

RRTF Communications Group

Campaign Proposal

Executive Summary

During this public health crisis, it is not a nice to-do marketing campaign, but a necessary and impactful awareness and education campaign that the Communications Group is rolling out. While the group members and their associated agencies' organic reach across owned channels is considerable (estimated reach of 50K based on self-reporting), it is by no means exhaustive or near any kind of insurance that all Durhamites will receive the task force's messaging, let alone with enough frequency to be effective.

Without funding for media placement, the outputs of the RRTF's work will reach only a fraction of Durham's residents and businesses, and the impact will be limited.

In earnest pursuit of ensuring that all Durham residents benefit from the task force's work and leadership during this period, the Communications Group has drafted the following proposal. As evidenced by the significant pro bono efforts planned throughout the calendar year, the team of experienced communicators will be good stewards and do everything it can to cut costs and secure advertising placements that provide the highest return on investment.

The funds requested will only be allocated to buying media and the production of collateral pieces to aid grassroots outreach. All creative development will be completed pro bono. For all paid opportunities, the Communications Group will utilize pre-existing relationships as well as negotiate for discounted rates, in-kind offerings, and other added value contributions.

As the coronavirus situation continues to change quickly, the following plan is designed to be flexible and responsive to changing circumstances. In between each phase, the Communications Group will assess each outlet's effectiveness and where we presently stand as a community. Depending on needs areas and what's working best, the plan can be shifted accordingly.

Logistically, Discover Durham is willing to provide pro bono media buying services; an MOU can be set up between the City and Discover Durham specifying that the agreed upon budget for promotion will be transferred to Discover Durham and 100% will be applied to media purchases, collateral printing, or other campaign elements identified in the plan. Funds may be transferred at once or spread over time, but must be received by Discover Durham prior to placing media buys or signing media contracts. In order for this plan to be most effective and run according to plan, Phase 1 funding needs to be approved by July 8, especially the \$3,800 planned to help incentivize businesses to participate at launch.

Phasing	Funds Requested	Pro Bono Value
Phase 1 – July – Aug.	\$94,245	tbd
Phase 2 – Sept. - Oct.	\$109,750	tbd
Phase 3 – Nov. - Dec.	\$74,500	tbd

Phase 1: Inspire Confidence (July – August)

Purpose: In the spirit of “recovery” and “renewal,” the Communications Group will work to revive the local economy in a safe and responsible way by inspiring consumer confidence.

Messaging considerations in response to community happenings:

- Introduction and rollout of ‘Back on the Bull’ campaign and focused effort to encourage businesses to complete the checklist
- Concerning positive case counts in the Latinx community and disadvantaged communities traditionally more difficult to reach
- Guidelines are voluntary, so establishments and the public need to be incentivized and convinced before widespread participation
- BackontheBull.com will need to be introduced as locals and business owners have become accustomed to checking other sites for COVID-19-related updates, and needs to be reinforced as an official, centralized hub of information
- Restaurants and other industries are in the process of reopening, in dire need of patronage while customer confidence is extremely low
- Daily reminders and motivating activations will maintain and influence uniform adoption of face coverings in public
- Gov. Cooper’s potential transition from Phase 2 to Phase 3 and a potential need to clarify or reduce confusion that might arise if Durham’s orders differ
- University students will be returning, DPS potentially returning to school as well
- Downtown streets opening for restaurant dining after City Council vote on July 1
- Balancing encouragement to patronize businesses while the indefinite order is called ‘Safer-at-Home’ and case counts are rising across the country
- Residents are experiencing “quarantine fatigue,” becoming restless or frustrated by continued orders
- Ongoing feedback from the roundtables calls for more communication from official sources
- Warmer temperatures make masks increasingly more uncomfortable to wear

Marketing-specific goals or KPIs for Phase 1:

- Quantitative:
 - Drive and sustain web traffic to BackontheBull.com
 - Significant volume of checklist participation across industries
- Qualitative:
 - Raise general awareness of the Back on the Bull campaign
 - Consistent face coverings worn in public
 - Traffic to storefront businesses picks up
 - Increased support for Safer-at-Home orders and other safety measures

Pro bono execution:

- Development of website and checklists by the Center for Advanced Hindsight (tbd estimated hours)
- Branding work completed by McKinney (tbd estimated hours)

- Translation of all marketing materials by tilde Language Justice Cooperative (tbd estimated hours)
- Strategic development, project management, media placement, media relations and other outreach efforts led by Discover Durham (**2,580** estimated hours / rate of FTEs + equivalent 2.5 Discover Durham FTE totaling **\$120K** for 6 months)
- All creative development will be completed pro bono. Graphic design support, including a compilation of assets for stakeholder usage, influencer engagements, etc., will be created by Discover Durham and City of Durham.
- The Chamber has recruited Lakeside Media to produce short videos in English and Spanish to help normalize face coverings.
- Recruitment of crowd-sourced images/photography/B-roll by the community and businesses demonstrating safe practices
- Hispanic media outreach and coordination led by El Centro, organized 10 media outlets to regularly disseminate messaging to Latinx community
- Communications Group members meeting weekly and leading direct communications outreach to 20+ stakeholder groups (**300** estimated hours to date)
 - Example includes El Centro and Discover Durham to do direct, personal outreach via phone and in person to Latinx business owners
- Public and media relations efforts include coordination of regular media availability (or ‘media roundtables’) for RRTF members, national and local pitches, coordination of interviews, development of talking points, drafting of press releases, etc.
- Communications Group to approach Duke University and North Carolina Central University regarding visibility on campuses and distribution to audiences
- Messaging deployed across owned channels of Communications Group members’ agencies. A few examples include:
 - City of Durham: bi-weekly CityLife episodes, social media posts, email listservs, graphic design support, intern support hours
 - Durham County Department of Public Health: ongoing video messages, social graphics, media outreach
 - Discover Durham: partnership outreach, email marketing, social media sharing, media relations, graphic design support
 - Downtown Durham, Inc.: email and social marketing, partnership outreach, in-person recruitment
 - Greater Durham Chamber of Commerce: email and social marketing, partnership outreach, engaging media partners for potential PSA campaigns
- Additional grassroots activations:
 - Outdoor signage asks: ATC, Durham Bulls, DPAC, Carolina Theatre, Hayti Heritage Center, Parks and Rec, West Point on the Eno, Durham County Stadium
 - Dissemination of flyer through Neighborhood Improvement Services and other organizations
 - Visibility at community engagements like Festival for the Eno

Strategic paid marketing support requested:

- Incentivize businesses to participate at launch
 - Full page ad in Indy Week’s July 22 issue (estimated **\$1,800** cost). Guaranteed placement fee (15%) to be negotiated.
 - Targeted social media ads in English and Spanish to run July 8-15 (**\$2,000**)

- Introduce and increase awareness of 'Back on the Bull' campaign
 - Billboard advertising along NC-147 and I-85
 - Estimated cost for a 4-week run
 - \$1,500 per billboard, ideally with one billboard along each highway (**\$3,000 total**)
 - Vinyl production to be negotiated
 - In-bus advertising with GoDurham public transit
 - Estimate cost is \$1,000 per month, so **\$2,000 total**
 - TV broadcast buy with WRAL (**\$20K**) and WTVD (**\$20K**)
 - TV broadcast is the most effective advertising medium to increase public awareness. The paid campaign to be supported by ongoing organic pitching of related stories.
 - Anticipated advertising run dates: July 20-August 20
 - Plan for daypart rotators in an effort to be more cost effective
 - In-kind matches and creative support to be negotiated
 - Radio advertising to broadly reach more targeted groups
 - Maximize relationships The Chamber has established with Curtis Media Group, Radio One and WCHL-AM, expecting in-kind support and added value
 - The Communications Group needs to do more research, but based on previous campaign buys, would expect costs for a 4-week flight to be \$5,000 per station, totaling **\$15,000**
 - Paid media buys with Durham-specific media outlets to increase frequency of messaging and raise visibility
 - Spectacular Magazine, leaderboard and side bar advertising for a four-week flight starting mid-July and an e-blast (**\$1,500**)
 - Durham Magazine print ad in the August issue. Insertion due date is June 15 (**\$2,495**)
 - The Durham Herald-Sun print ad in late July, estimated to cost **\$1,800**
- Social media video advertising to normalize face coverings in public using the videos produced pro bono in English and Spanish by Lakeside Media
 - Anticipated run dates: July 20-July 31
 - Video campaigns should increase consumer confidence by normalizing people out and about in Durham practicing social distancing
 - Video campaigns are slightly more expensive than the social ad format at the initial launch, but will be effective in solidifying messaging and demonstrating that it is safe to venture into businesses (**\$4,000**)
- Educational campaign to combat spiking cases in the Latinx community
 - Pilar recommends ad campaigns with Que Pasa (print), Univision (TV), La Ke Buena (radio)
 - Anticipated run dates: July 20-August 14
 - Cost TBD, the Communications Group needs to do more research.
 - Estimated costs based on previous buys-- \$1,500 with Que Pasa, \$2,500 with La Ke Buena, and \$10K with Univision for **\$14K total**
 - 'Back on the Bull' branded print collateral for distribution in Spanish in conjunction with canvassing and mask distributions
 - Quantity: 2,500
 - Anticipated cost: **\$300**

- Direct traffic to the website, a centralized destination for Durham-specific COVID-related information with a Search Engine Marketing (SEM) campaign
 - There is an overwhelming amount of information related to COVID available online. Without a centralized online hub of information, Durhamites have become accustomed to searching for what the latest guidelines are.
 - A SEM campaign will target related keywords to increase the visibility and consistency in which people source their information from BackontheBull.com
 - Campaign can be deployed in English and Spanish for a 4-week period
 - Anticipated cost: \$2,000 in English, \$1,500 in Spanish (**\$3,500** total)
- Grassroots and non-traditional ideas to offer daily reminders and motivations for the public to continue following the guidelines
 - Coasters to be distributed at restaurants:
 - Quantity: 2,000
 - Anticipated cost: **\$600**
 - Stickers and pins, to be distributed first to businesses that have completed the checklist. Targeted ideas include pins for hospitality staff in hard-to socially distance settings and stickers to go on construction workers helmets.
 - Pin quantity: 2,500 pins
 - Pin anticipated cost: **\$1,250**
 - Sticker quantity: 5,000
 - Sticker anticipated cost: **\$1,000**

Phase 1 strategic paid marketing support total cost: **\$94,245**

Phase 2: Maintain Momentum (September – October)

Purpose: Reinforce normalcy and continued feelings of safety while supporting the reopening/recovery of business; work on building on sentiment of gaining security and adapting to a new way of life.

Messaging considerations in response to community happenings:

- Gov. Cooper's potential transition from Phase 2 to Phase 3 (or beyond) and need to clarify or reduce confusion that might arise if Durham's orders differ
- What businesses are still open/surviving? Which industries might be leading to more cases?
- Enhance and update toolkits/guidelines as necessary and to remain relevant
- Demographic disparities and whether the Latinx community is still so highly overrepresented
- Students will be back on campus and in classroom settings. There is no Fall Break planned, so college students will be in Durham for the entirety of the semester.
- Collegiate athletic events will likely occur with no or limited fans in attendance, potential opportunity to recruit coaches to participate in messaging
- Virtual/hybrid annual events and festivals taking place (Pride, CenterFest, CLICK, Homecoming, Third Fridays).
- Potential for in-venue events to return (Wicked scheduled at DPAC for Sept. 30-Oct. 25). The return of shows would also encourage more restaurant dining
- September is Hispanic Heritage Month
- Flu season approaching
- Election season will drive up the cost of advertising, broadcast mediums in particular

- Expectation for stakeholders to potentially fill out industry-specific checklists multiple times, calling for reminders and additional explanations
- Cooler weather potentially enticing more outdoor dining
- Workforce potentially more regularly returning to the office
- Construction work potentially slows down after the warmer months have passed
- Likely increasingly divisive rhetoric in national politics and consequent media coverage leading into the presidential election, potentially encouraging polarizing conversations around mask wearing, etc.

Goals or KPIs for Phase 2:

- Quantitative
 - Maintain web traffic
 - Regular social media engagements using #BackontheBull
 - Number of total businesses that completed the checklists
 - Tourism economic impact in a rebounding economy
- Qualitative
 - Anecdotal roundtable feedback
 - Physical signage and visibility posted at venues, outdoor areas, and businesses
 - Testimonials from business owners and the public
 - Increase regional awareness of the Durham-based campaign
 - Noticeable sense of pride by residents that Durham's gone above and beyond with implementing a safety campaign

Pro bono execution:

- Communications Group members will continue to lead direct outreach efforts to stakeholder groups as advisories shift
- Messaging continued to be deployed across owned channels of Communications Group members' agency owned channels
- Possible launch of a user generated content/social media campaign to solidify face coverings as a part of everyday wardrobe, likely in September once the Back on the Bull campaign launch has passed
 - Tap artist community for inspiring a mask design competition or potentially distributing design kits with free masks
- Ongoing creative design support as additional graphics are needed with updated messaging
- Approach City of Durham about including RRTF information in water bill goes out in September
- Request The Chamber donates its advertising space in Durham Magazine's September issue
- Recruit additional crowd-sourced images/photography/B-roll by the community and businesses showing updated or more extensive safety protocols in action
- Possibility for additional videos to be produced pro bono encouraging social distancing and other efforts
- Ongoing national and local media pitches by Discover Durham on the creativity and community-involvement of the program
- Discover Durham's 'Rediscover Durham' campaign likely launched already, encouraging Triangle area residents to patronize Durham restaurants and other establishments
- 'Durham Delivers' program, a platform to be rolled out to boost restaurant sales (American Underground on development, Discover Durham is point for marketing) to have matured and gained traction

Strategic paid marketing support requested:

- Digital advertising to visually portray reinforce the normalcy of going out
 - Flighted social media ads in English and Spanish to run over a two-month period (**\$10,000**)
 - Additional social video campaign to showcase additional ways and places Durhamites should and could be comfortable in venturing out to with a face covering on.
 - Flighted video social ad campaign in English and Spanish over a two-week period (**\$4,000**)
 - Campaigns across the Google Display Network will allow the Communications Group to place banner ads in English and Spanish across the internet, targeting users by precise interests, demographics, geographic areas, etc. tied to Durham-specific industries and which people and places are overrepresented in case counts.
 - Flighted digital banner ad campaign in English (\$3,000) and Spanish (\$2,500) over a two-month period (total estimated cost: **\$5,500**)
 - Banner ad retargeting campaign to serve as daily reminders for users that have visited BackontheBull.com. The banner ads will follow the users across the internet over the following weeks as a reminder of the campaign messaging. Retargeting is traditionally much more cost effective as the user has already expressed initial interest.
 - Flighted retargeting campaign in English (\$2,000) and Spanish (\$1,500) over a two-month period (total estimated cost: **\$3,500**)
- TV Broadcast to maintain awareness and relevancy of the Back on the Bull campaign
 - The forthcoming election will increase costs as political advertising dominates inventory. It would be fair to assume that, for the same cost, the RRTF won't receive the same frequency as the Phase 1 buy, but will negotiate more added value opportunities in return (guaranteed editorial segments, online content, etc.)
 - TV broadcast buy with WRAL (**\$20K**) and WTVD (**\$20K**)
 - Anticipated advertising run dates: September 1-October 15
 - Plan for daypart rotators in an effort to be more cost effective
 - In-kind matches and creative support to be negotiated
- Radio advertising to broadly reach more targeted groups
 - The election should increase cost, but not as much as television
 - Maximize relationships The Chamber has established with Curtis Media Group, Radio One and WCHL-AM, expecting in-kind support and added value
 - Add other radio stations into the ad buy, including WNCU-FM now that NCCU is back in session, Triangle Traffic Network, WRAL-FM with more families traveling to school or activities, and other talk radio stations now that more people are commuting to work
 - The Communications Group needs to do more research, but based on previous campaign buys, would expect costs for a 4-week flight to be approximate \$5,000 per station. Based on performance from Phase 1, coupled with user behavior and appropriate targeting, the Communications Group will still plan to advertise on five stations or media groups, totaling **\$25K**
- Outdoor placements to serve as daily motivations to continue following guidelines
 - Billboard advertising along NC-147 and I-85
 - Estimated cost for a 4-week run
 - \$1,500 per billboard, ideally with one billboard along each highway (**\$3,000** total)
 - Vinyl production to be negotiated

- In-bus advertising with GoDurham public transit
 - Estimate cost is \$1,000 per month (**\$2,000** total)
- Assuming the Latinx community is still overrepresented in case counts, it would be important to maintain Hispanic advertising
 - September is Hispanic Heritage Month, which can be incorporated into messaging
 - The Communications Group to assess whether to keep advertising dollars with Que Pasa (print), Univision (TV), La Ke Buena (radio) or shift to other outlets
 - Anticipated run dates: September 1-September 30
 - Cost TBD, the Communications Group needs to do more research.
 - Estimated costs based on previous buys-- \$1,500 with Que Pasa, \$2,500 with La Ke Buena, and \$10K with Univision for **\$14K** total
- Print collateral, educational materials and swag (stickers, coasters, bumper magnets, etc.)
 - As more people return to the office, venture out, etc. there will be more strategic places to deliver print collateral for distribution
 - 'Back on the Bull' branded print collateral for distribution in English and Spanish
 - Quantity: 5,000
 - Anticipated cost: **\$600**
 - Additional coasters to be utilized as more restaurants re-open
 - Coasters to be distributed at restaurants:
 - Quantity: 3,000
 - Anticipated cost: **\$900**
 - Additional pins as more people return to work
 - Pin quantity: 2,500 pins
 - Pin anticipated cost: **\$1,250**

Phase 2 strategic paid marketing support total cost: **\$109,750**

Phase 3: Gathering Safely (November – December)

Purpose: Remain especially vigilant during the holiday season as the community will be tempted to gather with friends, family and community, as well as the accompanying hustle and bustle.

Messaging considerations in response to community happenings:

- Holidays events and family gatherings will be taking place, often with large numbers gathering
- Retail shopping to increase in advance of the holidays
- Expect people will be traveling and getting out more
- College students will be leaving campus at Thanksgiving break, potentially having family come to help them move out of campus living
- Fans will miss and grow frustrated if college basketball season is impacted
- Businesses, including those out at RTP with bigger campuses, will likely be more fully back in the office
- A second wave of COVID-19 is a possibility
- Flu season
- Entertainment venues possibly beginning to reopen with DPAC's Broadway schedule picking up
- What businesses are still open/surviving? Which industries might be leading to more cases?

- Colder weather will reduce the number of outdoor activities available to keep people busy and occupied. Outdoor dining options will not be as appealing.
- Potentially divisive fallout from the presidential election, possibility of the public losing even more faith in the national government and looking to local government for leadership
- Marketing trends of 'year in review' videos and other recaps, as the public typically takes time to set resolutions for the new year
- November is a 'sweeps' month for local network affiliates, which will drive up cost of advertising

Strategic paid marketing support requested:

- Digital advertising to visually portray reinforce the normalcy of going out
 - Flighted social media ads in English and Spanish to run over a 1.5-month period (**\$7,500**)
 - People will be less likely to be out and about, so less of a need to invest in a video campaign
 - Campaigns across the Google Display Network to place banner ads in English and Spanish across the internet, targeting users by precise interests, demographics, geographic areas, etc. tied to Durham-specific industries and which people and places are overrepresented in case counts.
 - Flighted digital banner ad campaign in English (\$3,000) and Spanish (\$2,500) over a two-month period (total estimated cost: **\$5,500**)
 - As e-commerce is likely to pick up in advance of the holidays, it would be effective to maintain a presence across the internet
 - Banner ad retargeting campaign to serve as daily reminders for users that have visited BackontheBull.com. The banner ads will follow the users across the internet over the following weeks as a reminder of the campaign messaging. Retargeting is traditionally much more cost effective as the user has already expressed initial interest.
 - Flighted retargeting campaign in English (\$2,000) and Spanish (\$1,500) over a two-month period (total estimated cost: **\$3,500**)
- TV Broadcast to maintain awareness and relevancy of the Back on the Bull campaign
 - TV broadcast buy with WRAL (**\$10K**) and WTVD (**\$10K**). Recommended to take a month off of advertising in November during sweeps.
 - Anticipated advertising run dates: December 1-December 31
 - Plan for daypart rotators in an effort to be more cost effective
 - In-kind matches and creative support to be negotiated
- Radio advertising to broadly reach more targeted groups
 - Maximize relationships The Chamber has established with Curtis Media Group, Radio One and WCHL-AM, expecting in-kind support and added value
 - Stations with holiday music are most expensive, so keep to the radio stations and media groups that the Communications Group already has established relationships with
 - The Communications Group needs to do more research, but based on previous campaign buys, would expect costs for a 4-week flight to be approximate \$5,000 per station. (**\$15K**)
- Outdoor placements to serve as daily motivations to continue following guidelines
 - Billboard advertising along NC-147 and I-85
 - Estimated cost for a 4-week run
 - Adding additional boards to the media plan later in the year as road trip travel is expected to increase to visit friends and family over the holidays

- \$1,500 per billboard, ideally with two billboard along each highway (**\$6,000** total)
 - Vinyl production to be negotiated
- In-bus advertising with GoDurham public transit
 - Estimate cost is \$1,000 per month (**\$2,000** total)
- Assuming the Latinx community is still overrepresented in case counts, it would be important to maintain Hispanic advertising
 - The Communications Group to assess whether to keep advertising dollars with Que Pasa (print), Univision (TV), La Ke Buena (radio) or shift to other outlets
 - Anticipated run dates: September 1-September 30
 - Cost TBD, the Communications Group needs to do more research.
 - Estimated costs based on previous buys-- \$1,500 with Que Pasa, \$2,500 with La Ke Buena, and \$10K with Univision for **\$14K** total
- Print collateral, educational materials and swag (stickers, coasters, bumper magnets, etc.)
 - Potential for holiday-themed stickers to be shared across industries, faiths, etc.
 - Sticker quantity: 5,000
 - Sticker anticipated cost: **\$1,000**

Phase 3 strategic paid marketing support total cost: **\$74,500**