



DOWNTOWN EAST LANSING
DAYTIME. NIGHTTIME. ANYTIME.

COEL BINGO

ADV 486

Group 3 [REDACTED], [REDACTED], [REDACTED],
Demetri Kanellopoulos, [REDACTED], [REDACTED],
[REDACTED], [REDACTED]



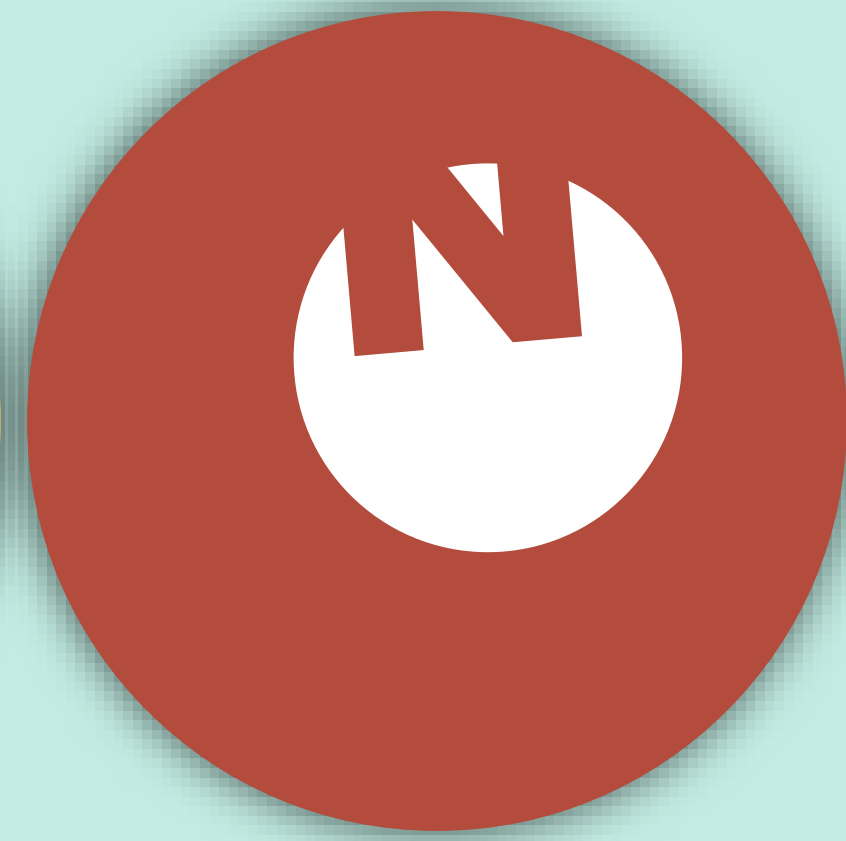
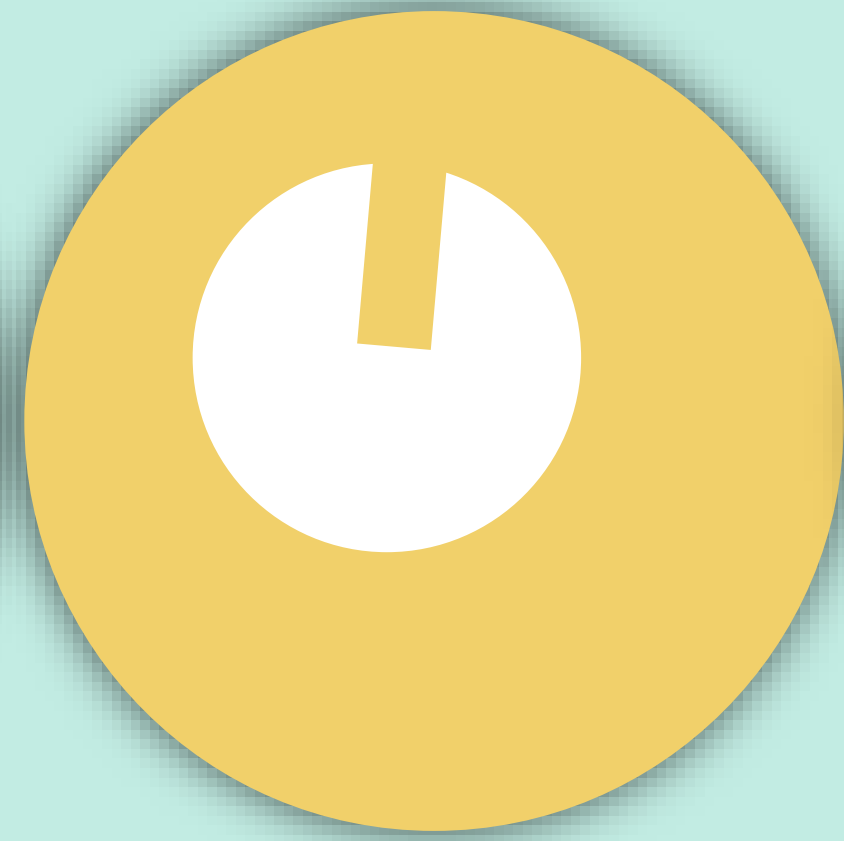
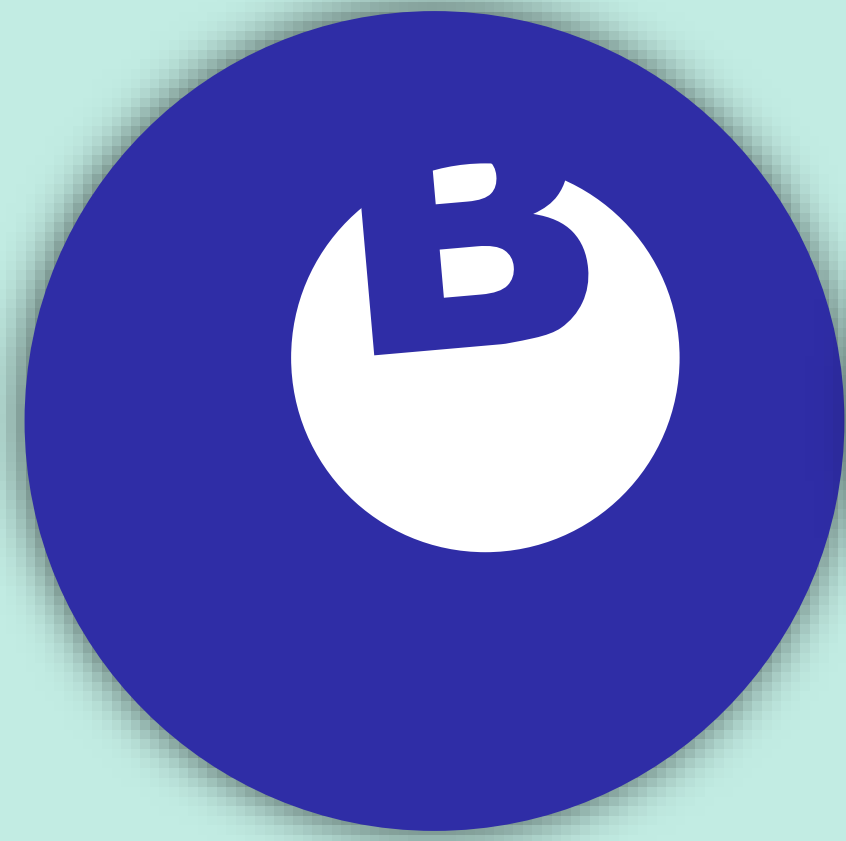
OUR GOAL

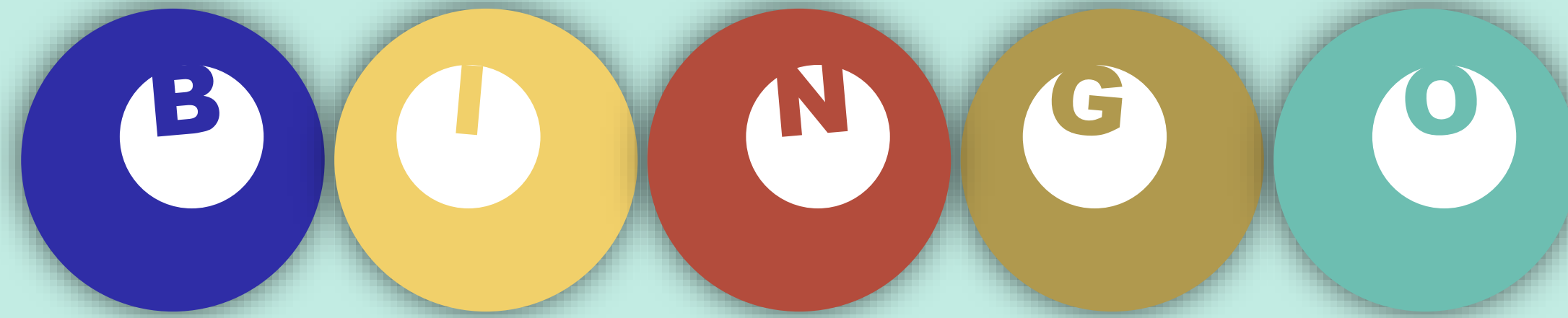
GET LOCALS TO COME
DOWNTOWN AND ENJOY
THE NEW NORMAL.



**SO, HOW CAN WE
ENCOURAGE PEOPLE TO
COME DOWNTOWN EL?**







A social media version of BINGO where followers must submit photos at designated locations downtown.

The first ten participants to get a BINGO win \$20 gift cards.



WHY BINGO?



IT'S FUN

The game recalls the consumer's childlike innocence and this is a good way to arouse customer interest in your brand.

EASY ACCESS

Bingo as a marketing strategy can be used in almost every industry. The game is simple to play and easy to set up.

RAISE AWARENESS

The promotional game is effective in building a relationship with new and existing customers.



BENEFITS OF BINGO DURING COVID.

BOOST SELF ESTEEM

Those who feel effects of loneliness, this game has a way for people to get out and interact with people in a safe way while wearing a mask.

KEEP THE MIND WORKING

The game is simple to play and makes it easy to interact with the community while keeping safe under Covid precautions.



BINGO FOR SMALL BUSINESS.

15% of small businesses fail due to poor marketing/inability to acquire customers

- Lansing found huge success in the “Be a Tourist in Your Own Town” event
- The interactive competition allows for new potential customers to visit
- Pandemic has already created a push to support local businesses, bingo adds an even larger incentive





CREATE SUCESSFUL INSTAGRAM CAMPAGIN

1. BUILD UP THE HYPE

Before the competition starts, we want to build up excitement.

2. USING FAMILIAR CONTENT

Using content from movies and TV grab attention of fans, drawing them into the competition.

3. POST UPDATES ABOUT THE CONTEST ON YOUR STORY

Keep your followers updated about the contest as it goes on.



Instagram



City of East Lansing



City of East Lansing We're spinning up something big. Are you ready?
[#COELBingo](#)

IN THE WEEK LEADING UP TO THE COMPETITION

POST 7 DAYS BEFORE



Instagram



City of East Lansing



City of East Lansing Get yourself ready to explore downtown EL for the chance to win big! [#COELBingo](#)

IN THE WEEK LEADING UP TO THE COMPETITION

POST 5 DAYS BEFORE



Instagram



City of East Lansing



City of East Lansing There's no free space, but there is a chance to win free money [#COELBingo](#)

IN THE WEEK LEADING UP TO THE COMPETITION

POST 3 DAYS BEFORE



Instagram



City of East Lansing



City of East Lansing One little duck away from the big game.
[#COELBingo](#)

IN THE WEEK LEADING UP TO THE COMPETITION

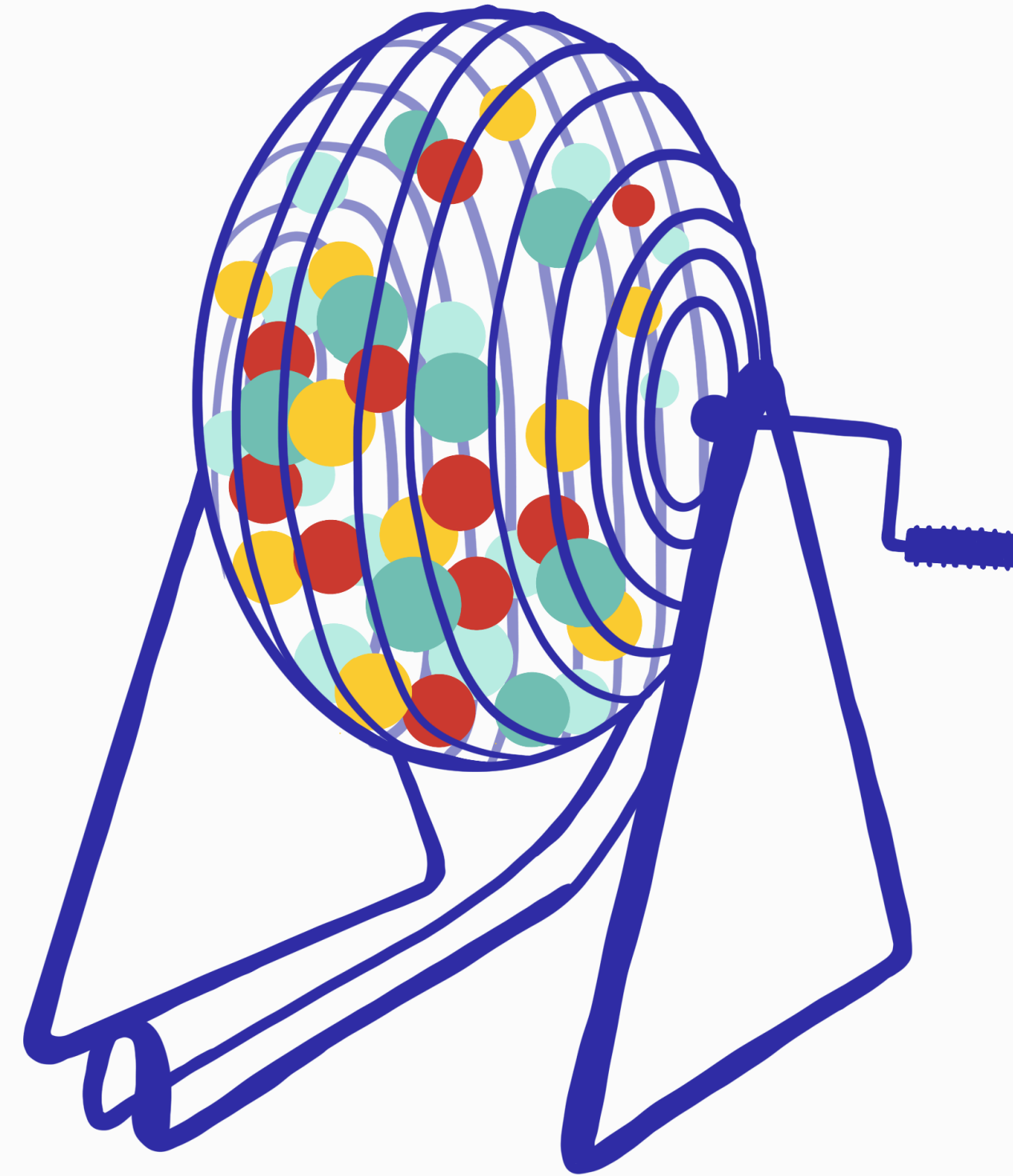
POST 1 DAY BEFORE



Instagram



City of East Lansing



City of East Lansing Watch our story at 6:00 p.m. for the BIG reveal! More details at the link in our bio [#COELBingo](#)

IN THE WEEK LEADING UP TO THE COMPETITION
**POST THE DAY OF THE
COMPETITION**



INSTA STORY

- 1. INTRODUCE THE COMPETITION**
Finally, what everyone has been waiting for, the reveal of what the competition is.



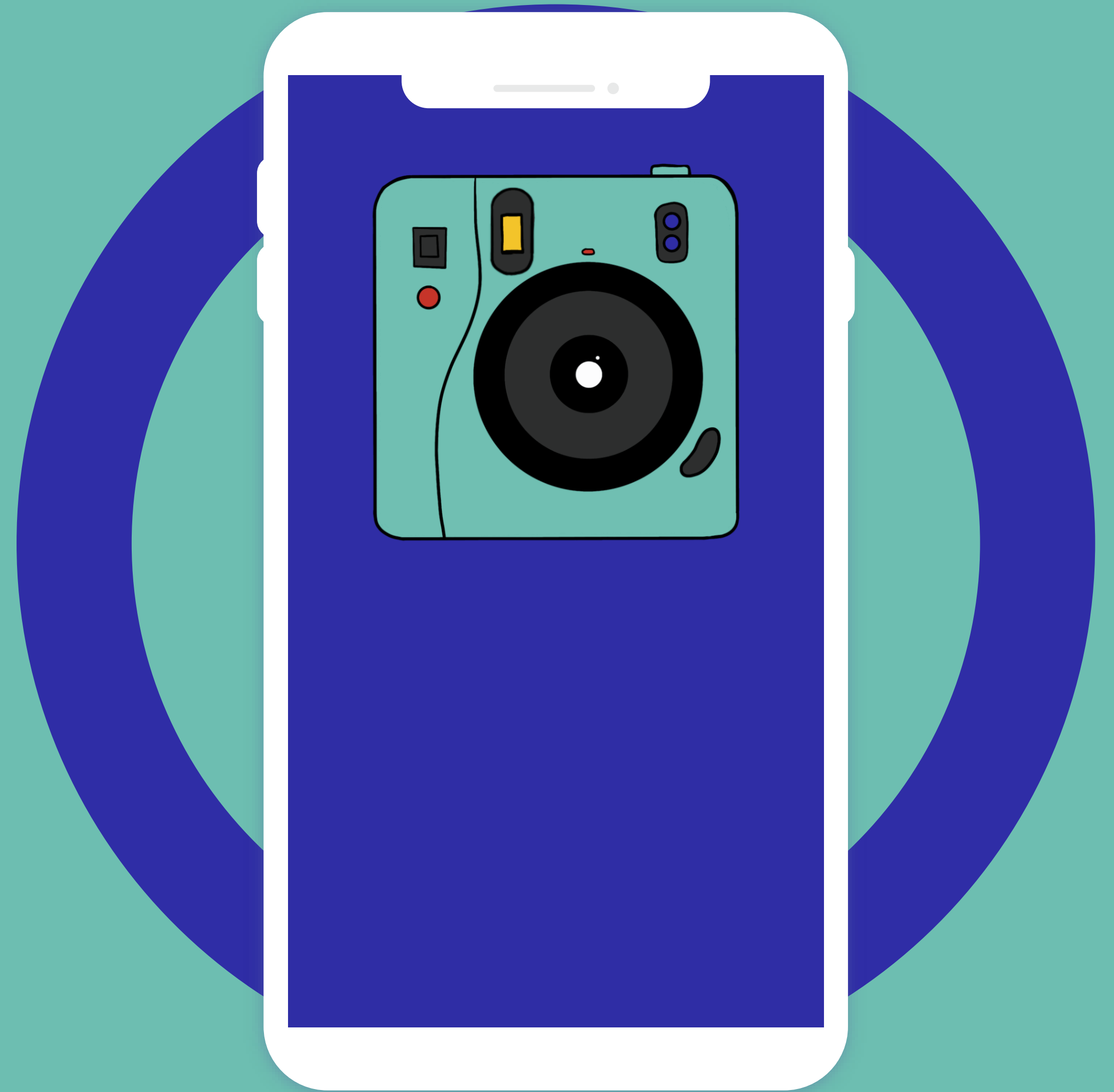


INSTA STORY

2.

COMPETITION DETAILS

Tell your followers how they can participate in the game.





INSTA STORY

3. DETAILS EXTENDED

This page is to show followers the possible bingo combinations that they can get to win gift cards.





INSTA STORY

4.

EVEN MORE DETAILS

Followers must tag #COELBingo to enter in the competition.





INSTA STORY

5. GIVE THEM THE BOARD

Here is where your followers can screenshot the bingo board and fill it in with the pictures they send in.





QUESTIONS?