



CITY OF  
Ames™

Always Ames – Campaign Results  
November 14, 2017

## AMES BRAND COMMUNICATIONS

Support the Ames City Council goal of getting young adults transitioning to families to relocate to Ames.

# CAMPAIGN TIMELINE

## 2015 - 2016

- *IGNITION* Day
- Market Research
- Research Report / City Council Presentation
- Communications Audit
- Brand Manifesto
- Heart / Mind / Soul
- Campaign Development

## Jan. – August 2017

- Digital outdoor
- Digital banner & retargeting ads
- Landing page
- ISU Research Park videos + web articles, supporting social
- Always Ames question in City of Ames resident survey

## September – December 2017 (in process)

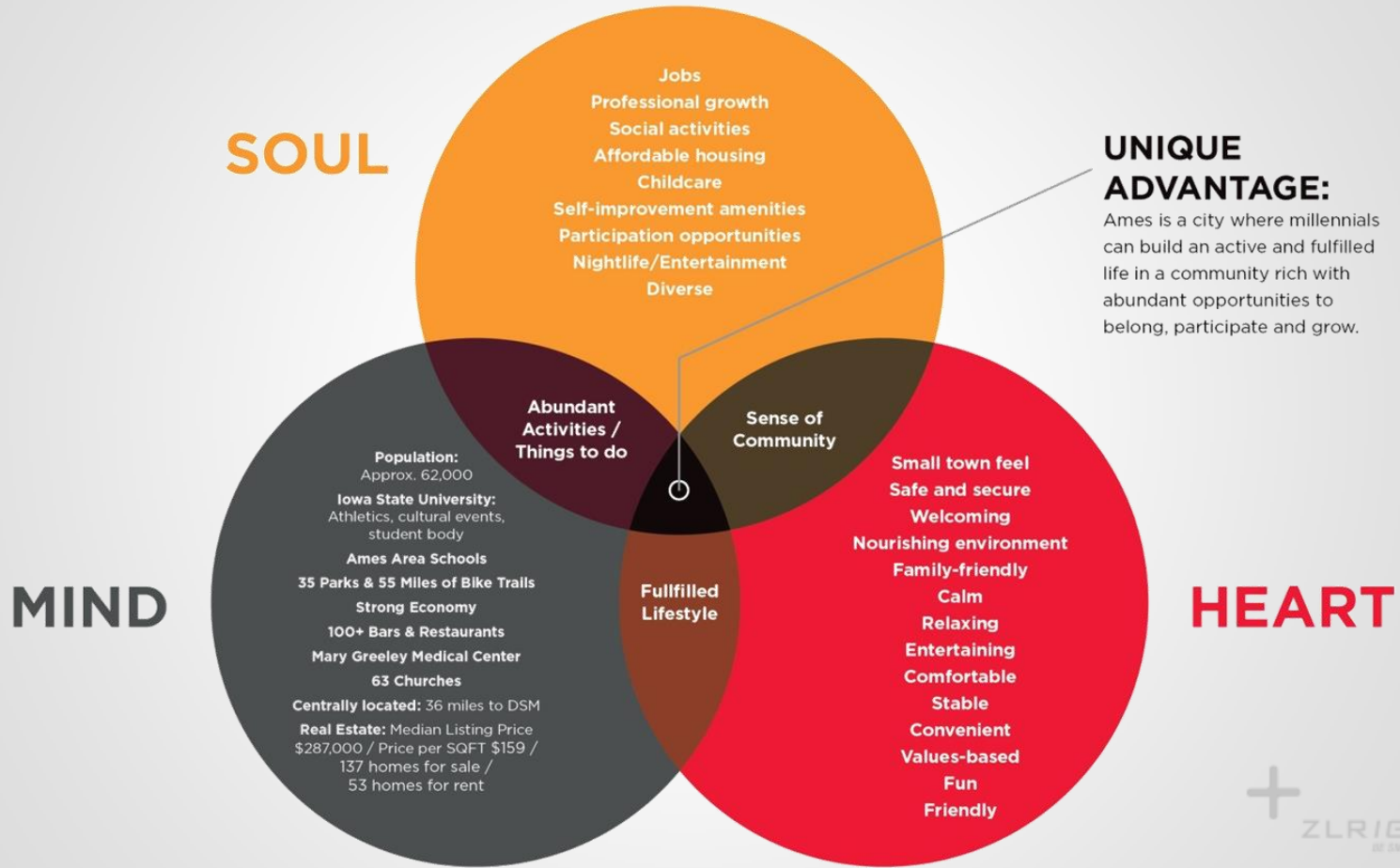
- Campaign reporting Ames lifestyle content package (video, social)
- Social sharing activated

## 2018

- Campaign results
- Include a recall question in City of Ames resident survey (March 2018)

# CAMPAIGN CONSTRUCT

# HEART / MIND / SOUL – Ames for Millennials



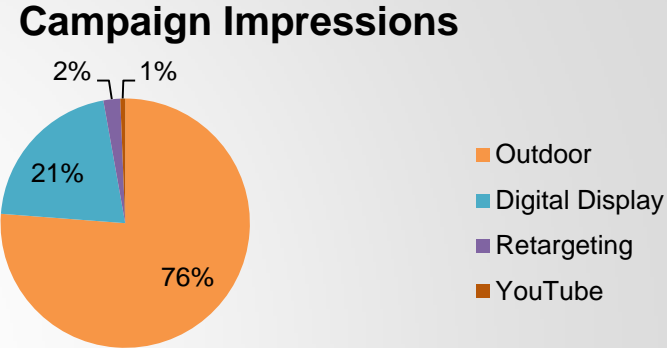
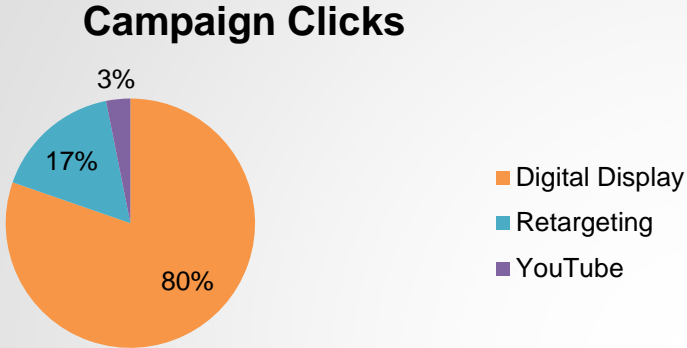
## **Campaign Construct – Ames Unique Advantage (Millennials)**

Ames is a city where millennials can build an active and fulfilled life in a community rich with abundant opportunities to belong, participate and grow.

# CAMPAIGN RESULTS

(Jan. 2017 – Oct. 18, 2017)

# OVERALL CAMPAIGN PERFORMANCE



- To date the campaign has sent **9,632 users** to the website and generated a **0.08% CTR**
  - This CTR is right at the industry average
  - Banner ads on KCCI.com are the most engaged with the Always Ames message
- The campaign has generated **6.5 million impressions from digital and outdoor placements**
  - Outdoor billboards have generated 5.2 million or 76% of the impressions



# DIGITAL OUTDOOR



**ALWAYS SPIRITED.**  
Always Ames.  
AlwaysAmes.com



**ALWAYS CREATING.**  
Always Ames.  
AlwaysAmes.com



**ALWAYS ENTERTAINING.**  
Always Ames.  
AlwaysAmes.com



**ALWAYS SURPRISING.**  
Always Ames.  
AlwaysAmes.com



+ ZLRIGNITION  
BE SMART. BE BOLD. BE PROUD.

# DIGITAL DISPLAY

“Sports”



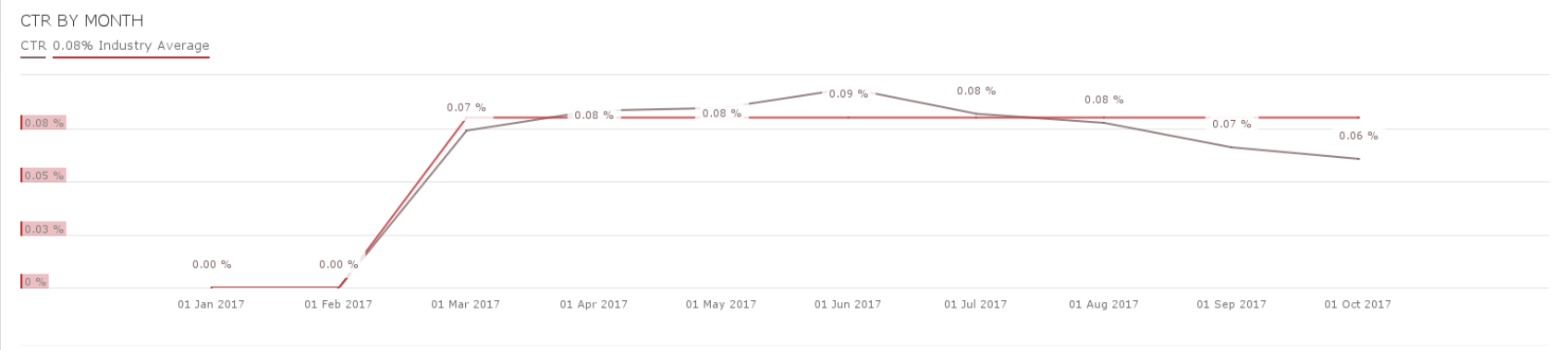
“Bike”



“Exhibits”



# DIGITAL DISPLAY METRICS



- To date, the creative campaign has sent **9,632 users to the landing page**
  - Overall, the Always Ames campaign is generating a 0.08% (click-thru rate, CTR), which is in-line with industry average display ads
  - CTR spiked over a .09% in June which can be attributed to the summer months
  - Due to slowly saturating the market receiving the banner ads CTR has seen a slow decrease from a .09% in June to a .06% in October.

# CREATIVE PERFORMANCE

Ad Content <span>?</span> <span>✕</span>	Acquisition			Behavior		
	Sessions <span>?</span> ↓	% New Sessions <span>?</span>	New Users <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>
Sports	<b>4,061</b> (0.66%)	84.26%	3,422 (1.14%)	91.50%	1.16	00:03:26
Bike	<b>3,594</b> (0.58%)	81.89%	2,943 (0.98%)	92.79%	1.14	00:03:31
Exhibit	<b>1,579</b> (0.26%)	17.86%	282 (0.09%)	82.58%	1.37	00:05:17

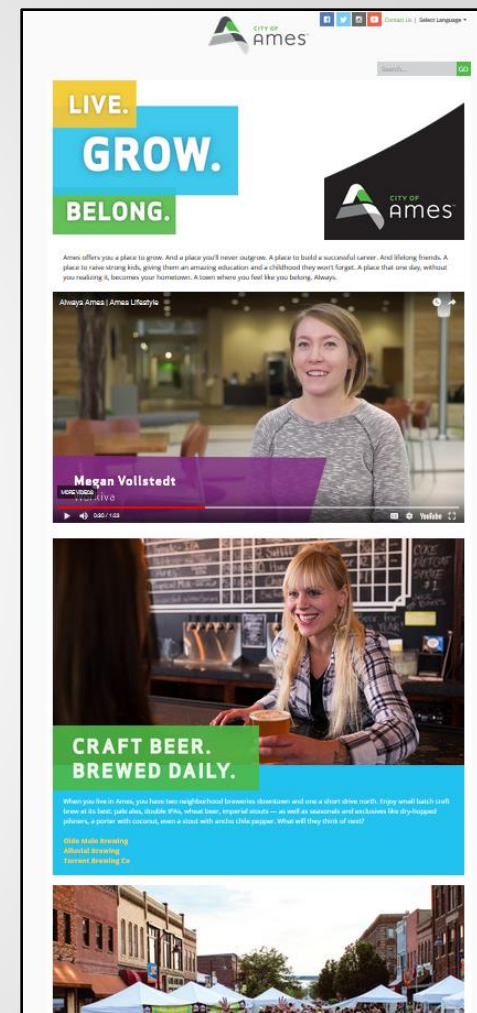
- “Sports” creative ad has driven more traffic to AlwaysAmes.com
- “Exhibit” retargeting banner ad has healthy time-on-site.
- The average session times are really encouraging, users are either watching the video and/or engaging with the rest of the landing page content.



# ALWAYSAMES.COM METRICS

Page <sup>?</sup>	Pageviews <sup>?</sup> ↓	Unique Pageviews <sup>?</sup>
	12,102 % of Total: 0.73% (1,660,913)	11,146 % of Total: 0.83% (1,349,610)
1. <a href="/about-ames/always-ames">/about-ames/always-ames</a>	11,434 (94.48%)	10,534 (94.51%)
2. <a href="/about-ames/always-ames/isu-research-park-copy">/about-ames/always-ames/isu-research-park-copy</a>	599 (4.95%)	557 (5.00%)
3. <a href="/about-ames/always-ames/technology-round-up">/about-ames/always-ames/technology-round-up</a>	31 (0.26%)	28 (0.25%)

- Since social media sharing picked up in September & October, the Always Ames articles / pages are seeing great referral traffic.
  - The Facebook post sharing the link to the ISU Research Park article drove 257 users to the article with two minutes on the page
  - Twitter sent 100 people to the ISU Research Park article within three minutes on page
- These website metrics suggest interest in these topics



# SOCIAL MEDIA ENGAGEMENT

**City of Ames - City Government**  
October 7 at 10:10am

New amenities coming to @ISUResearchPark including retail stores and restaurants. Learn more <http://bit.ly/2ycLKgS> #AlwaysAmes

Live, Work and Play at ISU Research Park | City of Ames, IA

ISU research park expansion

CITYOFAMES.ORG

Like Comment Share

20 Chronological

**Lee Andrew Mason** Live? What sort of housing is available? Single home or apartments?  
Like · Reply · 1 · October 7 at 10:14am

**Christine Laumer** The new park, the Tedesco Environmental Learning Corridor, is going to be great! Check out this article <http://www.amestrib.com/.../story-county-conservation-to-...>, and stay updated through Story County Conservation <http://www.storycountyia.gov/conservation>  
Like · Reply · October 7 at 11:52am

Write a comment...



**cityofames** Follow

cityofames Sunday sunrise over the Somerset business district. Smells like something delicious is baking! #AlwaysAmes

25 likes  
OCTOBER 1

**cityofames** Follow

cityofames Happy Monday, Ames! It feels like another warm day, but we'll miss this weather when it's a sheet of ice outside and barely hitting single digits. Get out and enjoy the sunshine! #SmartChoice #AlwaysAmes

17 likes  
MAY 18

**City of Ames** @cityofames · Sep 26  
#DYK #Ames is the U.S. city with the lowest unemployment rate? #AlwaysAmes #Jobs #Iowa  
4 10

**City of Ames** @cityofames · Sep 25  
You know your Monday in Ames is going to be just fine when it starts out this beautiful. #AlwaysAmes

**City of Ames** @cityofames · Oct 16  
#DYK #Ames was named one of the 25 Best Cities for Entrepreneurs via @Entrepreneur #AlwaysAmes #Iowa #startup  
1 5

**City of Ames** @cityofames · Oct 14  
Did you know Ames has one of the lowest unemployment rates among U.S. cities? #Jobs #AlwaysAmes #Iowa  
1 2 15

# MEDIA RECOMMENDATION

## MEDIA RECOMMENDATION

- The original paid media budget for Always Ames campaign was \$89,350.
  - \$24,000 – digital outdoor
  - \$65,350 – digital banner ads, retargeting, YouTube video pre-roll
- Due to the hyper-targeted audience receiving the digital banner ads the Always Ames message has saturated the market, causing the CTR to decrease starting in September.
- **MARKETING SHIFT** with the weeks remaining in the year:
  - Continue digital outdoor
  - Pull back on digital banner, retargeting, YouTube
  - Consider other areas of focus



## MEDIA – NEXT STEPS

- Use the remaining funds for additional marketing tactics to support the campaign:
  - Photos of neighborhoods, schools, workforce, Main Street
  - Develop content to counter some of the issues identified in the focus groups: housing, daycare, lack of nightlife, etc.
  - Refresh the Always Ames landing page directing users to [WorkInAmes.com](http://WorkInAmes.com) or to find neighborhoods/housing options
  - Other options.

## ACTION ITEMS

- ZLR to wrap-up Main Street / livability video, suggested social content end of October
- January 2018 - agency to roll-up complete campaign results, deliver key assets to City of Ames

# FEEDBACK

- One-year campaign initially
- Is there the desire to continue into 2018?

Independently

Through partnerships