



Marketing Campaign FAQs

What is the purpose promoting the City of Shoreline?

We know that most residents love living in Shoreline; however, the success of the City's Vision 2029 plan depends on attracting new residents and businesses to invest in the community over time. In addition to the City's placemaking and economic development efforts, a marketing campaign will help to strengthen the City's image within the region and beyond.

Why does the City think it needs a marketing campaign?

The City determined it needed a marketing campaign to dispel negative perceptions about Shoreline that might discourage economic investment. This notion was further supported by a 2015 survey that revealed a perception barrier among Puget Sound area residents. Most noteworthy, when given a description of Shoreline's attributes, many survey respondents from King and Snohomish counties found the anonymous city a desirable place to live; however, when they found out the place described was Shoreline, only half as many found it attractive.

What are the goals of marketing Shoreline?

The goal is to attract residents and businesses enterprises looking to make a meaningful long-term investment in their community. Near-term objectives include:

- Generate positive sentiment among central Puget sound potential residents
- Shift the mindset of those with negative perceptions about Shoreline
- Elevate investment in placemaking in Shoreline

What process did the City of Shoreline go through to develop the marketing campaigns?

- **Research:**
 - Baseline Survey - The campaign was born of insights from research conducted over the summer 2015. We described Shoreline to survey respondents and asked them to rate it as a place to live. Then we told them the city we described was Shoreline. Only half as many found it desirable when they found out it was Shoreline. The means we have a perception problem.
 - Concept testing - We tested the *You Don't Know Squatch* marketing concepts on over 100 people outside of Shoreline to understand the appeal of the Squatch character and the spark campaign. About 80% were somewhat or very interested in learning more about Shoreline after seeing the *You Don't Know Squatch About Shoreline* logo, and the more they heard about Squatch's story, the more perceptive they became.
- **Community Engagement:** We then tested these concepts on both Shoreline residents and outsiders to gauge effectiveness. We received feedback that further helped shape the campaigns in a meaningful way—although it's worth acknowledging that outsiders accepted the campaign more readily than did residents.



What are the marketing campaigns?

Through research findings and additional community engagement, the City created marketing messages and campaigns to generate positive sentiment among central Puget Sound potential residents and businesses and to shift the mindset of those who have negative perceptions about Shoreline. The campaigns focused on Shoreline's playful northwest style, with simple, easy to remember messages.

What is "Surprised by Shoreline?"

The main sentiment observed in our research and interactions is that most people are pleasantly surprised – even delighted -- when they learned about Shoreline. As a result, the City decided to name the central marketing campaign "Surprised by Shoreline." The idea of being surprised will resonate with target audiences, especially those who know little about Shoreline or little about what it accomplished in its first 20 years as a city. We know people make good decisions with good information, so Surprised by Shoreline is manifest in a website – SURPRISEDbySHORELINE.COM – that showcases Shoreline's best features through infographics, maps, and other shareable content. Visitors engage with the site through a playful, illustrated style that appeals to all ages. You can even download a coloring book!

How does a Sasquatch relate to Shoreline?

To help the curious find SURPRISEDbySHORELINE.COM, the campaign introduces a new Shoreline ambassador: Squatch. Squatch is the friendly Sasquatch who has lived in Shoreline for years, but since people know so little about Shoreline, they think he's been hiding. Squatch wants everyone to learn more about Shoreline and its wonderful people and places.

What is "You Don't Know Squatch About Shoreline?"

A play on the term "you don't know squat," You Don't Know Squatch About Shoreline is a campaign targeting folks who either don't know anything about Shoreline or those who maintain outdated perceptions of Shoreline. Not unlike Shoreline, Squatch is misunderstood and often misrepresented. People maintain ideas of what Squatch and Shoreline are or are not, but it turns out they are often wrong! Look for Squatch encouraging those who "don't know Squatch about Shoreline" to visit SURPRISEDbySHORELINE.COM.

development, advertising buys, video production, campaign giveaways, printing, and promotional tools. In addition, existing funding will allow the city to monitor the effectiveness of the campaign through mid-2017. At that point, Council will determine whether to fund continued marketing efforts.

How is a marketing campaign or the design of a cartoon Sasquatch a good use of resident taxpayer dollars?

Like the rest of the region, Shoreline will grow and develop in the coming years. . As municipal leaders and residents, we desire to intentionally build and shape our community's image both in the eyes of Shoreline residents as well as in the hearts and minds of the broader Puget Sound region. By doing so, we believe that Shoreline will attract community and business leaders who will build a wonderful future for our city.

After we conducted research and discovered Shoreline had a perception problem, we knew we needed a marketing campaign that would counter and educate our skeptics. However, it was also critical to grab



their attention. The *You Don't Squatch* campaign is essential to the success of the overall marketing campaign because it appeals to the emotions of our target audiences. Our survey tested the Squatch campaign and character, and revealed that 80 percent of respondents were somewhat or very interested in learning more about Shoreline after seeing the *You Don't Know Squatch About Shoreline* logo, and their receptivity only grew as they learned more about Squatch's story.

How much was spent on promoting the city?

The Promoting Shoreline initiative was operated through the Office of Economic Development at the city, and Council approved budget requests of \$200,000 in 2015 and \$40,000 in 2016 to fund the campaign and related placemaking efforts as follows:

- **Project management (9%).** Third-party project management and administrative support of the initiative.
- **Message definition and market research (7%).** Included a survey of over 600, concept-testing survey of over 100, and multiple meetings with staff and stakeholders.
- **Audit of existing communication tools (4%).** A professional third-party audit of the City's current communication practices with recommendations and training for improvement.
- **Recommendations for mediums and metrics (10%).** Included a launch plan to provide overview of the campaign's deliverables and outreach talking points designed to help staff and city leaders to support the campaign.
- **Microsite website (13%).** Creation of the concept and content of SurprisedByShoreline.com with compelling infographics, maps, videos, and animations to introduce Shoreline. Includes initial online social media advertising and search engine optimization.
- **Transit ads (10%).** Advertisements on the exterior of Metro and Community Transit buses travelling throughout Seattle, north King County, and Snohomish County from June 6 through August 28, 2016.
- **Live-action videos (13%).** One five-minute Squatch mockumentary and one 30-second trailer for the Squatch mockumentary specifically designed to be shown at Seattle International Film Festival (SIFF) screenings in Shoreline. Hours of additional footage are included that can be used to produce additional videos as needed.
- **Design and production of giveaways and promotional tools (12%).** Graphic standards that guide the use of the promotional campaign on giveaways and partners' advertising, design and production of coloring books, customized chopsticks, drink coasters, reusable shopping bags, temporary tattoos, and business "leave behinds," and a life-sized illustrated Squatch cut-out for "appearances" and sharable selfies at Farmers Market and other Shoreline events.
- **"Phase Zero" efforts at Aurora Square (8%).** Establishing a gathering place in the midst of the Aurora Square Community Renewal Area (CRA) began in the summer of 2015 and will continue in 2016. The efforts include the move of the Shoreline Farmers Market from City Hall to the Sears/Central Market parking lot, the *Octopus's Garden* mural, the rental agreement with Sears, acquisition of furniture and equipment to support events, and rental of shipping containers.
- **Aurora Square CRA rebranding (6%).** Bullseye Creative provided rebranding assistance for the Aurora CRA creating a brand identity and signage package for "Shoreline Place."



- **SIFF 2016 Sponsorship (3%).** Co-sponsorship – along with Shoreline Community College – of a Seattle International Film Festival (SIFF) venue in Shoreline which included advertising opportunities to promote Shoreline at SIFF events and through its mailing list.
- **Additional placemaking efforts (5%).** Additional placemaking efforts in 2015 and 2016 included Food Truck Shoreline and support for the Aurora Theatre Company’s productions of *Fiddler on the Roof* and, in 2016, *Oliver!*

How will the City determine success of the marketing campaign?

The marketing campaign is a stepping stone in a process to attract vested residents and businesses to Shoreline. It’s possible that a visit to SurprisedbyShoreline.com leads to a visit to Shoreline, and that visit leads to a future Shoreline homeowner, business owner, or restaurateur.

Just as we informed the creation of the campaign, we will determine the success of the campaign with research. This includes measuring website analytics for SurprisedbyShoreline.com. Metrics will address the following questions, among others:

- How many unique visitors do we see each month?
- What content do they find most engaging?
- What content is shared the most?

As funding permits, the city also plans to conduct a similar survey to non-residents annually after the implementation of the marketing campaign. For this research, success will mean that surveys show less negative perceptions of Shoreline and more awareness of Shoreline amenities.