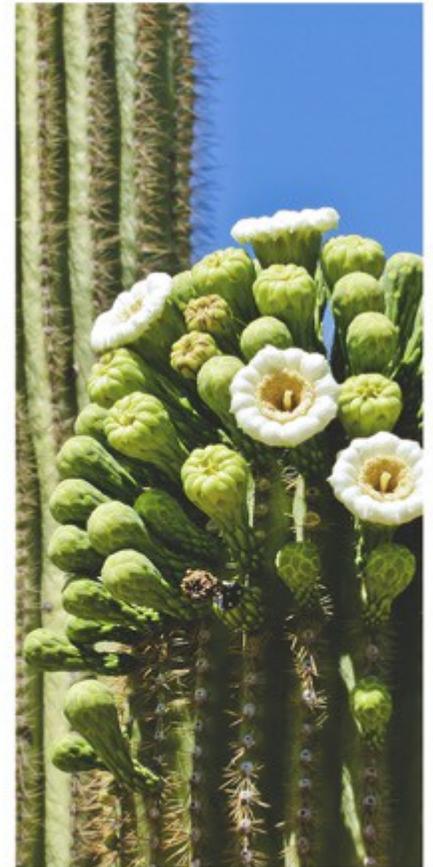




mesa·az

# MOVING MESA TO THE NEXT LEVEL

NextMesa  
Ahead & Beyond



Seek expertise to create targeted, strategic and visually appealing digital campaigns to drive community engagement for our residents to envision their NextMesa



# Ideas Collide Experience



## Experience with similar engagement campaigns and programs:

- ❑ AZ Cities @ Work – League of Arizona Cities & Towns
- ❑ We Are Intel – Intel Corp.
- ❑ Race for the Cure – Susan G. Komen of Arizona
- ❑ Smilebration – Best Western Hotels & Resorts
- ❑ Blue Works for You – Blue Cross, Blue Shield Arizona

## Additional strategic communication and brand development experience:

- ❑ McCormick-Stillman Railroad – City of Scottsdale
- ❑ Super Bowl XLIX – Arizona Super Bowl Host Committee- Spanish Translation and Marketing
- ❑ Fish Tank – Avnet
- ❑ Imagine Together – Childsplay
- ❑ We Rise-University of Phoenix

## Spanish language experience and capabilities



# AZ Cities @ Work

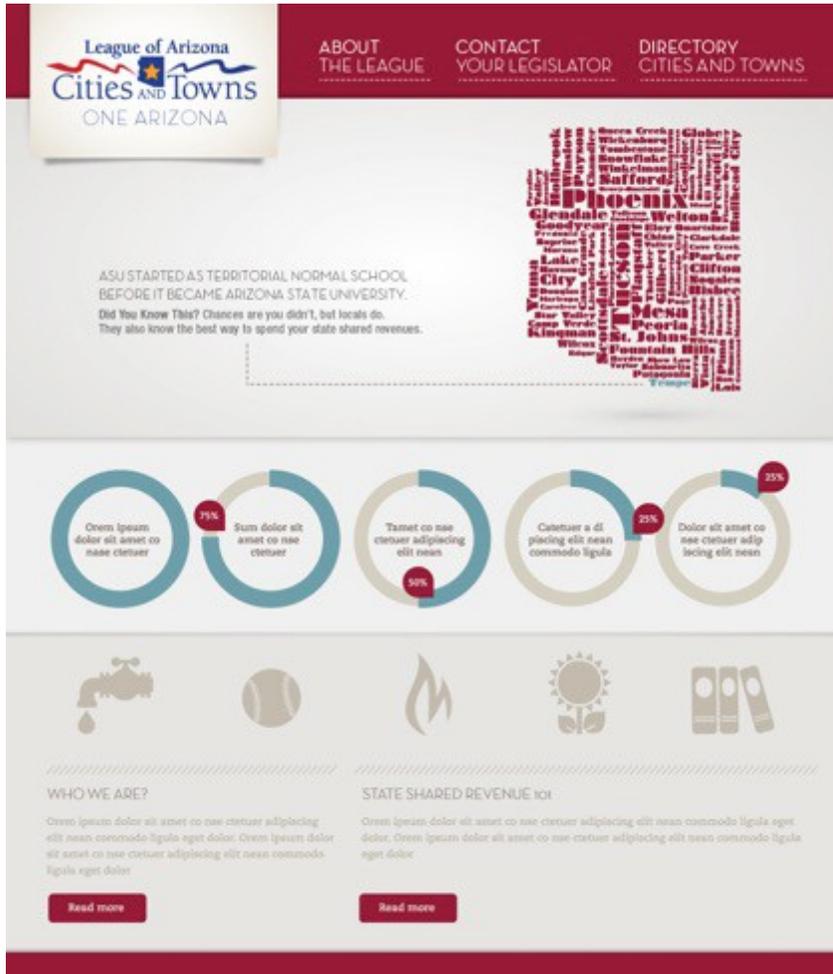
## League of Arizona Cities & Towns Strategy & Comms Planning

- Logo Design
- Infographics
- Posters
- Iconography
- Digital Banners

# Brand Development



Ideas Collide will build a visual story that will draw awareness, engage participation and sharing



# Brand Communication & Engagement

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Ideas Collide to Provide City of Mesa :

- Create a brand and an inspiring brand message with visual storytelling and digital strategies that will compel residents to envision Mesa’s future
- Develop diverse communications and content that are more visual, sensory and experiential appealing to multiple resident interests and learning styles
- Define Key Performance Indicators and utilize their data analysts to provide customized reports to gain insight and determine further actions during campaign.

# Brand Communication & Engagement

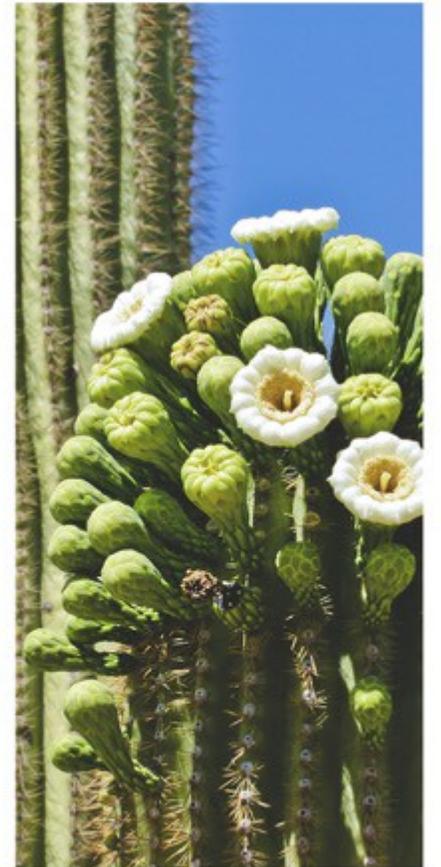
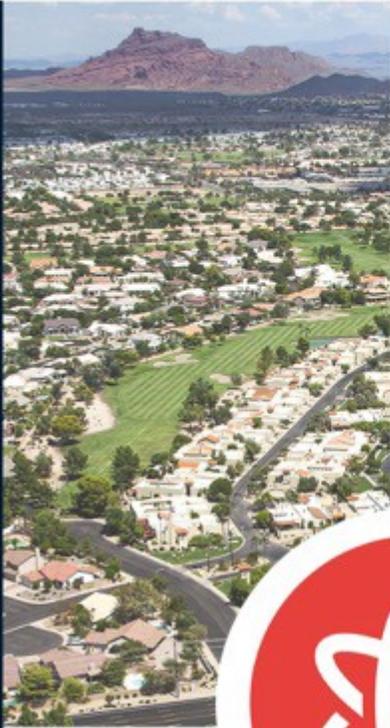
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- Create a “Digital Town Hall” leveraging digital tools to engage our residents via mobile applications, various forms of digital media, and websites to engage the community
- Collect data around the types of projects/initiatives the community would like the Mesa City Council to move forward
- Ability to enter own idea or vote on other ideas to be put forth for consideration in a simple, social media style



# DIGITAL STRATEGY



# nextmesa Digital Marketing Strategy

Reach highly targeted citizens through frequently used communication tools for inclusion and awareness via strategically developed creative & messaging specific for each audience

## Define Targeted Demographic Groups

- ❑ Parents / Families in Mesa
- ❑ Millennials in Mesa
- ❑ Boomer / 55+ in Mesa
- ❑ Latino Community
- ❑ Engaged community groups/registered neighborhoods

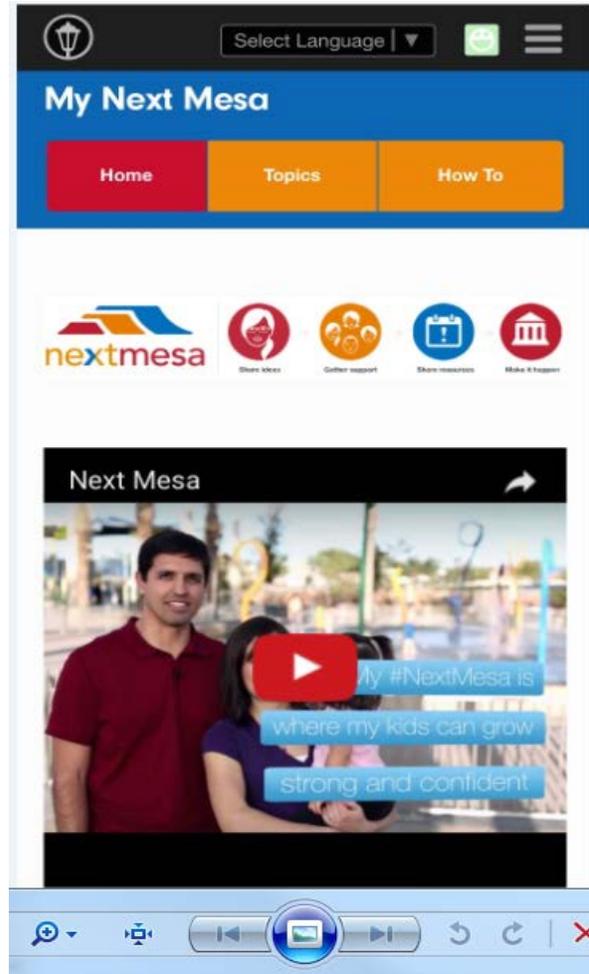
## Potential Engagement Categories Areas of City to Envision and/or Strategic Goals

- ❑ Parks & Recreation
- ❑ Economic Development
- ❑ Downtown
- ❑ Arts & Culture
- ❑ Public Safety
- ❑ Transportation
- ❑ Education
- ❑ Environment

# My #NextMesa Is...

“Where I find my next job”

“Entrepreneurship”



“Uses art to express itself”

“Open Late Downtown”

Asked by City of Mesa, AZ



“How can we improve our parks and recreation facilities in Mesa?”

2 ideas

Answer

Asked by City of Mesa, AZ



“How can we develop our workforce in Mesa?”

Answer

Asked by City of Mesa, AZ



“How can we improve our neighborhoods?”

3 ideas

Answer

Asked by City of Mesa, AZ



“How can we make our economy more sustainable?”

1 idea

Answer

Asked by City of Mesa, AZ



“How can we improve our transportation network in Mesa?”

1 idea

Answer

# Digital Advertising Platforms + Leveraging City Owned Channels



## Social Advertising – Bring Message & Story to Life for Residents (Facebook, Instagram, Twitter, YouTube)

- Capture citizens' attention on familiar platforms they visit multiple times per day
- Use ads as a way to participate in conversations going on about the target group's local communities
- Customize creative messaging for each demographic group

## Search Ads – Google AdWords

- Reach citizens while searching in the moment for information through specifically selected keywords related to initiatives (i.e. Mesa Parks and Recreation, Mesa Arts Center, Utility Bill Account or other e-services)

## Display Ads

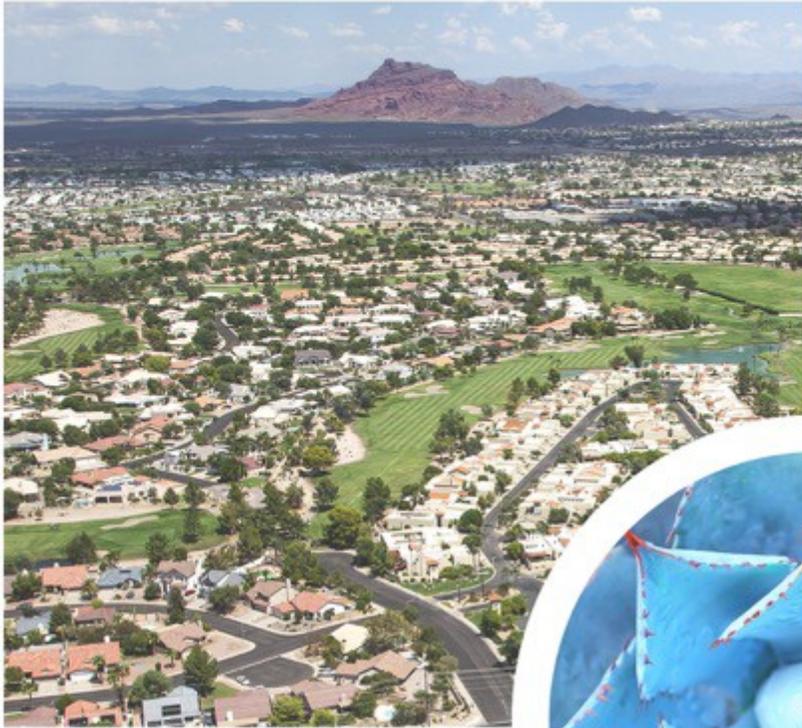
Utilize multiple strategies to gain visibility while citizens are online:

- Target specific websites and campaigns targeting specific target demographic groups
- Retarget citizens who visited City of Mesa website
- “Act Alike” modeling – target people who make specific actions similar to developed audience personas (i.e. purchased tickets from Mesa Arts Center, visited City of Mesa website, visited Mesa Library website etc.)
- Target citizens who have recently visited a City of Mesa facility (i.e. Park, Library, Mesa Arts Center/Museums)

# #NextMesa Steps ...

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- Staff meet with Ideas Collide to flush out scope of our collaboration and evaluate engagement software tools
- Campaign launch in 2Q of 2017 to seek input on community priority initiatives in conjunction with the current Parks and Recreation Needs Assessment
- Begin categorizing initiatives in early 2018
- Appoint Mesa Advisory Board and Committee members and/or other community members to vet feedback and provide recommendations to Council on top priorities



Discussion/Direction