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### Nebraska's Centennial Mall – Where you go to grow: An Integrated Marketing Communications Plan

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# Nebraska's Centennial Mall

Where you go to grow

An Integrated Marketing Communications Plan  
developed by Secret Radio

December 6, 2010



# Executive Summary

## Situation Analysis

Nebraska's Centennial Mall, extending from the State Capitol seven blocks north on what would be 15th Street, serves as a scenic connection between Nebraska's iconic State Capitol and the University of Nebraska-Lincoln. The Mall is currently in a state of disrepair, but a restoration project will soon begin. Our task is to implement a statewide awareness campaign to encourage all Nebraskans to visit and take pride in Nebraska's Centennial Mall. In essence, the new Mall is the front yard and primary entrance to the State Capitol and should be viewed and appreciated as a symbol to the state in much the same way as the Capitol is.

## Target Audiences

### *Primary:*

Nebraskan adults 25+ residing outside of Lincoln and Omaha (hereafter referred to internally as outstate Nebraskans).

### *Secondary:*

Fourth grade students and teachers in Nebraska schools who annually visit the Capitol on school trips.

### *Tertiary:*

Nebraskan adults 25+ who reside in Lincoln, have middle to upper income and are parks and trails supporters/enthusiasts.

## Positioning Statement

Nebraska's Centennial Mall is the physical statement of Nebraska pride and a symbol of our state's quality of life. Connecting the State Capitol building to the campus of the University of Nebraska-Lincoln, the Mall's sustainability and aesthetics represent the beauty and versatility of our Capital City and state.

## Campaign Theme: "Where you go to grow."

The flora on the mall requires sunshine, fresh air and a space to put down roots. As modern Nebraskan's share the "good life," we too need somewhere to reconnect with the outdoor elements and ourselves. We need a place to grow. NCM is the fertile environment that connects people of all ages to nature and learning possibilities. Our creative recommendations will provide children and adults with memorable imagery and activities to help them branch out as they share new experiences while prospering from rich traditions.

## Creative

Our creative pieces visualize the aesthetic achievements of the renovated NCM. We will use visual media of TV, newspaper ads, complementary radio spots and a robust website and Facebook revamp to showcase the Mall. The campaign will include a logo and statement that brands NCM with a distinctive identity.

## Public Relations

Our NCM campaign includes a strong emphasis on public relations, bringing the “Where you go to grow” theme alive. The variety and creativity encompassed in our PR tactics allows us to reach our statewide audience throughout all phases of the campaign. Our tactics include a social media plan, construction phase recommendations, press releases and a final Jubilee to celebrate the grand opening of Nebraska’s Centennial Mall. The PR campaign is also budget-conscious, aiming to get the most publicity and outreach as possible on a low-cost basis. We feel confident that our suggested tactics will promote audience awareness and participation in the new Mall.

## Media

After examining our research results we determined that newspaper, radio, television and internet would be the best ways to reach our target audiences. Although the campaign relies heavily upon public relations, the media buys support the overall goal of the campaign—to spread awareness. We chose to advertise in 15 major markets that we felt would be most effective in spreading our message.

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A vibrant field of poppies in various colors including orange, yellow, white, and pink, growing in a lush green field. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus green field.

# Introduction

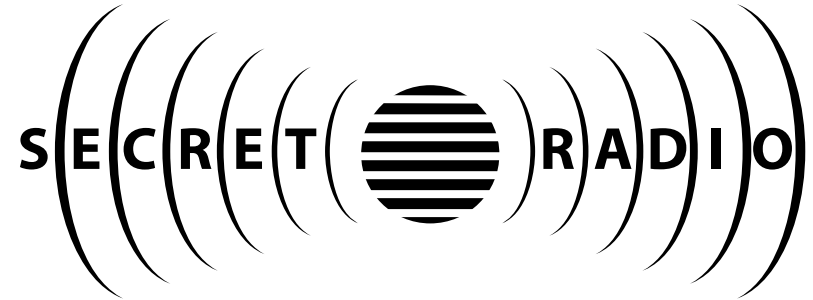
# Introduction

## Amplified ideas. Spot-on results.

It all started with an old-school, vintage radio concealed within a cabinet. Something about the radio resonated within us. It was an outdated piece of equipment surrounded by technology, in a school where the study is future-focused, yet it still seemed to fit in. We like to think that a combination of old school know-how and modern savvy is the recipe for innovative, strategic thinking. The radio itself is a pretty accurate metaphor for how we do things at Secret Radio: We take little waves of insight and amplify them into big ideas to solve client problems, all while using tuned-in accuracy to deliver the message to our target.

Secret Radio is a group of five advertising students from the University of Nebraska-Lincoln who set out in August 2010 to help promote the renovation of Nebraska's Centennial Mall and help Nebraskans recognize what an asset the Mall is to Lincoln and the entire state. This plans book is the story of our experience working with the many individuals involved in the Mall restoration plan. It includes our primary and secondary research, creative strategies, public relations, media techniques and recommendations for future development.

The campaign sets the stage for the state's introduction to the new and improved Nebraska's Centennial Mall: "Where you go to grow."





## Situation Analysis

NCM extends from the State Capitol seven blocks north onto what would be 15th Street. Built in 1967 to commemorate Nebraska's centennial year, it serves as a scenic connection between Nebraska's iconic State Capitol and the University of Nebraska-Lincoln.

Nebraska's Centennial Mall serves as a gathering space for students from the University, children from the Children's Museum, patrons who work along the Mall, visitors to Lincoln and Lincoln residents in general.

In the last 40 years, the infrastructure and landscaping along the Mall have deteriorated so much that the Mall is beyond the point of practical repair. Steps are cracking, borders are crumbling, trees are dying and all but the main fountain near the Capitol have been filled in. The Mall does not meet the current Americans with Disabilities Act (ADA) standards, making enjoying the mall difficult and discriminatory against those with disabilities. The unlit Mall also poses a danger to those walking it at night.

The city of Lincoln has committed \$3 million in tax increment financing and Keno funds to finance the renovation of NCM. There is a strong need to restore the Mall into an attractive, functional space that provides a multitude of benefits to all stakeholders and Nebraskans. Our challenge is to inform and excite Lincoln and the rest of the state about what the Mall actually is and what it will offer after the renovation.







A high-angle, close-up photograph of a vast field of small, vibrant pink flowers, likely heather or a similar low-growing plant. The flowers are densely packed, creating a textured, almost carpet-like appearance. Interspersed among the pink blossoms are patches of green foliage, including small leaves and stems. The lighting is bright, suggesting a sunny day, which enhances the saturation of the pink color. A semi-transparent horizontal band is positioned across the lower third of the image, serving as a background for the title text.

# Research



## Research Objectives

- What is the demographic/ psychographic breakdown of outstate Nebraskans? Why and how often do people travel to Lincoln, and what do they do while there?
- What forms of social media are Nebraskans using?
- How do Nebraskans like to receive their news?
- What is the current Nebraska curriculum for fourth grade students?
- Does fourth grade curriculum include information about the Capitol and NCM?
- What are Nebraskans' views and suggestions on the NCM restoration?
- How could we create a sense of ownership and connection between outstate Nebraskans and the Mall?

## Secondary Research Findings

### *Nebraska Census Report Graph & Findings*

- Families make up 66% of the households in Nebraska
- 66% of people who live in Nebraska were born in Nebraska
- The median income of households in Nebraska is \$49,231
- The median age is 36.2 years. 52% of Nebraskans are between the ages of 25 and 64

### *Nebraskans on Facebook*

- There are 800,540+ Nebraskans who use Facebook
- Though 223,100 (28%) of those Nebraskans fall into the 18-25 category, older demographics are growing rapidly, with 61% making up the 25+ category

### *Centennial Mall Facebook Page Visitor Demographics*

- The majority of individuals who visited the NCM Facebook page were in the 35-44 age range.
- All page visitors who resided in Nebraska lived in Lincoln

## ***Nebraska Department of Education***

### ***“Walk Through Nebraska”***

#### *Program Goal:*

- The Walk Through Nebraska History program provides the possibility for integration of all curriculum areas from the fourth through eighth grade levels.

#### *Program Rationale:*

- Creativity is a necessity when working in the classroom, and this program provides exactly that. With the Walk Through Nebraska History program, the opportunity exists for expanded use of materials in multiple curricular areas.

#### *Program Summary:*

- The Walk Through Nebraska History program provides information on 20 Nebraska historical markers. Integrated curricular ideas are included to be used as “tools” for learning both in the classroom and at home. This program was written by Nebraska teachers with the understanding that this is a starting point and expanded ideas are encouraged!





## Primary Research - Methodology

- Client briefing with Lynn Johnson, Director of Lincoln Parks and Recreation, and Susan Larson Rodenburg, founder of SLR Communications
- Interview with Tom Laging, University of Nebraska-Lincoln Professor of Architecture
- Online NCM survey
- In-depth interviews with individual respondents to survey

## Primary Research Findings

### *Eileen E. Bergt, ASLA, Campus Landscape Architect and Director*

Bergt thought the concept of planting seed paper wildflowers was interesting and that by having native Nebraska plants, it would be possible to accomplish. She sees the Mall as having more ornamental plantings on it, with some native plants that can fit the category. Native plants are more aggressive and must be controlled; they require higher maintenance if one wants them to look ornamental. She suggested using a mix of wildflowers and grasses to give it the best look, as well as utilizing little blue stem plants with some perennials, flowers and cornflowers. She also advises that the seed papers be put in a planter to keep the growth controlled.

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### *Client Briefing*

- About 40,000 students visit the mall every year
- \$3 million has been raised from tax increment funds (TIF) and Keno funds

### *Larry Starr*

#### *Director of Social Studies*

Starr is a former eighth grade teacher and taught a Nebraska unit to his students. Statewide, most fourth graders study a Nebraska unit, but fifth and sixth graders may as well. Many students take field trips to the State Capitol in the spring or fall. They may eat lunch on the Mall, but otherwise it is not a main focus of their outing. Currently, there is not much information about the history of the Mall easily available for teachers to share with their students.

Starr personally didn't know much about Nebraska's Centennial Mall and was interested in learning more. He said the value of children learning about it is notable. He suggested a scavenger hunt activity where children would look for specific things on the Mall. Starr also suggested promoting the Mall as a connection between the Nebraska State Historical Society and the Capitol and bringing in the history of the Capitol for relevance. Images of the Mall would also be valuable for students. Primarily it is the teachers who determine what is taught, as long as it is in line with the standards set by the Nebraska Department of Education. Therefore, it is important for the material to be aligned with standards that are available on the state website. School districts will help to disseminate information. Giving teachers access to information via a website would be helpful for lesson plans.

- Need \$8.5 million for the Mall project, including an endowment for upkeep
- Construction is likely to begin in 2012
- \$75,000-\$100,000 for advertising campaign

## Nebraska's Centennial Mall Online Survey

Our NCM Survey was sent to the Nebraska Department of Economic Development's Nebraska Communities Internet Connectivity listserv. About 675 Nebraskans from throughout the state subscribe to the listserv. In addition to the DED listserv, members of the NCM Facebook page received the link to the survey. We requested respondents to continue passing the survey to others, which also contributed to our pool of information. In the end we recieved 234 responses from 50+ counties (Appendix Fig.1.a).



### *Visitor Responses (excludes respondents that indicated residence in Lancaster county)*

| <i>Frequency</i>      | <i>Primary Reason for Visit</i> | <i>Top 3 Desinations</i> |
|-----------------------|---------------------------------|--------------------------|
| 38.7% Visit 2-5 times | 42.3% Business                  | 82.6% Shopping/dining    |
|                       | 17% Visit family                | 47.2% UNL campus         |
|                       | 10% Shopping/dining             | 45.3% Sporting arenas    |
|                       | 10% Husker sports               |                          |

### *All Survey Responses*

- The Capitol was the most important landmark in Lincoln according to 36.2% of the people surveyed
- 47.2% of people surveyed said they would best describe their feelings toward the state as "I am proud to be a Nebraskan"
- When asked "as a citizen of the state, what makes you most proud to be a Nebraskan?", 35% of people said "the heartiness and resilience of our citizens" and 23.6% answered "our solid work and religious ethics"
- 53.7% of people said that the green movement is "very" important to consider for new buildings
- 43.8% of people said they get information about events and news in their community from their local newspaper (Appendix Fig. 2.a)
- Sources of statewide news were ranked closely between online (22.9%), statewide TV networks (22.5%) and statewide newspaper (19.5%) (Appendix Fig. 2.b)
- 67.7% of people surveyed use Facebook as their main social media outlet

## In-Depth Interviews

We noticed that our survey gave participants a choice but not a voice, so we conducted in-depth interviews to hear what people had to say. Below are relevant insights gained from our correspondence.

*What are your thoughts/opinions on Nebraska's Centennial Mall and its upcoming renovation?*

"Hopefully the state, city and University will all be persuaded to leave their fingerprints on the Mall—it is quite literally a connection between the State Capitol and an institution of higher learning." *Jennifer Klein • 25-34 age group • Lancaster County*

"Good idea. I think it is important that all cities renovate and maintain their inner city residential and business areas rather than continually expanding outward and leaving behind rundown and unusable space." *Barbara Schmidt • 55-64 age group • Jefferson County*

"It sounds like a worthy plan and I like the idea of restoring it. I hope there is a sustainability plan to go along with it."  
*Kae Russell • 45-54 age group • Hamilton County*

"It should certainly reflect the people of Nebraska and agriculture since that is our largest industry. It should be a melding of urban and rural." *Jo Bek • 55-64 age group • Frontier County*

*How else can we make you feel connected to the Mall?*

"Make it more of a green space so people enjoy being there, and when you walk into it, you say, 'Ahhhhh!'"  
*Jo Bek • 55-64 age group • Frontier County*

*What words come to mind when you think of Nebraska?*

This question reveals the criteria by which our respondents conceptualize their state, helping us know how to communicate our ideas in their terms.

"TRADITION"- *Katie & Jennifer*

"HISTORY"- *Katie & Kae*

"RESPECT & PERSERVERANCE"- *Jennifer*

"HARDWORKING"- *Barbara & Kae*

"AGRICULTURE"- *Barbara*



# Overall campaign

## Positioning Statement

Nebraska's Centennial Mall is the physical statement of Nebraska pride and a symbol of our state's quality of life. Connecting the State Capitol building to the campus of the University of Nebraska-Lincoln, the Mall's sustainability and aesthetics represent the beauty and versatility of our Capitol City and state.



## Goals

Our research led us on a mission to increase awareness of the NCM renovation to Nebraskans residing outside of Lincoln and Omaha. Awareness will also encompass a relationship adjustment: we will make the idea of ownership an all-inclusive one. Our goal is to increase awareness statewide while empowering the citizenry with a sense of ownership.

## Marketing Objectives

- Increase NCM name recognition by 25% after first year of operation
- Acquire 500 downloads of 4th grade curriculum materials within first year
- Increase social media activity of fans by 50%

## Advertising Objectives

- Increase awareness and excitement about the new NCM among all Nebraskans
- Make the ownership of the Mall all-inclusive
- Create continuity between the Mall, recent downtown developments and other landmark features of Lincoln (University, Memorial Stadium, Haymarket, etc.)
- Communicate value of sustainability and Mall's sustainable features
- Create brand equity for NCM

## Target Audiences

***Primary : Nebraskan adults 25+ residing outside of Lincoln and Omaha (hereafter referred to internally as outstate Nebraskans).***

We chose to address this audience because they often get overlooked in affairs of the state because of their location outside of the two largest cities. These households are middle to upper income and often have children still in the home. We want to recognize and help find a way to connect the outstate Nebraskans with their capital city and the space that connects two of Nebraska's biggest icons.

***Secondary: Fourth grade students and teachers in Nebraska schools who annually visit the Capitol on school trips.***

About 40,000 students visit the mall every year. Because Nebraska history is a part of the fourth grade curriculum, we feel that the Mall has much to offer teachers and students alike. From interesting supplemental material about the surrounding state icons to exciting details about the renovated space, we will demonstrate the Mall's significance to all Nebraska's citizens.

***Tertiary: Nebraskan adults 25+ who reside in Lincoln, have middle to upper income and are parks and trails supporters/enthusiasts.***

This audience, while extremely important for the Mall to garner local support and enthusiasm, would be very likely to absorb news and publicity about the unveiling and launch via their local news stations. Because of this, we included them as an audience but will not be focusing the majority of our paid media dollars towards reaching them because of their convenient proximity to the project.





# SWOT Analysis

## Strengths

- Value as a gateway to two of its most important institutions: UNL and the State Capitol
- Improves quality of life for Lincoln citizens by creating a pedestrian-friendly outdoor space
- Greatly improves aesthetics and property values of downtown area; creates continuity between areas like Haymarket, Memorial Stadium and Antelope Valley/ Union Plaza
- Tourist attraction
- Sustainable features reduce energy use/enhance efficiency, improve quality of air, decrease soil erosion and help mitigate polluted runoff
- Creates amenities that enhance economic development
- Public space for festivals, gatherings and events
- Connects downtown Lincoln, State Capitol and University with Antelope Valley areas and Union Plaza

## Weaknesses

- Lack of continuity of stakeholder support
- Continuation of decay while waiting on finalization of designs and funding
- Legal liabilities: threat of injury to citizens and/or subsequent lawsuits

## Opportunities

- Attract more people to Lincoln; provide an attractive destination for visitors
- Connect with image of State Capitol, increase frequency/ length of stay for visitors
- Educate Nebraska (and specifically, elementary school field trip-goers) on the history of their state
- Reverse negative perceptions of current Centennial Mall
- Increase nightlife traffic by changing perceptions on its safety (more lighting, etc.)
- Make space safe for disabled persons by meeting ADA regulations, reduce threat of injury to citizens and/or subsequent lawsuits
- Position Lincoln as a leader in implementing sustainable architecture

## Threats

- Misconceptions of funding source (e.g. thinking it is funded by tax money)
- Competition from other park spaces
- Attention taken away because of other new Lincoln additions like arena
- Insufficient funding
- Apathy from stakeholders and other city organizations



A vast field of bright orange poppies in full bloom, interspersed with green foliage and some dry grass. The flowers are densely packed across the landscape, creating a vibrant, textured scene under bright, natural light.

# Creative



## Creative Brief

In its prime, the Mall was considered state-of-the-art landscape architecture, designed by renowned landscape architect, Larry Enersen. The Mall's design equity, especially in a community that values its landmarks, parks and urban areas, is important to realize and maintain. Our recommended creative materials do not totally depart from that design integrity, but update it while keeping in sync with other Lincoln Parks and Recreation spaces. Today, it is in desperate need of renovation, and the new "Nebraska's Centennial Mall" will incorporate the same kind of design integrity, as well as sustainable and ground-breaking landscape designs.

### *Creative goals and objectives*

- Capitalize on the existing Mall's design equity for an updated "look"
- Be in sync with the color schemes of Lincoln Parks and Recreation's branding and identity
- Keep the look of creative materials organic and with nature
- Develop materials that are also complimentary to the stakeholders' buildings, such as the Nebraska State Capitol

## Primary Graphic and Text Themes

*Campaign Theme: "Where you go to grow."*

With elements like sunshine, fresh air and a space to put down roots, the Mall is all about the outdoors and monumental Nebraska icons. As Nebraskans share the "good life," we need a special place to reconnect with the outdoor elements and ourselves. Nebraskans value growth, in the literal and figurative sense. We need a place to grow. The new Nebraska's Centennial Mall can become the environment that connects people to nature, learning, Nebraska's history and educational possibilities. Our creative designs provide children and adults with memorable imagery and activities to help them branch out as they share new experiences while prospering from rich traditions.

### *Creative Strategy*

The Mall will be a state-of-the-art landscape and architectural landmark. This is a visual campaign to capitalize on these beautiful, colorful and organic Mall features. Our chosen media will showcase visual richness through graphics, photos and designs to create a new and memorable identity and brand.

As noted in the positioning statement, the new Nebraska's Centennial Mall is a unique environment for people of all ages to learn about Nebraska's history and experience new and different things. It's a place and a spirit.

Nebraska's Centennial Mall is "where you go to grow."

## Identity

- NEW NCM Mall Logo
- Toolbox (logo orientations, brand colors, and typeface)

## Tactics

- Print Materials: announcement/invitational print ads
- Broadcast Materials: announcement/invitational TV and radio spots
- Collateral Materials: teacher resources
- Launch Event: Nebraska's Centennial Mall Jubilee  
"Where you go to grow."
- Direct Mail - Plantable Seed Paper Design:  
window clings, tabletop display, seed paper design
- Interactive: Omaha World-Herald online ad, website,  
Facebook tab





## The New Identity of Nebraska's Centennial Mall

Our logo is blend of new and old. The leaf creates continuity with the current Parks and Recreation logo, while the swirl represents both new growth and a fountain spray. The type is legible and elegant without being too busy. Nothing says "growth" better than a ripe green.



Nebraska's  
**Centennial Mall**  
Where you go to grow



Nebraska's  
**Centennial Mall**  
Where you go to grow

PMS  
377 C

C: 45 R: 120  
M: 0 G: 161  
Y: 100 B: 47  
K: 24

Typeface: Fontin Sans  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Radio

Although radio is not a visual medium, it helps reach our target audience. A female narrator and children helped give the spot a family feel. The background music crescendoing, as well as the sound effects, build anticipation towards the call to action to visit the website for more information.



"Putting down roots"

SFX: SHOVEL CRUNCH INTO DIRT (02 SECONDS)

WOMAN: We Nebraskans share the good life every day. Some of us have been here our whole lives.

SFX: SHOVEL CRUNCH INTO DIRT (02 SECONDS)

WOMAN: This is where we put down roots. This is where we grew up.

SFX: SOFT ORCHESTRAL STRINGS BEGIN CRESCENDO. BEGIN BACKGROUND OF CHILDREN LAUGHING/GIGGLING/PLAYING.

WOMAN: Our capital city connects us from our past to our future. Here on Nebraska's Centennial Mall we have the multiple museums, the University, and our enduring Capitol. Nebraska's Centennial Mall, where you go to grow.

CHILD 1: Nebraska's Centennial Mall is celebrating their grand re-opening with a seed planting jubilee on May 2nd from 1 to 5pm. Bring your plantable seed paper and you can help create part of the new Mall.

CHILD 2: At your local post office, grocery store, library, and chamber of commerce, pick up your plantable seed paper and join us here on Nebraska's Centennial Mall for our seed planting jubilee.

WOMAN: For more info on our seed planting jubilee and where to pick-up your complimentary seed paper, visit [necentennialmall.org](http://necentennialmall.org). That's "N" "E" "Centennial Mall" dot "O" "R" "G." Nebraska's Centennial Mall, where you go to grow.

SFX: CHILD LAUGHING/GIGGLE/PLAYING IN BACKGROUND GROWS LOUDER WITH MUSIC CRESCENDO. MULTIPLE SHOVELS CRUNCHING. (03 SECONDS).

## Print

A full-color, quarter page ad will run in our chosen 15 target markets. Each market will personalize the locations to the official names of the seed paper pick-up locations.

A 2x4 greyscale ad will run through the Nebraska Press Association network by which it will be sent to every newspaper in the state. These ads encourage readers to visit the website for more information about the Jubilee.



### Get ready, here we grow!

You and yours are cordially invited to attend the upcoming **Nebraska's Centennial Mall Grand Opening Jubilee** May 2 at the State Capitol from 1 to 5pm

Pick up your plantable seed paper invitation at these locations:

- Library
- Post Office
- Chamber of Commerce
- Grocers

 **Nebraska's Centennial Mall**  
Where you go to grow  
**More Info: [necentennialmall.org](http://necentennialmall.org)**

Come to  
**Nebraska's Centennial Mall Jubilee**  
on May 2 at the State Capitol.

Visit our website for an invitational gift.  
**[necentennialmall.org](http://necentennialmall.org)**

  **Nebraska's Centennial Mall**  
Where you go to grow

## Television

This television ad starts with one person speaking directly to the audience. As the shot zooms out and up, the audience will see how Nebraska's Centennial Mall begins to bloom into a full-color masterpiece where individuals and groups go to grow. The final fade-out from the Capitol to the wildflowers gives the audience time to note the website URL.



Nebraskans share the good life every day. Some of us have been here our whole lives



This is where we put down roots. This is where we grew up. (MUSIC UP)



Our capitol city connects us from our past to our future. Here on Nebraska's Centennial Mall we have multiple museums, the University and our enduring capitol.



Nebraska's Centennial Mall, where you go to grow.



Nebraska's Centennial Mall is celebrating their grand re-opening with a seed planting jubilee on May 2nd from 1 to 5pm.



All you need is your plantable seed paper available at your library, post office, bank, and community center.



Pick up your plantable seed paper and sow with us here on Nebraska's Centennial Mall for our seed planting jubilee.



For information on our seed planting jubilee...



...and Nebraska's Centennial Mall renovation visit [necentennialmall.org](http://necentennialmall.org)



Nebraska's Centennial Mall, where you go to grow.

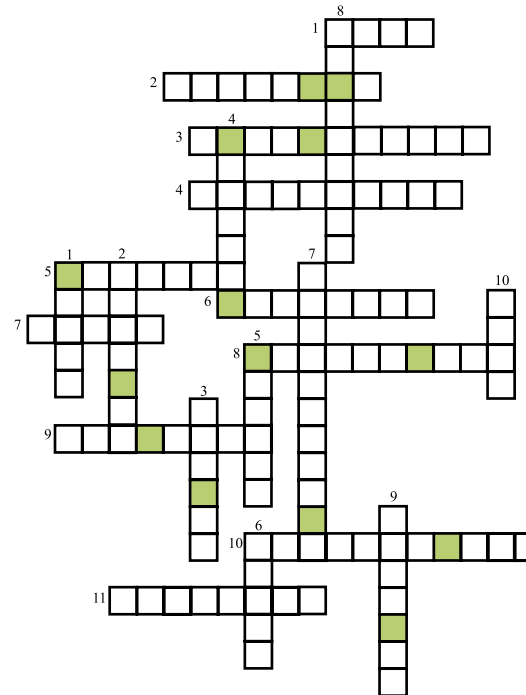
## Collateral

A variety of resources will be provided to teachers (available on the website) to supplement field trips to the Capitol, during which students use the Mall as a segue to many of the other attractions in downtown Lincoln. An example is shown, and more ideas are available on the resource CD.



## Fill in the crossword to discover the destination of your next field trip!

After completing your crossword, rearrange the letters in the green boxes to spell out the place where you can go to grow.



Nebraska's

-----  
-----

### ACROSS

1. (Grow) People and plants do this in a healthy environment.
2. (Buffalo) These majestic creature once roamed the Great Plains in herds of thousands.
3. (Platte River) This stretch of water extends from Colorado to the Mississippi River.
4. (University) A place of higher learning.
5. (Capitol) Lincoln's tallest building.
6. (Nebraska) This state was founded in 1867 and is "the home of the good life".
7. (Wagon) Pioneers traveled west using this.
8. (Meadow Lark) Nebraska's state bird.
9. (Heritage) A people's past, background, and culture are all part of this.
10. (Sustainable) This characteristic of Nebraska's Centennial Mall makes it more Earth-friendly.
11. (Sod house) Pioneers built this kind of home out of mud and grass.

### DOWN

1. (Crane) People come from all over the world to view this bird as it migrates through Nebraska.
2. (Pioneers) These people traveled west in covered wagons.
3. (Pawnee) This Native American Tribe occupied the eastern half of Nebraska before it was a state.
4. (Lincoln) Nebraska's capitol city was named after this man, the 16th President.
5. (Museum) History is on display at three of these on Nebraska's Centennial Mall.
6. (Souix) This Native American tribe had fierce warriors and populations that stretched from North Dakota down to Nebraska.
7. (Great Plains) Rolling hills, tall prairie grasses, and sand hills are all characteristics of this region of the United States.
8. (Goldenrod) Nebraska's state flower
9. (Midwest) The region of northern states of the U.S. from Ohio west to the Rocky Mountains.
10. (Corn) This vegetable is common to Nebraska (and popped for a delicious snack!)



## Launch Event

Banners will help bring in foot traffic and direct the masses on the day of the jubilee.

Outward, facing streets

Nebraska's Centennial Mall  Where you go to grow

Inward, facing mall

Welcome to our grand opening Jubilee



## Plantable Seed Paper

A flat-rate postal box containing a window cling (Fig. 1.a.) to identify the pick-up location, as well as a tabletop display (Fig. 1.b.) and the seed paper invites (Fig. 1.c.), will be sent to each location in the 15 target markets.

Figure 1.c.



Figure 1.a.



Figure 1.b.



## Interactive

Before the launch event, an online banner ad will be present on the Omaha World-Herald website. (Fig. 2.a.)

Nebraska's Centennial Mall website revamp: Several phases of the site have been created and are available on the Resource CD. Phase 3 is shown and promotes the Jubilee. (Fig. 2.b.)

Also during Phase 3, a custom Facebook tab will be used to promote the Jubilee as well as offer a form to request seed paper. (Fig. 2.c.)

Figure 2.a.



Figure 2.b.



Figure 2.c.









# Media



## Media

### *Objectives*

- Create a buzz about the restoration of NCM
- Connect the target audience with NCM
- Use selected media vehicles to promote the importance of the restoration project
- Produce a media mix that can be used effectively across Nebraska

### *Strategy*

This campaign will use a pulsing approach, meaning the media will run in bursts over the course of the three different phases throughout the campaign. The media mix will focus on utilizing both traditional/non-traditional and paid/unpaid media in order to reach the wide audience in our target market. We will reach our target audience through: newspaper, radio, television, social media and direct mail. Specific local TV and radio spots will be focused in 15 major Nebraska markets which include: Chadron, Columbus, Grand Island, Hastings, Kearney, McCook, Norfolk, North Platte, Scottsbluff, Sidney, Nebraska City, Ogallala, O'Neil and Valentine.

### *Phase 1 – “Ground Breaking”*

The first phase of the campaign will take place after fundraising is complete and construction is ready to begin. Phase one will be used to inform all Nebraskans about the new Mall and to show the finalized plans. We will rely heavily upon public relations during this phase, because the ground breaking will be a timely, newsworthy event. Through PR, the Mall will receive coverage on television, newspaper and radio. During the first phase a new website will launch for the Mall to keep the public in the loop during construction.

### *Phase 2 – “Construction”*

Phase two of the campaign will take place throughout the entire construction process and will be used to keep the public informed on the progress of the new NCM. During this phase, social media will be used heavily to continuously engage the Mall's various audiences. The Mall's Facebook and Twitter will be updated periodically with general updates and progress pictures of the Mall.

### *Phase 3 – “Launch”*

The final phase of the campaign will be a culmination of all the previous endeavors resulting in the Nebraska's Centennial Mall Jubilee, a grand opening launch event. The media for this phase will run for the entire month leading up to the Jubilee, utilizing newspaper, online, television, radio, seed paper and Facebook.

## *Media Rationale*

### *Newspaper:*

According to our survey, Nebraskans are still using newspapers as one of their primary sources for news, especially local newspapers in some of the smaller markets. Because of that sense of trust and reliance on their local paper, this medium is one that will deliver credibility and positive reception of our message.

### *Online news:*

We recommend buying banner ad space from the Omaha World-Herald online edition. Because of its position as the largest and most widely read newspaper in the state and the changing ways in which people are consuming news, this extremely cost-effective option is a smart way to disseminate our message.

### *Television:*

Considering the visual nature of the message, we recommend spot television buys. Our survey results also showed local television is one of the top three most preferred ways Nebraskans get their statewide news.

### *Radio:*

We advise buying space on local radio because of its relatively inexpensive cost and capability to reach a wide variety of people during times when they are a captive audience, like during their morning commute or while they are out in the fields. Despite the fact that there is no visual element involved, this medium engages the listener's imagination about what the new Mall will look like.

### *Social Media:*

There are currently 800,540+ Nebraskans using Facebook. By using social media we can reach many people in an extremely targeted and cost-effective way, not to mention having the ability to foster two-way communication with the target audiences. Through the Mall's Facebook and Twitter accounts we can keep people informed and up-to-date on what is going on with the Mall, especially time-sensitive or breaking news type updates.



## Media Schedule

### *Phase 1:*

- Ground breaking ceremony June 2, 2012
  - Send out newspaper and broadcast news releases on Monday May, 28, 2012
  - Press coverage of ground breaking in newspapers, on television and radio
- Launch of the new Nebraska's Centennial Mall website

### *Phase 3:*

- Beginning on April 2, 2015
  - April 2, 2015 News release on launch event & plantable seed paper
  - Quarter page ad in 15 major markets
    - 1/week for 4 weeks
  - Omaha World-Herald Online Ad
    - 50,000 showings to be up two weeks prior to launch

### *Phase 2:*

- Beginning on June 3, 2012 and lasting until May 2, 2015
- Social Media
  - Facebook
  - Twitter
  - Mall website
- Occasional PR pitches on construction milestones
- :30 radio spots begin running on April 19, 2015 through May 2, 2015 (during 6 a.m. to 7 p.m. time slot)
- :30 local TV spots begin running on April 19, 2015 through May 2, 2015 airing during the 10 p.m. news slot
- Seed paper available at site starting April 2, 2015

# April 2015

| Sunday                    | Monday | Tuesday               | Wednesday | Thursday  | Friday        | Saturday |
|---------------------------|--------|-----------------------|-----------|---|---------------|----------|
|                           |        |                       | 1         | 2<br>News Releases<br>Seed Paper<br>Becomes Available | 3             | 4        |
| 5                         | 6      | 7<br>Quarter page AD  | 8         | 9<br>2x4 AD   | 10            | 11       |
| 12                        | 13     | 14<br>Quarter page AD | 15        | 16<br>2x4 AD  | 17            | 18       |
| 19                        | 20     | 21                    | 22        | 23  | 24            | 25       |
| :30 second TV Commercials |        |                       |           |   |               |          |
| :30 second Radio Spots    |        |                       |           |   |               |          |
|                           |        | Quarter page AD       |           | 2x4 AD  |               |          |
| 26                        | 27     | 28                    | 29        | 30  | May 1         | May 2    |
| :30 second TV Commercials |        |                       |           |   |               |          |
| :30 second Radio Spots    |        |                       |           |   |               |          |
|                           |        | Quarter page AD       |           | 2x4 AD  | Jubilee Event |          |







# Public Relations

## Public Relations

### *Objectives*

- Increase awareness and name recognition of NCM among Nebraskans ages 25+, fourth grade students and teachers and Lincoln residents
- Educate NCM visitors about the importance of sustainability and native plants, trees and shrubbery
- Educate NCM visitors about the key state icons of Nebraska State Capitol and UNL
- Improve social media engagement and interaction on Facebook and Twitter

Increase NCM traffic and publicity through festivals and events held on the Mall throughout the year.

- Promote NCM through unpaid publicity
- Develop media relationships and buzz for future publicity opportunities
- Promote launch

### *Strategy*

A strong public relations presence is vital to this campaign to increase awareness of Nebraska's Centennial Mall and foster a sense of pride—and place—with residents. The NCM symbolizes our state's history and quality of life and represents sustainability and aesthetics. Our public relations tactics revolve around promoting and educating Nebraskans about these features. Through a twofold approach – promotion and education – Nebraska's Centennial Mall will be positioned as an asset to residents across the state.

A variety of tactics will be implemented to reach our objectives. Interactive events and activities will provide incentives for drawing Nebraskans to the Mall. Statewide publicity will be generated through newspaper, television and radio. And, social media outlets will provide engaging and instantaneous updates for a widespread audience.

### *Tactics*

- Launch event: NCM Jubilee “Where you go to grow”
- Press releases for statewide and community newspapers, television and radio
- Social media communications plan
- Construction phase plan
- Festivals and other events on the NCM





## Executions:

### Phase One News Release



### Phase Two News Release



### Phase Three News Release



#### FOR RELEASE: Prior to launch event

Announcing Nebraska's Centennial Mall Jubilee event: "Where You Go to Grow"

LINCOLN, Neb. After two years of renovation, Nebraska's Centennial Mall grand opening, or Jubilee called "Where You Go to Grow" will celebrate the completion of the new urban Mall and park space.

The Jubilee will be held Saturday, May [DAY], from 1 to 5 p.m. The event is free and open to the public. Family friendly activities for all ages will take place and local food can be sampled.

Kicking off the event, Mayor [NAME], NCM representatives and the project manager will introduce the new Mall. The ceremony features a special seed planting ceremony during which children and families from all over the state will plant their special seed paper made entirely of seeds and biodegradable material. The seeds include a mixture of ornamental flowers and native grasses. Porridge Papers, a local business, created the paper which was distributed across the entire state. For those who do not yet have one of these special seed papers, they're available at local libraries, community centers, banks and post offices, or online at [www.nccentennialmall.org](http://www.nccentennialmall.org) to register for one by mail and to see a list of locations.

The Nebraska Food Cooperative, Grow Nebraska and the Nebraska Sustainable Agricultural Society will supply local food and produce. The Children's Museum and other organizations will host booths and entertainment for the afternoon.

A private fundraising campaign committee, Lincoln Parks and Recreation and a collaboration of architects from Clark Enersen Partners, Bahr Vermeer & Haecker, Olson Associates and Tom Lagging and Associates brought the NCM to this newly renovated stage. Now complete, the only similarity between the new Mall and the old is location. Trees line the well-lit, non-cracking surface and innovative water-saving and sustainable features are woven into the seven-block area. As the Mall's theme suggests, it truly is a place "Where you go to grow!"

402.441.7847  
[parks@lincoln.ne.gov](mailto:parks@lincoln.ne.gov)

2740 A Street  
Lincoln, NE 68502

### ***Seed Paper Proposal: Sowing Nebraska's Future One Seed at a Time***

Sustainability is an overlying theme for Nebraska's Centennial Mall and resonated with many people we talked to. From our statewide survey, we found a majority of respondents felt that "green" features and sustainable architecture are a priority for the future of our state. These findings have inspired our public relations tactic: "Sowing Nebraska's Future One Seed at a Time."

- We recommend a partnership with Porridge Papers, a local paper mill, which makes "plantable" seed paper (PSP). PSP is 100 percent recycled and imbedded with a variety of chosen seeds.
- Distribute specially PSP to 15 designated locations in markets throughout the state; they are population centers for various regions and will provide an effective trickle-down effect to smaller towns. Direct mail pieces may be mailed to those who register on the website or Facebook.
- Prior to delivering the PSP, we recommend a publicity push and paid advertising including a media buy in community newspapers and news releases to key media in the 15 markets. Radio and TV ads will also begin running two weeks prior to the launch event.
- The PSPs will encourage residents to attend the Jubilee event. All of this planting activity will create an emotional tie to the new Mall, as well as promote sustainability and highlight native Nebraska plants.
- In addition to encouraging seed planting at the launch event, PSPs will be available to any Nebraska fourth graders who take field trips to the State Capitol and NCM.

## ***Launch Event: Nebraska's Centennial Mall Jubilee*** ***"Where You Go to Grow."***

The creation of a dramatic "launch" of the new NCM will be a celebration of the new state landmark to be enjoyed by all Nebraskans. We recommend holding the launch event on a Saturday in early May after the construction of the mall is complete. Invite "everyone" to attend and plant their PSP, tour the Mall and partake in family festivities.

The following launch event highlights some ideas that might be feasible to properly launch and promote the new Mall.

- Invite as many state and local dignitaries as possible and include them in a seed planting and launch ceremony. The project director and NCM representatives can speak about the significance of NCM for everyone who visits. The project director will invite citizens to plant their wildflowers, explaining how the planted seeds provide a sustainable facet of this unique urban park. Children will place their PSPs first, placing a special emphasis on educating children about the significance of native plantings. Seeds may be planted in a plot of ground, in large planters, or both.
- Prior to and after the seed planting ceremony, the Mall will come alive with families, children and Nebraskans of all ages as they take part in family activities planned along the Mall.
- If possible, we recommend finding volunteers to help run various activities and facilitate seed planting. Community volunteers represent the vitality of Nebraska's citizens.
- The possibilities for children and family activities are limitless. We suggest having sidewalk chalk available for children and a bronze figure dressed as the Capitol Sower will symbolize the unity of the State Capitol and the planting of the seeds. We propose setting up partnerships with local businesses and organizations to fund the entertainment, food and children's activities.

## **Social Media Plan**

Implementing a social media plan creates consistency and reliability in PR efforts. The NCM social media outlets should include Facebook, Twitter and a Twitter interface (TweetDeck or HootSuite). Mention of NCM social media should be made in all PR efforts.

We recommend the following actions:

- Place strongest emphasis on social media during construction phase and hire PR intern to research new social media strategies, implement them and update Twitter and Facebook
- Increase engagement on existing NCM Facebook page by:
  - Posting new content daily in the form of photos, videos and external links
  - Maximize the use of the "Like" and "Share" button to enhance engagement
  - Create a Facebook event one month prior to the Jubilee launch timed with the advertising of the seed paper
  - Recognize followers and fans for their contributions and interest: thank followers, re-tweet them and answer questions







A close-up photograph of a dense field of small, daisy-like flowers. The flowers are in various colors: bright yellow, vibrant purple, and a single orange one in the lower left. The background is a soft-focus blur of more yellow and purple flowers, creating a sense of depth. A semi-transparent white horizontal bar is positioned across the lower third of the image, serving as a background for the text.

# Budget

## Budget

### Phase 1:

- Nebraska Press Association news release distribution
  - Newspaper news release = \$115.00
  - Broadcast news release = \$100.00
    - Total: \$215.00
- New website design and interactive development
  - Total: \$8,000

### Phase 2:

- Employ a part-time intern for 2 years , 10 hours per week @ \$8.50/ hour
  - Update Facebook, Twitter, and website
  - Run errands, take progress pictures, etc.
  - Help coordinate and execute launch event
    - Total: \$ 8,000

### Phase 3:

- NPA news release distribution
  - \$115.00 for news release, \$100 for broadcast
  - Total: \$215.00
- NPA statewide newspaper ad placement
  - 2x4 ad in 171 of Nebraska's Newspapers (via the Nebraska Press Association: circulation 342,015)
  - Total: \$1,750
- Color quarter page ad in each of 15 markets major newspapers:
  - Subtotal: \$9,026.40
  - 4 ads Total: \$36,105.60
- : 30 TV commercials
  - Production costs = \$2,500
  - 54 commercials Total: \$21,175.00
- :30 Radio spots—30 spots on each station over 2 weeks
  - Production Costs = \$2,500
  - Total: \$13,031

- Seed paper
  - 12,000 3x3 cards = \$5,544
  - 75 display boxes = \$683.25
  - Total: \$6,227.25
- Vinyl Clings
  - 150 Clings
  - Total \$230.00
- Online Omaha World-Herald Ad
  - Wide rectangle 300X250px; 50,000 views
  - Total: \$750.00
- Contingency
  - Includes: launch event, cost of postage and extraneous expenditures.
  - Total: \$4,301.15

**TOTAL: \$100,000**





A vibrant field of cosmos flowers in various colors including pink, purple, and yellow, set against a lush green background. The flowers are scattered across the field, with some in sharp focus in the foreground and others blurred in the background.

# Appendix

# Appendix

Figure 1.a.

Graphical representation of survey coverage given to Nebraska Department of Economic Development’s Nebraska Communities Internet Connectivity listserv. Makers are per county.

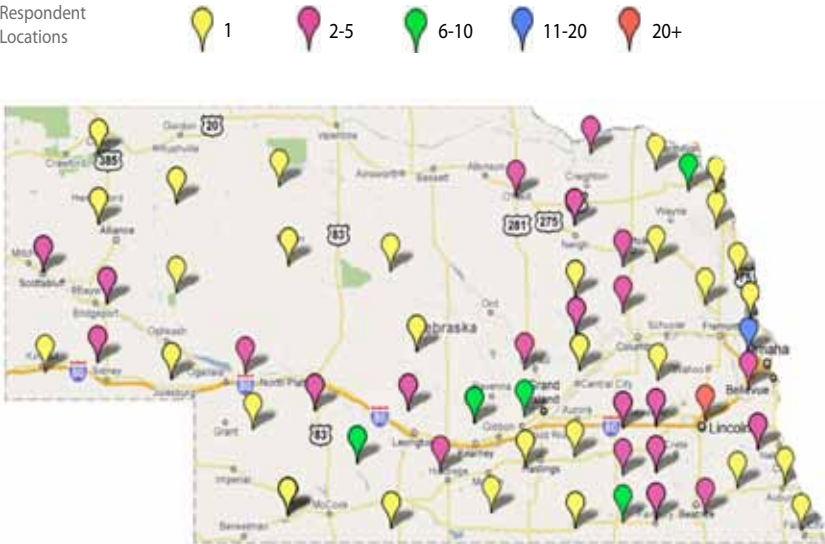


Figure 2.a.

Nebraskans’ media usage for acquiring local news

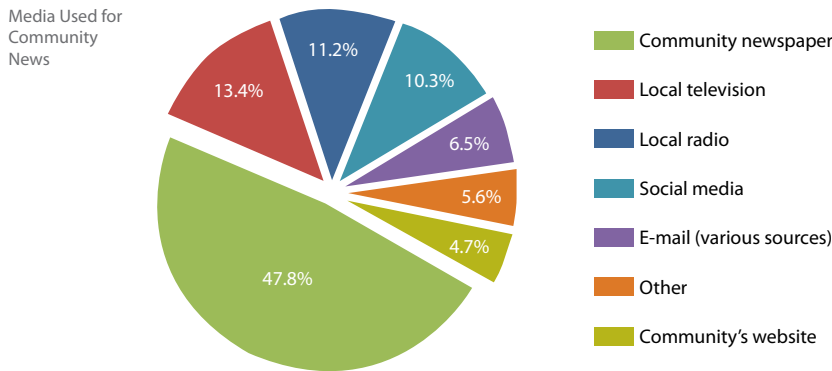
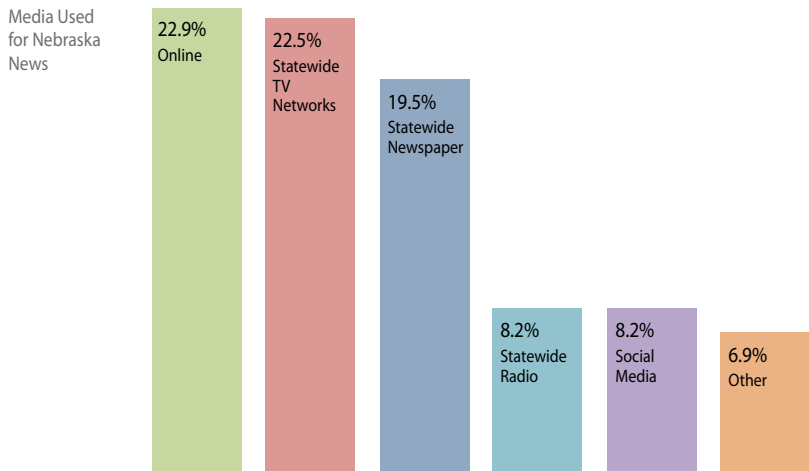


Figure 2.b.

Nebraskans’ media usage for acquiring statewide news

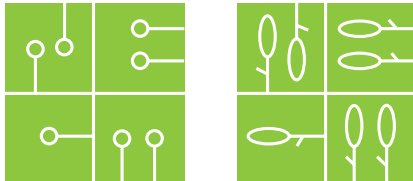
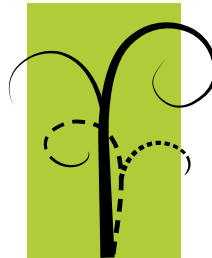


*Themes:*

- 



Ne CM



Nebraska's  
**Centennial Mall**  
Where you go to *grow*



Nebraska's  
**Centennial Mall**  
Where you go to grow







# Acknowledgements

## Acknowledgements

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