

GLADSTONE
≡ MICHIGAN ≡

**Where happiness lives,
works and plays.**

**A dynamic strategy to increase regional visibility and
relevance and drive traffic to the City of Gladstone.**



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Meeting Recap:

- Tricia is the DDA Coordinator and wants to energize the City of Gladstone's branding efforts to maximize its potential for current and new residents.
- The new website, gladstonemi.gov, has launched and is more modern and attractive for users. A new logo design is next.
- 2020 Census showed a 5.7% increase in population. Now's the time to attract younger people to live here.
- There are Gladstone residents who say the City needs to communicate better. Same few followers on facebook.
- With the new Master Plan, more housing options will become available to attract younger families, middle age and retirees.
- North Shore Development is getting closer to happening. Several recent conversations with a prospective developer has the City optimistic.
- With continuous, fresh and alluring outbound messaging it's possible to attract new visitors and in-market housing buyers to the area.

Parent Company Gray TV

National Station Footprint



113

operating TV stations,
and digital properties

36%

collective reach
of U.S. TV Households

Most #1

ranked news stations
in the country

2nd

largest broadcasting
group in the nation





Who drives **YOUR BUSINESS**

Demographic Breakdown

Adults 25+



Geographic Breakdown

Delta, Schoolcraft and central counties



The Marketing **FUNNEL.**

AWARENESS

BROADCAST TELEVISION AND TV6 DIGITAL PLATFORMS
PREMIUM STREAMING
TARGETED DISPLAY/VIDEO
STREAMING AUDIO

INTEREST + CONSIDERATION

YOUTUBE
SOCIAL ADVERTISING
TARGETED EMAIL

CONVERSION

PAID SEARCH
SEO
FACEBOOK LEAD GEN



Our Recommendation for Branding City of Gladstone.

Creative Strategy:

- What's so great about Gladstone?
- Why should someone Google it? Visit? Work? Move?
- Highlight the scenery each season, as well as a call to action to come enjoy!
- Using video, show why it's a small town with so much to offer: it's walkable, swim-able, hike-able, run-able and most of all LIVEABLE!
- Updating creative with events, as needed: Farmer's Market, Business After Hours, Brewery Openings, New Restaurants, Disc Golf Tournaments, Fishing Tournaments, July Celebration, Summer Concert Series, Triathlons, etc.

- ✓ Scripting
- ✓ Schedule Shoot
- ✓ Execute Shoot
- ✓ Postproduction → Client review
- ✓ Once approved- you own it



Commercial Production Package:

1 :30 commercial, 2 :15
commercials

We'll add graphics each month as
needed to keep creative messaging
fresh and users engaged.



Annual Investment: \$1500

ADVERTISING STRATEGY:

Deliver targeted creative campaigns to users across Facebook and Instagram platforms.

We recommend using this platform to increase visibility and promote Gladstone events to:

- Drive Engagement
- Increase Awareness
- Influence Prospective Visitors/Residents
- Plus: Free graphics production

	 facebook. Ads	 Instagram Ads
Static Images	✓	✓
Carousels	✓	✓
Videos	✓	✓

We'll link ads to your new website!



Social Advertising.

Create Interest and consideration with brand awareness. Increase your leads and expand your reach by targeting regional consumers on Facebook and Instagram.

CITY OF GLADSTONE:

100,000 ad impressions per month (facebook & Instagram)
Monthly Investment: \$ 1,000
12 month Investment: \$12,000

X _____
City of Gladstone

GDM
gray digital media

PERFORMANCE INSIGHTS

Evolving Beyond Traditional Reporting

TARGETED DISPLAY PERFORMANCE



Advertiser

GDM Demo



Impressions

229,687

Clicks

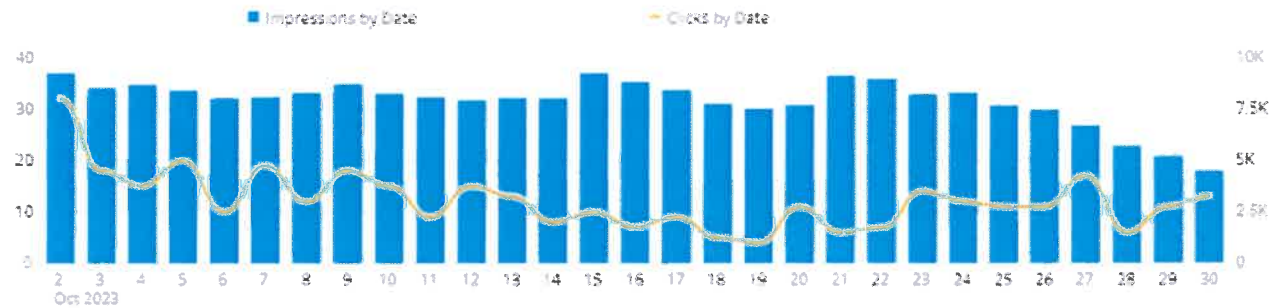
358

Click Rate (CTR)

0.16%

Quick Date Selector

Days Weeks Months Years 15
Today Yesterday Last 7 days
Last 30 days Last 60 days Last 90 days



Your Branding Campaign Investment:

Create massive awareness of the City of Gladstone and all there is to see, do and enjoy as a visitor or a resident.



Planner:

- Monthly Investment: **\$1,000** Amended to 125,000 during proposal from the team. -Patricia West
- Monthly Commercials: **100,000** views to your target audience on Social Media
- Monthly Creative Updates: Made by your TV6 Producer, billed as needed

\$1,000 digital campaign x 12 months + \$1500 Production= \$13,500 Total Investment



X _____
Approved by City of Gladstone Date:

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising. Agreement subject to a 30-day cancellation policy.

When completed and signed, this contract authorizes your participation and financial obligation in this campaign. Due to the nature of this campaign client/agency unconditionally assumes an obligation for payment. Gray Television, Inc. and its stations do not discriminate in advertising contracts based on race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate based on race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

**Thank you.
We look forward to working
alongside you to bring the
City of Gladstone
messaging to the masses
to help maximize your
visibility and relevance with
visitors and prospective
residents.**

Veronica Tackman



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