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Nebraska's Centennial Mall: An Integrated Marketing Communications Plan

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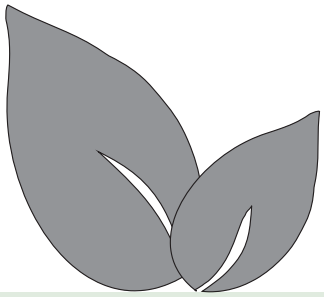
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NEBRASKA'S CENTENNIAL MALL

An Integrated Marketing
Communications Plan
by Shimmer Shack Advertising
December 6, 2010



“A present touch on the future.”

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INTRODUCTION

SHIMMER SHACK ADVERTISING

Shimmer Shack is a group of five senior advertising majors from the University of Nebraska–Lincoln. We set out in August 2010, to assist Nebraska's Centennial Mall (NCM) and the Lincoln Parks and Recreation to promote the renovation of NCM and to increase statewide awareness of the brand NCM itself.

Through our research these last few months, we have seen the need for a newly renovated space that connects two great entities of our state: the State Capitol and the University of Nebraska. We discovered that Nebraskans are very proud of their state and that NCM is a place where citizens can gain a sense of state pride.

These insights have inspired us to create a unique advertising campaign that emulate the emotions and characteristics one associates with NCM.

Included in this plan are the marketing and creative solutions we developed in order to promote the newly renovated NCM. The plan includes our primary and secondary research, creative strategies, public relations techniques and ways to increase awareness of NCM.

The campaign portrays the soon-to-be renovated Nebraska's Centennial Mall as a place where you can presently touch the future, emphasizing that the future is all about the past.



EXECUTIVE SUMMARY

Target Audiences

The campaign's primary target market are citizens of eastern Nebraska who will benefit from the renovation of NCM. Our secondary target market consists of Nebraskans who live more "out state" and whose visits to Lincoln are more business or athletic related.

Budget

The campaign's budget is \$100,000.

Campaign Objectives

The objectives of the campaign are increase statewide awareness of NCM and to develop an identity for NCM as a space that is modern, sustainable, family-oriented and holds true to Nebraska and its state values.

Creative Strategy

The creative strategy for the campaign is centered on the theme "A present touch on the future." Creative executions include a logo development, promotional videos, sponsorships and print ads.

Public Relations

Public relations tactics for the campaign includes the usage of media kits, stakeholder recognition packages and a grand opening ceremony for the completed NCM.

Media

The mediums used in this campaign include print, out-of-home, television and digital.

Campaign Purpose

Increase statewide awareness of the renovation of Nebraska's Centennial Mall (NCM) and to brand the Mall itself as a place where citizens can gain a sense of state pride.

SITUATION ANALYSIS

NCM Mission Statement

The mission of Nebraska's Centennial Mall is to redevelop and update the amazing vista of the Capitol Environs and act as a link between the state's government and largest university.

NCM History and Analysis

The first design of Nebraska's Centennial Mall was developed and launched to the community of Lincoln in 1967 – Nebraska's Centennial year. It was created to be “an urban oasis where people could relax and meet in a park-like setting” and featured some of the era's most progressive and impressive architectural features.

The current Centennial Mall is included as one of the most significant and important elements of the Capitol Environs. It is meant to create an amazing vista of the Capitol and acts as a link between the state's government and biggest university.

Renovating Centennial Mall is an important statewide project because it “has been the setting for many important political events, announcements and observances” throughout the years. Each year it is the home for countless events and festivals that draw thousands of people from all over Nebraska, and is the home for many respected works of art.



RESEARCH

SWOT ANALYSIS

A SWOT analysis identifies the strengths, weaknesses, opportunities and threats that come with any new project or brand. By using a SWOT analysis, the campaign can be better focused and given an effective sense of direction.

Strengths

- Will be safer for public use
- More appealing to Lincoln and Nebraska residents
- Renovation is a modern, sustainable design
- Will create Capitol and University appeal
- Privately funded

Opportunities

- Entertainment possibilities
- Link between the Capitol and the University, State and Federal buildings
- Highlights state pride
- Provides the State Capitol with a more dramatic north entrance
- Will be much safer to use

Weaknesses

- Money and funding
- Lack of appeal from some public and groups

Threats

- Other downtown Lincoln attractions and development
- Inclement winter weather
- Negative perceptions from taxpayers
- City politics

SECONDARY RESEARCH

Research Objectives

Who cares about this renovation and why?

What are other big, municipal projects in Lincoln?

What are the stakeholders' attitudes/opinions about the current and renovated state of NCM?

What are the current or favorite destinations for people in Lincoln? In Nebraska?

How are sustainability and the green movement connected with NCM?
Does sustainability matter to people today?

What is the design history and some of the iconic visuals of the Capitol and its environs?

How do Nebraskans view themselves as members of this state?

Secondary Research Findings

Nebraska Tourism Facts

- There are over 85,000 visits to the State Capitol each year and 40,000 of those are school kids.
- In 2006, there were 9,685,000 visits to Lincoln parks. The number rose to 10,236,000 in 2007.
- The majority of the money spent by tourists in Nebraska is spent on eating and drinking, gas, hotels, and arts and entertainment.

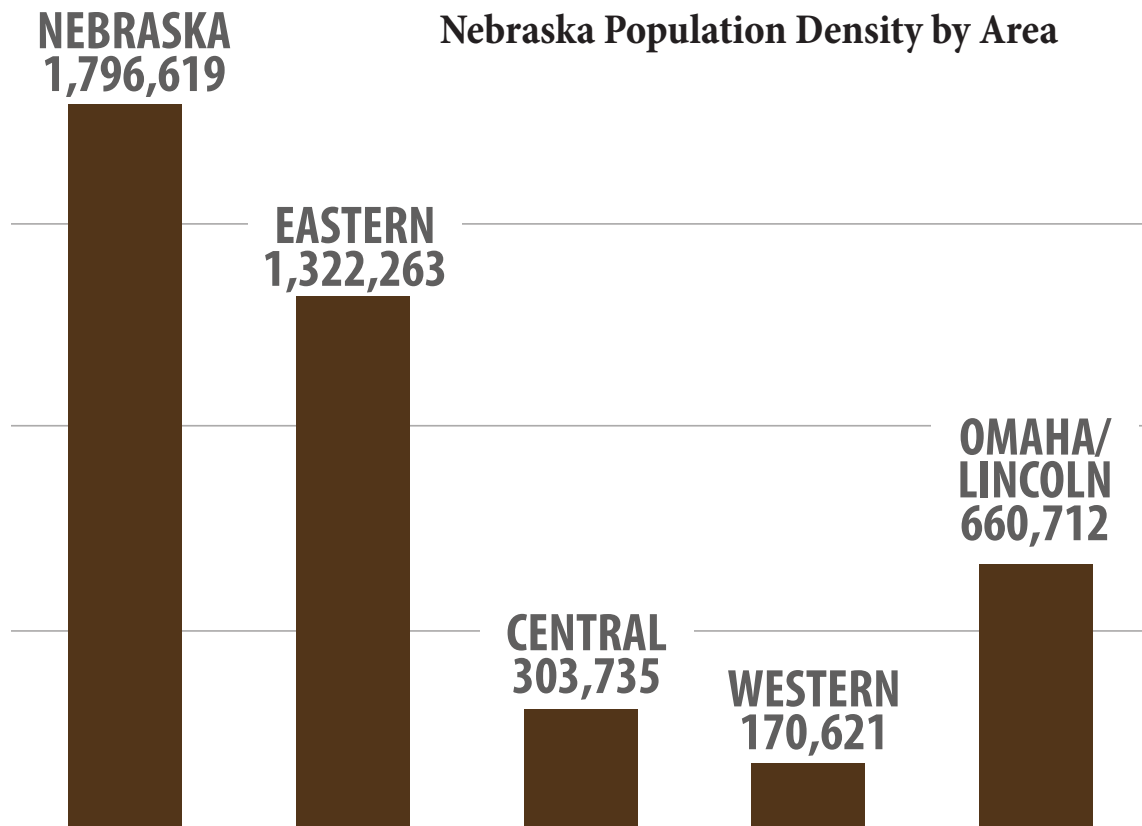
Lincoln / Nebraska Projects

- Antelope Valley
- The new Haymarket Arena
- 14th & Q
- Pershing Center
- Union Plaza

Outside Nebraska

- Washington Mall in D.C.
- LA Public Library
- Kentucky State Capitol
- Louisiana State Capitol
- Pearl Street Mall in Boulder, CO
- River Walk, San Antonio, Texas
- Downtown Mall in Charlottesville, VA

SECONDARY RESEARCH



SOURCE: CENSUS.GOV

Nebraska Population Density

In helping identify whom to target, we looked into the population statistics of Nebraska. In terms of concentration, Eastern Nebraska seemed like the most viable choice to receive our message.

- Eastern Nebraska houses 73% of all Nebraska residents.
- Omaha and Lincoln contain 40% of the Nebraskan population alone.

PRIMARY RESEARCH

Methods:

A statewide survey was conducted to discover the opinions of Nebraskans and help better identify our target audience. The survey covered questions from how often they visit Lincoln to the most used media in Nebraska. There were over 250 Nebraskans who participated in the survey.

We also interviewed stakeholders involved in the project about their opinions of NCM's renovation.

Survey Participants: 250+

- 25-64 years old, female skew
- Business professionals
- Highly educated
- With children
- Resident of Nebraska 10+ years

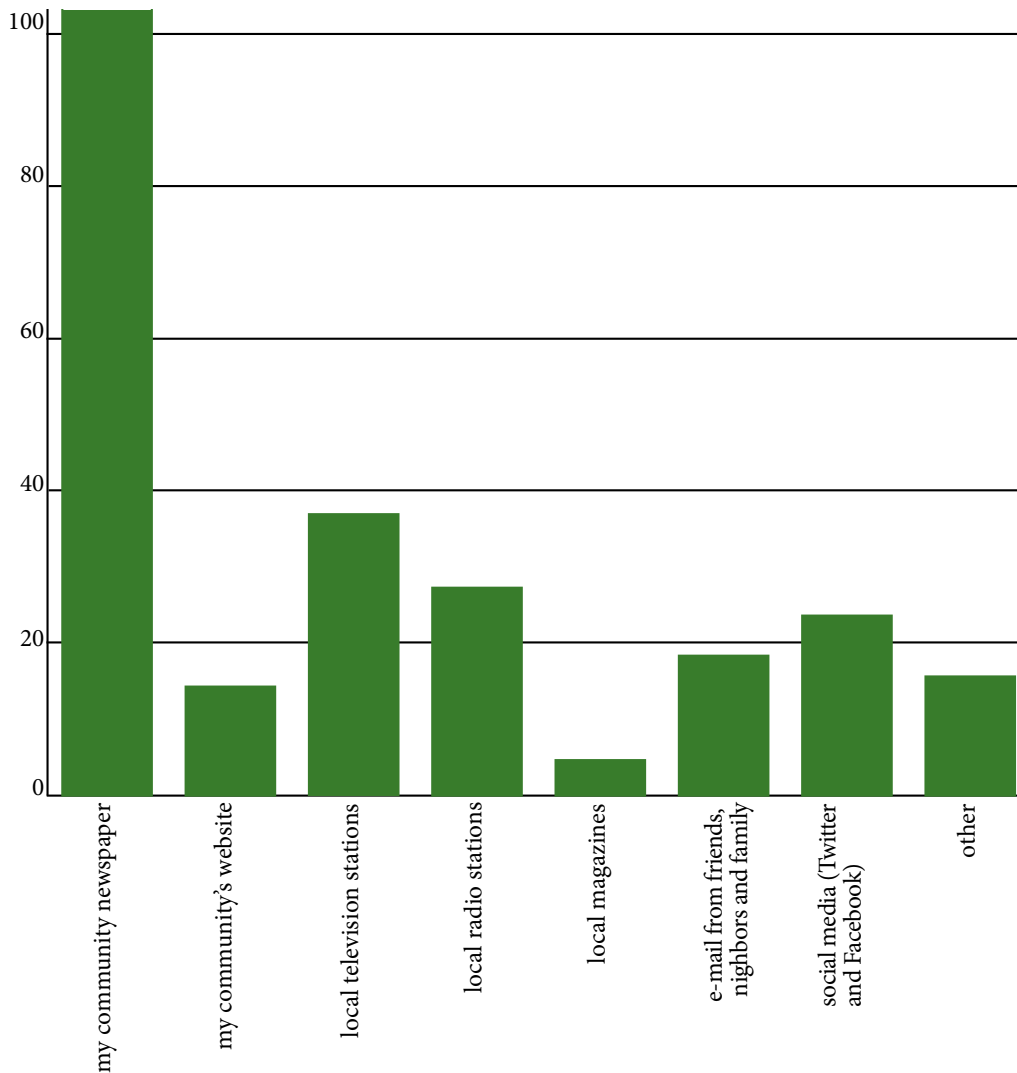
Primary Research Findings

Key Findings from Statewide Survey

- Nebraskans visit Lincoln multiple times per year for various reasons
- Majority of Nebraskans find the Capitol the most important part of Lincoln
- Nebraskans are proud of their state because of the diversity of life, civic development and the state of the economy
- The top three reasons they love Nebraska: the people, the economy and the work ethic
- Nebraska is all about quality of life
- Sustainability is important in new buildings and future planning
- People get their community news from their community newspapers and people get statewide news from a variety of sources such as statewide newspapers, television and websites.
- Facebook is the most popular social networking site used by Nebraskans

PRIMARY RESEARCH

Media Usage in Nebraska



Stakeholder Insights

“The University side will surely take advantage of the renovated space and is very positive about the project.”

– Ted Weidner, PHD, PE,
ALA (Beta Theta Pi)

“Old, under-used, potential.”

–Gary Kebbel, Dean
College of Journalism
and Mass Communications

“The Lincoln Children’s Museum plans to reap the benefits of the renovation in terms of using the space as an updated venue for its annual activities.”

–Darren Macfee
Executive Director,
Lincoln Children’s Museum

- Senator Bill Avery is for the project and “sees it as an honor to the landmark State Capitol and the University.”

TARGET AUDIENCE

Primary:

Nebraskans, Ages 25+

- Live in Eastern Nebraska, primarily Lincoln and Omaha
- Couples and parents with children
- More likely to be tech savvy and social media users
- More frequent users of current Centennial Mall
- Visits to current Nebraska's Centennial Mall are often "event-related"
(i.e. Rib Fest, July Jam, Persing events, etc.)
- Middle to upper income range

Secondary:

Older Nebraskans, Ages 45+

- Live more "out state" Nebraska such as Hastings, Kearney, Grand Island
- Businessmen and athletic enthusiasts
- Visits to Lincoln involve athletics (statewide tournaments, UNL athletic events)
- More frequent usage of community media outlets (local newspapers, television stations)
- Middle to upper income range

Geographic Markets

Primary

Eastern Nebraska, primarily Lincoln and Omaha

Secondary

Out state Nebraska; Hastings, Kearney and Grand Island

GOALS AND OBJECTIVES

Positioning Statement

As the commemorated “connecting link” between the landmark Nebraska State Capitol and the University of Nebraska-Lincoln, the Nebraska’s Centennial Mall embodies the state spirit of all citizens past, present and future. Nebraska’s Centennial Mall is the special place where all Nebraskans can engage in significant points of pride in Nebraska.

Campaign Goals and Objectives

This is a campaign that’s all about “identity” that will reposition the Mall as an important space for Nebraskans to enjoy. The new design will be branded as very modern and sustainable, while still holding true to Nebraska and its values. This campaign promotes the new NCM to increase the awareness and to establish its updated identity and brand.

Marketing Goals

- Increase traffic on Nebraska’s Centennial Mall by 50% to 75,000 (low estimate of 50,000 annual users with stakeholders and events)
- Increase traffic to Nebraska’s Centennial Mall Facebook page by 50% (measured in fan numbers from year after launch)
- Increase traffic on Nebraska’s Centennial Mall website by 50% (measure hits to LPR hyper-link or dedicated website if there is one)

Communication and Advertising Goals

- Increase awareness in the whole state about what Lincoln/downtown/ Nebraska’s Centennial Mall has to offer everybody
- Communicate benefits and features of the new Nebraska’s Centennial Mall, i.e, design, sustainability features
- Promote the new Nebraska’s Centennial Mall as a significant destination for all Nebraskans to “absorb” the assets of the state of Nebraska
- Incorporate the new Nebraska’s Centennial Mall as a significant destination for all Nebraskans and an economic resource for Lincoln



CREATIVE

CREATIVE OVERVIEW

Creative Objectives

- Promote the features and benefits of the new Mall
- Promote awareness of the new Mall
- Drive people statewide to come and visit the mall once it is completed
- Develop and communicate a message that the renovated NCM is for the entire state of Nebraska, is a source of pride and a reflection of the people of the state
- Develop a cost efficient way to reach the primary audience

Tactics

- New identity/logo/colors
- Videos for commercial and on-line use
- Print ads for newspapers
- Billboard ads
- Website recommendations
- Promotional pieces
- Collection of collateral pieces

Campaign Theme

The campaign theme “A present touch on the future” exemplifies the attitude of Nebraska’s Centennial Mall. It is the embodiment of the transformation of this space in particular, while connecting some of the state’s largest entities, the Capitol and the University of Nebraska-Lincoln. The Capitol represents the past, while the University signifies the future.

Strategy

Our campaign for NCM represents the people of Nebraska and the entities in the state that make them proud.

The goal of this campaign is to promote and increase awareness for Nebraska’s Centennial Mall project. In doing that, our primary creative approach is a 30 second video that will double as a television commercial. It will portray the emotions associated with growing up in Nebraska, visiting the Mall and moving through the stages of life. We want to evoke the feeling of telling the story of their visits to the Mall and the Capitol. This commercial will be supplemented with newspaper ads in the Lincoln Journal-Star and Omaha World-Herald and outdoor billboard ads. All of these are intended to provide a unique look into what NCM means for Nebraskans.

CREATIVE BRIEF

Tone The tone of the advertisements emotionally binds the citizens of Nebraska with this State memorial. The tone is natural, artistic, personal and above all, emotional.

Position NCM provides a unique experience for Nebraskans. It's a special place that incorporates important State venues such as the State Capitol and the flagship campus of the University of Nebraska. The Mall is a destination for families, and young and old alike, to take pride in their state and look toward where the future may take them. Our proposition and tagline is "A present touch on the future."

Brand The brand for NCM is built on memories, sustainability and tradition. The mall is an established entity in the state and the brand emphasizes the importance of pride in the state, family and personalized memories and experiences. In looking at aspects for our brand idea we wanted to incorporate colors that stand out in the mind and dignified typefaces that catch the eye. The brand has a welcoming and friendly touch, while still remaining simplistic.

Our Proposition Is...

A present touch on the future

NCM **BRANDING**

Logo Usage

The consistent application of the NCM signature is one of the most significant elements in maintaining the Mall's brand identity.

Standard Two Color Logo

When the signature is applied in its two color version, it is printed in black, green and grey (a shade of black).



One Color Black Only Logo

When the signature is applied in its one color version, it is printed 100% black.



Inverse Logo

It is acceptable to reverse the logo out of a contrasting color background if a particular design situation requires it. The logo would be reversed in white and out of a solid color field that is not conned to a shape.



NCM LOGO

IDENTITY GUIDE

Logotype

The typography (letters) which spell out Nebraska Centennial Mall and “A present touch on the future” and is associated with the official leaf graphic constitutes the logotype.

Nebraska’s Centennial Mall = **Minion Pro Bold Condensed**
PMS Process Black

A present touch on the future = *Adobe Garamond Pro Italic*
PMS 364C

Logo or Signature

The combination of the leaf graphic and logotype define the signature of NCM



**Nebraska’s
Centennial Mall**
A present touch on the future

Leaf Graphic

The two-color square graphic containing two leaves beside the words Nebraska’s Centennial Mall complete the signature

- **Green: PMS 364C**
- **Gray: PMS Process Black 40%**
- **Black: PMS Process Black 100%**

TELEVISION

traditional

“Field Trip”

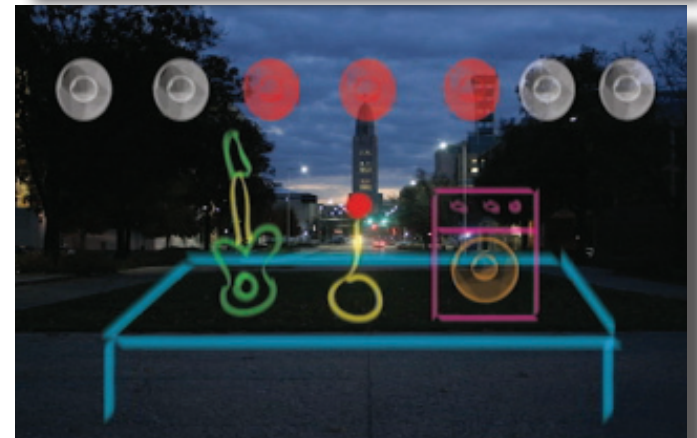
Shimmer Shack recommends the development of a video to promote the visual and emotional richness of the Mall. This video can also be edited into a 30-second paid spot. The on-line video will be released in Phase One, whereas the TV commercial won't air until Phase 3.

The Message

The overall message of the video is that NCM is a place where life milestones can occur and that every moment one has shapes the future. With this, we will emotionally reach out to the target audience and explain to them more details about the Mall, and closer to the opening event, “Nebraska Glows,” the messages will feature event details.

Voice-over Script:

“It’s where the school bus dropped you off for a class field trip
Where you were inspired to study at the University of Nebraska-Lincoln
It’s where you watched your best friend’s band perform for the first time
Where you met your future wife
And told her you got the job
Where she told you, you were going to have a son
And it’s where he’s going next week for a class field trip. Like his father’s, his future is all about the past.
Nebraska’s Centennial Mall, where you can touch the future.”



PRINT

traditional

Run-of-press newspaper advertisements will run 3 columns x 6 inches and will be in 4-color. They mimic the neon lights and overall cosmetics of the video and will only run in all phases. Buying space in the Omaha World Herald and Lincoln Journal Star will reach over half of Nebraska. Just like the video, these ads will emotionally connect with the audience about the experiences on NCM.

Headline:

It's where we unify

Copy:

Nebraskans have always worked together to build strong foundations. Soon Nebraska's Centennial Mall will become a part of that effort as the renovation phase is underway. Nebraska's new Centennial Mall will be the place where we celebrate our past and our future.

Phase One Newspaper Ad



It's where we
unify

 **Nebraska's
Centennial Mall**
a present touch on the future
www.necentennialmall.org

Nebraskans have always worked together to build strong foundations. Soon Nebraska's Centennial Mall will become a part of that effort as the renovation phase is underway. Nebraska's new Centennial Mall will be the place where we celebrate our past and our future.

Ad Size:
18 TCI

PRINT

traditional


Headline:

It's where generations come together


Copy:

Can the "good life" get any better? With the renovations of Nebraska's Centennial Mall it can. As construction continues we are steps closer to its completion. It's where we come together to unite with family and friends, to celebrate traditions and create new memories. Nebraska's Centennial Mall, where your future is all about the past.

Phase Two Newspaper Ad



It's where generations come
together

 **Nebraska's Centennial Mall**
A present touch on the future
www.nccentennialmall.org

Can the "good life" get any better? With the renovations of Nebraska's Centennial Mall it can. As construction continues we are steps closer to its completion. It's where we come together to unite with family and friends, to celebrate traditions and create new memories. Nebraska's Centennial Mall, where your future is all about the past.

Ad Size:
18 TCI

PRINT

traditional

Headline:

It's where we will celebrate


Copy:

The renovation of Nebraska's Centennial Mall is complete. It's time to celebrate the reopening of this treasured landmark. Join us at the Nebraska Glows celebration on July 22. Nebraska's new Centennial Mall is where we celebrate, live, laugh, learn and grow.

Phase Three Newspaper Ad



It's where we will
celebrate

 **Nebraska's Centennial Mall**
A present touch on the future
www.necentennialmall.org

The renovation of Nebraska's Centennial Mall is complete. It's time to celebrate the reopening of this treasured landmark. Join us at the Nebraska Glows celebration on July 22. Nebraska's new Centennial Mall is where we will celebrate, live, laugh, learn and grow.

Ad Size:
18 TCI

OUTDOOR

traditional

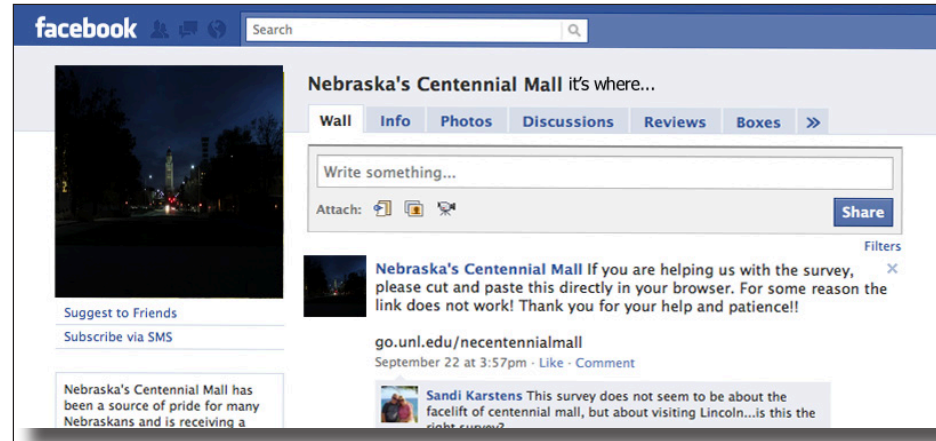
Billboards will be used as a traditional media option. They will be placed in both Omaha and Lincoln and will only be used during Phase 3. The billboards are communicating the emotional message of our campaign in as few words as possible by highlighting certain aspects of the mall and also to help spread the message of the grand opening event, Nebraska Glows.



DIGITAL non-traditional

As a non-traditional media approach, it is recommended to enhance Nebraska's Centennial Mall's presence online. This will be done through social media pages like Facebook and Twitter as well as NCM's website during Phases One, Two and Three. The online presence will connect our more tech-savvy audience with NCM's brand and message, while also engaging them with digital interaction and raising awareness about the Mall's upcoming events and news.

Social Networking



Website





MEDIA

MEDIA OVERVIEW

Media Objectives:

- Effectively promote NCM as a place of importance to all Nebraskans
- Use selected media vehicles to help increase awareness
- Effectively communicate the campaign message to local target audiences and Eastern Nebraskans

This campaign will focus on local media outlets as well as social networking and digital interaction. Through our research, we discovered that Nebraskans are more frequent users of traditional media. Knowing this, we decided on using newspaper, television and outdoor. We also discovered that over 75% of Nebraskans (based off of survey numbers) use some form of social media on a regular basis. To reach these more tech-savvy targets, we aim to maintain a constant online presence throughout the campaign with the use of Facebook, Twitter, and YouTube.

Strategy

- Focus promotions in the Lincoln and Omaha target market areas, as well as all other areas of Eastern Nebraska
- Generate buzz about the new NCM at the start of the campaign with a mix of digital, traditional and non-traditional elements
- Cultivate interaction between Nebraskans and the Mall through special events and promotions
- Revamp NCM's online presence as it relates to the target audience
- Use pulsing media schedule (advertising in bursts throughout the campaign)

MEDIA MIX

■ Broadcast

- **NET Big Red Wrap-Up Sponsorship**
 - 18 30-second spots, one per show
 - Spots on Website streamed LIVE
 - Logo on Website with hotlink to NCM
 - Poster Sponsorship
- **Spot TV (Phase Three only)**
 - Omaha Stations (Early Fringe & Primetime)
 - KMTV (CBS)
 - WOWT (NBC)
 - KETV (ABC)
 - Lincoln Stations (Early Fringe and Primetime)
 - KLKN (ABC)
 - KOLN / KGIN (CBS)

■ Traditional Print

- **Newspaper Ads (all Phases)**
 - Omaha World-Herald
 - 3 columns X 6 inches
 - 5 ads throughout campaign
 - Lincoln Journal Star
 - 3 columns X 6 inches
 - 3 ads throughout campaign

■ Out of Home

- **Billboards (Phase Three only)**
 - Average of 25 GRP in Lincoln
 - Average of 25 GRP in Omaha

■ New Media/Digital

- **Online Presence (all Phases)**
 - Online Viral Video
 - Social Media Outlets
 - Facebook and Twitter
 - NCM Website

■ Public Relations (Phase Three only)

- Opening Day Event
- Media Kit
- Coloring Sheets
- Stakeholder Package

The Mix

A media mix is the combination of more than one advertising medium used in order to extend reach and reinforce the message of an advertising campaign.

This campaign uses the following mediums in order to reach the target audience:

- **Broadcast**
- **Print**
- **Out of Home**
- **New Media / Digital**
- **Public Relations**

MEDIA RATIONALE

Media outlets were chosen very carefully during the planning of our campaign. Each media outlet suggested provides specific strengths in all aspects of our media recommendations.

Television

Television medium has the ability to combine sight and sound. Television is a suitable medium for promoting the visual message of our campaign. Our video captures what Nebraskans believe to be the pride of their state. Buying local network affiliate spots is the best way to reach our target audience. According to our research, many people get their community news from local television stations.

Outdoor

The campaign's proposed visual message translates well into an out-of-home billboard campaign. This cost effective medium has the ability to reach a large number of our target audience at a high frequency. Placed in Lincoln and Omaha, billboards are the most local media outlets available in order to be directed towards specific Nebraskans.

Newspaper

Newspapers have a high mass reach and are read by many Nebraskans each day. The Omaha World Herald distributes 184,150 papers daily, and the Lincoln Journal Star has a daily distribution of 76,374. Through our research, we found that Nebraskans are high users of local newspapers, giving us a better opportunity to reach our target audience in Eastern Nebraska.

Public Relations

Public Relations is a way to build relationships in the community and reinforce the brand message. Using PR, we will be able to generate communication and buzz about our campaign. Public Relations involved free publicity and outreach initiatives that will engage our publics, a key goal of this campaign.



PUBLIC RELATIONS

PUBLIC RELATIONS OVERVIEW

We recommend utilizing public relations (PR) to inform the public of eastern Nebraska, business owners and the news media about NCM. These new tactics will support the “A present touch on the future” campaign and the benefits of the mall’s renovations.

PR is a management function that can build and maintain relationships with various publics. It is planned, deliberate and a two-way form of communication. Using public relations in this campaign will provide it with a personality and emotional connection. Also known as free media, PR can be an especially perfect tool for a campaign with a limited budget.

Strategy

Promoting NCM to media groups and key publics will allow NCM to increase awareness and establish itself as a premier project in Eastern Nebraska. NCM will use public relations tactics to build confidence and relationships in the community, thus elevating it in the minds of all publics associated with it.

Objectives

- Provide additional resources to educate our audience about the NCM renovations
- Supplement the campaign theme
- Provide publicity and non-paid coverage for the campaign
- Coordinate public relations tactics with the campaign theme
- Extend the paid advertising message with key promotions and events
- Help connect our message to the target audience

Tactics

- Stakeholder Boxes
- Coloring Sheet
- Media Kit
- Opening Day Event – “Nebraska Glows”

STAKEHOLDER PACKAGES



Reaching out to the public and those most affected by the mall is one of our biggest priorities. In order to recognize and show thanks to the people who showed patience during mall construction, we wanted to provide the stakeholders with a tangible commemorative object.

Each business on the mall will receive a box containing: a plaque showcasing a rock from the mall during the construction, an invitation to the opening day event, window clings advertising the event and glow sticks to connect with the neon lights used in the video.



Window Cling



Event Invite



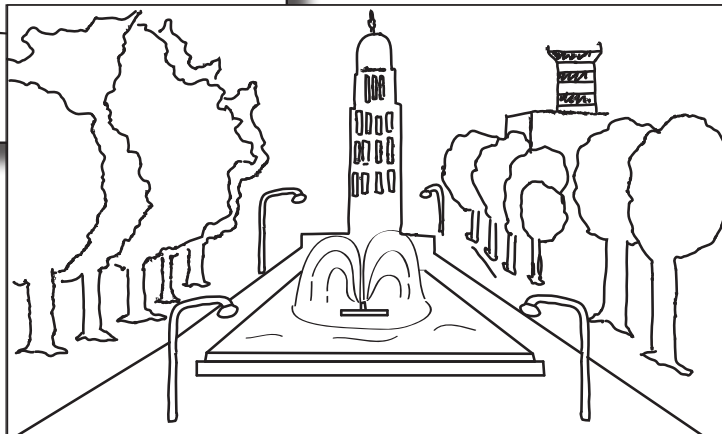
Plaque

COLORING SHEET

It's where _____ (name) went for a
class field trip on _____ (date).



 **Nebraska's
Centennial Mall**
A present touch on the future



 **Nebraska's
Centennial Mall**
A present touch on the future

It's where _____ (name) went
on _____ (date).

As another way to reach out the community, special NCM coloring sheets will be available at the Capitol.

The coloring sheets will encourage the young students to color the sheet and to visualize their future on the new NCM. This collateral piece will also feature our logo on it. The idea is that the students will take this home to their parents and they will see how NCM is reaching out to future generations and exemplifies togetherness.

MEDIA KIT

The media kit is a prepackaged PR tool that NCM can use as a first introduction of the renovation. It will unleash the power behind the new NCM and its values.

The kit will be packaged in a DVD specifically designed for our campaign and will feature of a sketch of what the new mall will look like, press releases about the mall, a fact sheet, a copy of the video and logo files.

These kits will be sent to all local television, print and radio media in hopes that they feature the renovated mall in that outlet.



Nebraska's Centennial Mall

A present touch on the future

2740 A Street Lincoln, NE ,68502 / 402.441.7847 / parks@lincoln.ne.gov

Date:

Subject:

To Whom It May Concern:

After over 40 years as a landmark in Lincoln, Nebraska's Centennial Mall is getting a new look. The seven-block area of what used to be 15th Street connects the Capitol and the University of Nebraska-Lincoln and has served as a key marker of downtown Lincoln.

Recently, the infrastructure and landscape areas along the Mall have deteriorated to a point beyond reasonable repair. The City of Lincoln has committed \$3 million to assist in funding essential improvement to Nebraska's Centennial Mall. Plans for the renovations include new landscaping and green spaces and it will also address safety and accessibility issues.

"The City is committed to bringing key partners together to restore this historic Mall to its former beauty," Mayor Chris Beutler said. "This renovation has been on the back burner too long, and we are excited to help gather the statewide groups who will work to preserve and improve this public treasure."

The design of the renovated Nebraska's Centennial Mall focuses on the legacy of Nebraska and imagery of the Capitol. The phrases "Traditions of the Past," "Life of the Present," and "Ideas of the Future" will be exemplified and used to connect the relationship of the people with Nebraska's land and resources. It will highlight some of the state's past leaders and unique institutions of the state like the Unicameral. In addition, a view of the future will be showcased with new innovative "green" strategies for addressing storm water management, energy use and natural resource utilization, all demonstrating the best use of sustainability. In addition, the legacy of the University is imperative to the idea and design of the new mall.

With the new Mall, downtown Lincoln will have an added family-centered environment to reflect on the past, while looking toward the future. What the people most closely associated with this project want Nebraskans in eastern Nebraska to know is that this will be the destination and activity center that Lincoln has been yearning to have for years.

As a way to celebrate the grand opening and completion of the project, Lincoln Parks and Recreation is hosting and event called "Nebraska Glows" designed for families and the people of Eastern Nebraska. A live band, free food and family activities will be featured on the mall, while observers can walk up and down the stretch and admire the work that has been completed.

Nebraska's Centennial Mall aims at the goals of capturing the memories of the people who visit it and being a central gathering place in downtown Lincoln. The revitalization of the mall will soon be complete and will enhance the image and feel of Lincoln.

“NEBRASKA GLOWS” EVENT

On the opening day of the renovated NCM, we will hold an event, Nebraska Glows, to commemorate the project, honor the Lincoln community and celebrate the construction completion.

At this event, key people from the city of Lincoln, Lincoln Parks and Recreation and the surrounding businesses will be present. There will be a local band featured on the mall, in addition to activities for kids and interactive projects to get everyone involved. The main idea is to be family-oriented and focused on showcasing the mall. Press releases will be sent out to local media in advance of the event to highlight what will be taking place. By honoring families and welcoming them on the mall, we will make NCM a destination in downtown Lincoln.

Strategy

Nebraska Glows will be a celebration and promotion the end of mall construction. We will invite all stakeholders and local officials to take part in the festivities as well as the people of Lincoln, Omaha and the surrounding areas. We recommend GoLincolnGo plans the event. The event will be advertising in all the media used and will stay consistent with campaign theme, emphasizing cohesiveness.

Objectives

- Highlight the traditional and family focused aspects of the mall's design
- Showcase “A present touch on the future”
- Increase awareness that construction finished
- Showcase the renovated mall as a place for entertainment, gathering and fun
- Draw people from the Lincoln and Omaha area
- Hook people and make them want to come back to NCM
- Show the importance NCM has on the entire state of Nebraska

Tactics

- Provide food from local vendors
- Local band playing music
- Kid-friendly activities
- Station set up to paint rocks from the mall construction with glow-in-the-dark paint. The rocks can be taken home as an event keepsake.
- Speech from a V.I.P. thanking the community for its cooperation and support
- Partnerships with local sponsors to provide volunteers and funds



CONCLUSION

MEDIA SCHEDULE

Because the Mall's final designs have yet to be completed, this plan incorporates basic concepts and ideas that will, upon final design completion, include the most current images and features and benefits. As well, the timing for a campaign like this really needs to be planned in "phases." This is why Shimmer Shack is recommend three distinct phases of the campaign:

Phase One- Ground Breaking

Blue prints have been finalized and construction is beginning. Our goal is to create hype about the project beginning.

Phase Two- Construction

Construction has started. Only certain media will be utilized at this time. Advertisements will be concentrated in Lincoln.

Phase Three- Launch/Event

Begins about one to two months before the grand opening of the mall. A flighting schedule will be used with periods of heavy advertising immediately surrounding the opening date.

	Phase 1	Phase 2	Phase 3
Public Relations	Release Media Kit Distribute coloring sheets	Continue to seek and relationships with media outlets	"Nebraska Glows" Event -send out press releases with event information -distribute stakeholder boxes
Social Media	Update Facebook page, Twitter and YouTube	Continue to maintain online presence Post updates about construction Continue creating buzz about the video	Create hype about the opening event Upload pictures of the new Mall
Online	Launch viral video Update NCM website	Maintain NCM website	Add event information to NCM website
Newspaper	<i>"It's where we unify"</i> 18 TCI Ad runs in OWH & LJS	<i>"It's where generations come together"</i> 18 TCI Ad runs in OWH & LJS	<i>"It's where we will celebrate"</i> 18 TCI Ad runs in OWS & LJS
Outdoor	_____	_____	Billboards posted in specific locations -25 showing in Lincoln -25 showing in Omaha
Television	_____	_____	Spots aired on Lincoln & Omaha TV stations -create enthusiasm about event and Grand Opening of the Mall

MEDIA BUDGET

Newspaper ROP

Lincoln Journal Star

-Church Rate = \$56.26 per CI
 -Ideal Ad Size = 3 col by 6 in = 18 TCI
 -3 Times throughout Campaign = 54 TCI
 = **\$3038.04**

Omaha World Herald

Rate = \$155 per CI
 Ideal Ad Size = 3 col by 6 in = 18 TCI
 5 Times throughout Campaign = 90 TCI
 Color Rate + 2,000
 = **\$15,950**

Television

Lincoln Stations (Early Fringe & Primetime)

-KLKN (ABC) – \$5,000
 -KOLN / KGIN (CBS) – \$6,000
 = **\$12,000**

Omaha Stations (Early Fringe & Primetime)

-KMTV (CBS) – \$4,000
 -WOWT (NBC) – \$7,000
 -KETV (ABC) – \$7,000
 = **\$18,000**

NET Big Red Wrap-Up Sponsorship
 = **\$5,000**

Public Relations

-Media Kits - \$1,000
 -120,000 Coloring Sheets - \$3,592
 -Stakeholder Package Total - \$2,602.50
 -PR Event Cost - \$15,000
 = **\$22,194.50**

Outdoor

25 GRP Lincoln Outdoor - \$6,408
 x 2 months = **\$12,816**
 25 GRP Omaha Outdoor - \$3,120
 x 2 months = **\$6,240**

Total Cost

Campaign Budget = \$100,000
 Campaign Cost = \$94,238.54

Contingency = \$5,761.46

Budget Breakdown:

Public Relations

\$2,194.50

Newspaper ROP

\$18,988.04

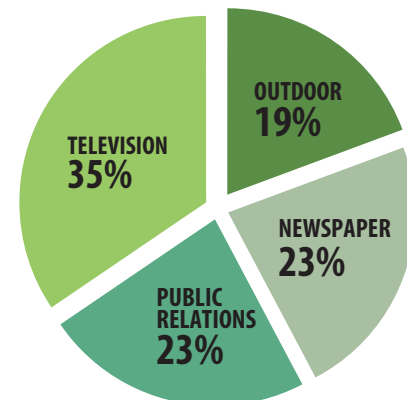
Outdoor

\$19,056

Television

\$34,000

Media Budget



THANK YOU

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