

Promoting Shoreline

Shoreline City Council

May 16, 2016



Promoting Shoreline

- Tomorrow is the soft launch
- Trailer at SIFF
- Bus ads early June through August
- Jennifer Rash and Denise Walz, PRR



Why promote Shoreline?

- Shoreline will grow
- Guide growth
- Attract vested residents
- Attract business owners who invest



Why a marketing campaign?

- Image building
- Instincts of Council backed by research
- Lack of even general knowledge
- Negative perceptions

What are the goals?

- Generate positive sentiment and knowledge in central Puget Sound
- Shift negative perceptions
- Elevate investment in placemaking

What was the process?

- Council meetings
- Baseline survey of over 600
- Concept testing of over 100
- Community engagement

What is the central premise?

- Main positive sentiment observed:
“Surprised by Shoreline”
- Website that plays Shoreline’s “best hits”
- Complements <https://shorelinewa.gov>



Why would people visit the site?

- Goal: Non-residents view website
- Problem: People surf where they want
- Solution: Create a “spark” campaign
 - Trailer for SIFF screenings in Shoreline
 - <https://vimeo.com/166834913>

Who is Squatch?

- Squatch is a friendly sasquatch
- Perfect ambassador as he is like Shoreline
 - Not well known and often misunderstood
- Squatch isn't hiding, he's living in Shoreline!
- Surprised? We're not, because . . .



you don't know

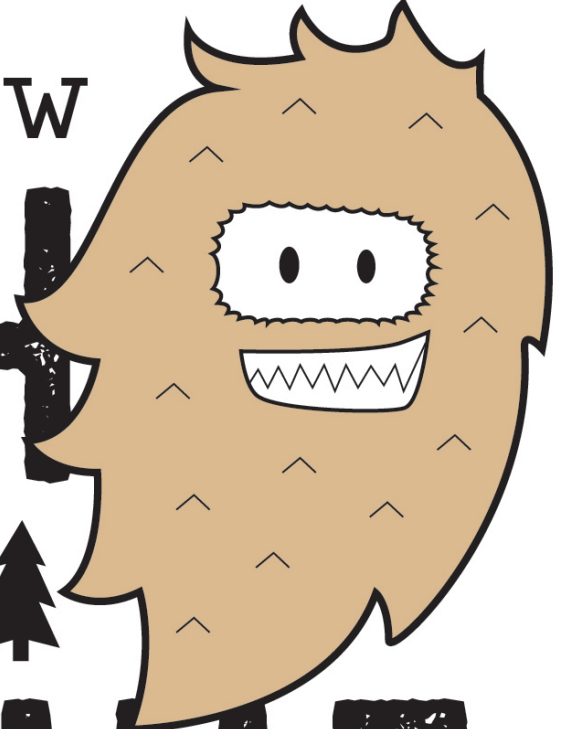
SQUATCH



about



SHORELINE



Tell us more

Animated character with
mythic friends

(Just like each of you!)

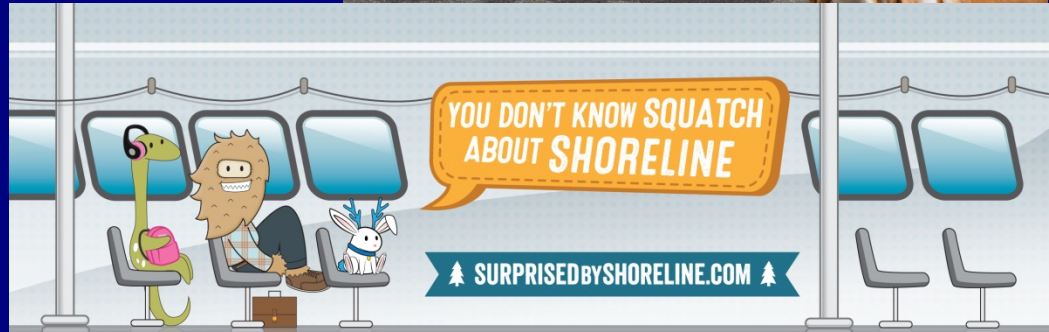
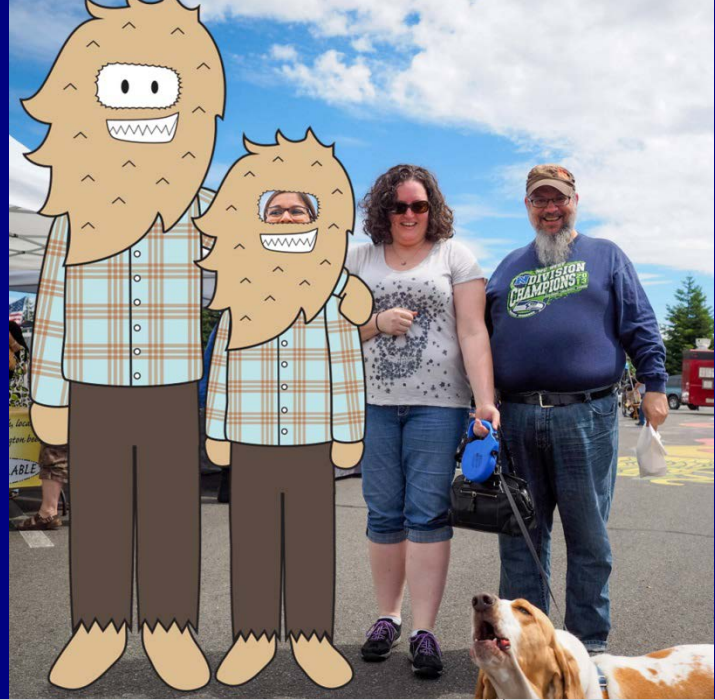
Find him at:

SURPRISEDbySHORELINE.COM



Squatch will be working

- In restaurants
- On buses
- At the Farmers Market
- On social media
- [Even his own documentary!](#)



Is Squatch a good use of tax dollars?

- We want a wonderful future for Shoreline
- But we can't do it alone
- Marketing lets us control the conversation
- We determine what are the “best hits”



How do we determine success?

- From the start, we've used data
 - Web analytics
 - Tracked responses
- As funding allows, annual surveying
 - Understanding of Shoreline growing
 - Misperceptions shrinking
- Investment in the city

Discussion

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