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
“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™
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
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
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

<table>
<thead>
<tr>
<th>Question</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you looking to buy a home in Dearborn?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within the next six months</td>
<td>48.7%</td>
<td>74</td>
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<tr>
<td>Not applicable</td>
<td>25.0%</td>
<td>38</td>
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<tr>
<td>Within the next year</td>
<td>18.4%</td>
<td>28</td>
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<tr>
<td>Within the next two years</td>
<td>7.9%</td>
<td>12</td>
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</table>

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...

WelcomeHomeDearborn.com™
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
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
Wrap up Event
A gift for you…