

A large white water tower with a blue and yellow logo featuring a stylized 'M' and a star. The tower is set against a backdrop of a cityscape and a large green field.

MANSTFIELD  
T E X A S

# Mansfield

## Economic Development

### 2022 Campaign Proposal



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The following proposal serves as a mission statement, creative outline, production scope and production estimate to create, run and post a new city business development campaign.



## mission statement

***To present our community as a top option for businesses of all sizes to consider for relocation, utilizing our powerful work force, tapping into our friendly atmosphere, enjoying our many community advantages while celebrating a distinctive lifestyle that sets the city of Mansfield apart from all others.***



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## Our Primary Target Audience

Businesses and companies that are considering significant changes due to rising taxes, compromised/tired locations, expanded workforces, new business extensions, etc. Decision-makers that are looking at a considered set of potential cities for their businesses. Specifically San Francisco, San Diego, Los Angeles , Chicago and Boston.

## Our Secondary Target Audience

Businesses and companies who are looking for a more attractive environment with new workforce talent and city ammenities that'll help them attract new and stronger employees.

The suggested campaign should generate quite a bit of PR and a “halo-effect” that will reach the general population far beyond the primary and secondary targets.

### **Our main messaging points:**

- Appraisals / Taxes / Properties
- Schools
- Demographics / Workforce
- Incentives / Retention / Development
- Traffic / Expansion / Community
- News / Reporting
- Entertainment / Healthcare / Parks / Hotels / Etc.



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## Media Channel Strategy

It's our contention and belief that if we focus on a single channel, social media, we can dominate with heavy exposure. Our targets are also people who frequent platforms such as Linked In and Facebook. With this purely digital approach, we can be much more effective and focused when driving home our advantages and our clever marketing funnels.

These channels also provide immediate feedback so we can adjust on-the-fly if need be with our **paid VS organic approach**. Secondly, with 100% of our efforts pointing towards social, it will further accelerate our chances for unlimited public relations exposure, from local to a potential national recognition.

## Website

The design, function and construction of our website will support this unique approach by virtue of being purposely simplistic and crude. By all accounts, the same information will be resident on the site, but it'll be presented in a *"purposely loose and crude fashion"* to underscore our central message of being "so busy" we hired an intern to "check the box" when it comes to our new website.

The site WILL NOT be ugly, but it won't look remotely like any other site in this category.



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## Musical Signature

We'll produce an original jingle, sing out and bed music to use for all of the spots produced. The writers and producers for this job are the same team who created the infamous Coca-Cola Christmas commercial, *"Santa Packs are Coming,"* played annually.

## Commercials / Spots

For the initial launch, and in order to maximize the budget, we need to accomplish quite a lot. These are the recommended spots to launch:

- "Omnibus" Commercial (The Mainstreet Kickoff Spot)
- Economic Development Mission
- Great Schools
- Entertainment and More
- Our Workforce
- Medical and Wellness



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## Production

We're proposing a commercial director with decades of experience creating commercials for many well-known brands. There'll be a minimum crew to keep costs down. The production involves:

- Scripts/creative and storyboards
- Shooting on location/scouting
- Casting and talent
- Editing and post production
- Music production
- 2-3 Day Shoot



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## Estimated Costs

### **\$30k Creative**

This includes all writing, scripts, art direction, all graphics for social media, ads, campaign and shoot production

### **\$100k Film Production**

This includes director fee, crew, casting, talent costs, editorial

### **\$20k Music**

This includes main jingle and versions of said jingle

### **\$25k Social Media Management**

This includes social media strategy, execution, reporting and management

### **\$10k Website**

Creation / update of your website to be consistent with campaign messaging

### **\$185k Total Estimate**

A final breakout for each area will be presented upon approval and prior to any production. These are to serve as broad brush numbers to manage expectations.



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