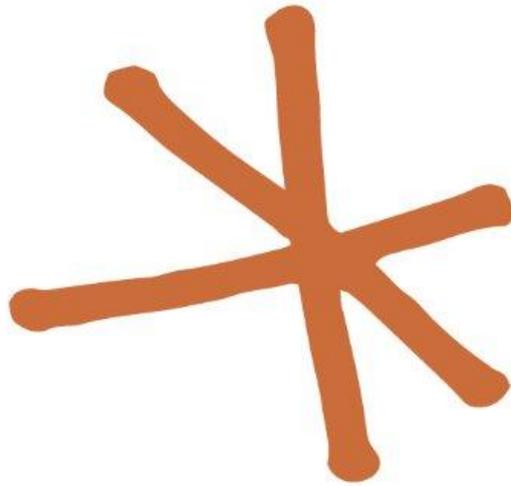


Ginninderry Intervention Marketing Strategy Summary



Ginninderry

Strategy Summary

Purpose	The goal of this campaign is to run an event in Ginninderry to develop a more vibrant, diverse and active use of Neighbourhood 1 Park in Ginninderry that contributes to greater wellbeing and quality of life.
Overall Objectives	To increase attendance to Ginninderry Neighbourhood 1 Park in the target demographic.
Tone of Voice	Family-friendly and fun
Timing	TBC: 1st July 2021 - 21th August 2021

Channel summary

Media	Audience	Role of Channel	Cost	Activity Dates
Social Media advertising	Women 25-30	Raise Awareness	\$260	1st July 2021 - 21th August 2021
Posters	Women 25-30	Raise awareness and Increase Interest	\$140	1st July 2021 - 21th August 2021
Radio community events	Women 25-30	Increase Interest Call to Action	\$0	1st August 2021 - 21st August 2021
Own Social Media Page	Women 25-30	Raise awareness	\$0	1st July 2021 - 21th August 2021

Context

The goal of this campaign is to increase awareness and interest of the wind festival event run for the Ginninderry community. This will be achieved using a mix of owned and paid for media.

Task

The aim of this campaign is to get members of the target audience to go to the wind festival event and search for more information on the Ginninderry Community Facebook page.

Target Audience

The target audience for this advertising campaign are mothers who live in Ginninderry. Mothers were chosen as the primary audience, as mothers often decide what events their children should go to and are more likely to visit community events when marketed to them

Media Channel Selection

Social Media Advertising

Role: The role of social media in this campaign is to raise awareness of the event. The most important part of the advertising journey is to initially raise awareness that the event is occurring in the first place. When using Facebook to estimate the price and reach of the event, a pin dropped in Ginninderry with a 5 mile radius was able to potentially reach 7,400 of our target audience of women aged 25 to 30. When suggesting a \$5 per day strategy for 52 days (from the 1st of July to the 21st of August), Facebook estimated that between 171 to 493 people would be reached daily with 10 to 29 people clicking on the link attached to the advertisement to the Ginninderry Community Facebook page.

Spend: \$260

Activity dates: 1st July 2021 - 21st August 2021

Posters

Role: By using posters for this campaign, we are able to capture attention at the main location by the audience who already uses Neighbourhood 1 Park. The goal for this event is to increase attendance to Neighbourhood 1 Park by the main demographic. By capturing the demographic who already uses the park, they will have more reason to return to the park and have them share details of the event to similar demographics. This portion of the campaign is used to both raise awareness of the event, as well as increase interest regarding the event. A quote by Instant Colour Press in Belconnen has stated that 30 A3 posters on a water-resistant material for outdoor use would be \$140. With the number of posters, we have the ability to display posters around the park, as well as near other areas of interest by those in the community, such as at The Link and around residential areas, as well as giving up backup posters, in case we need to display more posters

Spend: \$140

Activity dates: 1st July 2021 - 21st August 2021

Radio Community Events

Role: In Canberra, events are often shared on the Community Switch radio segment, on 104.7 and Mix 106.3, the two most popular FM radio stations used in Canberra. Recently, the Community Switch has been sponsored by Ginninderry, which already brings awareness to the suburb. The Community Switch doesn't charge event organisers for their event to be announced, making it a cheaper option to use for marketing the event. The Community Switch advertising can be used to increase interest as well as call listeners to action so more people can attend the event. The activity date for this media has been chosen to be closer to the event, as people will be more likely to remember the event will be happening when the message on the radio is closer to the final event.

Spend: \$0

Activity dates: 1st July 2021 - 21st August 2021

Own social media page

Role: The Ginninderry Community Facebook page is a cost-effective way to market the event. As this type of marketing is classified as owned media, this option is a lot cheaper as we do not need to look into buying the space. By using the Ginninderry Community Facebook page, we can raise awareness, especially within the community, making sure those who follow the page will know about the event to come. As the Ginninderry community is our primary audience here, it is important if we would like to get the numbers from those in the community

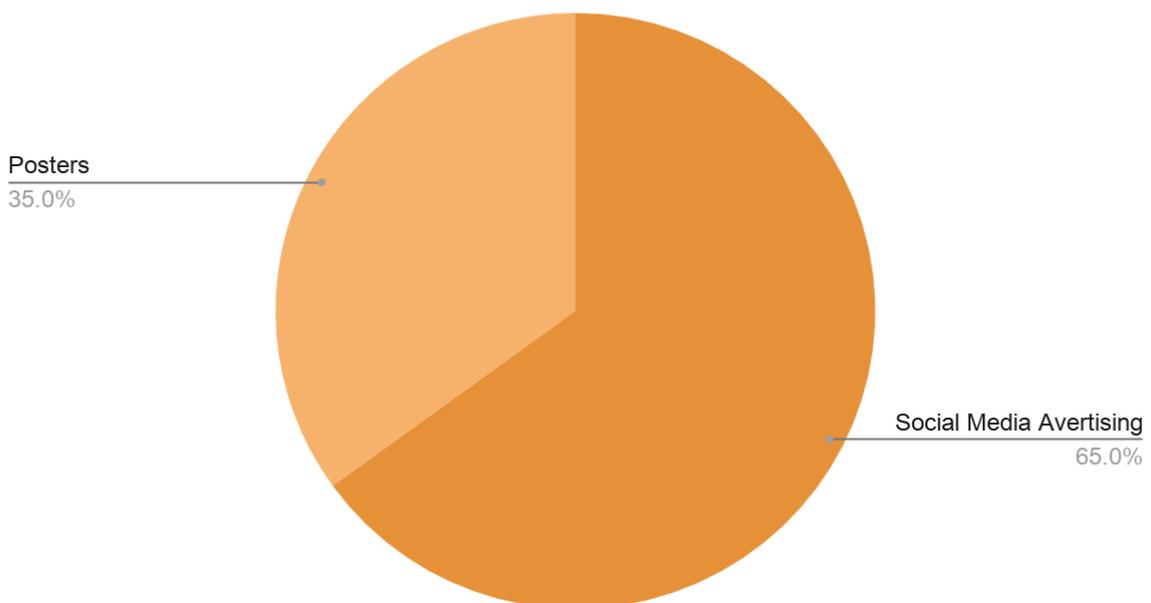
Spend: \$0

Activity dates: 1st July 2021 - 21st August 2021

Summary of spend

Media	Spend
Social Media Advertising	\$260
Posters	\$140
Radio Community Events	\$0
Own social media page	\$0
Total Spend	\$400

Spread of Marketing Spend



Conclusion

The goal for this event is to bring the Ginninderry community together at Neighbourhood 1 Park for an event. Social media is one of the most effective ways to advertise as so many people use it to stay in the loop. Even without paying for Facebook advertising for this event, using the Ginninderry Community Facebook page will still be efficient in drawing crowds to the event and park. Posters will also be effective in drawing people who already are in the target audience, as well as those who live in the area who do not already use the park. Even using radio stations to announce community events will be efficient in drawing numbers, even if it has the chance to draw people from outside the Ginninderry community