



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

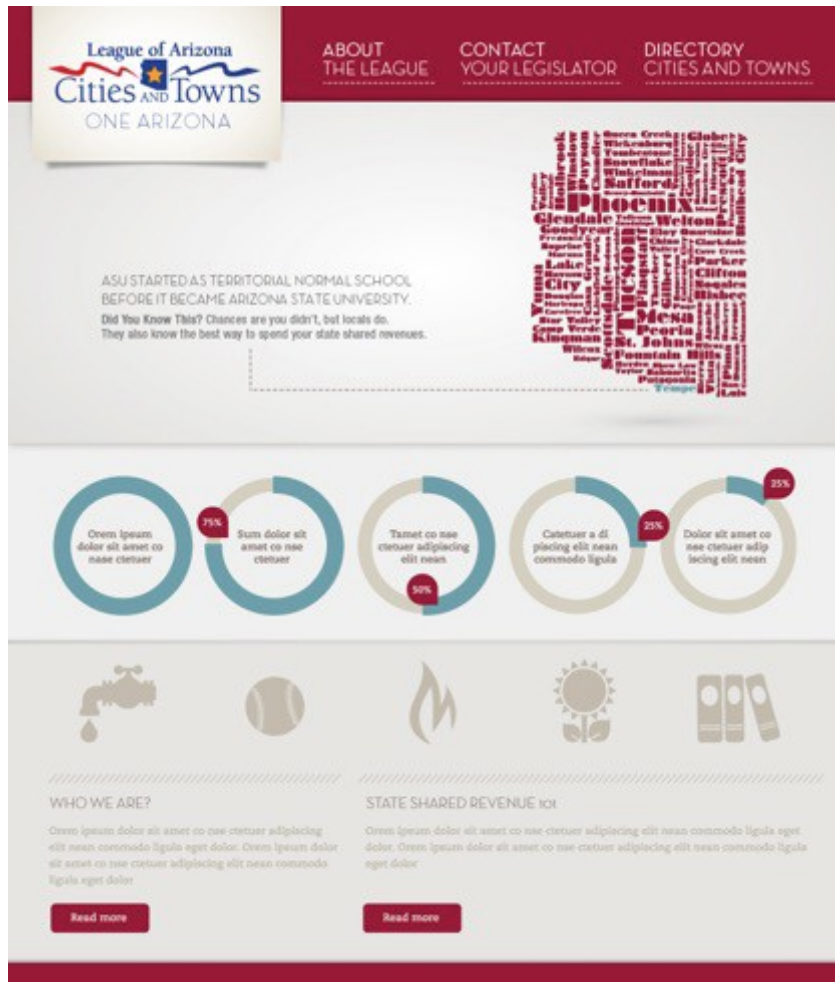
League of Arizona Cities & Towns Strategy & Comms Planning

- 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



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



- 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

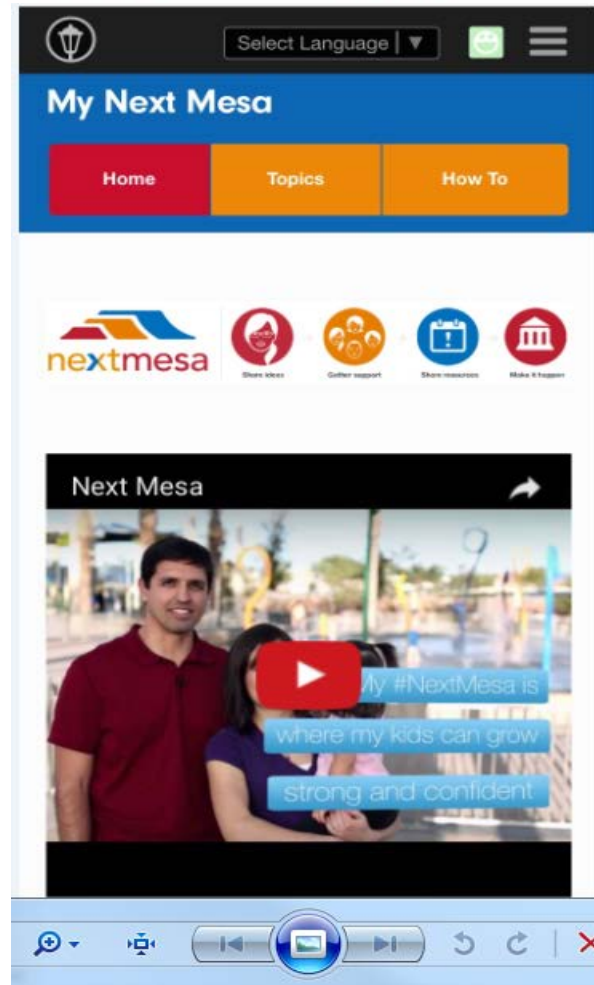
Potential Engagement Categories Areas of City to Envision and/or Strategic Goals

- ❑ 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 ...

- 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