortable, classic main street experience.
www.maplegrove.org

WAZATA - LAKE STREET
Light Up the Lake Celebration! Friday, November 27
Light up the lake with the festive lights, live music and enjoy the view from the water with holiday meals, holiday light displays, warm fire pits, and more. The event will be held from 5:00 PM to 9:00 PM on Friday, November 27th. For more information, visit www.wazata.org.

VISIT THE DOMES THIS HOLIDAY!
The domes are coming to five cities across Hennepin County: Edina, Minneapolis, Maple Grove, St. Louis Park and Wazata. Local artists from Wazata, Hopkins, Excelsior, Appleton, Eden Prairie and Maple Grove, MN, have been commissioned to turn some of the domes into art and sculpture that bring warmth and joy. The artists will create fun and inviting spaces, meant to inspire the holiday spirit in our communities through art and gift-giving.

WHERE TO FIND THE DOMES:
Edina - Edina
Downtown Excelsior
Downtown Robbinsdale
Hopkins - Hopkins
Wazata - Lake Street

THIS HOLIDAY
LOVE LOCAL SHOPS, EATS, STYLES & MORE
YES WE'RE OPEN
LEAVE YOUR ONLINE ITEMS IN THE CART AND SHOP LOCAL
11 @STYLIC15
HUBBERS OF GIFT IDEAS
HENNEPIN COUNTY
MINNAPOLIS

SUN NEWSPAPERS

Each district had three half-page ads in their local Sun newspaper. There were more than one district represented in a few of these papers, due to geographic overlap. These ads ran on November 25, December 3 and December 10.

171,100
Total Circulation
(For a four week run)



DIGITAL ADS

Online ads were featured on the Sun publications web sites. These ran from December 1-15. They were general Love Local ads that linked to a campaign landing page on the Hennepin County website.

SUN PUBLICATION DIGITAL ADS

24,999
Digital Ad Impressions



OTHER DIGITAL AD CREATIVE

Digital ads were run on other platforms during the last two weeks of December.

DIGITAL AD IMPRESSIONS

624,989 **226**
Impressions **Click Throughs**
(\$7.90 cost per thousand)

SOCIAL MEDIA ADS

Ads were run on Facebook and Instagram over the last two weeks of December.

PAID SOCIAL LINK CLICKS AND IMPRESSIONS

243,213
Reach
765,226
Impressions
5,970
Click Throughs
(\$6.53 cost per thousand)



TOOLKIT TEMPLATES

Mod created over 225 templates as part of toolkits for the county and cities to continue the Love Local Initiative beyond the end of the contract. The templates were for print ads, social media content and digital ads for each city, for Hennepin County and for dome promotion.