

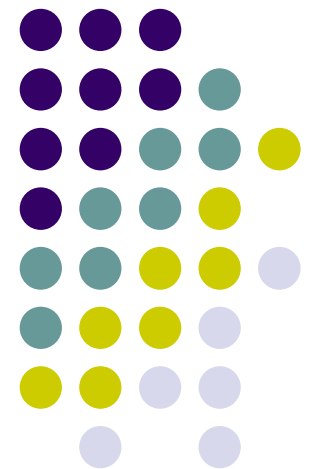
# *Know Your Target – Improve Your Plan*

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*2009 AAPA Public Relations Seminar  
June 23, 2009*



**A&K RESEARCH**



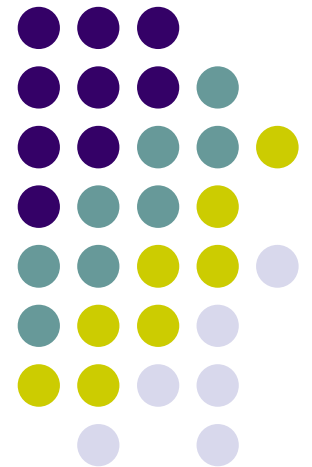
# A&K Research, Inc.



- Firm Belief that Research Provides the Tools Communicators Need for Success
- Agencies Find Research Useful for...
  - ❖ New Business Pitches
  - ❖ Issue Understanding / 'Hot Buttons'
  - ❖ Pre-Post Campaign Tracking
  - ❖ Strategic Planning

# Pittsburgh Casino Attitude Survey

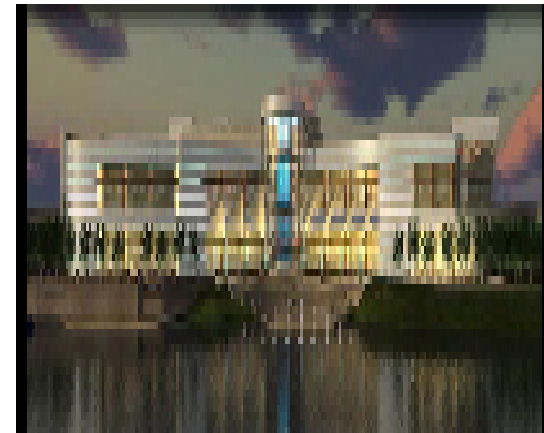
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# Pittsburgh Casino Attitude



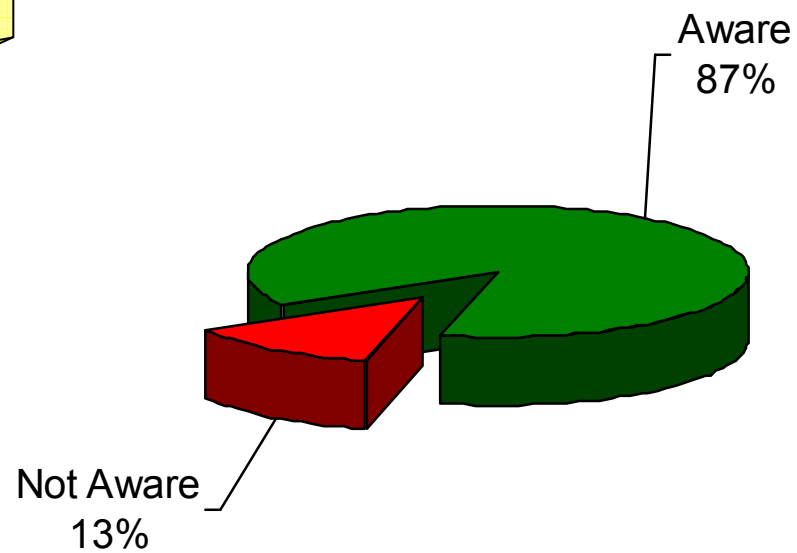
- **Objective: Determine community reaction to new casino, identify appropriate communication strategies**
  - ❖ **Measure awareness of casino**
  - ❖ **Strength of opposition, if any**
  - ❖ **Anticipated benefits**



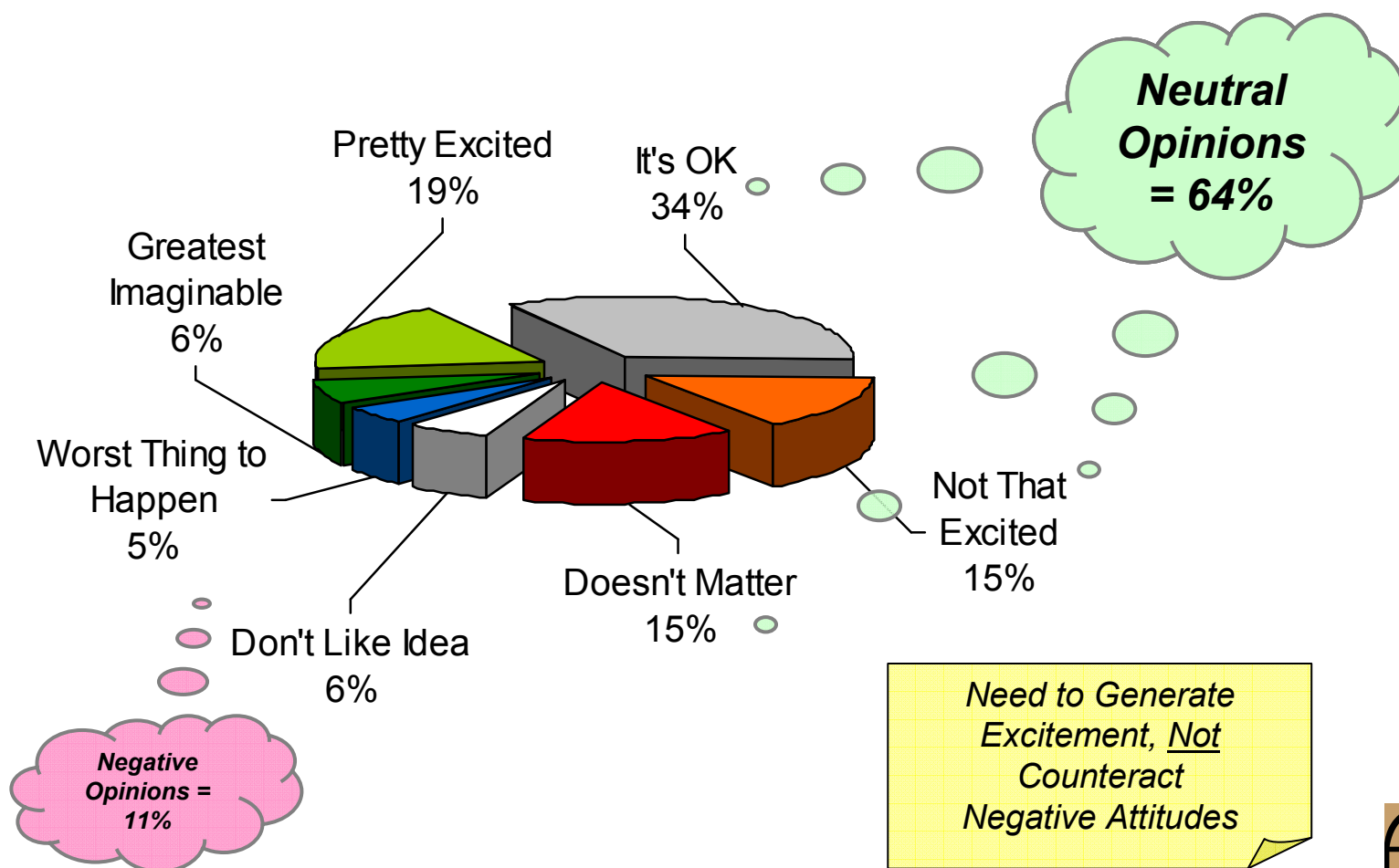
# Casino Awareness



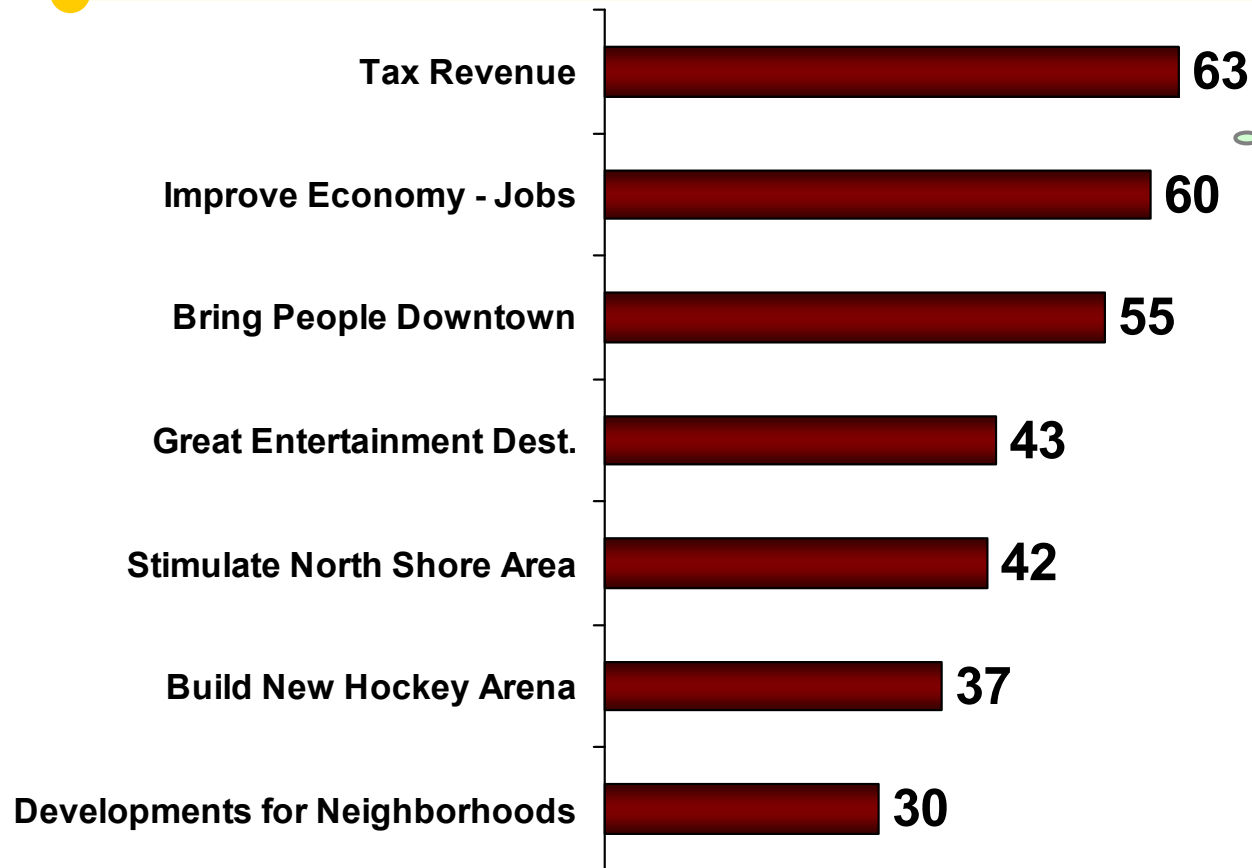
*Building Awareness  
Was Not the  
Challenge*



# Resident Sentiment



# Strengths to Emphasize



**Economic  
Reasons**

*Emphasize Broad  
Economic  
Reasons, Not New  
Developments*

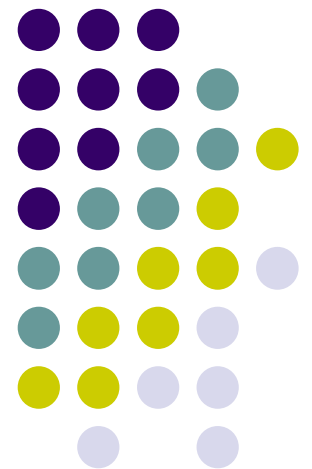
## **From the Website:**

*Rivers Casino will benefit everyone in the greater Pittsburgh area with new jobs and expanded support for our city..*



# Greektown Casino Perception Survey

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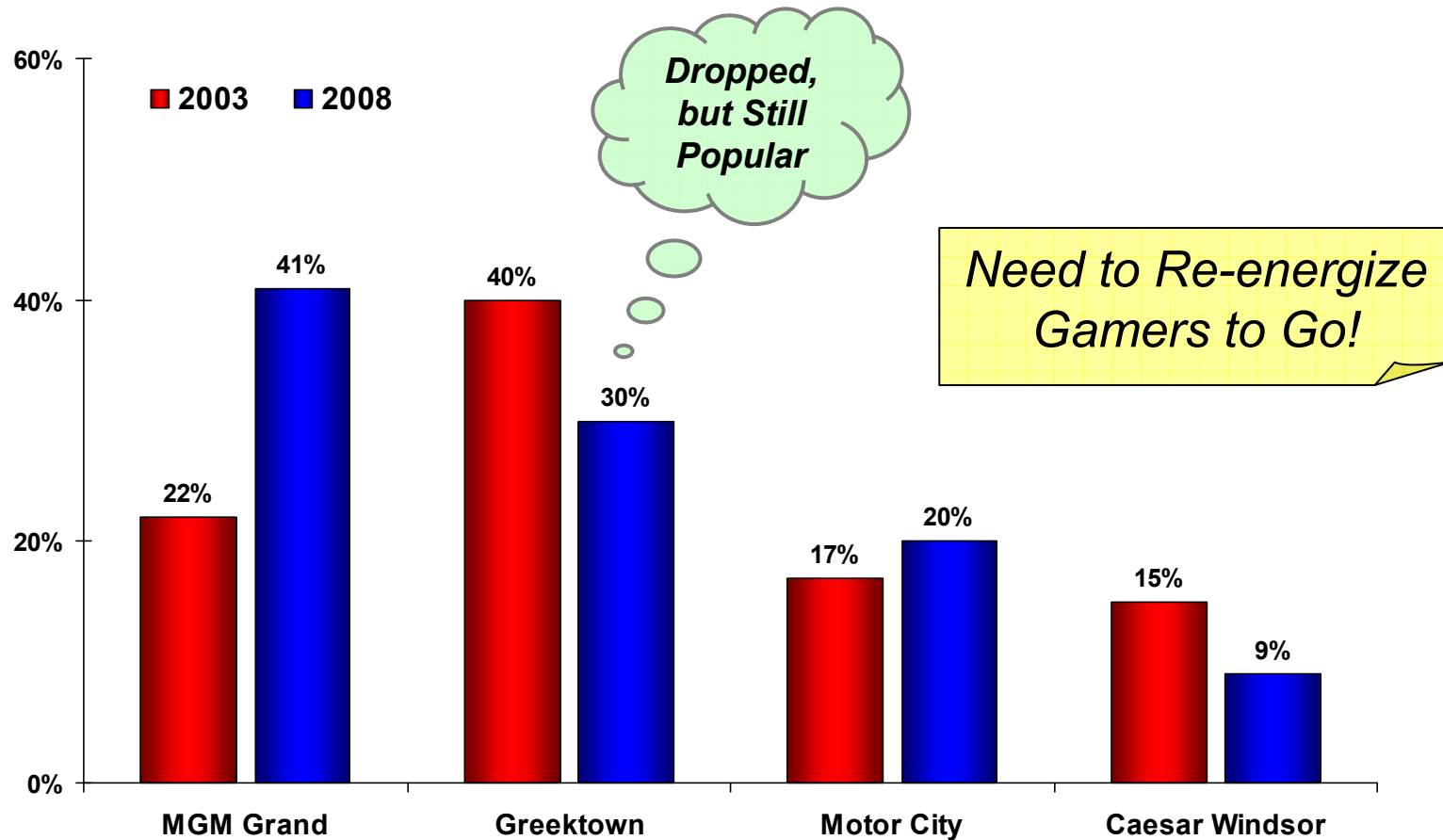
# Greektown Casino Perception



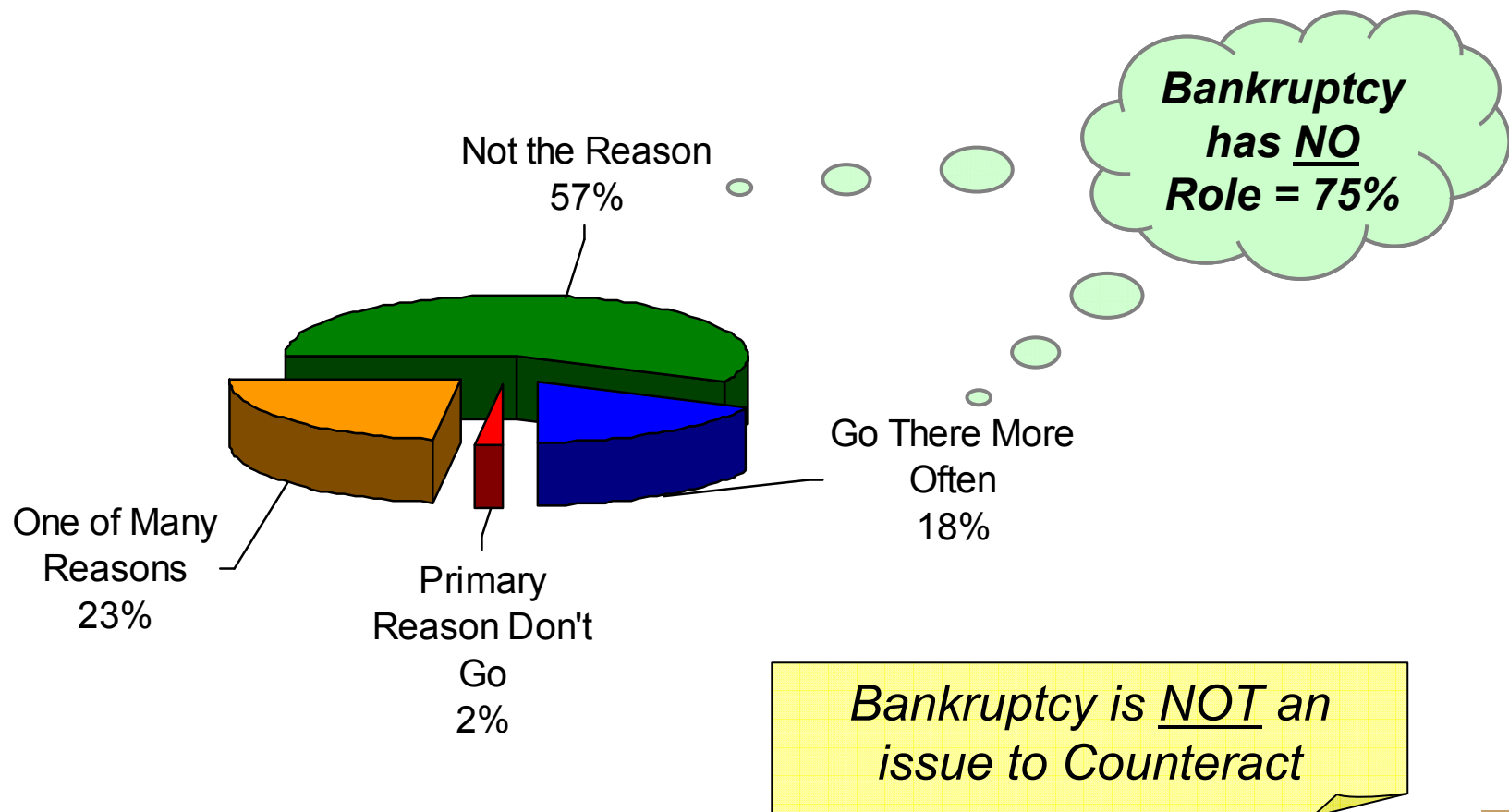
- **Objective: Identify issues to address to rebuild image / business**
  - ❖ **Measure impact of bankruptcy**
  - ❖ **Determine changes in perception, if any**
  - ❖ **Identify weaknesses to address in campaign**



# Favorite Casino



# Is Bankruptcy an Issue?



# Rebuild “Winning” Perception



*Past research suggested Greektown was most often mentioned as the Detroit casino gamers “won most often.” No longer true...*

Lucky Greektown Casino-Hotel Player Wins 2010 Camaro



Greektown Casino-Hotel logo. (PRNewsFoto/Greektown Casino-Hotel)

© 2010 PRNewsFoto/Greektown Casino-Hotel



Gail Mikes of Warren, Mich. gets the keys to a 2010 Chevrolet Camaro – the top prize in one of Greektown Casino-Hotel's "Stay and Play American" promotions on Sunday, June 7, 2009. (PRNewsFoto/Greektown Casino-Hotel)

© 2010 PRNewsFoto/Greektown Casino-Hotel

Greektown Casino-Hotel's winning address

On June 7, 2009, Greektown Casino-Hotel's "Stay and Play American" promotion awarded a 2010 Chevrolet Camaro to a lucky player who won a 2010 Chevrolet Camaro the top prize among the 100,000 players who participated. Greektown Casino-Hotel's winning address is 2150 West Grand Avenue, Detroit, Mich. Greektown Casino-Hotel is a leading destination for entertainment and gaming in the heart of Detroit.

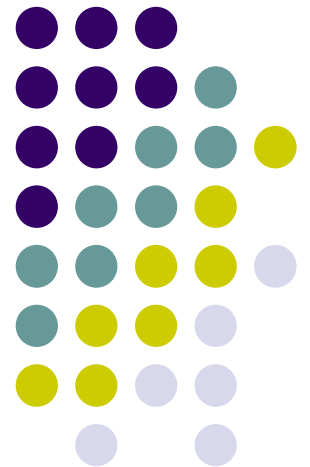
**Emphasize / Publicize  
Winners – Create  
Winning Opportunities**



# Dearborn Community Tracking Survey

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**WelcomeHomeDearborn.com™**



# Dearborn Community Tracking



- **Objective: Identify change in attitudes among Residents after initial campaign**
  - ❖ **Measure awareness of campaign**
  - ❖ **Attitudinal changes**



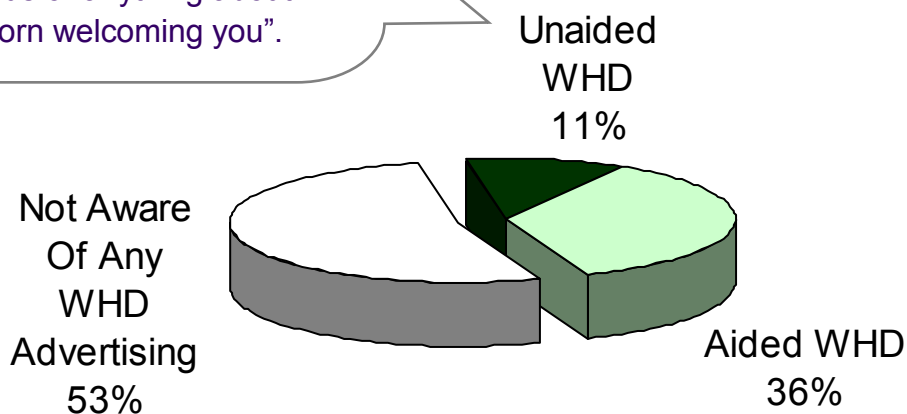
# WHD Advertising Awareness



## Specific to WelcomeHomeDearborn:

Remembered seeing or hearing any advertising about Dearborn in past 12 months, AND mentioned WelcomeHomeDearborn, WHD billboards or anything about "Dearborn welcoming you".

**55% of residents recalled some type of advertising for Dearborn before being prompted with the WHD campaign.**



Not aware *unaided* but answered "Yes" to "Do you remember seeing or hearing any advertising for Welcome Home Dearborn in the past 12 months?"



# Prove Benefit of Efforts

*“Although the actual media campaign was only three months long and ended within the last few weeks, these are very positive results...” said Mayor O’Reilly.*

## PRESS & GUIDE

### Results of Welcome Home Dearborn effort released

July 30, 2008

City officials, realtors and media along with representatives from local businesses, service organizations, schools, neighborhood associations and other key stakeholders were recently invited to a results’ overview of the City of Dearborn’s Welcome Home Dearborn marketing campaign that is winding up a year of promotional activities and strategically-placed advertising to attract homebuyers to Dearborn.

JCI Group Dearborn, the marketing team spearheading the City’s campaign, reported on results gathered to date, at the campaign’s “Encore” presentation hosted by the TPC Michigan, which served as a major sponsor along with Comerica.

Before the results were presented, Mayor O’Reilly thanked everyone who had participated in some way by visiting the WelcomeHomeDearborn.com™ web site, displaying campaign window clings, serving as sponsors and prize donors and readily spreading the word about all the great things Dearborn has to offer.

Based on research prior to the campaign, marketing efforts were focused on attracting young professionals and early empty nesters to purchase homes in Dearborn. The primary messages about Dearborn were the city’s ideal, central location, superior City services and amenities, excellent housing values, attractive well maintained neighborhoods, a safe place to live, the friendly community spirit and innovative school programs.

WelcomeHomeDearborn.com was created as the official web site to help visitors locate homes for sale in Dearborn as well as find valuable information and links to resources about where people live, work and play in the community. Since the site was launched in early December, it has attracted more than 23,000 unique visitors, locally and from around the world. In addition to the “for sale” section, testimonials about Dearborn, job information and neighborhoods. During the same period, ...

*Contract was  
Renewed*

WelcomeHomeDearborn.com™





# Research and Polling...

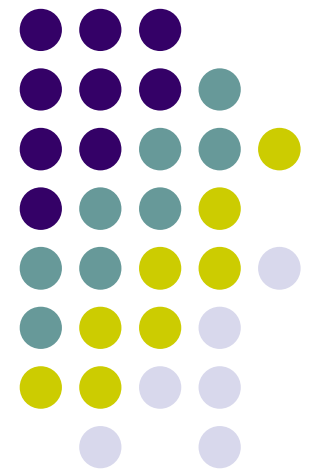


- Most Important Benefit ...

***When a Mistake Will  
be Costly!***

# Thank You!

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