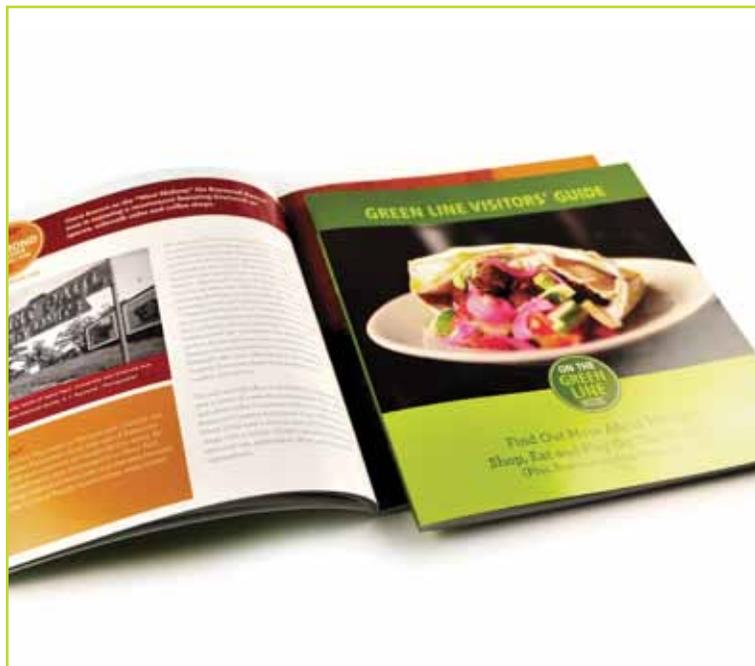




CAMPAIGN SNAPSHOT

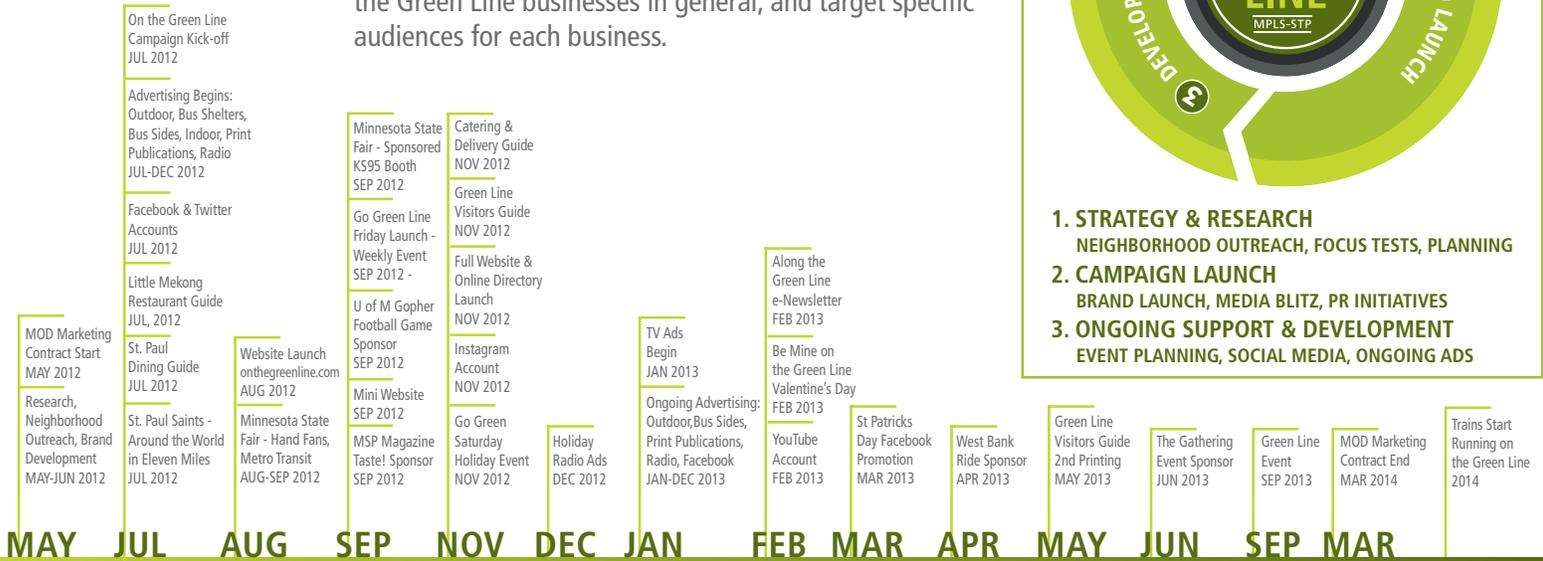
On the Green Line Business Marketing Campaign



PROJECT TIMELINE

2012-2014

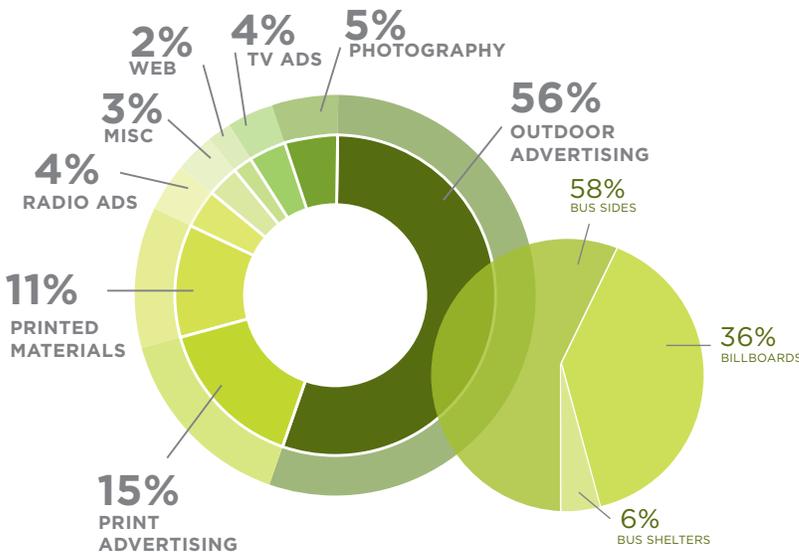
The goal of the project is to market the small businesses along the Light Rail Transit Green Line during and after construction. The campaign is structured to drive traffic to the Green Line businesses in general, and target specific audiences for each business.



- 1. STRATEGY & RESEARCH**
NEIGHBORHOOD OUTREACH, FOCUS TESTS, PLANNING
- 2. CAMPAIGN LAUNCH**
BRAND LAUNCH, MEDIA BLITZ, PR INITIATIVES
- 3. ONGOING SUPPORT & DEVELOPMENT**
EVENT PLANNING, SOCIAL MEDIA, ONGOING ADS

MEDIA PURCHASES

DIGITAL & POSTER BILLBOARDS, BUS SIDES, BUS SHELTERS, INDOOR ADS, NEWSPAPERS & MAGAZINES, PRINTED BROCHURES & DIRECTORIES, RADIO ADS, TV ADS & WEB



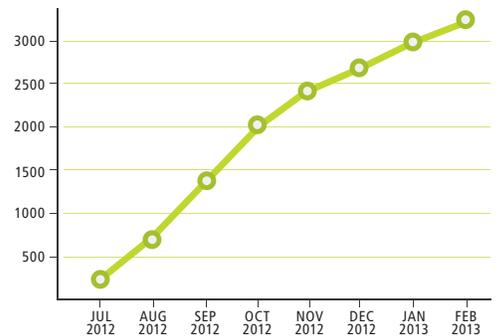
SOCIAL MEDIA



FACEBOOK

facebook.com/GreenLineTC

LIKES
PER MONTH



32M
IMPRESSIONS

74000+
FACEBOOK ACTIONS



3000+ LIKES



TWITTER

@GreenLineTC

2700+
TWEETS



INSTAGRAM

instagram.com/GreenLineTC



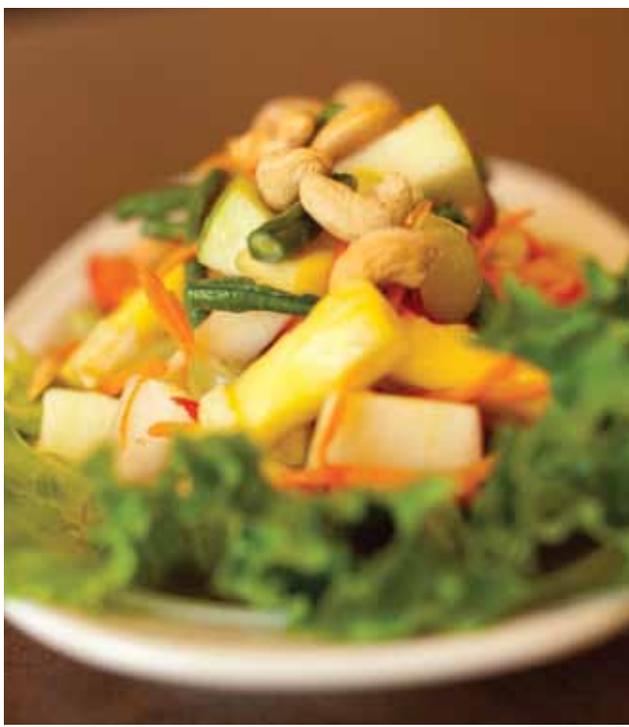
YOUTUBE

youtube.com/OntheGreenLine

WEB onthegreenline.com

12000+
PAGE VIEWS





Top Left: Papaya Salad, Thai Café
Top Right: Arnellia Allen, Arnellia's
Middle Left: Artisanal Chocolates, Chocolat Céleste
Middle: Ralph Johnson, Royal Tire
Bottom Left: Bangkok Betty Burger, Señor Wong
Bottom Right: Shegitu Kebede, Flamingo Restaurant



FEATURED BUSINESSES

A-1 Vacuum

Acadia

Arnellia's

Art & Architecture

Ax-Man Surplus

Bangkok Cuisine

Bangkok Thai Deli

The Best Steak House

Big 10

Big Daddy's BBQ

Black Dog Coffee

Blessings Salon

Bonnie's Café

Bun Mi

Campus Pizza

Capitol City Auto Electric

Cat Purrniture

Cedar Cultural Center

Chocolat Celeste

Classic Retro @ Pete's

The Commons Hotel

Cupcake

Cycles for Change

Depth of Field

Depth of Field Yarn

Earth's Beauty Supply, Midway

Earth's Beauty Supply, Rondo

The Edge Coffeehouse

Flamingo

Foxy Falafel

General NanoSystems

Glamour with NY Cuts

Glasgow Automotive

Golden's Deli

Grooming House

The Hole

Homi Restaurant

Infinite Hair

iPho by Saigon

Key's Café

Latuff Brothers

Lowertown Bike Shop

Lowertown Wine

Lucy Café

Mai Village

Mapps Coffee & Tea

May's Market

MidModMen+Friends

Midwest Mountaineering

Milbern Clothing

The Nail Shop

Ngon Bistro

Noll Hardware

On's Kitchen

Pete Lebak Barber

Roni's Beauty Supply

Royal Tire

Russian Tea House

Ryan Plumbing & Heating

Señor Wong

Sharret's Liquor

Southern Theater

St Paul Classic Cookie

Steady Tattoo

Succotash

Sugarush

Sunday's Best

Tanpopo

Tay Ho

Tea Garden

Textile Center

Thai Café

Transformation Salon

Trung Nam

TU Dance

Twin Cities Reptile

U Garden

Uniquely Attainable & Friends

Universal Hair Design

University Buffet

UPS Store

The Wienery

ADVERTISING GUIDE

- Billboard Ads
- Bus Side Ads
- Bus Shelter Ads
- Indoor Ads
- Events & Promotions
- Facebook Ads & Features

TESTIMONIALS

"I think [the Green Line advertising] is great. Personally, the advertising for the Southern Theater has popped up in a lot of different places."

Damon Runnals, Southern Theater



"I think it's fabulous! From the feedback that I got from how many people saw the bus ads, I think those were more effective as far as the amount of people they reached. I like the fact that they ran the ad a lot."

Mary Leonard, Chocolat Céleste



"We saw the ad in City Pages! We have had people who have never been to the restaurant come in because they said they saw the billboard, or because they saw us on a bus side and decided they wanted to check it out."

Ron Whyte, Big Daddy's BBQ



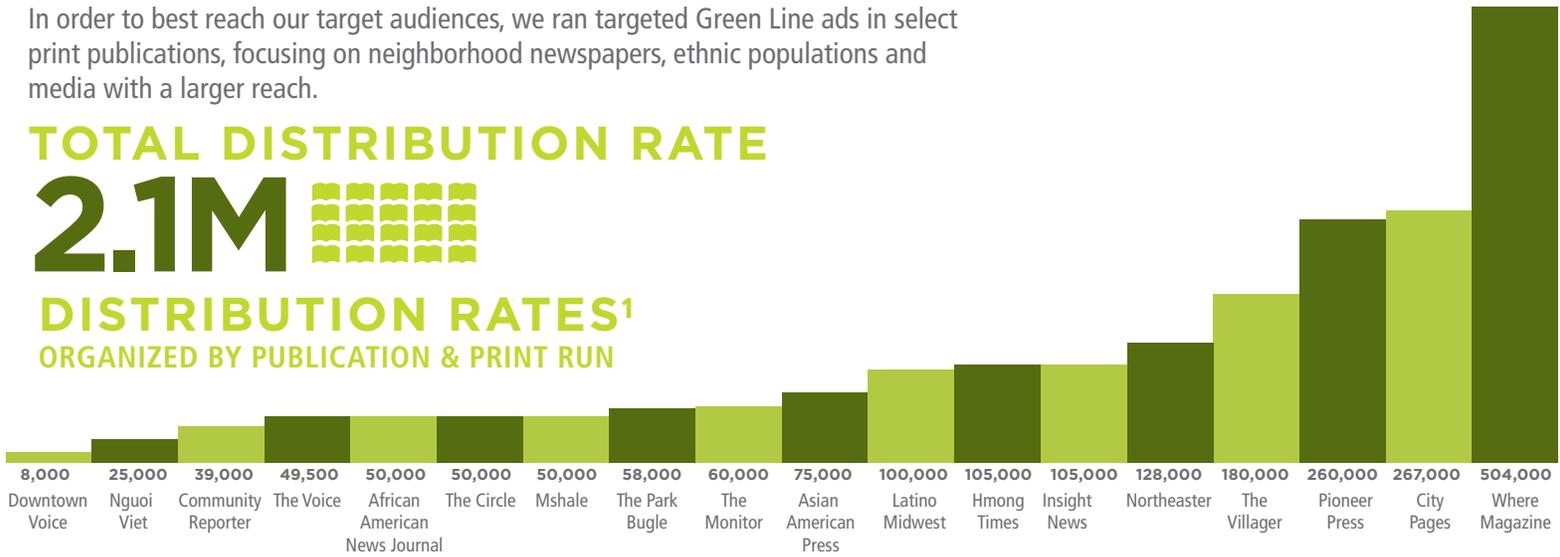
PRINT ADVERTISING NEWSPAPERS & MAGAZINES

In order to best reach our target audiences, we ran targeted Green Line ads in select print publications, focusing on neighborhood newspapers, ethnic populations and media with a larger reach.

TOTAL DISTRIBUTION RATE

2.1M

DISTRIBUTION RATES¹ ORGANIZED BY PUBLICATION & PRINT RUN



OUTDOOR ADVERTISING BILLBOARDS, BUS SIDES & SHELTERS

POSTER BILLBOARDS²

MILLIONS OF IMPRESSIONS

19M

DIGITAL BILLBOARDS³

MILLIONS OF IMPRESSIONS

40M

BUS SIDES⁴

MILLIONS OF IMPRESSIONS

57M

BUS SHELTERS⁵

MILLIONS OF IMPRESSIONS

5M

¹ Numbers based on averages supplied by each publication

² Numbers based on averages supplied by Clear Channel Outdoor

³ Numbers based on averages supplied by Clear Channel Outdoor

⁴ Numbers based on averages from TITAN

⁵ Numbers based on averages from CBS Outdoor

EVENTS & PROMOTIONS

SAINTS GAME SPONSOR

"Around the World in 11 Miles: On the Green Line"
 On July 27, 2012 On the Green Line, together with U-7, sponsored the St Paul Saints baseball game. Before the game and during the 7th inning stretch we showcased the unique diversity that University Ave has to offer.



GO GREEN LINE FRIDAYS

Every Friday a different restaurant along the Green Line is featured to give them a little extra boost. Join us from 11a-2p every Friday at a new location!



GO GREEN SATURDAY

The idea of "Small Business Saturday" over Thanksgiving weekend seemed like a perfect fit for Green Line businesses. With over 40 events, several prize giveaways, holiday attractions and numerous participating businesses offering specials and deals it was no surprise Go Green Saturday was a great success on November 24, 2012.



BE MINE ON THE GREEN LINE

We promoted all of the special things to do on the Green Line to celebrate LOVE day on February 14, 2013. Original district valentines, two prize giveaways and special advertising contributed to an increase in online traffic (and made it a truly SWEET day).



CABLE TV ADS

ABC Family, Animal Planet, BET, Comedy Central, Food Network, HGTV, TBS, TLC, Travel Channel



74% REACH HOUSEHOLDS
1.2M IMPRESSIONS

DISTRICT BRANDING



ON THE GREEN LINE



ON THE GREEN LINE



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