

URBANA'S MARKET AT THE SQUARE

2020 ADVERTISING AND PROMOTIONAL PLAN

TARGET AUDIENCES

- Families with children
- Individuals concerned about their environmental impact
- Culturally diverse audiences
- Individuals concerned with healthy eating and lifestyle
- SNAP recipients

A decorative wavy line on the left side of the image, consisting of a green line and a white line on a black background.

ADVERTISING PLATFORMS



ADVERTISING OVERVIEW

DIGITAL PLATFORMS:

- SMILE POLITELY
- YOUTUBE ADS
- CHAMBANAMON.COM
- CRESCENT MEDIA

SOCIAL MEDIA

- FACEBOOK
- WECHAT (CRESCENT MEDIA)

PRINT

- MTD BUS ADS
- NEWS GAZETTE

PLATFORM #1: SMILE POLITELY

Ad Type:

Static and Animated GIF, image and text.

Description of Ad:

Multiple format sidebar and banner ads for desktop and mobile. Access to SPLOG.

Target: Young professionals, people interested in local events and news.

Timeline: Now - November

Budget: \$3750.00

The screenshot shows the Smile Politely website on a desktop browser. The main article is titled "Breakfast options galore at Urbana's Market at the Square" by Rashmi Tenneti, dated June 26, 2019. The article features a large photo of various breakfast items like donuts, fried chicken, and sandwiches. The sidebar on the right contains several ads: a "FOOD" section with a link to "Browse Food & Drink Categories", a "DOWNTOWN CHAMPAIGN'S ORIGINAL COFFEEHOUSE" ad for "cafe kopi" at 109 N. WALNUT, and a "Featured Articles" section with two article thumbnails. At the bottom of the sidebar is a "TRIVIA" ad for "Black History Month". The website header includes the Smile Politely logo and navigation links for ARTS, CULTURE, FOOD & DRINK, MUSIC, OPINION, and SPLOG.

PLATFORM #3: YOUTUBE ADS

Ad Type:

Skip-able video ad, video and text.

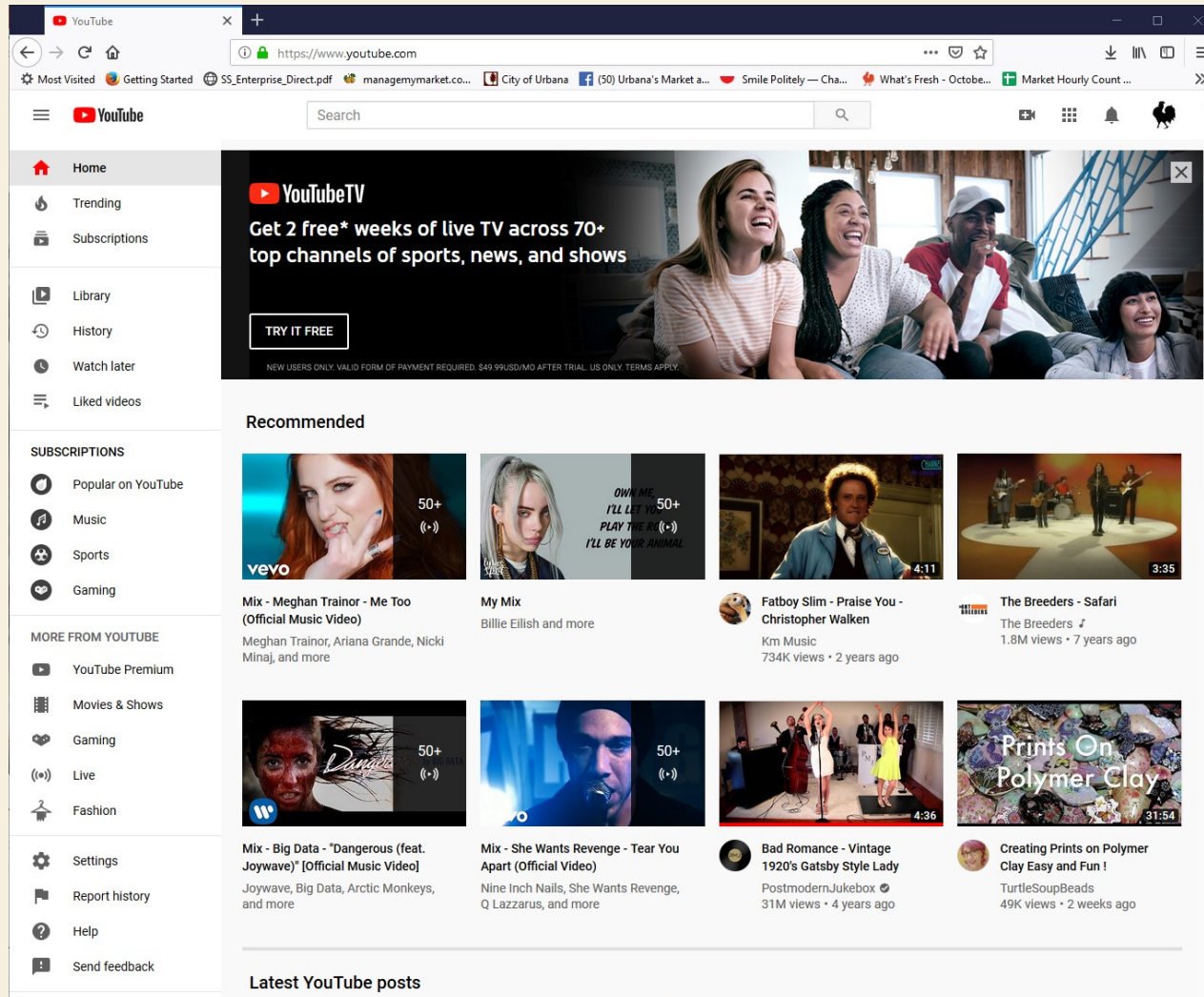
Description of Ad:

Video featuring sight and sounds of the Market, text overlay of time and place info in the first 10 seconds of ad.

Target: Foodies, Cooking Enthusiast, Green Living Enthusiast

Timeline: Limited push based on budget, start mid season.

Budget: \$2000.00 (\$10/day min)



PLATFORM #2: FACEBOOK

Ad Type:

Image and text

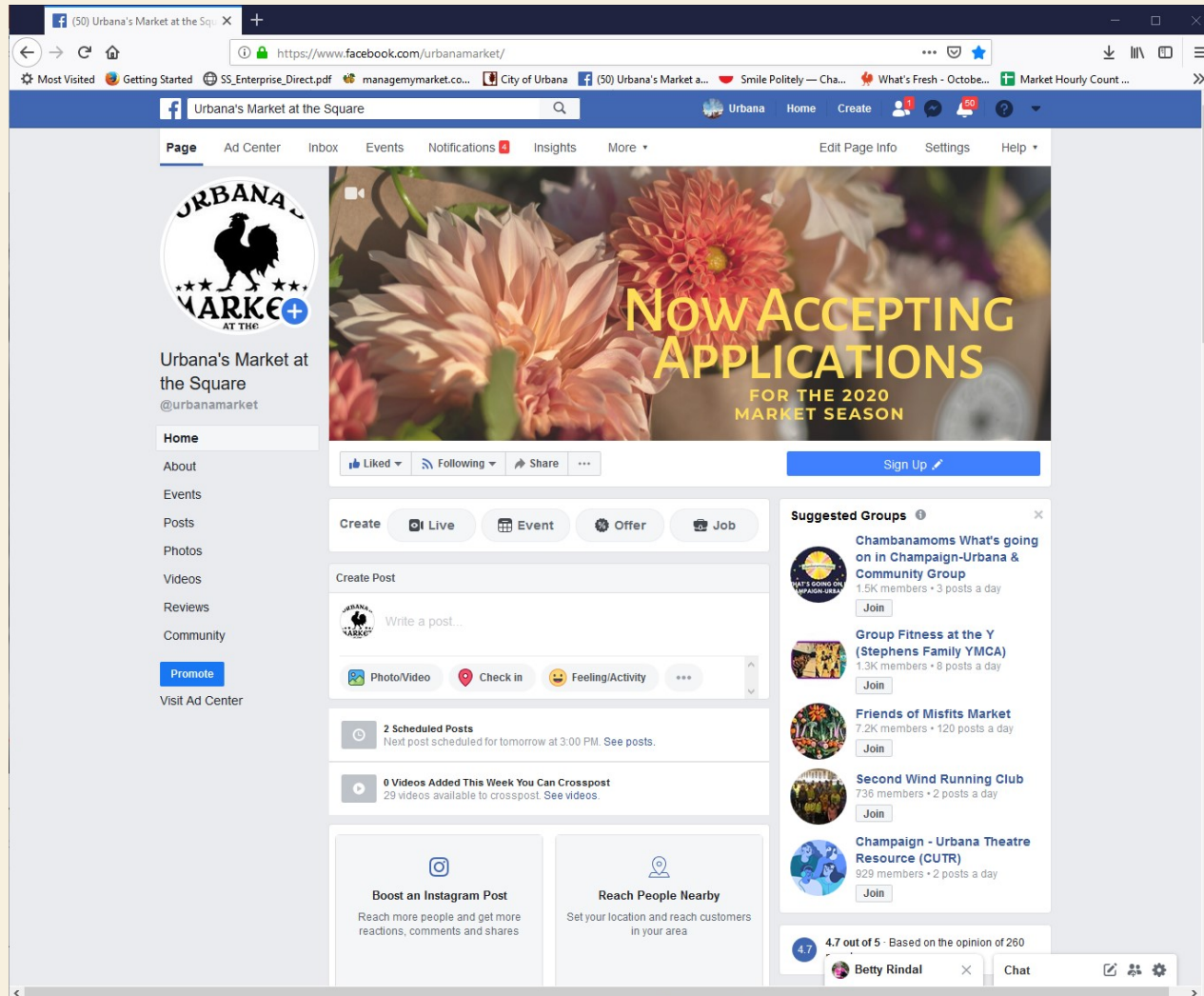
Description of Ad:

Images from the Market, special events/programming at the Market. Live video on Market day. Paid boost of FB posts one to two times per week.

Target: Current fans, the curious, and info seekers. Boosted ads can be targeted.

Timeline: May 2 – October 31

Budget: \$500.00



PLATFORM #4: CHAMBANAMOMS.COM

Ad Type:

Farmers Market Guide
Sponsorship, Market visits.

Description of Ad:

Banner/sidebar ad, Market
visits, calendar listing,
promotion of SNAP program.

Target: Families with younger
children.

Timeline: May through
September

Budget: \$3200.00

The screenshot shows the ChambaMoms.com website. The header includes navigation links: HOME, ABOUT CHAMBANAMOMS.COM, ADVERTISE, FAQ, and CONTACT. A banner at the top reads "Specialty Care Close to Home. Click for more details." Below this is a secondary navigation bar with links: GUIDE TO C-U, THINGS TO DO IN CU, [EVENT CALENDAR], EAT + DRINK, CELEBRATE, LOCAL INFORMATION, and BLOG.

The main content area features several articles and advertisements:

- 50+ Things To Do Over Spring Break in Champaign-Urbana**: Presented by Upper Limits. The article describes ideas for family fun in the area.
- Champaign-Urbana Summer Camps Your Kids Will Love**: Presented by Lodgic Kids Camp. The article mentions that registration for summer camps is now open.
- Preschools in Champaign-Urbana**: Presented by Lodgic Kids Camp.
- Private Schools in Champaign-Urbana**: The Champaign-Urbana Private Schools guide.
- Information Night**: For entering grades 6-8, held at Countryside School on Thursday, March 5, 7 pm.
- Get Closer to Nature**: A promotion for Forest Preserves, with a link to ccfpd.org.

At the bottom, there is a small advertisement for "Forest Preschool!" featuring a child and a tree.

PLATFORM #5: CRESCENT MEDIA

Ad Type:

Video, Wechat feature, Ads on campus town video displays.

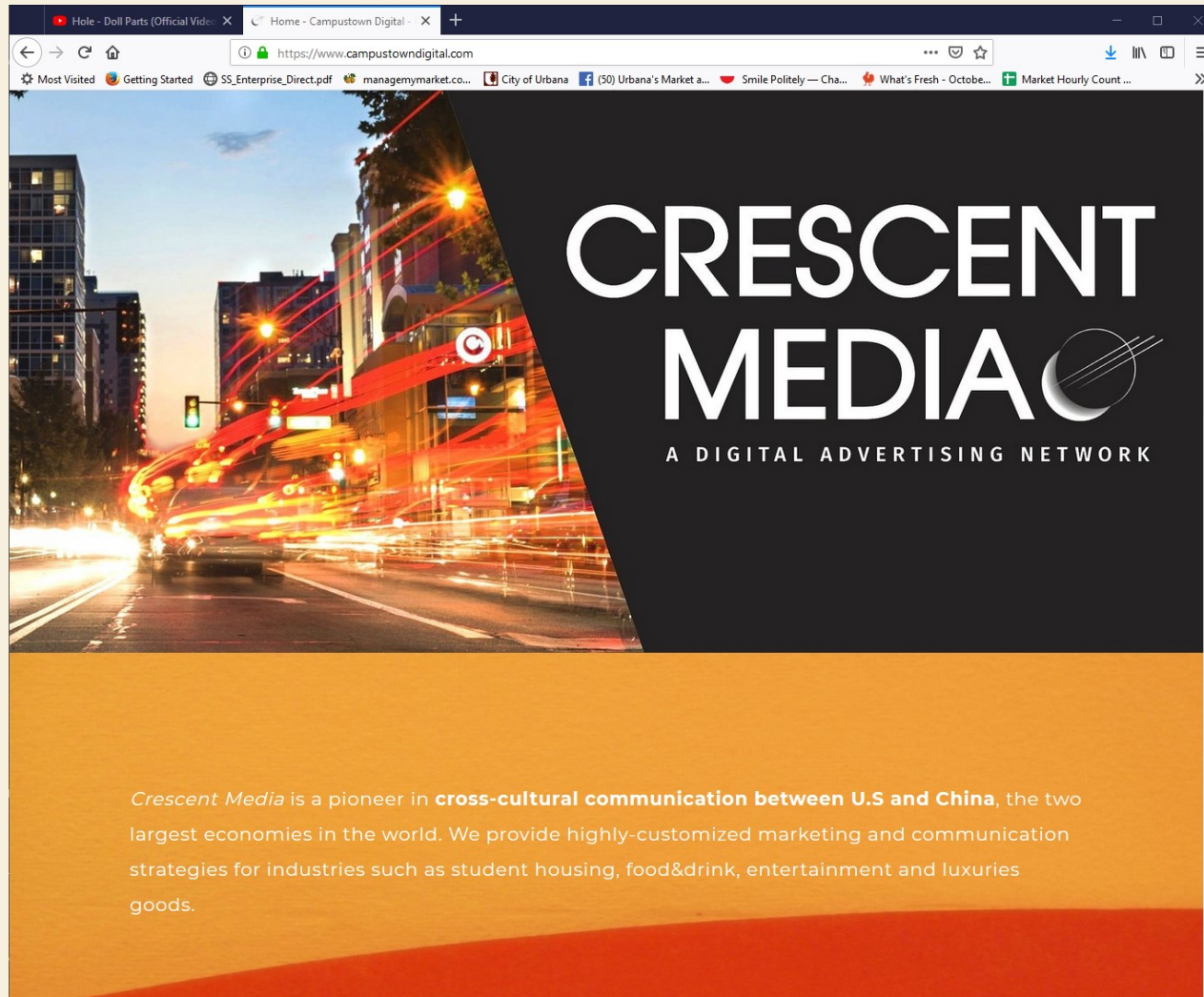
Description of Ad:

Video and blog content will be generated by Crescent.

Target: Chinese students and families living in the area and abroad.

Timeline: May through October

Budget: \$1200.00





PLATFORM #6: MTD INTERIOR BUS SIGNS

Ad Type:

Print

Description of Ad:

Promotion of SNAP program.
Ads run for 3 months on 20
busses.

Target: People aged 25-54
with an ecological
conscience.

Timeline: 3 months starting
June

Budget: \$1850.00



DAY OF PROMOTIONAL EFFORTS

CURRENT AND ON GOING



ACTIVATION AND PROMOTIONAL OVERVIEW

ON GOING DAY OF

- ART AT THE MARKET
- SPROUTS
- READ AT THE MARKET
- CHEF DEMOS

SOCIAL MEDIA

- FACEBOOK
- MARKET MAIL
- INSTAGRAM



ART AT THE MARKET

Description:

Music/performance and art making activities

Frequency/Timeline: Once per month, 2nd Saturday, 6 months

Budget/Cost: \$2400 (\$400per)



SPROUTS

Description: Farm linkage nutrition program, for kids ages 5 - 8

Frequency/Timeline: Once per month, 3rd Saturday, 6 months

Budget/Cost: \$2400
(\$400per)



READ AT THE MARKET

Description: Urbana Free Library provides books, reading, and info about UFL programs and events.

Frequency/Timeline: Once per month, 3rd Saturday, 6 months

Budget/Cost: \$Free



CHEF DEMOS

Description: Local chefs cook featuring ingredients from the Market.

Frequency/Timeline: Once monthly, 1st Saturday, except May

Budget/Cost: \$500 (\$100 per)

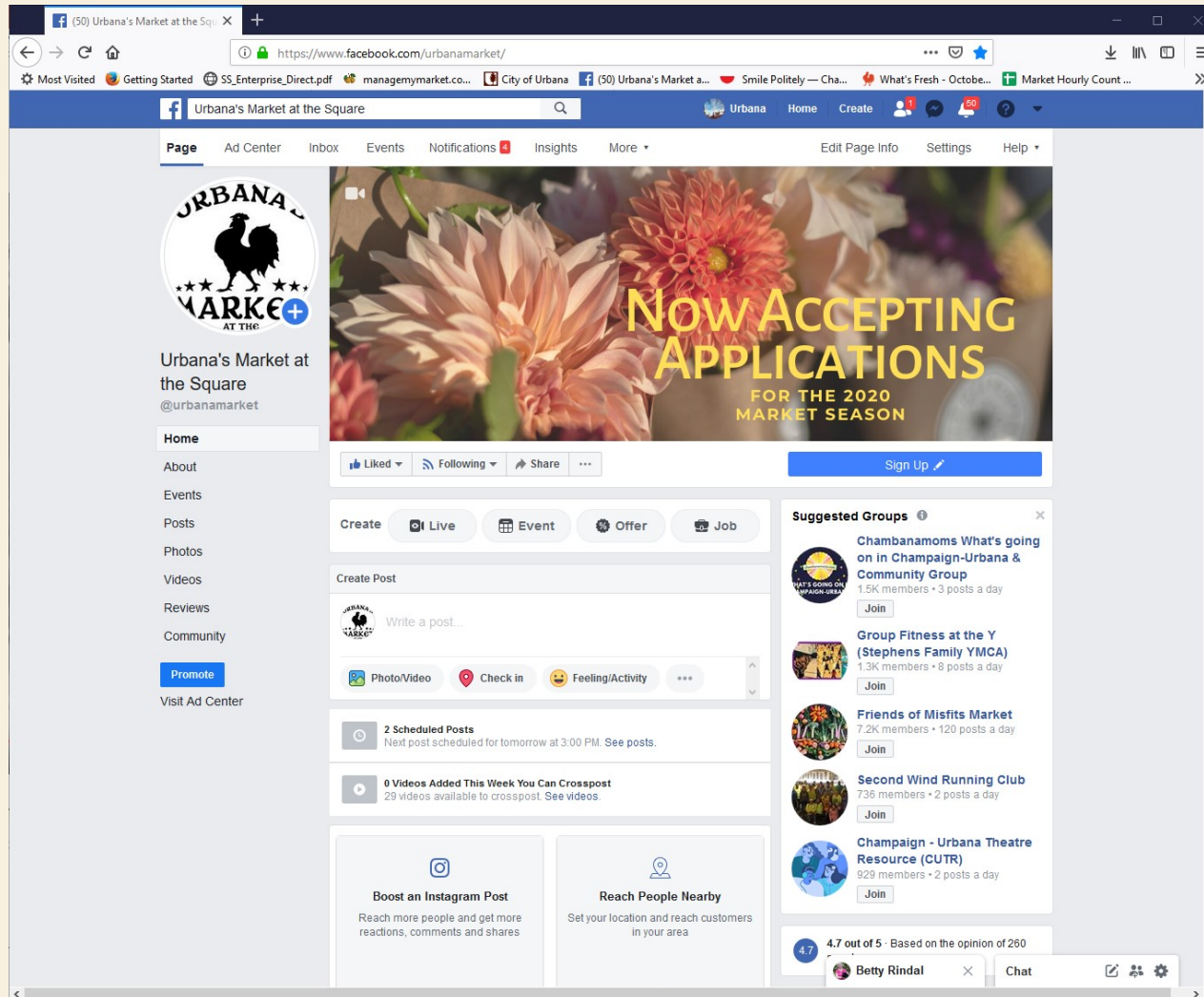
FACEBOOK

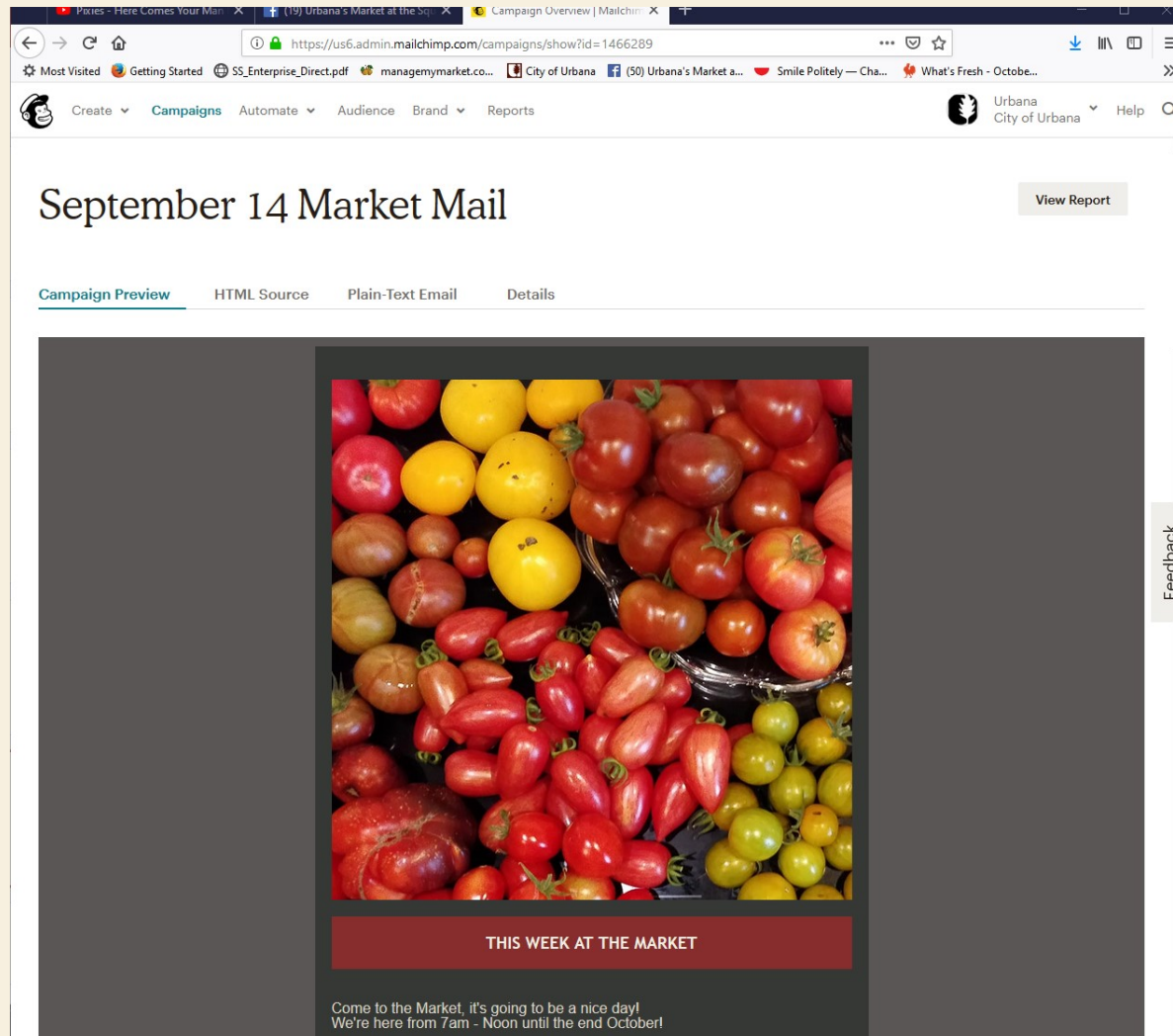
Description:

Day of and weekly post featuring vendors, products, and upcoming events at the Market. Image, text and videos.

Frequency/Timeline: 5 post per week, 2 to 3 post day of

Budget/Cost: \$0 with occasional boosting of post (see above).





WEEKLY MARKET MAIL

Description:

Weekly email describing upcoming programming, vendor specials, items newly in season. Text and images

Frequency/Timeline: Once per week, May - October

Budget/Cost: \$0

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PROMOTIONAL EFFORTS

PROPOSED

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PROPOSED PROMOTIONAL PROGRAMS

DAY OF

- MARKET TOURS

VIDEO

- VENDOR PROFILES
- MARKET COOKING STORIES

PRINT

- MARKET POSTER
- CAMPUS FLYERS
- YARD SIGNS

ACTION #1: MARKET TOURS



Description: Short tour of the Market with stops at 2-3 growers and 2 crafts with short intro from vendor and Q and A session.

Frequency/Timeline: Twice monthly, about half an hour, early in Market.

Budget/Cost: \$0

ACTION #2: MARKET TOUR VIDEO/BEHIND THE SCENES WITH FEATURED VENDORS

Description:

Condensed version of tour with some on farm footage of vendors.

Frequency/Timeline: 2 per month, May – September.

Budget/Cost: TBD



ACTION #3: FOOD/STORIES FROM THE MARKET

Description:

Cooking videos with a more personal narrative. Featuring international and ethnic recipes presented by patrons of the Market.

Frequency/Timeline: Need to do a test run and see how things work.

Budget/Cost:



ACTION #4: PSA'S FOR SNAP PROGRAM ON LOCAL RADIO

Description:

Short radio spot describing details of the SNAP program at UMATS – WPGU, WPCD, and WRFU

Frequency/Timeline:TBD

Budget/Cost: \$0



ACTION #5: MARKET POSTER

Description:

11x17 print poster

Goal:

Local promotion of the Market at downtown Urbana and other area businesses and locations.

Frequency/Timeline: April 22 need design, printer

Budget/Cost: \$250



ACTION #6: FLYERS FOR MARKET ON CAMPUS

Description:

8.5x11 flyer or version of poster printed in house on white or colored stock.

Frequency/Timeline:

Distribute on campus 2 to 3 times (late April, Mid- late June, mid August)

Budget/Cost: \$75





ACTION #7: LAWN SIGNS FOR VENDORS

Description:

18 x 24 lawn sign promoting the Market to maintain and heighten local awareness of Market.

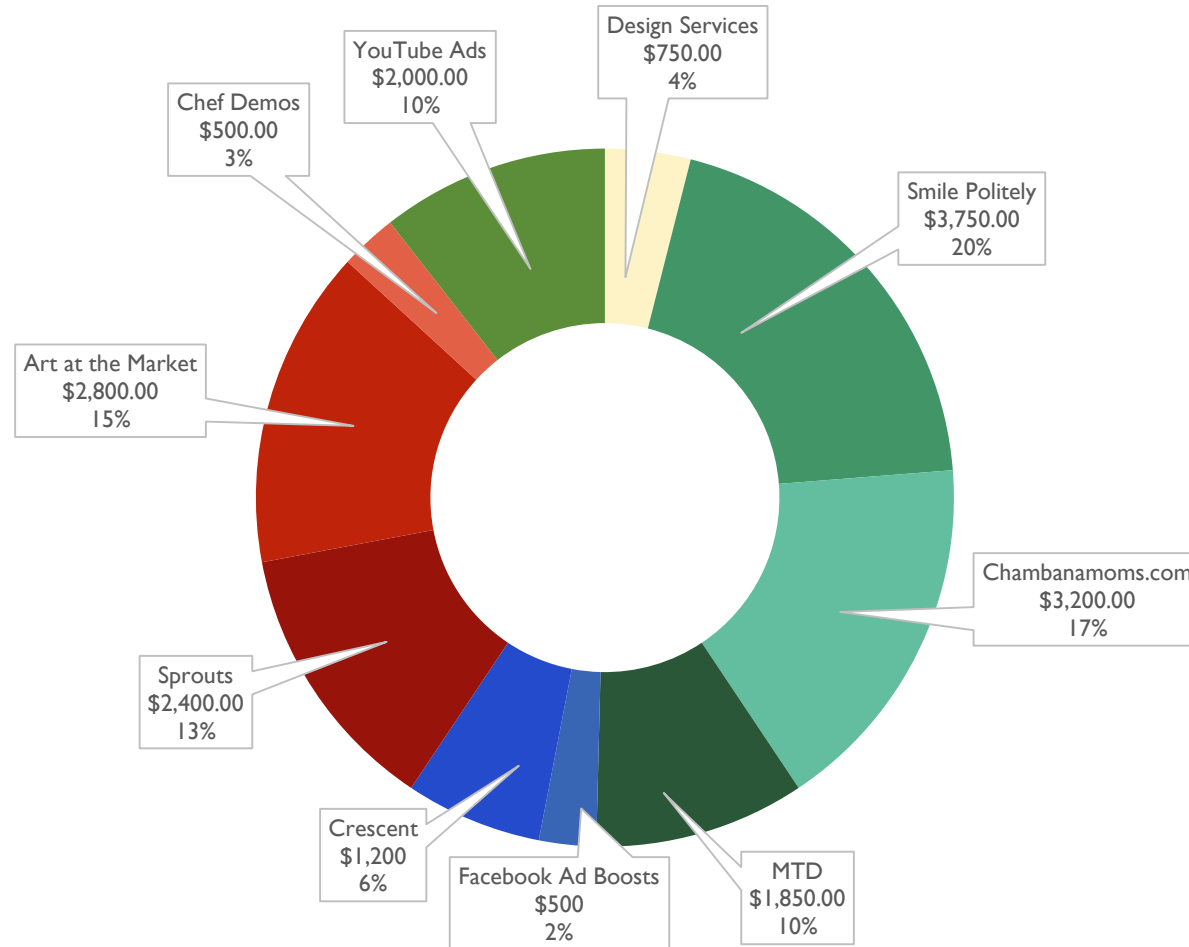
Frequency/Timeline: Need design

Budget/Cost: \$100 - 10 sign minimum.



BUDGET BREAKDOWN

UMATS Advertising/Promotions Budget



UMATS ADVERTISING BUDGET THROUGH 6/30/2020

\$19,274 remaining in FY 19/20 budget.

\$18,950 for proposed actions.