



DOWNTOWN EAST LANSING
DAYTIME. NIGHTTIME. ANYTIME.

A LETTER TO COEL

ADV 486

Group 3 [REDACTED], [REDACTED], [REDACTED],
Demitri Kanellopoulos, [REDACTED], [REDACTED],
[REDACTED], [REDACTED]



PREVIOUS PROJECTS.

1

#MASKONLYCHALLENGE

Tik Tok Campaign asks EL residents to show us how creative you can get while wearing your mask downtown! The winner of the challenge gets \$200 & a feature on the COEL TikTok page.

2

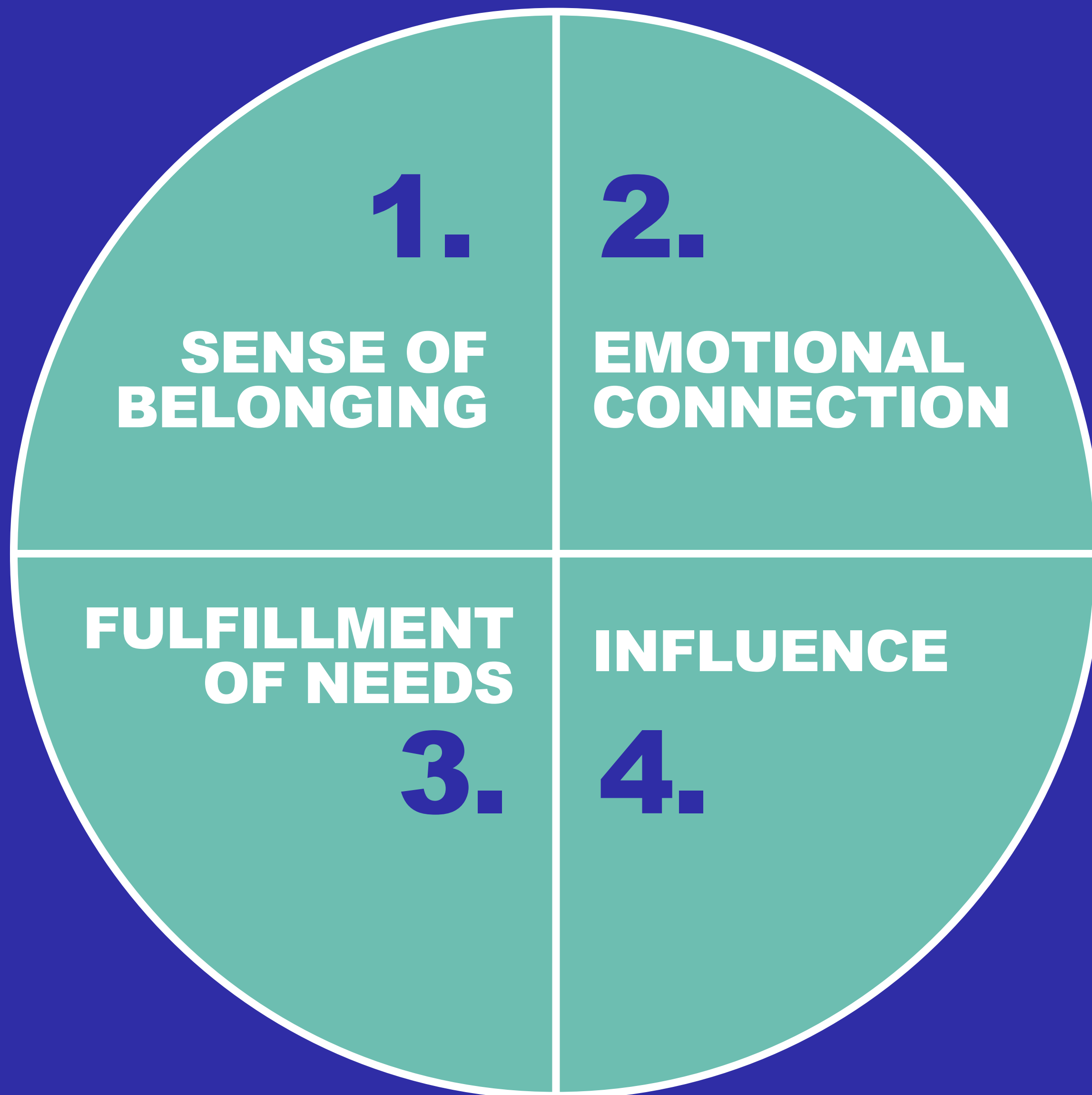
COEL BINGO

A instagram campaign where followers can participate in a virtual game of bingo at downtown locations to win \$20 gift cards.

OUR GOAL

**ENCOURAGE EL LOCALS TO
COME DOWNTOWN AND
ENJOY THE NEW NORMAL.**





EFFICACY OF COMMUNITY ENGAGEMENT MODEL.

This model suggests these four main dimensions to be strengthened to engage community members.



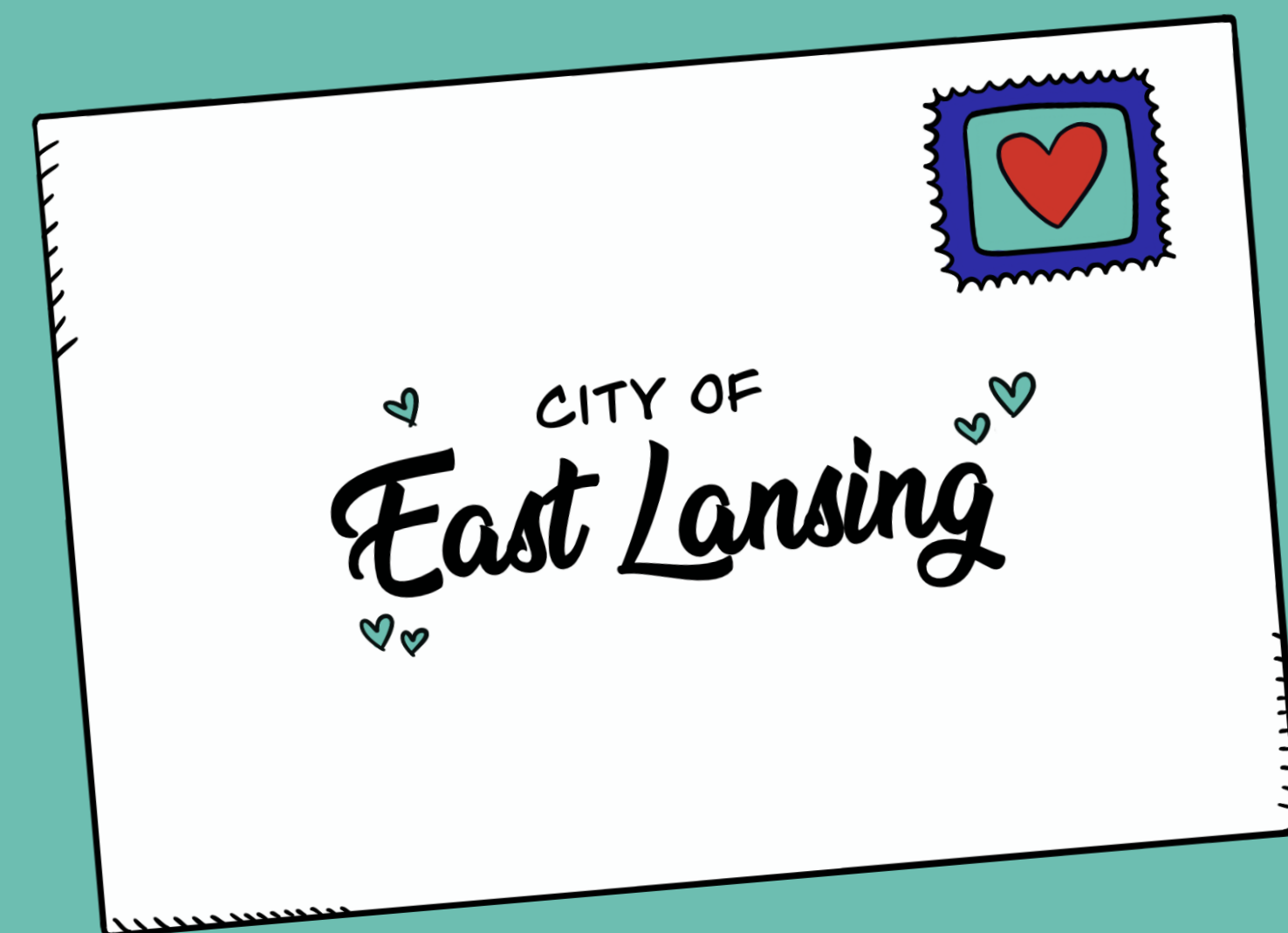
GETTING OUT OF THE HOUSE CAN INCREASE PHYSICAL AND MENTAL HEALTH.

LEAVING THE HOUSE TO SPEND TIME
DOWNTOWN ON A **WALK, RUN, OR
CYCLE** CAN BOOST HEALTH.





**WHAT BETTER WAY TO
SHARE THE LOVE THAN
HEAR IT STRAIGHT
FROM THE SOURCE?**



A video letter to the City of East Lansing, written and read by people of EL.

The video shows all the reasons why EL is a special place to call home.



CONCEPT.

PATHOS

Trigger emotion through the sense of love and pride in the city through the letter.

CELEBRATE DIVERSITY

Each line of the letter in the video is voiced by a different person from a range of races, ages, and cultures.

NATURAL BEAUTY

All the shots downtown are distinguishable and evoke happy memories to remind people this city.

CURIOSITY

The video is structured to feel like a letter to a loved one and by the end it is revealed they are talking about the city.



POSTING ACROSS SOCIAL PLATFORMS.



FACEBOOK

- Marketing strategy is low cost
- Business page makes it easy to share information
- Interaction with audience is visible
- Links can lead audience to COEL website
- Reach an older demographic



INSTAGRAM

- Instagram and Facebook are connected for easy targeting
- Instagram posts are non-intrusive
- Highest engagement rates compared to other social platforms
- Measure campaign success through awareness, reach, and recall
- Reach a younger demographic



QUESTIONS?