

DIXIE CLASSIC FAIR

2018 Advertising and Marketing Proposal

City of Winston-Salem Marketing & Communications Department



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TABLE OF CONTENTS

| | |
|------------------------------|----------|
| Introduction | Page 2 |
| Marketing and Communications | Page 2 |
| Key Tools | Page 3 |
| Experience | Page 3 |
| Bios and Assignment | Page 4-5 |
| Allocation of Budget | Page 6 |
| References | Page 6 |



Introduction

The city's Marketing and Communications Department proposes to manage the advertising and marketing contract for the 2018 Dixie Classic Fair with current city staff, interns, and contractors. The department can offer services that will enhance the 2018 Dixie Classic Fair by:

- Devoting a higher portion of the advertising dollars for digital/social advertising to increase engagement.
- Producing some of the 2019 fair's promotional materials during the 2018 fair.
- Producing professional-grade live videos for digital and social outlets during the 2018 fair.
- Ensuring diversity in the advertising product strategy.
- Creating a campaign that encourages attendees to use their mobile phone to guide them through the fair to free food, ride passes, and other products through the use of near-field communication "beacons" that deliver marketing and promotion messages directly to fair-goers mobile phones.
- Generating new revenue for the fair by allowing DCF staff to sell ads on available beacon playlists.
- Producing a library of photos and videos for social media content that can be used early during the following fall to turn perspective fair-goers attention to the fair sooner.

City of Winston-Salem Marketing and Communications

Marketing and Communications manages community education for the city's 40-plus departments using public relations, the WSTV Digital Media television station, print products, social media, websites, special events, and beacons to keep the residents and city employees informed. The 11-member department is 55% white, and 45% African American; 64% male and 36% female. Employee tenure ranges from one month to 18 years.

The department has been honored by the national City County Communications and Marketing Association in its annual awards program with 10 first place, Savvy Awards, and 13 second place, Silver Circle awards, for its work in print, digital design, television, or special projects.

The television station has also been recognized for its high-quality work. Overall it has been honored with 22 Telly awards including 4 first place Silver Telly Awards, and 18 second place Bronze Telly Awards. A 2013 production, Merger, a documentary commemorating the merging of Winston and Salem, won an Emmy Award. Television programs the station has produced have included documentaries that have aired statewide on UNCTV.

The department manages the city's social media footprint which includes the top Facebook page by a city government in the state of North Carolina. The department strives to produce eye-catching posts, either through graphics or video, to garner the attention of the large and diverse Facebook audience

The team has impressive experience with large event production, management, and marketing with Rock the Block from 2002-2014, the Moonlight Madness

5K Run from 2009-2015, and the Old School Block Party as part of the National Black Theater Festival during 2013, 2015, and 2017 festivals.

Marketing and Communications serves city leadership, departments, employees, and the citizens. Success comes from understanding the customers' needs and their desire for results. The department partners with them to find the best solutions, often with little to no budget, and to execute the agreed upon plan.

Key Tools

Key tools that will allow the department to have a special impact on the 2018 Dixie Classic Fair include WSTV Digital Media and the use of beacons. Video is a powerful medium, and when used inside social media, which results in high levels of engagement. The strategy of placing the WSTV Digital Media staff at the fair will result in high quality live and pre-produced videos for the fair and the city's social media and web outlets. This will be a fresh approach for the fair, as social media avenues have been woefully under-utilized in previous years. Staff will also invest time and resources during the fair to produce content for next year's campaign.

Marketing and Communications has led the way among North Carolina cities in the use of near field communication with digital beacons. These devices will be incorporated into the 2018 Dixie Classic Fair, making this the first time the fair has ever used such technology in its marketing and promotions. \$1,000 daily giveaways will be promoted through the use of beacons. Promotions will coach fair-goers on how to configure their phones to see the messages. Staff will construct a beacon play list of messages that include giveaways, promotions, ads for sponsors, and other fair information.

Past Projects

Rock the Block- Music and Food Festival

Moonlight Madness 5k

NBTF Teentastic

NBTF Old School Block Party

City of Winston-Salem Centennial

Annual Bulky Item Pickup

Annual Leaf Collection

Recycle Today

The Mix

Curbside Collection

International Village- Festival

Fairground Fridays

The Drop

Engine Four (Documentary)

Merger (Documentary)

Police Recruiting

Fire Recruiting

Equipment Operator Recruiting

City Website/Employee Center

Creek Week

Go Expo

Winston-Salem Fairground Farmers Market

Public Safety News Conference

2014 Bond Ground Breakings

2014 Bond Ribbon Cuttings

Bulky Item Pickup

2010 North Carolina League of Municipalities Conference

2015 North Carolina Black Elected Municipal Officials Conference

2014 Capital Needs Meetings

Bios and Assignment

ED McNEAL

Marketing and Communications Director



Ed has spent the last 13 years as the city's director of Marketing and Communications. Under his leadership as the Marketing and Communications director, the city has been in the forefront of digital advertising since 2013. The city of Winston-Salem is the first city in North Carolina to use beacon technology for advertising and public relations.

Prior to joining the Marketing and Communications Department, Ed was the Recreation and Parks Department's marketing coordinator where he received local, regional, and national awards for his marketing efforts.

He's a 17-year employee who was selected as the winner of the city's 2016 Employee Excellence Leadership Award. He was a finalist for the position in 2010, and was nominated for the Leadership Award and Team Player award in 2013. He was also the 2017 inaugural recipient of the Glenda Keels award from the downtown Winston-Salem Partnership.

Before coming to the city, Ed spent five years as a news reporter with WXLV, ABC 45 News in Winston-Salem, WMBB News 13 in Panama City Florida, and WGVP News 44 in Valdosta Georgia.

He's a 1997 graduate of Valdosta State University's College of Fine Arts in Valdosta Georgia.

Ed will work as the lead strategist and for the department's work for the Dixie Classic Fair.

FRANK ELLIOTT

Marketing and Communications Deputy Director



Frank has been with the city's Marketing & Communications Department for 18 years. As deputy director, Frank serves as the department's creative director and copy writer, and he oversees day-to-day production for both print and television projects. Frank also serves as producer for select television and video projects.

During his tenure with the city's Marketing Department, it has won 50 national awards, including 22 Telly Awards for video and television projects, and 25 awards from the City-County Communications & Marketing Association for print, television and marketing projects. Frank received the city's Outstanding Supervisor Award for 2016 and was nominated previously for the Customer Service Excellence Award.

Frank is a 1977 graduate of the University of Southern California. He served for five years in the U.S. Marine Corps before pursuing a career in journalism. Before coming to the city in 2000 he free-lanced full-time for four years as a writer, editor and marketing copy-writer. He is the author of "Piedmont: Flight of the Pacemaker" and "From Tobacco to Technology: Reshaping Winston-Salem for the 21st Century," and the co-au-

thor of "Listen to us! The people's prescription for what really ails America's health-care system."

Frank will work as the creative services director and as the primary contact for the Dixie Classic Fair staff.

JIM WOLFE

Graphic Design Supervisor



Jim is a graphic designer with 35 years of experience – including 30 years with the city of Winston-Salem in the Planning and Marketing & Communications departments. In that time Jim has produced print and digital design work for all city departments. He has created numerous logos, brochures, posters, digital and print advertising, presentation maps and forms, and his work has been honored with 12 awards from various professional associations. He has done work for the Dixie Classic Fair in the past including a lighted kiosk design with a way-finding map that has been in use for many years.

He is a two-time Employee Excellence category winner and has had numerous nominations.

Jim is a 1981 graduate of East Carolina University with a BFA degree in Communication Arts. Before coming to the city he worked as a graphic artist in the advertising industry.

Jim will work as the lead designer for the design deliverables for the Dixie Classic Fair.

LARRY BELL

Video Production Supervisor



Larry joined the city in 1999 as a video production specialist and led the city's transition to digital editing in the early 2000s. He became the video production supervisor in 2014, and has worked on most of the department's award winning videos. Larry received his North Carolina and FAA drone flight certification in 2016.

He began his television career with Fox 8 WGHP in 1989 after graduating from the University of North Carolina A&T with degrees in television production and a master's degree in Instructional Technology. He is also a former communications professor at UNC-A&T and Winston-Salem State University.

Larry will lead all video production work for the Dixie Classic Fair.

KATHRYN MOBLEY

Senior Video Producer



Kathryn joined the city in December of 2015 as a senior video producer. In that time she's written and produced 6 projects that were honored with Telly or 3CMA Awards. Prior to coming to the city, Kathryn worked as a producer with WXII 12 News and an award winning senior producer and reporter with

WFDD Radio. Kathryn's work can also be seen on stage for the North Carolina Black Repertory Company and the National Black Theater Festival.

Kathryn will produce videos for WSTV Digital Media and social media outlets for the Dixie Classic Fair.

SUE SPAINHOUR

Senior Community Educator



Sue has been in the city's Marketing and Communications Department since 2006. She coordinates special events such as ribbon cuttings and groundbreaking, and leads programs such as City of Winston-Salem University, City Government education program for WS/FC Schools, Corporate Volunteer Program, and the Employee Suggestion Program. She is also the special events coordinator for the Fairground Farmers Market.

Prior to her employment at the city, she was a substitute teacher for the WS/FC School System. She is a graduate of UNC-G with a BS in Speech Pathology and Audiology.

Sue will assist in media coordination for the Dixie Classic Fair.

RANDY BRITTON

Senior Community Educator



Randy has been with Marketing and Communications since November 2017. He is responsible for integrating beacons into the city's communications tools and supporting the social media efforts.

Until November 2017, Randy was the city's assistant director Department of Transportation and from July 2011 until November 2016, Randy was the city of Winston-Salem Deputy Director of Sanitation. He is a 1977 graduate of Lenoir Rhyne University in Hickory, North Carolina with a BA in Economics.

Randy will coordinate the deployment of beacons at the fair and manage the play sheet for each device.

DEVEN SWARTZ

Web Content Coordinator, Social Media manger



Deven was hired as the Web Content Coordinator in December 2016. Before that, he spent six years updating two popular local news websites, MyFOX8.com and WXII12.com. He helped WXII12.com win the Best Website award from the North Carolina Associated Press in 2013.

Deven administers the city website, which gets millions of page views a year, as well as all of the city's social media pages. Winston-Salem's Facebook page has more fans than any other North Carolina city.

Deven will manage the web updates and support social media efforts.

ALLISON SMITH

Graphic Designer



Allison is a graphic designer with 7 years of experience. Allison has worked with the City of Winston-Salem since May 2017 working with many departments including the Winston-Salem Fairgrounds to promote music events. Allison's previous design experience was in New York City with multiple design studios and working in-house for a wine importer. Her experience is diverse from luxury wedding/event stationery, textiles, hand-lettering, children books, packaging, and corporate business marketing materials.

Allison graduated in 2011 with a BFA in Graphic Design from East Carolina University.

She will work with the design supervisor to bring forward creative graphic design for the Dixie Classic Fair.

KATIE GORE

Video Production Specialist



Katie Gore joined the city of Winston-Salem in 2014 as a video production specialists after working for Wake Forest Athletics in multimedia operations. Katie received her North Carolina and FAA drone flight certification in 2016. Prior to that, Katie was a photojournalist for WXII. Katie is a 2003 graduate of Winston-Salem State University.

Katie Gore will assist in the video production work for WSTV Digital Media, social media outlets and will be responsible for the flight of the department's drone.

ADAM LEONARD

Video Production Specialist



Adam joined the City of Winston-Salem as a video production specialist in February 2018 after working for WFMY News 2's creative services division for just under five years. Adam is a 2008 graduate of Elon University with a bachelor degree in Communications with emphasis on Broadcasting and news media.

Adam will assist in the video production work for WSTV Digital media, social media outlets.

NANDREA WARD

Media Placement Services Representative



Media Placement Services has placed media for City of Winston-Salem for digital services dating back to 2014, but grew to include traditional media in 2016. Our agent is Nandrea Ward. Media Placement will work with Ed McNeal and Frank Elliott on the placement strategy and secure the advertisement for the fair.

Allocation of Budget

| | |
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| Media Buy | \$140,000 |
| Media Placement Commission | \$28,000 |
| Strategy and Creative Development | \$29,791 |
| <ul style="list-style-type: none">• City employees are paid their regular city salary during the process of providing advertising and marketing support for the Dixie Classic Fair. The departments combined salary per hour is \$295.83 per hour. The work will amount to 10% of Marketing and Communications' time for a total of 500 hours. The department's rate by this calculation is \$14,791.• Beacon Giveaways: Payment for vendors and Strates for food and tickets given away at a pace of \$1,000 per day.: \$10,000• Contingency: \$5,000 | |
| Social Media | \$3,100 |
| Public Relations | \$3,900 |
| Production: (Film grade video production support) | \$5,000 |
| Total | <hr/> \$209,791 |

References

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