WelcomeHomeDearborn Campaign

Target Audience

- Young professionals
- Empty nesters



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.



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

Website

WelcomeHomeDearborn.com™

Discover some of Dearborn's many hidden jewels.

Click to learn more.

LIVE . WORK . PLAY

Why Dearborn For Sale Living Working Playing Resources NewsRoom

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 homebuyer 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.

email@address.com

Sign Up



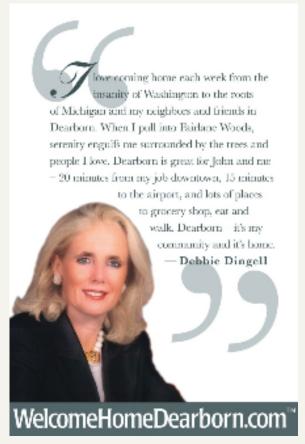
Money Saving Tips in Dearborn

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



Introduction of Media Campaign

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



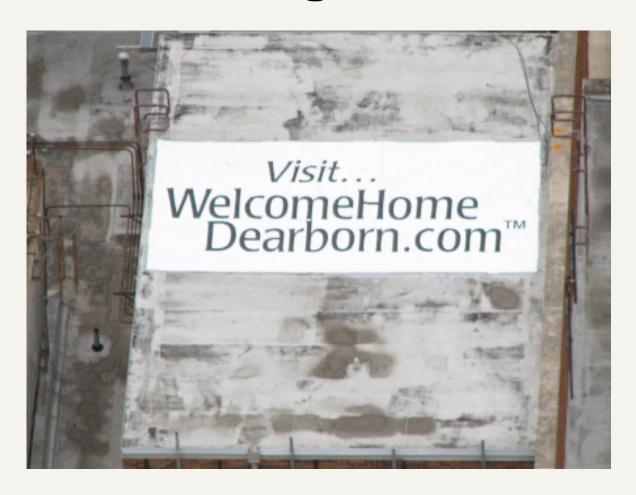


Media - Pole Banners



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

Media - Rooftop Signage at Village Plaza



WelcomeHomeDearborn.com[™]

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[™]

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



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	

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...



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)



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



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

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™

Wrap up Event A gift for you...