THE CRUSH

Public Relations Campaign

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With the RiNo Art District planning its annual street art event, The Crush, we have developed a comprehensive public relations campaign and plan in order to boost attendance, bolster awareness, and promote the event as the premier street art event in Denver, and eventually, the state, country, and world. We have compiled background research and performed extensive audience analyses in order to inform our campaign strategy and key messaging. It is our goal that this campaign strategy will be able to fulfill the RiNo Art District’s objectives of transforming The Crush into the most prominent street art event in the area, to eventually become a top, international street art festival.

In this plan, we have included detailed information regarding past coverage and perceptions of the event; analysis of strengths, weaknesses, opportunities, and threats; and communication objectives with a focus on two key audiences within the Denver community. These audiences, Denver Hipsters and RiNo businesses, are the targets for the tactics and messaging strategies that our plan details with a full summary of cost, evaluation, and future services included as well. Recommendations are informed by our findings in preliminary audience research, past media coverage, and identified threats and weaknesses of the event and aim to address and overcome any barriers to success.

By harnessing social media, specifically Facebook, Instagram, and Snapchat, more effectively; partnering with local businesses using face-to-face meetings and communication; creating engaging visuals and advertising for poster and promotional materials; reaching out to local media via media kits and news releases; and highlighting the RiNo neighborhood by formatting the event as a festival of sorts with booths, live music, food and beverage options, and activities, our recommendations will help The Crush to grow and reach relevant audiences for this year’s event as well as lay the groundwork for continued growth in the future, ultimately working toward the RiNo Art District’s larger goal of international recognition.
Background

The Crush street art event is an annual celebration and exploration of street art, culture, artists, and community. The weekend-long event, which takes place in the River North (RiNo) neighborhood of Denver, Colorado, aims to transform streets and alleyways into open-air galleries using the diverse voices and perspectives of local, national, and international artists. Using site-specific installations and murals such as graffiti painting, street art, and sculpture, The Crush serves as a catalyst for the neighborhood, attracting positive attention and business to the area while promoting safety, creativity, business interest, investment, and public appeal. The event and the art it produces can help the rapidly evolving neighborhood to maintain its cultural identity as an arts center while fostering growth and development.

With the art world evolving to embrace and celebrate street artists such as Banksy, Shepard Fairey, Basquiat, and Invader, our society has reflected this conceptual transformation and begun to recognize street art as fine art. Often, these popular street artists fetch hundreds of thousands, even millions of dollars at some of the highest-end auction houses across the globe. This, combined with an ever increasing “hipster culture” that idealizes trendy, off-beat, local, and outsider interests, has sparked a dramatic rise in the public acceptance and praise of street art and artists. Many communities have employed street art as a means of promoting urban renewal and attracting the “hipster” millennial crowd to neighborhoods once deemed run-down, dilapidated, and unappealing.

This event is an opportunity for growth, community strengthening, and a chance to highlight the amazing progress RiNo has made as an up-and-coming neighborhood of Denver. It capitalizes on the hipster scene the area fosters with craft breweries, trendy restaurants, and its burgeoning art district to attract residents in RiNo and the greater Denver community.
Current Perceptions

Using a public survey (see Appendix A) and online research, we have learned that many Denver residents are aware of the RiNo neighborhood yet remain unaware of The Crush street art event and the street art scene the area bolsters in general. The RiNo Art District has been recently featured in Forbes as well as local publications such as The Denver Post, The Westword, and The Denver Business Journal. Furthermore, The Westword, 303 Magazine, and 9News featured stories specific to The Crush in previous event years. RiNo, additionally, has been covered by the major news outlets in Denver in recent years with stories are typically specific to RiNo as a neighborhood or destination without mentioning The Crush.

Yet Denver residents are still active and interested in similar burgeoning art scenes across town. The First Friday Art Walk in the Santa Fe Art District is a very popular monthly event that is well attended and highly recognizable to the majority of Denver residents. The desire for art, particularly public art, is alive and well in the hearts of Denver area residents, providing an opportunity for The Crush to capitalize on this art trend.

We seek to build a perception of RiNo as being the top destination for Street Art murals and art walks via the platform that The Crush has. By showcasing the entire neighborhood of RiNo as a place that not only has beautiful street art, but also as a destination with new and trendy restaurants, breweries and other businesses, we feel the event could be a major catalyst for the area in general. We hope to bolster public perception of street art as a type of fine art and aim to help our community to recognize the potential of this art district as a hub for art creation.

SWOT Analysis

In our analysis of The Crush from a multi-faceted perspective, we were able to determine several strengths and weaknesses as well as opportunities and threats for the event. Internally, the event is capitalizing on some key strengths, most evident of which is the enormous talent and quality of work their artists produce. These works are easily shared on highly visual social media platforms such as Instagram and Facebook, both of which are being used by the organization. This also translated to positive media coverage in local news outlets during the time of the event last year. Coverage of this nature boosted the strong, local voice the organization has to entice local participants.
While The Crush has many strengths, it also there are also opportunities for improvement in terms of building public awareness and perceptions of the event. For instance, the event's online presence, principally in their website, lacks information, is hard to navigate, and provides little insights into the event due to its minimal nature. Furthermore, the event is not implementing best practices for Search Engine Optimization (SEO), meaning that the event is largely invisible in a Google Search. For instance, a Google search for The Crush at present yields only links to the Colorado Crush Indoor Football team in northern Colorado. The Crush has the potential to expand the use of many vital social media platforms and benefit from them in the fullest way. The Instagram account is largely unused, with no recent updates since the 2015 event. The organization is not using very popular platforms such as Twitter, Snapchat, or Pinterest, which limits their public outreach. We aim to increase awareness using these platforms without sterilizing the event and making it appear overproduced or commercial. Instead, we intend to balance the need for communication and information without losing the gritty and spontaneous feel of the event.

Perhaps one of the biggest weaknesses we were able to identify was in the lack of information available to the public. It is very difficult to find information on where the event is taking place, what walls are being painted, which artists are participating, the event schedule, photos of past events and murals, information about the art district in RiNo, and their business to business partnerships. For our increasingly connected and research-driven society, no available information limits people by leaving them with either frustration of the event lingering in their minds or no memory of it at all.

Presently, competition from the Santa Fe Arts District and their monthly First Friday Art Walks is one of the biggest factors working against the RiNo Arts District and this street art event. Santa Fe has done a fantastic job of garnering public awareness and participation by capitalizing on many of the areas we believe The Crush must focus in on to be successful. Santa Fe is more familiar in the minds of Denver residents and widely attended each month. Other concerns that the event may face include possible perceptions of the RiNo area as being unsafe due to the large homeless population and lack of neighborhood infrastructure such as street lamps and sidewalks in some areas. This is especially impactful for this street art event as the majority of the art is done in alleyways, back parking lots and other areas where the homeless population has been pushed to in the process of urban renewal. This, combined with limited coverage of the event, preconceived notions of the event based on a poor online presence, and the idea that street art still does not constitute as fine art means that this event has a lot of public opinion to change in order to overcome these threats.

By addressing both strength and weakness, we see several means to improve the event with fairly basic steps. By capitalizing on the ever increasing presence of
highly visual social media such as Instagram, Snapchat, and Bloggers, RiNo Art District can boost public awareness of The Crush and its beautiful street art; this event is ripe for engaging with social media users who are looking for visually stimulating content. The Crush also has the opportunity to engage with existing social media activity by harnessing the power of hashtags, geo-tags/filters, and content from their fans. By using social media to allow the public to drive publicity, the event will be promoted organically without seeming overly commercialized. Furthermore, The Crush needs to exploit its unique location in Denver, surrounded by the burgeoning food and drink scene in RiNo, to capture the attention of key publics and highlight the neighborhood. This also involves harnessing existing community pride to engage the immediate neighborhood and the greater Denver area. In building a shared community, increased community awareness can be captured using local media and potential partnerships with the Denver Art Community via galleries, museums, and neighboring art districts.

Core Problem/Opportunity

In order for The Crush to grow into the main annual event for the RiNo Art District and eventually a premier international art event, the Denver community must learn about and attend the event in September. Because it is now under the management of the new RiNo Art District, we can almost treat The Crush as if it were a new event therefore must address the main challenge of lack of awareness amongst the community in order to be successful. This can be a vital period of growth for the event as well as a chance to develop The Crush into the sort of international event that the RiNo Art District is aiming for. Because of the massive increase in funding available through the Art District, we have an important opportunity to develop The Crush into one of the most widely attended events for the neighborhood and, in the future, for the city, state, or country.
Our first key public for this campaign is Denver Hipsters; people who are trendsetters and enjoy trying new things, attending cultural events, supporting local businesses and travelling. Hipsters are currently a latent audience for this event in that they engage with the art scene in Denver, but remain largely unaware of The Crush, meaning they are primed and ready to accept the messaging of our campaign. Hipsters are known for their desire to be a part of trends before they become mainstream, they are already involved in the Denver art scene and enjoy exploring up-and-coming neighborhoods, such as RiNo.

Demographics/Psychographics

Our key public is not confined to a certain age group and can actually range from ages 18 to 55. They identify as both male and female and can be single, married, divorced or widowed. Hipsters come from all ethnicities and have varying income levels. The age range was determined by RiNo Art District’s Facebook page whose analytics showed their average age of followers is 25-34, followed by ages 35-44. However, more than 10% of their followers do not exist in this age range, which is why our campaign targets Hipsters who range from age 18 to age 55. Denver Hipsters are not concentrated in one neighborhood, they are located all over Denver; however, they have a specific interest in RiNo and other art districts in Denver. Art Districts will be a more specific avenue to reach this public rather than trying to target individual residential neighborhoods. It is also important to note that
Hipsters are travellers and tourism is one of Denver’s largest industries. In 2014, Denver accommodated 15.4 million overnight visitors; overnight leisure travellers spent $3.6 billion according to The Denver Post. RiNo should be a top attraction for Hipsters travelling to Denver. In focusing on local, Denver hipsters, our messaging can also appeal to this external, tourist hipster group.

Denver Hipsters are supporters of the local art and music scene so in their free time they enjoy attending cultural events such as art gallery openings, concerts as well as happy hours and new restaurants. In order to find such happenings, Hipsters often leisurely explore new or trendy neighborhoods. They are innovators and willing to try new things before they become mainstream.

Denver Hipsters also lead a physically active lifestyle and certainly take advantage of Colorado’s outdoors. Through a survey of 100 people (see Appendix A), those who reported frequenting art museums, local art galleries, RiNo Art District and Santa Fe Art District to observe art also responded enjoying at least one physical, outdoor activity in their free time. Such interests corresponded with issues and events covered in 5280 Magazine whose average age of subscribers is 35-54. This correlation led us to believe that our key public’s demographics are similar to that of 5280 Magazine’s. According to 5280 Magazine’s demographics, 35% of readers eat meals out four or more times a week, 91% have travelled three or more times in the past year and 84% have a college degree. This information correlates with our survey results; over 20% of survey respondents reported that they enjoy trying new restaurants/bars either for cultural, social or menu aspects.

When it comes to careers, Hipsters do not follow a pattern; they work in all industries and positions. Since our key public is as young as 18, they could also be students, however it is the social life and personal interests of Hipsters that we are appealing to. Denver Hipsters enjoy staying ahead of the curve and being innovators and are aware of the influence they have among their peers.

Current Perceptions

Hipsters have varying perceptions when it comes to the street art scene in Denver, with the majority aware of its existence, but are unaware of where or when to specifically observe it. The younger side of our key public (18-30) is familiar with the famous street artist, Bansky, and accepts his work as a true art form. Interestingly, of the 26% of survey respondents who reported being aware of the Crush, 65% were over the age of 30. Our survey also showed that 13% of survey respondents had been to the RiNo Art District and 25% had never heard of RiNo. The fraction of our key public who are aware of RiNo associate it as a place with a good nightlife, breweries and restaurants rather than an “art district.” Although our key publics current perceptions are skewed, we know that they already have a general interest in the arts and are already in the habit of supporting them.
Persuasive Appeals to Self-Interest

Our first key public is likely to be persuaded by anything local, however because there are always so many things to do in Denver, we plan on using specific self-interest appeals in order to attract our target public’s attention. Self-interest appeals include exploring trendy, up-and-coming neighborhoods, attending happy hours, trying local breweries, attending concerts or live music performances, and discovering new places to get work done. For example, Hipsters frequent coffee shops to not only study, but also to socialize.

Hipsters in a comfortable financial position enjoy supporting local businesses, artists or organizations by buying their product or donating to a cause with their financial stability. This target public is also motivated by outdoor activities that bolster their self-image as being an outdoorsy Coloradan. Hipsters in Denver are also passionate about their hobbies and are fond of connecting with like-minded individuals.

Influencers

Usually Hipsters seek to be the influencers; they want to be the ones to introduce a friend to a new music venue or show their Instagram followers a pop-up store. They seek to be first adopters of subsequently trendy activities, styles, music, restaurants, neighborhoods, or events. On the other hand, family and peers hold significant influence over our key public’s decision making, because Hipsters are unique, the opinions’ of family and peers are valued, but often not acted upon.

Local journalists and well-known bloggers hold influence over Hipsters because these people are often ahead of trends as well. Journalists and bloggers are stakeholders when it comes to events and the latest products. Public figures who are avid supporters of Colorado tourism, non-profit organizations, local business owners or community inclusion are also influencers in the Hipster community. Promotion, endorsements, or attendance by such figures could increase support and attendance at The Crush.

Effective Media Channels

Facebook was found to be the most widely used social media platform in our research and is, therefore, the primary media channel in reaching our key public. Additionally, this public is highly active on Instagram, Snapchat and Twitter. We also found that Hipsters look to The Westword, 5280 Magazine, and 303 Magazine in order to keep up with local events and information. 5280 Magazine’s reader demographics showed that 99% of subscribers consult 5280 to find restaurants, 97%
for cultural events, and 54% for artwork. Due to the popularity of these media platforms, we would be able to directly market The Crush and build awareness amongst this target group by implementing messaging campaigns on these platforms.

Other Effective Channels

Local advertisements, such as posters, would be an effective method for reaching our key public. Professional sporting and University events have great potential for getting Hipsters’ attention. University publications and radio stations would also be effective channels.

Key Messages

“Art is made here”

Our key public is interested in hipster culture, being trendy, and eating/drinking at new restaurants and breweries. We want to communicate that RiNo is not just a destination for art, it has many activities that will appeal to their interests. The Crush will offer immediate access to beautiful murals that would serve their interest in being creative and trendy. Messaging that focuses on exploring a new area of the Denver community and supporting local artists and businesses will have a lasting impact on our key public. They will also get to meet other people who enjoy the same activities. We want to communicate that street art can be appreciated and for RiNo to be recognized as an art district.

KEY PUBLIC TWO – RINO BUSINESSES

Our second key public for this campaign are the businesses located in RiNo. We chose to have businesses as our second public because RiNo Art District is a fairly new community, which includes many creative businesses, such as graphic design firms, artists, architects, photographers, and brewers. It is important that businesses, aware and unaware of RiNo Art District, support the community’s events and overall vision.

These businesses are located where The Crush takes place, which could potentially bring them business on the days of the event. These businesses are also potential sponsors/partners and can help bring awareness to The Crush. The participation and support of RiNo businesses would foster a sense of community involvement.
Demographics/Psychographics

There is a wide variety of businesses in RiNo, some of which RiNo Art District already has a mutual relationship established. These types of businesses include: restaurants, breweries, commercial real estate, fitness centers, art studios, specialty shops, salons, and marketing/communication and design agencies. RiNo stretches from I-70 to the North, I-25 to the West, Park Avenue West to the South, and Arapahoe to the East. The Art District also includes some businesses at outlying locations.

The restaurants in this area represent two different monetary scales. The first one is middle to upper scale restaurants such as the SugerMill, The Populist and Walnut room with main dishes costing an average of $18 dollars. The second type of restaurants is “quickeats” with finger foods such as Comida where tacos are around $4, but they also have $10 dollar sandwiches. Most of the businesses in RiNo are new to the community. The majority of the business's customers have a disposable income.

There are also many residential buildings in RiNo where one has the opportunity to rent or own apartments, condos and lofts. One can live in a studio apartment at The Ballpark Lofts for $1,200 dollars a month or a two-bedroom apartment at the Hartley Lofts for $1,900 a month.

These businesses are really focused on differentiating themselves. Their practices or business models are original and focus on providing jobs and creating a sustainable community. For example the Rebel Salon claims they are on the cutting edge of styling techniques. The Acorn provides contemporary American menu of small plates with an impressive array of craft cocktails with little to no alcohol. Comida was born out of a food truck and they strive to keep their casual eatery reputation by keeping their prices low. The diversity of businesses contributes to the overall appeal of RiNo Art District and shows that it is more than just a place to live or grab a drink.

Current Perceptions

Businesses are aware of RiNo Art District, however not all may be aware of the district’s vision and purpose: to be a social, creative, contemporary and sustainable district that is known for its traditional and modern art. If the businesses are new to RiNo since September 2015, they are most likely unaware of The Crush. Businesses are aware that RiNo is a trendy, up-and-coming neighborhood where owners obviously had some indication of that because they established their business there. We imagine that the businesses board members represent are familiar with the street art scene in RiNo and are avid supporters.
Persuasive Appeals to Self-Interest

These businesses are focused on producing a profit, but also how they can contribute to the area to ensure the stability and success of the District. Business owners and RiNo board members want to ensure the area is a place that artists can afford and express themselves without getting pushed out. RiNo residents and inhabitants want to maintain its unique and artistic reputation.

Influencers

Consumers are the biggest influencers on businesses. If the product is not up to the expectations of most people, the businesses will lose customers and, eventually, revenue. These businesses also must ensure that they are trying to maintain the mission of RiNo Art District but also follow and appreciate the interests of their stakeholders, keeping up with local trends, events, and area interests. Influencers could also be journalists and critics who could provide media coverage for businesses and RiNo in general.

Effective Media Channels

The most effective media channels would be through social media sites including Facebook and Twitter, as well as local publications like the Denver Business Journal. Business owners need to stay up to date as far as the latest trends and their appropriate markets in order to ensure business. RiNo also publishes a magazine twice yearly, which would be a good way to reach this key public if they are members of the District.

Other Effective Channels

For this key public, consumers would be an effective channel in reaching these businesses as well as other local newsletters. However, the most effective means for connecting is going to be via face-to-face interactions and building concrete relationships between the district and the neighborhood businesses.

Key Messages

Effective messages for this key public will be the idea of a mutually beneficial relationship. By becoming a member of the RiNo Art District, businesses’ futures will be secured, businesses can support one another, and the creativity and openness of the community will be reinforced. RiNo Art District’s vision and goals will only contribute to the success of the businesses as well as help RiNo be recognized as a well-known Arts District.
COMMUNICATION OBJECTIVES

We have identified two main objectives per audience in order to connect with our key publics and result in increased information retention and boosted attendance at the event.

- Ensure that 20,000 Denver area “hipsters” between the ages of 17 and 50 indicate awareness of The Crush between July 1st and September 15th, 2016.
- Secure 10,000 Denver Hipsters (ages 17-50+) attendees during the event weekend (September 15 through September 18, 2016).
- By September 15, 2016, we will ensure that 80% of RiNo Businesses are aware of The Crush event.
- Secure 30 RiNo businesses to promote the event between August 1st and September 15 of 2016.

STRATEGIES AND TACTICS

Denver Hipsters will naturally be drawn to the Crush event due to its artistic and unique nature. Hipsters are generally looking to uncover the next best thing and stay ahead of the trends, which makes them the perfect target market for The Crush.

Strategy 1: Engage Publics through Social Media

Hipsters are highly engaged in technology and utilize social media platforms to their fullest potential. In particular, they turn to social media to stay updated on events that are going on in their area. In order of use, the most popular social media sites for this target market are Facebook, Instagram, and Twitter.

Tactic: Utilize Facebook

- Create Facebook event page
- Engage with The Crush’s current Facebook page
  - 3-4 posts per week
  - Facebook countdown to the event
    - Feature fun or unknown facts about The Crush and the people who work to make it happen, photos of past murals, articles
about mural art, and questions or polls to gauge viewer perceptions.

Tactic: Utilize Instagram/Snapchat Accounts
- Create Snapchat Account
- Begin use of current Instagram account
  - 2-3 weekly posts per platform
- Create an event specific #Hashtag
  - During the Crush event, attendees will be able to participate with live social media. By creating a hashtag unique to the event, attendees can share their experiences on a variety of social media platforms.
- Instagram Photo contest
  - An Instagram photo contest will also utilize the hashtag, giving attendees the chance to contribute directly to the event with their photography and engagement and also have the chance to win a prize.
- Create a Snapchat Filter
  - Snapchat Filters are an excellent means of engaging an active social media platform that is currently untapped.
    - Design could feature the event specifically (with a filter) or the neighborhood (with a geofilter) and would be designed by the Art District or a participating artist for little to no cost.

Strategy 2: Partner with RiNo Businesses to boost event/area
The businesses in the RiNo Art District are a great audience and partner to promote The Crush event. Not only do their customers fall into our target market, but these businesses can also promote themselves before, during, and after The Crush using strategic partnerships between the Art District and the businesses.

Tactic: Face to Face Communication
- Taking the time to communicate directly with honest conversation is the key element towards harnessing the power of local business partnerships. Representatives from the Arts District could offer to meet up with business owners to discuss the neighborhood and potential partnerships in advertising the event in their storefronts.

Tactic: Print materials
- Offer Crush posters or flyers to local business to spread awareness within the neighborhood and the general “hipster clientele” they attract.
- Posters and flyers will include info about the event and can be featured in local bookstores, restaurants, bars, breweries, music venues, boutique stores, etc.
Strategy 3: Media outreach campaign to bring awareness and attendees to the Crush

Tactics: Media Outreach
- Distribute media kits and news releases to local print and broadcast media outlets in the Denver area.
- Pitch features stories on the featured artists, the event’s history or founders, or human interest stories to magazine or long-form journalism outlets.

Tactic: Mobile App Creation
- Create an interactive app available to download that serves as a digital program, including maps, artist bios and information, and FAQs.

Strategy 4: Pay mural artists in order to establish a prestigious event

Tactic: Crush Print Program
- Event program to be distributed to attendees would include a short bio and picture of each of the artists and where their mural is being created.
  - A full map will be a key feature of this program to allow visitors to find their favorite artists and navigate the event.
  - Additional educational pieces can be included so that people understand where the value of this artform.

Tactic: Monetized Mural Voting
- Crush Attendees will vote for a “People’s Choice” award by donating money to their favorite mural.
  - Donations will be pooled to help pay the artists for their time.

Tactic: Sell Merchandise (T-Shirts, Posters, Calendars, Stickers, “Koozies”)
- Merchandise designed by participating artists specifically for the 2016 Crush will be available for purchase online as well as at the event.
  - Merchandise could include calendars, which feature a different artist or piece of work each month, copies of artist murals on canvases or postcards, t-shirts, bumper stickers, and water bottle/computer stickers.
  - Artists would earn 80% of the profits from these sales while the remaining 20% helps fund the event.

Tactic: Allow alcohol
- Harnessing the local brewery and bar scene at the event by allowing alcohol will drive higher attendance and greater attendee retention.
- A portion of the profits from alcohol sales could also go towards paying the artists.
Strategy 5: Brand The Crush as a festival type event

By promoting The Crush as a festival event, locals will be more likely to attend and spend the day at the event rather than quickly pass through and leave feeling unsatisfied by their experience. This would include partnering with local businesses to attract many different groups of people. With live music, food trucks, performances, booths for local businesses, people are more likely to spend the day at the event and remain in the area rather than merely walking through the murals and leaving.

Tactic: Food Trucks
- Food trucks will offer people the chance to purchase food on-site rather than forcing them to leave the event to eat, thus boosting audience retention.

Tactic: Live Music
- Featuring local artists or performers will provide a background activity to enjoy while viewing the art and help boost attendance by harnessing the thriving music scene in Denver.

Tactic: Community Art Wall
- Engage Crush attendees to actively participate and influence the event by contributing their own art on a dedicated wall space.
  - This provides a space and chance for attendees to express their inner artist and directly connect to the event and the art.

Tactic: RiNo Business Booths
- Businesses can reserve booths and tables at the event where they can offer products, promotions, coupons, or services to the public.
- Helps drive business partnerships and encourages attendee retention with more options for activities beyond just walking through the alleys.
# Campaign Calendar

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<td>Instagram Photo Contest</td>
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<td>Post on Crush Instagram 2x per week</td>
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<td>Business Instagram Tagging (Facebook, Instagram)</td>
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<td>Design Merchandise</td>
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<td>Make merchandise available for purchase online</td>
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<td>Merchandise Available for event</td>
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<td>Design/Print Crush Program</td>
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<td>Design/Code Crush App</td>
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<td>App Goes Live</td>
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<td>Select Wall for Community Art Wall</td>
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<td>App Survey</td>
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Artist Print Merchandise:
- Shirts: $1,000-$1,500 for 220 shirts
  - Business: Custom Ink
- Posters: $177 for 2,000 posters or $123 for 1,000 posters
  - Local business: MegaFauna (may provide work pro bono)
- Stickers: $62 for 1,000 (cut to size)
- Postcards: $60 for 1,000 one sided

*Ken’s Reproduction can provide discount on:
- Flyers “smaller prints of the artist”
- Canvases
  - Printing signage
  - Posters and canvases
- LOCATION: 2220 Curtis St. Denver, CO, 80205

Food trucks:
- $3,000-$9,000 for each food truck that will serve snacks for 500 eaters each

Social Media:
- Social Media Campaigns: N/A
- Snapchat Filter: $30 total, 6 days at $5 for an 8 hour filter

Live Music:
- Average $200 per show, depends on popularity or head count
- Stage: $200-$500
- Speakers: $1,000-$3,000

*5 Denver A-List Live Musicians 2016
  1. Face
  2. Wash Park Band
  3. Boogie Machine
  4. World Famous Johnsons
  5. Guild of Ages

Miscellaneous:
- Paint for the Community Wall
  - Try to get some donated, if not $500 for paint and brushes
- A few 5 gallon buckets, potentially a white color to paint over previous day or have a honeycomb design and each person gets 1 section.
<table>
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<tr>
<th>Communication Objective</th>
<th>Evaluation Tactic</th>
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</table>
| Ensure that 20,000 Denver area “hipsters” between the ages of 17 and 50 are aware of The Crush between July 1st and September 15th, 2016. | 1. Social Listening platforms in order to determine engagement with various social media accounts, including: Facebook, Instagram, Twitter. This will be done through platform such as, Hootsuite, Google Alerts or Mention  
2. Social media analytics to track amount of new followers and post engagement  
3. Track amount of new Instagram followers using analytics platforms such as: Minter or Simply Measured  
4. Track our original hashtag and how many times it was used, before, during and after the event  
5. Use the Facebook event to monitor interest and RSVP’s to the event. |
| Secure 10,000 Denver Hipster attendees (ages 17-50+) during the event weekend (September 15 through September 18, 2016). | 1. Measure amount of programs distributed against Facebook event attendees  
2. Amount of App downloads  
3. Send out a survey after the event to everyone who downloaded app to gain feedback and perceptions of the event  
4. Encourage attendees to check in on social media and use the hashtag for the event. |
| By September 15, 2016, we will ensure that 80% of RiNo Businesses are aware of The Crush event | 1. Measure amount of businesses following Crush social media accounts  
2. Businesses express interest in becoming a member of the RiNo Art District or sponsoring the Crush  
3. Keep track on number of successful face-to-face meetings with RiNo businesses verses total number of businesses in the district. |
| Secure 30 RiNo businesses to promote the event between August 1st and September 15 of 2016. | 1. Track the number of businesses willing to post promotional print material in their store-fronts.  
2. Amount of Crush post shares/retweets on business’ social media accounts.  
3. Track business to business social media mentions as the event nears. |
Jasma Communications conducted a survey of ten questions that aimed to understand Denver residents’ perspectives of street art, their lifestyles, and their current awareness of The Crush. The survey was posted to several social media accounts allowing for 100 survey participants. The survey and a summary of responses is presented below.

Street Art Perceptions Survey

1. What is your gender identity?

![Gender Identity Chart]

2. Please state your age:

   Ages ranged from 20-65
   - Mode: 20, 21
   - Median: 25
   - Mean: 30

3. Which neighborhood do you live in?

   Respondents had to write in their response for this question. Responses varied and covered a wide range of Denver neighborhoods, which included everywhere
between Stapleton and Longmont. Some responses were: 5 Points, University Park, Golden, RiNo, Centennial, Littleton, Capitol Hill, the Highlands and Cherry Hills.

4. Are you aware of the street art scene in Denver?

Are you aware of the street art scene in Denver?

Answered: 100  Skipped: 0

Yes

No

5. Where do you go to observe art in Denver?

Where do you go to observe art in Denver?

Answered: 91  Skipped: 9

Art Museums

Local galleries

Santa Fe Art District

RiNo Art District

Respondents had the opportunity to write in a response other than the given options. “Other” responses included: The streets, Confluence Park, around UCD, Five Points, the Gutter, Tennyson, and University events
6. Are you familiar with the RiNo Art District?

Are you familiar with the RiNo Art District?

Answered: 100  Skipped: 0

- Yes
- No
- I've heard of it
- I have been there

7. Have you heard of RiNo’s street art festival, The Crush?

Have you heard of RiNo's street art festival, The Crush?

Answered: 99  Skipped: 1

- No
- Yes
8. How would you define your lifestyle?

```
<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>Respondents</th>
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<tbody>
<tr>
<td>Creative</td>
<td>60%</td>
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<tr>
<td>Outdoorsy</td>
<td>50%</td>
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<tr>
<td>Foodie</td>
<td>40%</td>
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<tr>
<td>Business-oriented</td>
<td>30%</td>
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<tr>
<td>Family-focused</td>
<td>20%</td>
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<tr>
<td>Music lover</td>
<td>15%</td>
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<tr>
<td>Night-life scene</td>
<td>10%</td>
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<tr>
<td>Techie</td>
<td>5%</td>
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<tr>
<td>Athletic</td>
<td>4%</td>
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<tr>
<td>Other (please specify)</td>
<td>1%</td>
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</tbody>
</table>
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“Other” responses included: Activist, traveller, intellectual, eclectic, student, city girl, partier, urban adventure and art scene

9. Please list 2-3 activities you enjoy in your free time

Out of 96 responses to this question, 100% of respondents reported that enjoying some type of physical, outdoor activity. Examples of activities include skiing, rock climbing, yoga, hiking, and camping.

Other responses: making art, reading, trying new restaurants, gardening, cooking, happy hours, concerts, exploring Denver, filmmaking, photography, ceramics, volunteering, playing music, porch sitting, brewery hopping, casting silver, coffee, socializing, shopping and wandering.
10. What is your most frequented social media platform?

What is your most frequented social media platform?

Answered: 100  Skipped: 0

Facebook
Twitter
Instagram
Snapchat
Pinterest
Google+
Tinder
Appendix B: Possible Future Deliverables

If our campaign is chosen, we can offer a variety of services including, but not limited to:

- Event Schedule
- Event Programming Suggestions
- Graphic Design Services
- Mural Google Mapping
- Newsletter Template
- Web Content
- Search Engine Optimization
- Print Materials
- Website Redesign
- Business to business outreach
- Social media content