



WelcomeHomeDearborn Campaign

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Target Audience

- Young professionals
- Empty nesters



WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Campaign Focus

- **Attract** homebuyers to Dearborn – sell more homes!
- **Keep** current homeowners in Dearborn
- **Build** pride among residents about where we LIVE, WORK, PLAY!
- **Provide** valuable marketing tools that extend beyond the life of the campaign.
- **Produce** measurable results.

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Key Messages

- **Ideal** central location
- **Superior** city services and amenities
- **Excellent** housing values
- **Attractive** well maintained neighborhoods
- **Safe** place to live
- **Friendly** community spirit
- **Innovative** school programs

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Website

WelcomeHomeDearborn.com™

LIVE . WORK . PLAY

[Why Dearborn](#) [For Sale](#) [Living](#) [Working](#) [Playing](#) [Resources](#) [NewsRoom](#)



Discover some of Dearborn's many hidden jewels.
Click to learn more.

Did You Know?

Dearborn is one of the few Michigan districts that offers a middle college program for students to graduate with both a high school and associates degree in five years.

[Previous](#)

[Next](#)

Beautiful homes in Dearborn

Dearborn offers many styles of attractive, well constructed homes for homebuyers to choose from.



[View more home styles](#)



Pre-K through Ph.D., Dearborn Loves Learning!

[Click to Learn More](#)

Access to a quality education, whatever your age or interests, isn't a remote possibility in Dearborn - it's a close reality! Click [here](#) to learn more.



Green and Clean

Dating back to its early years, Dearborn has earned a reputation for preserving its beauty and sustaining the environment. [More...](#)



[Watch](#) the "Dearborn's Got It!" video which highlights the many great reasons people choose to LIVE, WORK and PLAY in Dearborn.

Sign Up for eNEWS

To receive periodic updates about the WelcomeHomeDearborn campaign, sign up to have E News delivered to your inbox.

[Sign Up](#)



Money Saving Tips in Dearborn

Clean out your closets and attic!

[Click to read more](#)

“Why I Love Dearborn!” Contest/Testimonials

- Mayor’s State of the City address
- Website
- VIP Media Event
- On posters at Expos
- Posters strategically placed at City facilities
- Cable TV commercials



WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Introduction of Media Campaign

- Hosted VIP Event for stakeholders, sponsors, media and others



WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Media - Pole Banners



- 200 pole banners placed throughout Dearborn
- Banners sponsored by key stakeholders
 - City of Dearborn
 - DABOR
 - Dearborn Public Schools
 - UofM – Dearborn
 - HFCC
 - MemberFocus Credit Union

WelcomeHomeDearborn.comTM

LIVE • WORK • PLAY

Media - Rooftop Signage at Village Plaza



WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Media – Outdoor Billboards

- Rotated 7 outdoor billboards in Dearborn and Dearborn Heights and 2 billboards on Southfield Freeway & I-94
- 12.6 million total gross impressions



WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Media - Newspapers

- Targeted print ads in Dearborn, Dearborn Heights, Downriver, Wayne and Livingston Counties along with relocation guides, real estate sections and Crain's Detroit Business
- Online ads with corresponding newspapers
- 2 million total gross impressions

Media - Radio

- 600 commercials aired on three partner radio stations over eight weeks with additional on-air mentions, banner ads, Mayoral interviews and promotional appearances with station personalities
- 400 live traffic mentions on 18 radio stations
- 8 million total gross impressions

Media - Television

- Aired 884 commercials on Comcast cable for premium targeted networks over 11 weeks including Dearborn, Dearborn Heights and Downriver
- 100 promotional mentions on Food Network in Dearborn and Dearborn Heights
- 1 million online impressions on three TV station websites (ClickOnDetroit, MyFoxDetroit, WXYZ.com)
- Univision – 2 Mundo Detroit segments about Dearborn

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Website Overview

- 22,878 unique visitors since website launch (Dec 07)
- Top 4 pages visited from homepage: for sale, testimonials, jobs and neighborhoods
- 3,745 eNews subscribers
- Distributed 7 eNews to subscribers
- Conducted two poll survey questions
- Weekly updates

Website Poll Results

Are you looking to buy a home in Dearborn?

Within the next six months



48.7% (74)

Not applicable



25.0% (38)

Within the next year



18.4% (28)

Within the next two years



7.9% (12)

Total votes: 152

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Public Relations/ Marketing Collateral

Developed brochure distributed to:

- City of Dearborn
- WDDDA
- EDDDA
- Dearborn Chamber
- Dearborn Public Schools
- HFCC
- UofM-Dearborn
- DABOR
- Oakwood Hospital
- Severstal
- Hyatt Regency
- Century 21
- Koll Development
- Other key stakeholders...



WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Public Relations/ Grassroots Marketing

- Homecoming “Did You Know?” contest
- “Why I Love Dearborn” Sweepstakes
- Window clings/gas card giveaway
- Presentations to key stakeholder groups including neighborhood associations
- VIP Media Event

Public Relations/ Grassroots Marketing

- Hosted exhibits at Dearborn Chamber of Commerce Business Recognition Luncheon, City Employee Expo and Community Expo for The Big Open House
- Social Media: MySpace, FaceBook, LinkedIn, Twitter
- eNews communications
- Targeted website links to WelcomeHomeDearborn.com (City of Dearborn, HFCC, DABOR, DPS, DCC)

WelcomeHomeDearborn.comTM

LIVE • WORK • PLAY

Public Relations/ Marketing Outreach

- Provided media support for The Big Open House
- Ongoing news releases

Big Open House Results

- Fox 2 news coverage - 5pm & 10pm news
(No other city in the four county area received coverage)
- Dearborn had the most open houses of any city (85 official Big Open House homes; total of nearly 200 open houses)
- Some open houses attracted 50 or more people
- DABOR Realtors responded positively towards the campaign and The Big Open House
- 83% of those surveyed at the Big Open House were aware of WelcomeHomeDearborn.com

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Video

- A 9 minute video was created to showcase Dearborn
- Featured testimonials from current homeowners along with an overview of Dearborn's many amenities
- Ran on the website and City of Dearborn Public Television, distributed in press kits and to key stakeholders, currently airs On Demand through Comcast

Telephone Survey

- A&K Research conducted telephone interviews with 400 Dearborn households in June 2008
- Survey helped measure advertising awareness and satisfaction with Dearborn as a place to live

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY

Telephone Survey

- 47% of Dearborn residents surveyed were aware of the WelcomeHomeDearborn advertising
- Satisfaction with Dearborn as a place to live was significantly higher among residents who were aware of the WelcomeHomeDearborn campaign; 60% were “very satisfied”
- 75% of Dearborn residents indicated they would recommend a friend or family member move to Dearborn


Hot Off the Press – Renaissance Awards



- 2 Awards
 - Electronic and Digital Communication – Web Site
 - Interactive Media Design – Web Site Design

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY



Wrap up Event

A gift for you...

WelcomeHomeDearborn.com™

LIVE • WORK • PLAY