

TO: James L. App, City Manager
FROM: Meg Williamson, Assistant City Manager
SUBJECT: Professional Marketing Service Contract – Augustine Ideas
DATE: September 17, 2013

NEEDS: For the City Council to consider authorizing a marketing service contract with Augustine Ideas on behalf of the Travel Paso Robles Alliance (TPRA).

- FACTS:
1. Initiated by local hoteliers, the Travel Paso Robles Alliance (TPRA) marketing efforts began approximately four years ago with the commencement of a two percent (2%) Business Improvement District assessment on hotel stays.
 2. The BID assessment must be used specifically for marketing initiatives that promote the Paso Robles area and the TPRA helps guide those marketing strategies through development of an annual Marketing Plan.
 3. To assist in the execution of the annual Marketing Plan the City engages the services of a professional marketing firm to work directly with the TPRA Advisory Committee.
 4. The current marketing services contract with Mental Marketing extends through January 31, 2014. They will continue to perform marketing services per their contract and coordinate the transition with the new firm.
 5. Request for Proposals (RFPs) for the combination of "Tourism & Marketing Public Relations" and "Visual Branding & Graphic Design" were distributed in June to fifteen (15) firms and posted on the City's Website. Nine (9) proposals were received back.
 6. An evaluation panel consisting of both City staff and TPRA members screened the proposals using a standardized rating sheet and identified five (5) firms as finalists. Those finalists presented their proposals to the panelists on August 8, 2013. Evaluation criteria included: overall approach to marketing and public relations, relative experience, and branding/design background.
 7. At their regular meeting of September 9, 2013, the TPRA voted to recommend that the City Council engage Augustine Ideas in a professional service contract to carry out the 2014/15 annual Marketing Plan.

8. There will be some overlap in the transition between the two marketing firms. Mental Marketing will be generating the FY 2013/14 Annual Report (of the previous year's marketing accomplishments) and Augustine Ideas will assist in developing the next year's FY2014/15 Marketing Plan.
9. The preliminary scope of work proposed by Augustine Ideas is attached. First phase work will include the development of the FY 2014/15 Marketing Plan.
10. A service contract with Augustine Ideas to implement the FY 2014/15 Marketing Plan will be contingent on the extension of the BID assessment (to be considered by City Council in January 2014).

ANALYSIS &

CONCLUSION: The City provides administrative support and coordinates tourism / hospitality efforts with the TPRA. However, to fully implement the strategic marketing goals of the TPRA it is necessary to engage supplemental professional services. The marketing services provided in past years have delivered positive results in Transient Occupancy Tax (TOT) trends. While pleased with these trends, the TPRA is recommending that the City engage the services of a new firm to explore a fresh perspective on business development, branding, marketing and interactive public relations.

POLICY

REFERENCE: Economic Strategy; Ordinance 952 NS, forming the Tourism and Lodging Business Improvement District; BID Committee Bylaws; Streets and Highways Cod Sections 36500 et seq..

FISCAL

IMPACT: The BID assessment is collected on a monthly basis and accumulates in a separately maintained fund. All costs associated with professional marketing contracts will be accommodated within the FY 2013/14 and (projected) FY2014/15 BID assessment budgets.

OPTIONS: a. For the City Council to adopt Resolution No.13-XXX authorizing the City Manager to enter into a professional service contract with Augustine Ideas on behalf of the Travel Paso Robles Alliance (TPRA) Committee to execute marketing strategies for Paso Robles.

b. Amend, modify or reject above option.

Attachments:

1. Resolution authorizing the City Manager to enter into a professional services contract with Augustine Ideas
2. Augustine Ideas preliminary work proposal / scope of work

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICE
CONTRACT WITH "AUGUSTINE IDEAS" FOR MARKETING SERVICES ON BEHALF OF THE
TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT
FOR FISCAL YEAR 2014/15

WHEREAS, at the request of the lodging industry within Paso Robles, the Business Improvement District (BID) was created by Ordinance 952 NS in December 2008 and has been renewed annually by City Council action; and

WHEREAS, the City Council formed a seven (7) member BID Advisory Committee (also known as the Travel Paso Robles Alliance, or TPRA) and adopted bylaws under which that group would operate to implement tourism and promotion goals associated with the collection and spending of the two percent (2%) BID tax; and

WHEREAS, the TPRA oversees and guides the direction of BID fund spending and City staff provides fiduciary and administrative support; and

WHEREAS, the TPRA cannot, as an entity themselves, enter into contracts or make direct purchases, but the City can act as agent for those identified needs; and

WHEREAS, to assist in the execution of the annual Marketing Plan the City engages the services of a professional marketing firm to work directly with the TPRA; and

WHEREAS, the current marketing service contract with Mental Marketing extend through January 31, 2014, and they will continue to provide marketing services per their contract and coordinate the transition with the new firm; and

WHEREAS, Request for Proposals (RFPs) for TPRA marketing and graphic design services were circulated and responding firms were screened and evaluated by an evaluation panel that included both City staff and TPRA members; and

WHEREAS, at their regular meeting of September 9, 2013 the TPRA voted to recommend the City council engage Augustine Ideas in a professional service contract to carry out the 2014/15 TPRA annual Marketing Plan; and

WHEREAS, one of the first work efforts for Augustine Ideas will be to assist in the development of the FY 2014/15 Marketing Plan;

WHEREAS, Augustine Ideas has the requisite experience to assist in the achievement of City and TPRA marketing goals;

WHEREAS, the BID assessment is being collected on a monthly basis and will accumulate in a separately maintained fund to cover anticipated marketing service expenditures; and

WHEREAS, the negotiated contract will segment the work scope and budget so that the expenditures can be accommodated between the current FY 2013/14 TPRA budget and the projected/anticipated FY 2014/15 TPRA budget; and

WHEREAS, contractual scope of work identified within the projected FY2014/15 TPRA marketing budget will be contingent upon the future extension/renewal of the BID assessment (to be considered by City Council in January 2014); and

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into a professional service contract with Augustine Ideas, on behalf of the Travel Paso Robles Alliance, for services associated with tourism and marketing of Paso Robles as a destination location as described in the attached Exhibit A (Scope of Work).

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 15th day of January 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

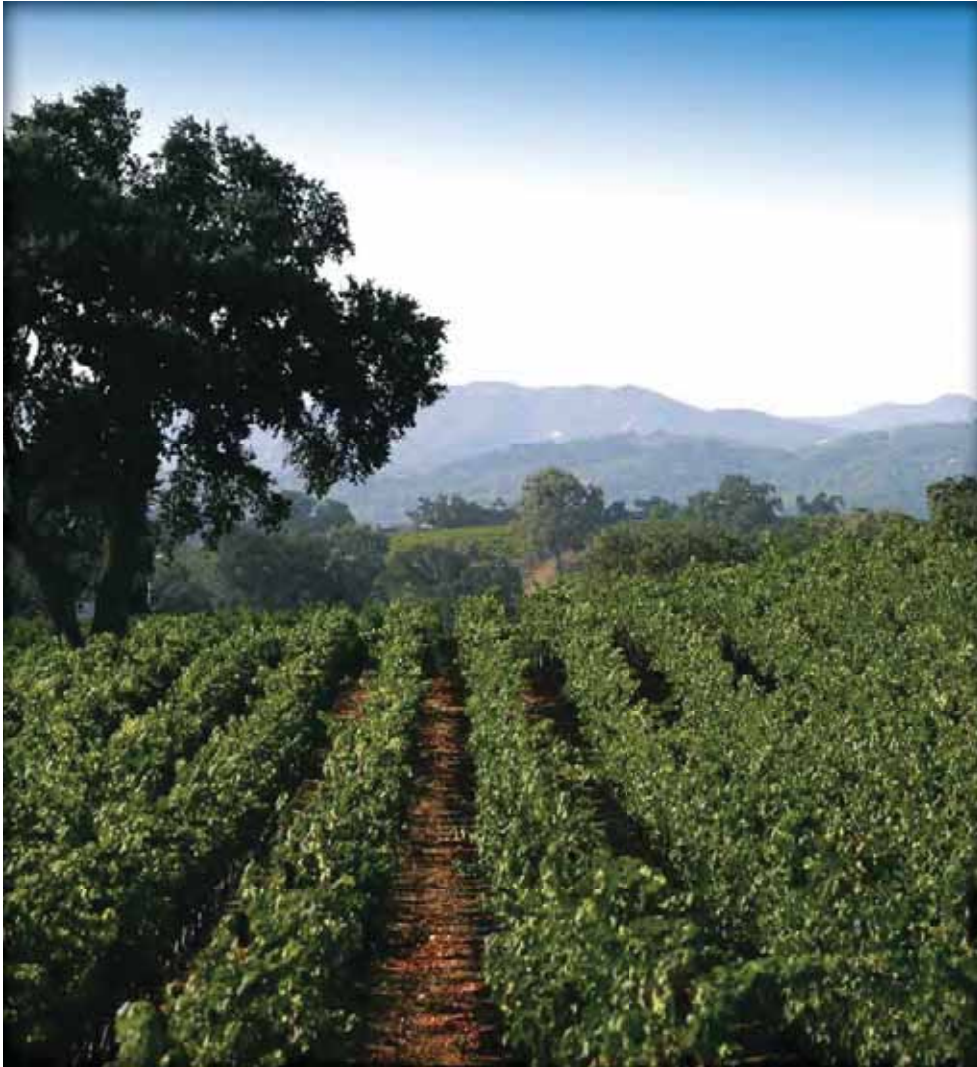


AugustineIdeas

Travel Paso Robles Alliance

Request for Proposal—Public Relations Services

July 19, 2013



**TRAVEL
PASO ROBLES
ALLIANCE**

**paso
ROBLES**
AUTHENTIC CALIFORNIA



Why Augustineideas

We know destinations.

Extraordinary cities, regions or districts that become a place for last-minute getaways or once-in-a-lifetime memories. Our experience in both destination and shopper marketing provides our clients the insight and strategy to find, engage, and convert visitors during their “path to purchase” or as we call it—Path to Destinate.

Our clients include tourism improvement districts (TID), business improvement districts (PBID), chambers of commerce, destination marketing organizations (DMO) and dining districts. TripAdvisor, aRes Travel, Google, Facebook, Twitter, Foodspotting, and JackRabbitSystems are only a few of the global travel brands we collaborate with in order to deliver the best solutions and results for our clients—including the development, design, and launch of the first mobile hotel booking interface for aRes Travel.

We produce amazing creative and deliver measurable results.

Augustineideas serves as brand stewards for its clients as well as brand builders. We have brand experts that know how to ensure brands are authentic and positioned in the marketplace and, more importantly, how to change perceptions of a brand. For destinations, it is about creating a sense of place and finding the spirit and character of that destination.

In addition to amazing creative and branding, we execute. For nearly two decades of working with builders and developers, our staff of 40 plus is experienced with quick deadlines and serve as an extension of our clients’ marketing departments. We’ve managed multi-million dollar media campaigns, developed strategic marketing plans and delivered on these plans through an integrated team. Our recommendations are based on what is best for our clients’ business, providing measurable results in product sales, rooms reserved or homes sold.

We put heads in beds.

Because of our experience working with hospitality and destination industries, we know the most important deliverable of all is rooms booked and raising RevPAR. For the Napa TID, we created the Do Napa brand, a strategic marketing plan, digital assets and print collateral, promotions, events and collaborative partnerships. As a

result, they experienced a boost of nearly 18 percent in transient occupancy tax (TOT) in two consecutive years, over 250 million media impressions, growth to the second largest media audience in the Napa Valley and the opening of over a 12 new businesses in its downtown core in the last year alone.

But we knew for long-term sustainability, Napa needed to change the perception that it was a place to drive through, into a place to stay. This was accomplished through multiple tactics including the creation of an “overnight kit” to capture the day visitor and convert them into an overnight guest. Through our PR efforts, we earned media in regional publications highlighting Napa as a culinary destination to capture the foodie, who on a whole spends more than the wine tourist. In addition, we coordinated FAM Tours for group and meeting planners and grand opening events with PR efforts for the largest conference and meeting venue in the Napa Valley.

Assignment

Partner with TPRA to serve as their visual representative for its brand identity and drive the organization’s outreach efforts through public relations and marketing.

Scope of Work

Visual Branding & Graphic Design

Phase I: Assessment of Current Brand

As a relationship-oriented, people-centric agency, Augustineideas knows that the best brands are built from the inside out, starting with the people who are likely to know and care the most about the brand—local leadership, businesses and residents.

Augustineideas will conduct extensive interviews with local business owners, lodging GMs and sales representatives, as well as analyze online sentiment from media articles or review sites. Combined with these interviews, there will be research, trend analysis and evaluation of competitors. Research will also be targeted specific to trends of branding for destination marketing organizations (DMO) and the entities that fund them.

When building the brand from the inside out, the goal is to embed the core positioning deeply within the mind and actions of each member of the region so that it comes out consciously, and even unconsciously, in their interactions

with the external brand community or visitor. To evaluate the current perception of the brand, Augustineldeas will conduct a brand discovery exercise with its key stakeholders and board. Augustineldeas will ask questions such as:

- What does TPRA represent to the region and to stakeholders?
- What are TPRA's core messages? Are they obvious to those it serves?
- What does TPRA stand for?
- Who does it serve and what is the branded experience?
- What issues are communities and cities facing? Any issues specific to the region you serve? What challenges does the region face?
- What barriers are related to the brand? What messages and images are well received?
- How do people feel about your brand?
- What opportunities do we have to cross-market TPRA in the region?

Once these interviews and brand discovery exercise are complete, Augustineldeas will present a summary of their findings and recommendations should the current brands need to be combined, updated or remain in their current form.

Deliverables:

- Executive summary Including an overview of our findings for TRPA review

Phase II: Update Brand Guidelines & Resources

After researching what we know and analyzing what we think, Augustineldeas will create a Brand Guidelines Document to enhance and provide consistency to the current brand.

A detailed guide will be provided to ensure stakeholders clearly understand the:

- Brand positioning statement
- Brand values and promise
- Brand tone and personality
- Tagline usage and color guidelines

The guide will illustrate consistent use of the branding message throughout print and digital advertising, publicity and company communications. The guide will also define what TPRA is not. This will ensure consistency of how the brand is positioned across various communication platforms, regardless of the individual or entity. Guides will be created based on internal and external stakeholders.

Augustineldeas will lead a presentation with the TPRA board to tell this story and present the brand to key internal personnel and stakeholders.

Deliverables upon completion to be included:

- Brand standards and guidelines document
- Partner and vendor guidelines document
- In-person presentation in Paso Robles to TPRA board
- Library of approved images that will be made available online through TPRA existing digital resources
- Identity package and business system design including design of business cards, letterhead and envelopes
- Design of monthly newsletter and eblast template
- Destination guide cover (additional discovery is needed at this time to understand the scope of what is required for the design of a full destination guide)

Public Relations and Marketing

Phase I: Situation Analysis

Augustineldeas believes one of the most important steps to any strategic plan is the immersion, research and discovery that takes place before the first objective is even written. Clearly understanding the current market landscape, tourism trends, identifying audiences, evaluating competitors and assessing the brand's sentiment is vital to a situation analysis.

These insights and research provide the "what we know" and "what we think" which will directly contribute to the strategy applied during the creation of both the brand marketing strategic plan and the media plan. This phase will include research and discovery on the following areas:

- Budget, purpose and objectives
- Audience and stakeholder interviews
- Market insights
- TRPA agency research partner data
- Industry trends
- Review existing destination assets and conduct a brief sentiment analysis of these tools, attractions or events
- Establish value proposition for venues, sites, services or events
- Evaluation of competing markets
- Identify and review current plans or marketing objectives
- Research opportunities for growth and success

- Audience profiles including but not limited to meeting planners, regional travelers and international visitors
- Audit of existing communication assets, marketing materials or audience engagement tools
- Identify potential as well as existing partnerships

Deliverables:

- Conduct informal interviews with staff, leadership and key stakeholders in Paso Robles
- Lead and implement (2) two forums on marketing the region with lodging representatives and membership
- Provide notes and analysis from both informal interviews and community forums
- Summary of findings including SWOT (strengths, weakness, opportunities, threats) analysis

Phase II: Develop Objectives & Strategies

After an in-depth analysis and discovery, Augustineldeas will write a strategic marketing plan with specific goals, objectives, tactics and measurements. The plan will be accompanied by a detailed timeline for 2014/15. Key audiences and core messages will be summarized to support campaigns and awareness budgets.

The strategic marketing plan may include budget recommendations towards advertising, public relations, communications, collateral, digital and promotions. It will prioritize which platforms provide the greatest return on investment (ROI) or impressions.

Deliverables:

- Strategic marketing plan for next fiscal year and identify longer-term goals and priorities
- Confirm primary audiences and key messages
- Budget recommendations for advertising, public relations, communications, collateral, digital and promotions
- Timeline and roles for implementation
- Measurement and evaluation resources
- Presentation of marketing plan to council and staff for final approval

Phase III: Develop Media & Communications Plan

Paid Media Approach

Quality is better than quantity. This is the Augustineldeas approach to planning and buying paid media including but not limited to print, broadcast, digital and outdoor. Qualifying audiences and positioning the right message

for engagement provides more measurable and revenue-producing results. This is especially applicable when working with limited budgets in competitive marketplaces and industries.

Understanding the target audience, how they consume media, where they consume and when they consume are core for identifying the right media buys. Our understanding of shopper marketing and path-to-purchase qualifies Augustineldeas as experts; we're aware that consumers have different mindsets based on when and where brands engage them. We've applied these strategies to similar campaigns resulting in sales lifts of over 600 percent.

For destination marketing and tourism, the digital landscape may provide the most important place of all to engage audiences. On average, travelers will view over 11 websites before booking a trip and the use of tablets and mobile devices have changed the ability to connect with travelers while they are at a destination. At Augustineldeas, we monitor and optimize digital campaigns daily to ensure the lowest ad rates for our clients. More importantly, we seek the highest conversion rates, especially in competitive industries, because bidding on keywords is more about knowing search patterns of the user and less about the keyword itself.

Earned Media Approach

Earned media supports a brand's credibility and reach. These third party endorsements and storytelling opportunities influence audiences and ultimately result in peaked interest and trips planned. Augustineldeas believes earned media provides brands a considerable return on their investment for the impressions and reach it provides. PR includes not just pitching the destination, but news surrounding it—from the launch of a new brand, to the opening of a new property. Through the integration of social media, a writer's influence goes beyond their column or article to a dedicated and receptive audience that trusts and acts upon their recommendations.

Today's media landscape has changed. Because of the economic downturn, regional, national and even international media outlets have had to reduce their editorial staff. Many now rely on freelancers for the purpose of story development and placement. PR professionals can no longer turn to a media directory to identify key editors and writers. The game has new rules—it's the freelancers who are the key contacts when generating ink with targeted

print, broadcast and online audiences. A good freelancer has the ear of the on-staff editor and a track record for generating exceptional stories. This includes not only print media but broadcast too. Many of these freelancers also serve as their own photographers or videographers. Images are powerful, especially for destinations. Providing these freelancers with resources including b-roll or photos not only makes it easier for them, but also provides control to TPRA of what images and video are shared with audiences. At Augustineldeas, we know and work with the right freelancers—those that produce. And we quickly weed out those that are unqualified and are, frankly, just looking for a vacation.

We also know that travel's biggest influencers are not always the travel media or publications. Coordinating FAM Tours for bloggers, connecting with social media influencers and targeting non-travel media including business and tech publications provide opportunities to position a brand in front of its target audience through different voices and views.

International and Regional Audiences

Paso Robles's strategic location in California provides two tremendous opportunities—capture a regional audience and engage an international audience.

As important as it is to bring the visitor from Chicago or Beijing, regional travelers are the "low hanging fruit" that drive the region's tourism economy. There are two reasons why this audience is so vital to Northern California tourism—they are only a drive away and they may make the trip multiple times during the year. Because regional travelers spend less on transportation, they invest more in lodging, dining and events. The Bay Area economy is also bouncing back faster than other regions through a rise in home prices and the thriving digital workforce. San Francisco ranks as one of the top destinations for millennials and young professionals; a benefit to Paso Robles. Millennials are expected to be the core customer for hotels, airlines and travel companies because of their average travel spend and frequency in travel, especially as they grow in their careers and wealth. This demo enjoys unique experiences, more eco-friendly trips and traveling with friends as we have discovered not only through independent research but with regional campaigns and events we've executed including Metro EDGE, a young professionals program. Paso Robles' iconic landscape, outdoor activities, variety of lodging, food and events position it as a top travel destination for this travel segment.

San Francisco is the number one travel destination in the country and leads in RevPAR. Over 16.5 million people visited San Francisco in 2012. SFO serves as the "gateway to the Pacific" with over 29 international carriers that transport over 3,576,700 travelers from the UK, Hong Kong, South Korea, Germany and Japan alone. Positioning TPRA in front of these audiences through media, tour groups, airline partnerships, meeting publications, travel guides, innovative promotions and partnerships with Visit California and Brand USA drives these audiences to the region with efficiencies in resources and budget, that would not be achieved through advertising in their home countries. This is especially true when Chinese tourists spend more than any other tourist and are increasing their travel spending by 41 percent. Strong consideration should also be given to the German tourist, the Latino tourist and also the French tourist as Air France continues to add flights to SFO. At Augustineldeas, we've worked with international clients as well as positioned clients' products in international markets including Canada, Saudi Arabia, Japan and Chile. We have also created strategic campaigns targeting international audiences in domestic markets, for example Mission Foods and the Latino consumer.

Develop Strategies and Write Plan

After an in-depth analysis and discovery, Augustineldeas will write a communications and media plan that aligns with the brand marketing strategic plan. The media plan will be accompanied by a detailed timeline for the next two fiscal years. Key audiences and core messages will be summarized to support campaigns and awareness budgets.

The communications and media plan will include budget recommendations towards advertising, communications, collateral, digital and promotions. It will prioritize what platforms provide the greatest return on investment (ROI) or impressions.

Deliverables:

- Communications and media plan for two fiscal years
- Confirm primary audiences and key messages
- Budget recommendations for integrated advertising, communications, collateral, digital and promotions
- Timeline and roles for implementation
- Measurement and evaluation resources and reporting
- Presentation of plan to staff and board for final approval

Monthly Strategy & Management Services

Public Relations Monthly Strategy and Management

The PR monthly management and strategy services includes the following components:

Message Development, Pitching and Press Releases:

AugustineIdeas will develop key messages and story profiles to generate news about TPRA. Once these messages are established, AugustineIdeas will utilize its established relationships with editors, writers and news curators across the market and industry to pitch storylines and provide content. To enhance these messages, press releases ranging from events to award recognition, will be distributed via wire service and our customized database to media lists specifically related to audience profiles, market and industry. Engagement and coverage will include print, broadcast and especially online media to best drive traffic to TPRA digital assets and social media—offering a clear call to action for planning trips and booking lodging.

Blogger and Industry Outreach: Bloggers are one of the leading influencers for consumer decisions. Through our path-to-destination expertise, AugustineIdeas understands the influence of bloggers, including industry experts, and how they convey consumer behavior and decision-making. We would identify the most relevant content and distribute it to these influencers—including case studies, images and the documentary video referenced in this proposal—in order to educate them on why Paso Robles is a destination of choice.

Awards, Lists and Media Shows: Rankings, awards and lists not only bring awareness to TPRA, but provide credibility and shareable content. These lists include the “Top 10 Wine Destinations” to the “Best Road Trips.” Placement on these lists includes an inventory of what awards or rankings are most relevant, qualifications, deadlines and submissions. AugustineIdeas would lead and implement this strategy in coordination with TPRA administration, including generating awareness for internal and external stakeholders once these awards are achieved. Included in this strategy would also be identifying and coordinating the trade or media shows that would provide the best return on investment for TPRA, both in positioning it in front of the right media and news content created as a result.

FAM Tours: AugustineIdeas would coordinate two FAM tours and host with regional or national media as well as influencers such as concierges, provided a significant impact in both

building relationships and media coverage. We will identify a list of media to invite, the invitation and RSVP process, coordinate lodging and itineraries and lead the tour (with the help of TPRA members and local experts). This will provide for excellent access to some of the premier travel, wine or food writers.

Reporting: AugustineIdeas will provide a monthly activity summary to document pitches, media placements and similar work product. This may include reporter inquiries and interviews, media clips, impressions and advertising value.

Note: Does not include hard costs for wire fees (approximately \$360 per wire), time or hard costs to attend these media shows on behalf of TPRA) and hard costs associated with the FAM tours.

Social Media Monthly Strategy and Management

Listening, responding to and engaging TPRA audiences remains a critical piece of driving traffic to digital assets as well as awareness and ultimately “heads in beds.” Monthly management includes the research, posting, responding, strategy and content distribution on Twitter, Facebook, Pinterest, Instagram and YouTube. Also this management includes the integration of other useful tools and sites including but not limited to Storify, Paper.li and additional social media bookmarking sites. Monthly management includes the creation on a quarterly basis of new social media skins/timelines, contests and integration of basis tabs (those that require less than 4 hours of coding or design). Monthly content calendars, analysis and reporting are also included.

Digital Marketing Monthly Strategy and Management

The digital management of TPRA assets would consist primarily of: creating and updating blog content and e-newsletter. A content calendar would be developed to map out the theme and publication of each blog post which would contain images and links. Best search engine optimization practices for the blog would be applied, including incorporation of keywords and backlinks. The blog would be published on a weekly basis and are approximately 400 words in length.

A monthly e-newsletter would incorporate current promotions, events as well as compelling content to drive users to the website or social media platforms. Content from the blog may be used as “teasers” to tell a story and ultimately drive people to the site to read further.

Note: Does not include hard costs associated with distribution, hosting or similar of e-newsletter nor set up of template design.

Branding Strategy and Management

TPRA will be in need of a variety of creative or graphic design elements that may include but not limited to print and digital advertising, tradeshow resources and media kits. Augustineldeas will provide up to 20 hours of design and production work per month to assist in these efforts. In addition, Augustineldeas will serve as the “brand stewards” for TPRA by ensuring third parties implement the proper use of the TPRA brands by reviewing and approving placement of these assets in conjunction with the TPRA staff.

Media Buying

Augustineldeas would lead in the research, strategy and placement of TPRA media buys. Media buys would be consistent with the goals as set forth within the marketing plan including targeted audiences and markets. It would include print, online, paid social media and broadcast. Collaboration with entities such as Brand USA and Visit California would be evaluated to leverage coop advertising and their corresponding destination publications.

In addition, Augustineldeas provides full digital capabilities for online advertising including strategy, ad placement, monitoring, optimization and reporting. Search engine placement, retargeting, double-click, banner ads and mobile click-to-call are a few of the platforms or tactics that may be deployed for TPRA. Our campaigns are directly correlated to a goal and tracked accordingly by measuring leads, conversions, clicks and impressions. We monitor campaigns daily to best optimize rates, ensuring our clients pay the lowest ad rates possible. Reports and analysis are provided each month and include examples of campaigns with the highest and lowest success rate.

Budget

Visual Branding and Graphic Design

Phase I: Assessment of Current Brand

Investment \$ 24,000

Phase II: Update Brand Guidelines & Resources

Investment \$ 26,000

Public Relations & Marketing

Phase I: Situation Analysis

Investment \$ 8,500

Phase II: Develop Objectives & Strategies

Investment \$ 7,500

Phase III: Develop Media & Communications Plan

Investment \$ 4,200

Monthly Strategy & Management

Public Relations Monthly Strategy & Management

Monthly Investment \$ 4,000

Social Media Monthly Strategy & Management

Monthly Investment \$ 3,000

Digital Marketing Monthly Strategy & Management

Monthly Investment \$ 1,560

Branding Strategy & Management

Monthly Investment \$ 3,500

Media Buying

Yearly commission based on \$120,000 budget \$ 18,000

Hard Costs

Wire Fees (12) \$ 4,320

FAM Tour (lodging and select activities to be comped) \$ 8,500 each

Miscellaneous Print Costs \$ 20,000

** Phased investment and cost ranges are estimates only. Final costs will be adjusted as needed to reflect any changes in scope upon further discussion between Augustineldeas and TPRA. Upon approval of proposed components, estimates for each job will be generated for formal client approval. Final costs may vary based on quantities, materials and final scope of work. Estimates do not include photography, mock ups of future developments. Shipping is not included unless otherwise specified. All costs provided are estimates only and we ask a contingency fee of +/- 15% of the total. The estimates included will expire 90 days after the date generated, and costs may change if work is not complete by that date. Does not include tax if applicable.*

Who We Are

AugustineIdeas is a full-service marketing and media communications agency with 17 years of experience providing marketing, brand strategy, retail/vendor programs, advertising, public relations, events and digital services to a wide range of destination clients in tourism, hospitality, nonprofit, real estate, retail and produce industries. Today we are among the largest agencies in Northern California, thanks to our experience in tailoring our approach to meet the needs of our clients.

Our staff consists of more than 40 full-time employees, including dedicated project managers and account executives, shopper marketing strategists, art directors, public relations specialists, social media strategists and interactive developers and designers. Our full-service capabilities include:

Brand Development

- Brand development and brand strategy
- Advertising campaigns: print, radio, outdoor, interactive
- Creative development and copywriting
- Design and production of printed materials including brochures, business systems and collateral, annual reports, press kits, in-store signage, takeaways, magazines
- Media planning and placement
- Radio production
- New product launches
- Line extensions
- Private label programs
- Package design and development

Public Relations

- Media relations outreach
- Special event development and coordination
- Press kits
- Community and education outreach
- Public awareness campaigns
- Crisis management
- Media training
- Satellite media tours

Digital/Social Media

- Digital and social advertising and marketing
- Web development
- Email marketing
- Multimedia
- Search engine marketing
- Search engine optimization
- Mobile marketing
- Social media
- Webinars

Retail

- Shopper marketing
- Hispanic marketing
- Third-party, vendor-funded programs
- Co-branding marketing campaign development—creating strategic alliances
- Management and execution of retail implementation/merchandising
- Retail, account-specific programming
- Point-of-purchase displays
- Recipe development
- Experiential marketing

Why AugustineIdeas?

Our focus over the years in both digital, social media and path-to-purchase offers several unique advantages when working with us. Here are some of the key reasons we feel we would be a perfect fit to help take your organization to that next level:

- **We design for destinations.** Our destination clients have seen results from an 18% increase in lodging revenue to a 2012% increase in ROI for digital advertising. Our combination of skills, relationships and expertise provides for a customer experience that is authentic to the destination bringing dollars as well as visitors.
- **A vast knowledge of digital.** AugustineIdeas has a vast knowledge of digital services including the creation of CMS-based websites, social media channels, online video and digital advertising. Websites are created with vibrant images and creative, user-friendly navigation and mobile capability. Our clients websites reflect their brand and industry and connect them to their audiences producing award winning results and ROI.
- **When we say full-service, we mean full-service.** We do it all in-house with a hand-picked team that will provide you with the best possible thinking combined with a responsiveness you will not find typical with agencies, thanks to our work in the builder/developer industry. AugustineIdeas has deliberately formed a company that is strategic and tactical in nature, providing the support to execute and the integrated tools necessary to move the “shopper” along the path-to-purchase, creating a measurable ROI and brand health.
- **We like to call it the art and science of ideas.** Our specialty is driving consumer action through education, outreach, and offering multiple touch points through cost-effective tactics. Our retail and destination marketing expertise means we know how to motivate your audience, change their behavior, drive them to act, and most importantly keep them coming back.

How We Work

The AugustineIdeas approach was developed to ensure results are delivered consistently to our clients. The following chart shows the universal approach we apply to all of our core processes including business development, branding, marketing, interactive and public relations.

RESEARCH

What We Know

- Client Research
- Industry Trends
- Shopper Insight
- Competition Research

INSIGHT

How We Think

- Consumer Insight
- Competitor Insight
- Client Insight

STRATEGY

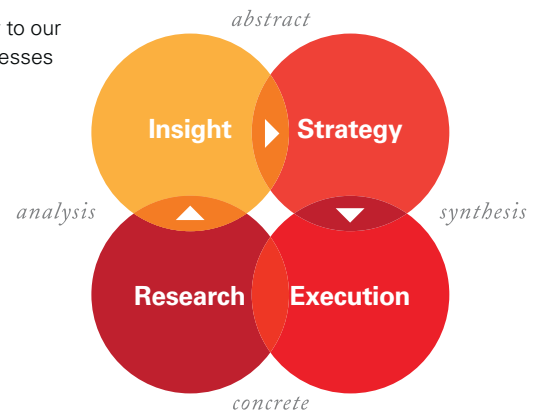
What We Apply

- Brand Strategy
- Marketing Strategy
- Interactive Strategy
- Creative Strategy
- PR Strategy
- Retail Promotions

EXECUTION

How We Deliver

- Interactive Campaigns
- Creative Campaigns
- PR/Social Media Campaigns
- Media Buying
- Retail Promotions
- Package Design
- Consumer Experience Events
- Fulfillment
- Project Recaps



AUGUSTINE IDEAS SERVICE PHILOSOPHY

The most important component of the services we provide is
our people.



AugustineIdeas is an innovative, driven, creative, 360° full-service, integrated marketing and communications agency. We are unabashedly obsessed with making truly amazing things happen for our clients, our community and our company. Our “can do” attitude, our passion, our work ethic and our dogged determination in the pursuit of excellence are our lifeblood.

We love what we do, and we do what we love—otherwise, why get out of bed in the morning? This love is evident from the moment you set foot inside our walls and can be found in our work and our people in equal amounts. We hire only the best of the best, and while talent, creativity and smarts are a must, a bright disposition, kindness and common decency towards our fellow human beings as each of us goes about our daily business, is our true calling card. These qualities are in our collective DNA and are part and parcel of everyone who works here, from the top down—and we wouldn’t have it any other way.

Our ultimate goal as a company is to bring visionary ideas to life. Ideas that our competition never sees coming. Ideas that make our industry stand up and take notice. Ideas that make our clients successful beyond their wildest expectations. We thrive on challenges of the digital age and the ever-changing global economy and we will not waver when the going gets tough. We always see the glass as half full—no matter what. If you don’t feel likewise, don’t stand too close. We might just rub off on you. Who knows? It might even be the beginning of a beautiful relationship.

“AugustineIdeas does a great job of listening, tailoring to clients’ needs, being scrappy and getting the job done.”

— Kurt Reisig, American Pacific Mortgage, Roseville, CA

Debbie Augustine

CEO, Executive Creative Director

Debbie Augustine has been a creative force for more than 30 years, founding one of the top advertising agencies in Northern California. Debbie has led the creative team in concepting for all major accounts including the city of Napa, The Meritage Resort and Spa, Standard Pacific Homes, West Marine, Kroger, Chilean Avocado Importers Association (CAIA), Blue Diamond Global Ingredients, Safeway, Superior Farms and Naturipe, to name a few. Her innovative approach to advertising, has earned her a reputation for award-winning creative and unparalleled service. Debbie supports all clients in the role of creative director, working closely with the account and creative teams to make sure the creative messaging is on target. Debbie serves on the boards of Sacramento Area Commerce and Trade Organization (SACTO) and Volunteers of America, in addition to assisting with a wide variety of pro bono activities.

Relevant Client Experience: *Sacramento Area Commerce & Trade Organization (SACTO), Napa TID, Taylor Morrison, Standard Pacific, Lennar, Downtown Napa Association, Napa's Riverfront*

Years at Augustineldeas: *17 years*

Erika Bjork

Vice President, Business Development

Erika creates raving fans out of our clients. She thrives in engaging communities, online and offline, to strategically leverage a client's objective. She is an executive with 17+ years of experience in corporate citizenship, interactive marketing and crisis communications. Erika leads our Napa destination clients including the creation of the Napa TID's first-ever marketing plan. During her 16 years in corporate community relations, she aligned celebrities with national brands, nonprofits and the media including, but not limited to, Make-A-Wish, Smithsonian Museum, MLK Memorial, Susan G. Komen Foundation, Special Olympics, Cadillac, XM Radio, Glaceau, Southwest Airlines, Pepsi, NY Times, Washington Post, CNN and TNT.

Relevant Client Experience: *Metro EDGE, Downtown Napa Association, California Downtown Association, Napa TID, SACTO, California Museum, Napa Chamber of Commerce, West Marine*

Years at Augustineldeas: *2 years*

Julie Amos

Executive Vice President, Account Planning & Strategy

Julie found the ideal marriage between her love for effective communication, her innate ability to work well with people, and her passion for taking a strategic approach to creativity and design in her role as Executive Vice President, Account Planning & Strategy at Augustineldeas. During the last 15 years, she has developed an expertise in several areas including food, destination and real estate industries, with a focus on shopper marketing and brand strategy. Julie serves as "the voice of the consumer," and provides support to the agency with industry research and overall strategic guidance.

Relevant Client Experience: *Sacramento Professional Soccer, System 3, Premier United, Lennar, Napa TID, Calistoga Chamber of Commerce*

Years at Augustineldeas: *17 years*

Pettit Gilwee

Director of Public Relations

Pettit is a senior-level communications leader and strategist with 17 years of experience in the private industry and the public sector. She specializes in planning, directing, executing and evaluating domestic and global public information programs, consumer marketing projects, as well as corporate communications campaigns. Over the years, she has represented a wide variety of organizations and companies, and has developed considerable expertise in the destination, hospitality, food and recreation industries. For more than a decade, she has worked with Visit California, the North Lake Tahoe Chamber of Commerce/Convention & Visitors Bureau, the Incline Village Crystal Bay Visitors Bureau and the Lake Tahoe Autumn Food and Wine Festival. Pettit combines a solid academic foundation, a master of science in public relations, with a nuts-and-bolts, on-the-job application. She excels at working quickly, efficiently and collaboratively in environments of changing priorities.

Relevant Client Experience: *North Lake Tahoe Chamber of Commerce/Convention & Visitors Bureau, Incline Village Crystal Bay Visitors Bureau*

Years at Augustineldeas: *Under 1 year*

Mina Robertson

Senior Account Director

Mina is an account management wizard with nearly 14 years of sweating the details on a wide range of clients in categories from high-tech, retail and healthcare, to financial, education and tourism. While earning her B.A. in Mass Communications from California State University, East Bay, Mina had plans to be a broadcaster until she realized it may force her to leave her beloved state. She quickly jumped into advertising and spent time at MeringCarson, Creative Advertising & Interactive Media and Publicis Dialog in San Francisco. Before joining Augustineldeas, her bright personality shined on accounts like Visit California, VISA, Hewlett-Packard, Pebble Beach Resorts, Santa Cruz Beach Boardwalk, Downtown Sacramento Partnership, and Sutter Health. Mina currently leads client and internal teams on integrated marketing accounts for Augustineldeas.

Relevant Client Experience: Napa TID, Roseville Chamber of Commerce
Years at Augustineldeas: Under 1 year

Cheryl Smith

Digital Media Manager

Cheryl is responsible for digital advertising strategy, buying and analytics. She also provides strategic planning on major digital initiatives. Prior to joining Augustineldeas, Cheryl was the Director of Marketing at Central Desktop, the Director of Online Marketing at LegalMatch. She has managed advertising for online publishers, eCommerce and Lead Generation companies, and consulted on internet projects for Fortune 500 companies including Nestle, HP, JC Penney and Coca Cola. Some of Cheryl's success stories at Augustineldeas included reducing the cost of Twitter followers for a food CPG client from \$10 a follower to less than \$0.50 while doubling their followers and increasing daily sales volume for another client by 29 percent while slashing the cost per sale by 24 percent with PPC SEM on Google AdWords in just five days.

Relevant Client Experience: Napa TID, Taylor Morrison, Standard Pacific, Redwood Credit Union
Years at Augustineldeas: 1 year

Dani Loebis

Digital Marketing Strategist

Part analyst, part creative, Dani specializes in building bridges between strategy and innovation. As a Social Media Specialist, she led integrated digital campaigns on Facebook, Twitter, YouTube and Pinterest to bring substantial gains to clients. Her passion is building communities through engaging content—which is why she founded and directed a volunteer Shakespeare festival for five years. Her mission is to use digital marketing strategies to help local non-profits and businesses to aid and enrich the communities they serve. She is a graduate of UC Berkeley and earned honors for her contributions to the department of Theater and Performance Studies, where she designed and taught a course on comedy writing.

Relevant Client Experience: Roseville Chamber of Commerce, Denio's
Years at Augustineldeas: 2 years

Michael Mezzanotte

Senior Art Director

As Senior Art Director at Augustineldeas, Michael helps to create an engaging and memorable visual experience for clients and their customers by combining his skills in fine art, graphic design and photography. He is dedicated to the process of design and sees it as a collaboration of research, organization and creativity to ultimately achieve a final goal. For Augustineldeas, Michael creates timeless, eye-catching collateral that draws in the eye and leaves a strong visual impression on all who look at it. From infinity invitations to print ads and packaging, Michael has been a driving force in the Augustineldeas creative department, primarily focused on clients within both the food and travel and tourism industries. He has won numerous awards for his work, including multiple awards for specially designed packaging. Michael grew up in Wheatland, California and received his Bachelor of Arts from Sacramento State University in Graphic Design and Fine Art.

Relevant Client Experience: Denio's, Calistoga Chamber of Commerce
Years at Augustineldeas: 2 years

CLIENTS OUR RAVING FANS

We have a history of providing marketing, retail promotions, public relations, interactive services, advertising, and design for some of the most recognizable brands in the world. We bring not only ideas but partnerships to our clients resulting in ROI and brand awareness.

AugustineIdeas IMPACT

AugustineIdeas' PR/Social Media/Digital Media client engagement is guided by user experience to achieve client results and to provide a measurable outcome. Using the AugustineIdeas IMPACT process, we align our strategies and tactics with your business goals and objectives. We then measure the impact and reach of the project from launch to completion. All of our services are business-centric to meet your business goals and ROI.



traditional, social media and digital channels. We capture a clients' snapshot at the start of the engagement, during and at the conclusion.

- **Framework:** Our PR/Social Media/Digital Media teams outline a framework to set objectives across the AugustineIdeas IMPACT channels
- **Goal Setting:** We work with clients to agree on goals and metrics at the outset of the engagement by selecting from the IMPACT categories
- **Tracking:** We track the action/response. Who is watching? What are they saying? Are they sharing or commenting? We not only look at quantitative metrics, but we're also looking for qualitative results that meet our client's objectives.

What is IMPACT? *Analyze, Interpret, Report...Repeat*

Customized for each client, the AugustineIdeas IMPACT process provides a snapshot view of progress within both

IMPACT Channels

Listed below is a snapshot of the different quantitative metrics and the tools we use to track across IMPACT channels. We continually monitoring the changing digital landscape and adjust toolset and reporting to best meet our clients objectives.

	PUBLIC RELATIONS	SOCIAL MEDIA	WEBSITE	DIGITAL ADS
ACTIONS	Stories pitched Press releases Op-eds Blogging	Fans/followers Video views App conversions Bookmarks	Database leads Downloads Views	Orders/sales Leads Calls Clicks
ENGAGEMENT	Reporter inquiries Interviews FAM Tours Conferences	Shares, comments Retweets, mentions Repins, comments Likes User engagement Influencer rank Check-ins	Comments Shares Uploads Newsletter sign-ups	Click to links Click-to-call
VOLUME	Impressions Advertising value Articles placed Brand sentiment	Social media posts Reach Impressions	SEO keyword rank Site traffic Unique visitors Time on site Page views New visitors Mobile	CPA CPL CPC CTR Impressions
TOOLS	meltwater group GroupHigh compete PRWeb	hootsuite bitly Metricly buffer csunter Pinterest facebook GroupHigh ORACLE involer	Google Analytics SEOMOZ FOODILY aRes	Google AdWords tripadvisor yelp ACQUISIO PANDORA Microsoft Advertising

SOCIAL MEDIA & MEDIA RELATIONS

At Augustineldeas, we understand that building relationships with your customers is an essential part of maintaining credibility, relevance and advocacy for your brand. As an integrated marketing agency, social media and media relations play an important role in our approach to digital strategy as a tool for communicating your message, promoting specific campaigns and garnering valuable feedback from customers to help you provide for their needs.

Social Media—Engaging Your Customers

The Social Media Team at Augustineldeas works with your brand to define its specific voice and character, maintain authentic two-way communication channels on the social platforms where your target audience is listening and set measurable goals directly tied to your business objectives.

Successes we have achieved for our clients include:

- **Audience Development**—We've attracted thousands of Likes, Followers and Subscribers for brands across Facebook, Twitter, YouTube, Pinterest, Instagram and to their websites.
- **Awareness**—We've increased reach and impressions of brand campaigns, causes and messaging through targeted communications, advertising, and recruitment of the most influential bloggers in client industries.
- **Traffic**—We've used social media to increase website traffic exponentially for clients.
- **Recruitment**—We've brokered valuable partnerships between brands and industry leaders and implemented

co-marketing campaigns to cast a broader net to achieve business objectives.

- **Sales**—We've effectively increased e-commerce sales for clients by leveraging social media to build brand loyalty.

Our approach to social media is platform agnostic, allowing us to be strategic in finding the perfect platform for brands to communicate with their audiences for the most impactful results. Every social media strategy is tailored to your needs and leverages every aspect of your marketing for long-term sustainable success.

Media Relations—Communicating the Message

Augustineldeas enhances your digital strategy with sophisticated media relations. Our approach is based on a fusion of the traditional must-haves for public relations with the tools required for the new and ever-changing online landscape.

By choosing Augustineldeas to implement your social media and media relations strategy, you will be matched with passionate, innovative experts who understand and can respond to your needs at breakneck speed. Our integrated departments allow us to leverage all facets of social media and media relations to maximize results. In short, our collaborative advantage enables us to deliver your message to the right audience on the right platforms at the right time for maximum impact.

Augustineldeas' PR Toolbox

To craft our pitches and ensure that we are conveying messages to the media in the most effective way, we use a few specific tools:



Relationships

The most important tools we have are our relationships with journalists and bloggers across the country

Meltwater

A measurement tool and database of journalists and publications throughout the world

Help a Reporter Out

Daily service that allows reporters to connect with PR practitioners to seek information and sources for articles

Pitch Engine

Create social and search optimized content that is consumer-facing like digital flyers, press releases and media advisories

**MEDIA RELATIONS
COVERAGE & HIGHLIGHTS**

We have a history of securing coverage by some of the industry's most well-known media outlets. Media outlets we have worked with include:

TODAY
Los Angeles Times
San Francisco Chronicle
FOX NEWS .com
california meetings + events
THE SACRAMENTO BEE
 Stay Connected >> sacbee.com
KEBK newstalk
 92.5FM AM1530
BUSINESS JOURNAL
KCRA 3 HD
NEWS10 abc
CORPORATE MEETINGS & INCENTIVES
PCMA convene®
sactown MAGAZINE
13 THE CW 31
THE ORANGE COUNTY REGISTER
TOP CHEF
USA TODAY
FOOD & WINE Sacramento Press
The Fresno Bee
 Central California's Leading Newspaper
sacramento MAGAZINE sacmag.com
Patch
Small Market Meetings
 The Publication for Planners Who Go Smaller Cities and Sites
SUCCESSFUL MEETINGS
comstock's
THE HUFFINGTON POST
Meetings Focus collaborate
 CORPORATE MEETINGS INTELLIGENCE
SKY DELTA
FOX40
 KTVL-TV SACRAMENTO STOCKTON MODESTO
Touring & Tasting
Sunset
diablo MAGAZINE
7x7
FOX 2
The Washington Times
The New York Times
abc 7

AUGUSTINE IDEAS CLIENT REFERENCES

“AugustineIdeas has the capability of working with a brand, but also creates programs that move the brand for existing and new customers, and expanding the reach of your brand.”

— Maggie Bezart, *Chilean Avocado Importers Association*

“Officially rolled out the brand at staff conference yesterday to much applause and fanfare. The marketing pieces received actual oohs and gasps from those who hadn’t seen them yet. The overwhelming response was that this is a wonderful direction to be moving and it will give us great recognition among our customers, partners and industry members. Thanks again for making this a reality. Dairy Council of California is in a great position moving forward thanks to your great work!”

— LeAnne R. Ruzzamenti, *Director of Marketing Communications, Dairy Council of California*

“In just four months, AugustineIdeas has partnered with us on creating a brand for Downtown Napa. I would highly recommend this team for your needs.”

— Sarah Brooks, *Chair, Napa Tourism Improvement District*

“Their price was competitive among peers but we passed on some lower cost alternatives because I didn’t feel like the other firms were getting our objectives. Looking back, I am clear we made the right choice. I would have paid significantly more for the value received. They really have a strong and creative team. They aren’t afraid to present ‘out of the box’ or edgy ideas and aren’t at all bothered by negative feedback on ideas. I find them to be a very proactive team. We brainstorm direction and concepts and they are very engaged and stimulate new thoughts and then bring back some excellent product for the next round of discussion.”

— Joel Leineke, *President, System 3, Inc.*

“Augustine Ideas has been a driving force in our marketing and branding efforts for nearly 10 years. They are strategic, creative, and responsive and are very prudent with our advertising dollars. They have leveraged our budgets in good times and in tough times managing millions over the course of our relationship.”

— Holly Auwinger, *Marketing Manager, Northern California, Standard Pacific Homes*

Calistoga Chamber of Commerce

Carolyn Hernandez
707-942-6333
carolyn@calistogachamber.net

Dairy Council of California

LeAnne R. Ruzzamenti
916.263.3560
leanner@dairycouncilofca.org

Ready Pac Foods, Inc.

Tristan Simpson
626-678-2055
tristan.simpson@readypac.com

Sacramento Republic FC

Warren Smith
916-849-4718
wsmith@sacrepublihcfc.com

System 3, Inc.

Joel Leineke
916-979-0550
joel@system3inc.com

CASE STUDY: NAPA TOURSIM IMPROVEMENT DISTRICT

Insights/Background

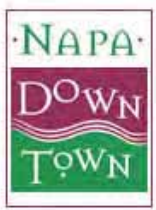
- The Downtown Napa Association had existing brand assets that were extremely dated and lacked key elements, such as a logo
- They needed a clear way to differentiate Napa from the valley in consumers' minds

Strategy

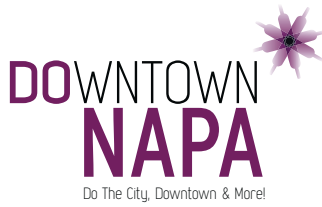
- The Augustineldeas team developed a clear brand identity that encompassed all aspects of the city such as recreation, events, culinary excellence, wine, culture and art
- We engaged local downtown businesses through a new mobile responsive website, social media, collateral, events and more

Results

- 17% increase in lodging revenue, and a record setting \$1,544,151 collected in Napa's general fund TOT for Sept. 2012
- Over 263 million earned media impressions from June 2011-2012
- Over 25,000 fans follow Do Napa on Facebook with a 41% engagement
- Over 30 million impressions created over a two year period on Facebook
- Over 250,000 people have visited DoNapa.com since its launch with an average of 3 pageviews per visit



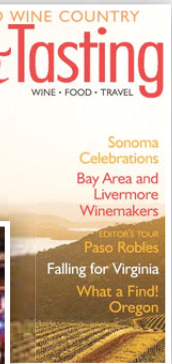
ORIGINAL



REDESIGNED



ADVERTISING/PR



MOBILE SITE



Social Media engagement is double digits with over **41% engagement on Facebook**

CASE STUDY: ART ON FIRST

Insights/Background

- Multiple vacant storefront windows on First Street in Napa
- Shopkeepers were struggling to drive foot traffic
- Negative TripAdvisor reviews due to empty storefronts
- Needed catalyst to promote ART on F1RST launch event

Strategy

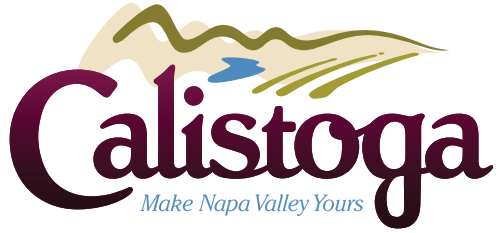
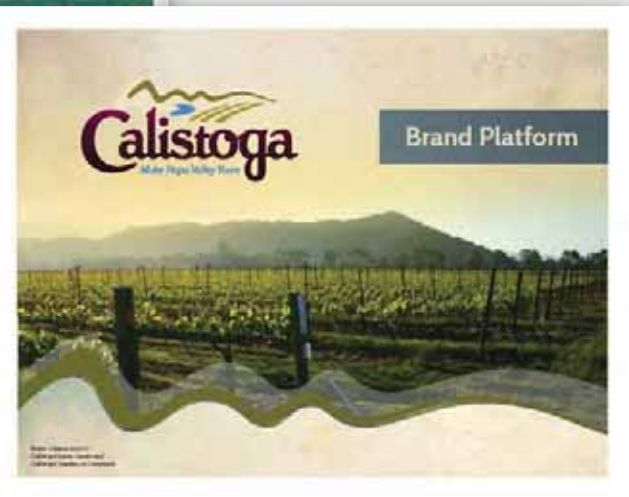
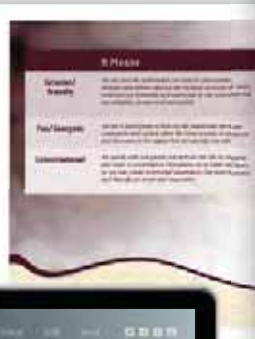
- Generate media interest and extensive viral buzz prior to the ART on F1RST launch event
- Design engaging graphics for ART on F1RST to match artist work
- Plan the kick-off reception
- Build digital assets for ART on F1RST include website and social

Results

- Hundreds attended the launch
- High local visibility including thousands of impressions in local and regional media and blogs
- Digital engagement and calls to action including QR codes for artist bios
- ART on F1RST continues events and new art installations drawing making Napa's First Street vibrant once again



AUGUSTINEIDEAS CALISTOGA CHAMBER OF COMMERCE BRANDING

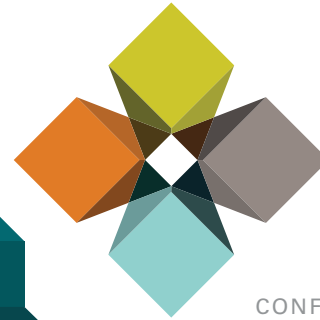


AUGUSTINE IDEAS CALIFORNIA DOWNTOWN ASSOCIATION'S ANNUAL CONFERENCE

POP-UP BANNER

THINK OUTSIDE THE BLOCK

CONFERENCE IDENTITY



PROGRAM

CONFERENCE SCHEDULE & AGENDA MONDAY, OCTOBER 29

12:30 PM - 1:30 PM
Registration - Outside Hyatt Regency Ballrooms

1:30 PM - 2:00 PM
Welcome to the CDA Annual Conference

2:00 PM
After

PANELS/SESSIONS



KEYNOTE SPEAKER:
Jamie Naughton,
Zappos.com

3:15
Break
Enjoy
Room

3:30
culture for which the company has become known. Her role is essential in creating and driving the architecture of the dynamic culture as well as focusing on culture R&D; she ensures Zappos.com always stays relevant to both its employees and their customers. Jamie travels the country to work with world renowned companies, authors, researchers, and business leaders to help spread the concept that by focusing on your employees and customers, good companies can become legendary companies.

CONFERENCE SESSIONS

Sessions are created to be both educational and engaging. Each session is led by one or more speakers on a specific topic. Some sessions are designed to be in a presentation format with a featured speaker. Others include two or more panelists for a variety of viewpoints and information. All sessions include time for questions and answers. All presentations or PowerPoints will also be available following the conference at californiadowntown.com.

Three sessions will be offered for each time block. You are welcome to choose the session of most interest to you. No sign up or pre-registration needed. Refer to this program or the Break Out Room schedule for topics, times and speakers.

IDEA LABS*

Idea Labs are collaborative and open sessions led by a moderator and designed to foster ideas and problem solving. Attendees are welcome to bring their questions or challenges with feedback and support from the group towards finding solutions and resources. A summary of notes, ideas and resources will be taken from the session and shared via White Paper online following the conference.

For contact information and complete bios on each speaker, visit californiadowntown.com

6 | CALIFORNIA DOWNTOWN.COM

CDA 2012 CONFERENCE # 7

CALL FOR ENTRIES

ATTENDEE LANYARDS



SOCIAL MEDIA ASSETS





CASE STUDY: THE MERITAGE RESORT AND SPA

Insights/Background

- Meritage needed reservations or "heads in beds"
- Started with a limited advertising budget
- Sales team was challenged to book groups and events before completion of \$40 million expansion

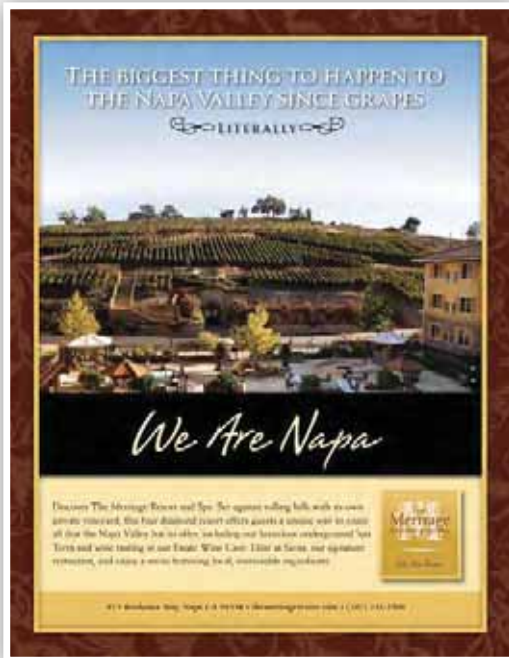
Strategy

- Focus on earned media and SEM combined with monthly E-Newsletters to maximize budget
- Create assets for the sales team of the expansion with visual details of meeting space

Results

- Increased online reservations monthly from an average of 28 reservations with \$16,000 in revenue to 100 reservations and \$42,000 in revenue
- Online video depicting with full graphics the new facilities and amenities
- Over 2012% increase in ROI for SEM
- Hosted Season 6 Finale of Top Chef

PRINT/PR



DIGITAL MEDIA



Over 2012% increase in ROI
from online investment.

CASE STUDY: WAG PET HOTELS GRAND OPENING

Insights/Background

- Wag Pet Hotels was one of the first luxury pet hotels in the Sacramento region
- Augustineldeas needed to draw attention to the business and attract customers to its one-of-a-kind features

Strategy

- Identify the right advertising channels and develop strong marketing messages that would resonate with consumers
- Maximize Wag's initial start-up marketing strategy with a strong ad campaign and a large, luxurious grand opening event

Results

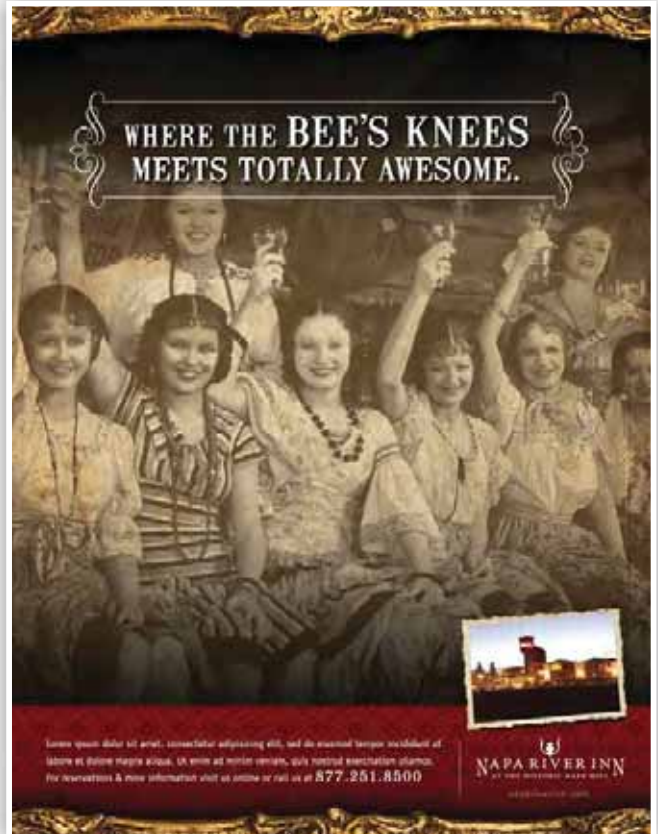
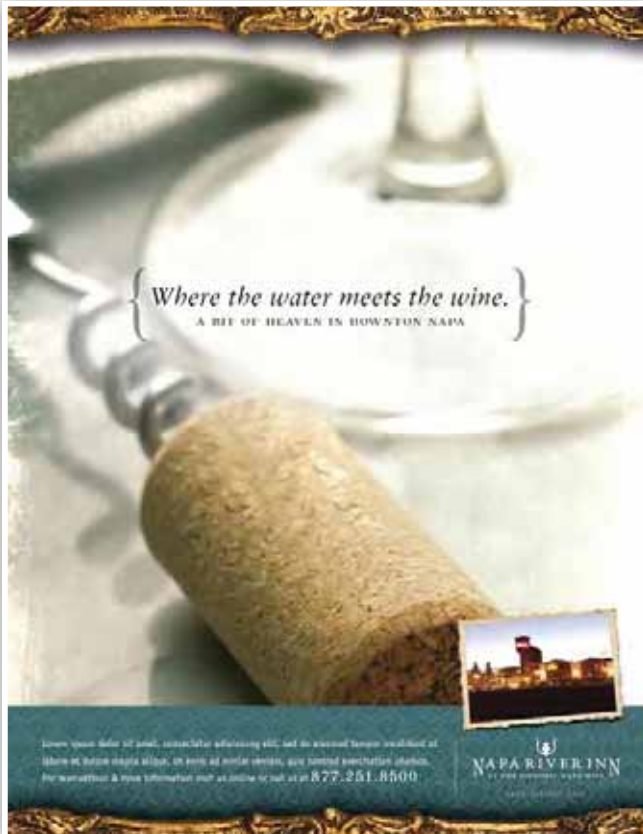
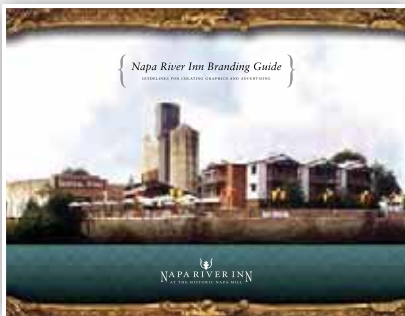
- The grand opening event brought more than 700 pets and their owners.
- Within a few weeks of the opening Wag was completely booked through the entire holiday season
- Every local news station came out for the event, and NBC picked up the story and ran it on 43 affiliate stations nationwide



AUGUSTINE IDEAS CALIFORNIA DOWNTOWN ASSOCIATION'S ANNUAL CONFERENCE



NAPA RIVER INN AT THE HISTORIC NAPA MILL



CASE STUDY: SACRAMENTO REPUBLIC FC

Insights/Background

- Augustineldeas tasked with launching new USL PRO Soccer Franchise in Sacramento
- Utilize media relations expertise to ensure complete coverage by local and regional media, plus soccer media across the country



Strategy

- Write Media Advisory and Press Release
- Release media advisory to select group of local media with embargo
- Hold press conference at local restaurant where soccer fans watch major games
- Invite local dignitaries and media to attend press conference
- Send press release to all local and regional media, plus soccer media across the country

Results

- More than 60 print and/or online stories about the team and its launch
- More than 45 TV and radio stories aired within two days of launch event



Professional soccer franchise planned in Sacramento



A group of investors led by one of the entrepreneurs who brought the River Cats to Sacramento has purchased a professional soccer franchise for play here



USL Pro Team Coming to Sacramento, Led by River Cats Co-Founder



CASE STUDY: THE TOWERS ON CAPITAL MALL

Insights/Background

- Create a buzz among governmental agencies responsible for the entitlements and building approvals.
- Develop a target list of prospects who would meet the pre-qualification requirements
- Generate enough interest that 250 buyers would place a deposit of \$10,000 in the first phase of the 804 available condos

Strategy

- Augustineldeas developed an image strategy that included multiple advertising, lead generation and public relations components
- The three-month campaign included color print ads, direct mail, radio, media alerts, press opportunities and outdoor billboards
- The public relations campaign focused an intensive effort on television, radio and print

Results

- Secure \$475,000,000 in Funding securing the financing from Deutsche Bank and CalPERS
- Registered more than 5,000 pre-qualified people on the website
- Sold all 250 available condos in the first phase and 350 condos in the subsequent phase



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Why Augustineideas

We know destinations.

Extraordinary cities, regions or districts that become a place for last-minute getaways or once-in-a-lifetime memories. Our experience in both destination and shopper marketing provides our clients the insight and strategy to find, engage, and convert visitors during their “path to purchase” or as we call it—Path to Destinate.

Our clients include tourism improvement districts (TID), business improvement districts (PBID), chambers of commerce, destination marketing organizations (DMO) and dining districts. TripAdvisor, aRes Travel, Google, Facebook, Twitter, Foodspotting, and JackRabbitSystems are only a few of the global travel brands we collaborate with in order to deliver the best solutions and results for our clients—including the development, design, and launch of the first mobile hotel booking interface for aRes Travel.

We produce amazing creative and deliver measurable results.

Augustineideas serves as brand stewards for its clients as well as brand builders. We have brand experts that know how to ensure brands are authentic and positioned in the marketplace and, more importantly, how to change perceptions of a brand. For destinations, it is about creating a sense of place and finding the spirit and character of that destination.

In addition to amazing creative and branding, we execute. For nearly two decades of working with builders and developers, our staff of 40 plus is experienced with quick deadlines and serve as an extension of our clients’ marketing departments. We’ve managed multi-million dollar media campaigns, developed strategic marketing plans and delivered on these plans through an integrated team. Our recommendations are based on what is best for our clients’ business, providing measurable results in product sales, rooms reserved or homes sold.

We put heads in beds.

Because of our experience working with hospitality and destination industries, we know the most important deliverable of all is rooms booked and raising RevPAR. For the Napa TID, we created the Do Napa brand, a strategic marketing plan, digital assets and print collateral, promotions, events and collaborative partnerships. As a

result, they experienced a boost of nearly 18 percent in transient occupancy tax (TOT) in two consecutive years, over 250 million media impressions, growth to the second largest media audience in the Napa Valley and the opening of over a 12 new businesses in its downtown core in the last year alone.

But we knew for long-term sustainability, Napa needed to change the perception that it was a place to drive through, into a place to stay. This was accomplished through multiple tactics including the creation of an “overnight kit” to capture the day visitor and convert them into an overnight guest. Through our PR efforts, we earned media in regional publications highlighting Napa as a culinary destination to capture the foodie, who on a whole spends more than the wine tourist. In addition, we coordinated FAM Tours for group and meeting planners and grand opening events with PR efforts for the largest conference and meeting venue in the Napa Valley.

Assignment

Partner with TPRA to serve as their visual representative for its brand identity and drive the organization’s outreach efforts through public relations and marketing.

Scope of Work

Visual Branding & Graphic Design

Phase I: Assessment of Current Brand

As a relationship-oriented, people-centric agency, Augustineideas knows that the best brands are built from the inside out, starting with the people who are likely to know and care the most about the brand—local leadership, businesses and residents.

Augustineideas will conduct extensive interviews with local business owners, lodging GMs and sales representatives, as well as analyze online sentiment from media articles or review sites. Combined with these interviews, there will be research, trend analysis and evaluation of competitors. Research will also be targeted specific to trends of branding for destination marketing organizations (DMO) and the entities that fund them.

When building the brand from the inside out, the goal is to embed the core positioning deeply within the mind and actions of each member of the region so that it comes out consciously, and even unconsciously, in their interactions

with the external brand community or visitor. To evaluate the current perception of the brand, Augustineldeas will conduct a brand discovery exercise with its key stakeholders and board. Augustineldeas will ask questions such as:

- What does TPRA represent to the region and to stakeholders?
- What are TPRA's core messages? Are they obvious to those it serves?
- What does TPRA stand for?
- Who does it serve and what is the branded experience?
- What issues are communities and cities facing? Any issues specific to the region you serve? What challenges does the region face?
- What barriers are related to the brand? What messages and images are well received?
- How do people feel about your brand?
- What opportunities do we have to cross-market TPRA in the region?

Once these interviews and brand discovery exercise are complete, Augustineldeas will present a summary of their findings and recommendations should the current brands need to be combined, updated or remain in their current form.

Deliverables:

- Executive summary Including an overview of our findings for TRPA review

Phase II: Update Brand Guidelines & Resources

After researching what we know and analyzing what we think, Augustineldeas will create a Brand Guidelines Document to enhance and provide consistency to the current brand.

A detailed guide will be provided to ensure stakeholders clearly understand the:

- Brand positioning statement
- Brand values and promise
- Brand tone and personality
- Tagline usage and color guidelines

The guide will illustrate consistent use of the branding message throughout print and digital advertising, publicity and company communications. The guide will also define what TPRA is not. This will ensure consistency of how the brand is positioned across various communication platforms, regardless of the individual or entity. Guides will be created based on internal and external stakeholders.

Augustineldeas will lead a presentation with the TPRA board to tell this story and present the brand to key internal personnel and stakeholders.

Deliverables upon completion to be included:

- Brand standards and guidelines document
- Partner and vendor guidelines document
- In-person presentation in Paso Robles to TPRA board
- Library of approved images that will be made available online through TPRA existing digital resources
- Identity package and business system design including design of business cards, letterhead and envelopes
- Design of monthly newsletter and eblast template
- Destination guide cover (additional discovery is needed at this time to understand the scope of what is required for the design of a full destination guide)

Public Relations and Marketing

Phase I: Situation Analysis

Augustineldeas believes one of the most important steps to any strategic plan is the immersion, research and discovery that takes place before the first objective is even written. Clearly understanding the current market landscape, tourism trends, identifying audiences, evaluating competitors and assessing the brand's sentiment is vital to a situation analysis.

These insights and research provide the "what we know" and "what we think" which will directly contribute to the strategy applied during the creation of both the brand marketing strategic plan and the media plan. This phase will include research and discovery on the following areas:

- Budget, purpose and objectives
- Audience and stakeholder interviews
- Market insights
- TRPA agency research partner data
- Industry trends
- Review existing destination assets and conduct a brief sentiment analysis of these tools, attractions or events
- Establish value proposition for venues, sites, services or events
- Evaluation of competing markets
- Identify and review current plans or marketing objectives
- Research opportunities for growth and success

- Audience profiles including but not limited to meeting planners, regional travelers and international visitors
- Audit of existing communication assets, marketing materials or audience engagement tools
- Identify potential as well as existing partnerships

Deliverables:

- Conduct informal interviews with staff, leadership and key stakeholders in Paso Robles
- Lead and implement (2) two forums on marketing the region with lodging representatives and membership
- Provide notes and analysis from both informal interviews and community forums
- Summary of findings including SWOT (strengths, weakness, opportunities, threats) analysis

Phase II: Develop Objectives & Strategies

After an in-depth analysis and discovery, Augustineldeas will write a strategic marketing plan with specific goals, objectives, tactics and measurements. The plan will be accompanied by a detailed timeline for 2014/15. Key audiences and core messages will be summarized to support campaigns and awareness budgets.

The strategic marketing plan may include budget recommendations towards advertising, public relations, communications, collateral, digital and promotions. It will prioritize which platforms provide the greatest return on investment (ROI) or impressions.

Deliverables:

- Strategic marketing plan for next fiscal year and identify longer-term goals and priorities
- Confirm primary audiences and key messages
- Budget recommendations for advertising, public relations, communications, collateral, digital and promotions
- Timeline and roles for implementation
- Measurement and evaluation resources
- Presentation of marketing plan to council and staff for final approval

Phase III: Develop Media & Communications Plan

Paid Media Approach

Quality is better than quantity. This is the Augustineldeas approach to planning and buying paid media including but not limited to print, broadcast, digital and outdoor. Qualifying audiences and positioning the right message

for engagement provides more measurable and revenue-producing results. This is especially applicable when working with limited budgets in competitive marketplaces and industries.

Understanding the target audience, how they consume media, where they consume and when they consume are core for identifying the right media buys. Our understanding of shopper marketing and path-to-purchase qualifies Augustineldeas as experts; we're aware that consumers have different mindsets based on when and where brands engage them. We've applied these strategies to similar campaigns resulting in sales lifts of over 600 percent.

For destination marketing and tourism, the digital landscape may provide the most important place of all to engage audiences. On average, travelers will view over 11 websites before booking a trip and the use of tablets and mobile devices have changed the ability to connect with travelers while they are at a destination. At Augustineldeas, we monitor and optimize digital campaigns daily to ensure the lowest ad rates for our clients. More importantly, we seek the highest conversion rates, especially in competitive industries, because bidding on keywords is more about knowing search patterns of the user and less about the keyword itself.

Earned Media Approach

Earned media supports a brand's credibility and reach. These third party endorsements and storytelling opportunities influence audiences and ultimately result in peaked interest and trips planned. Augustineldeas believes earned media provides brands a considerable return on their investment for the impressions and reach it provides. PR includes not just pitching the destination, but news surrounding it—from the launch of a new brand, to the opening of a new property. Through the integration of social media, a writer's influence goes beyond their column or article to a dedicated and receptive audience that trusts and acts upon their recommendations.

Today's media landscape has changed. Because of the economic downturn, regional, national and even international media outlets have had to reduce their editorial staff. Many now rely on freelancers for the purpose of story development and placement. PR professionals can no longer turn to a media directory to identify key editors and writers. The game has new rules—it's the freelancers who are the key contacts when generating ink with targeted

print, broadcast and online audiences. A good freelancer has the ear of the on-staff editor and a track record for generating exceptional stories. This includes not only print media but broadcast too. Many of these freelancers also serve as their own photographers or videographers. Images are powerful, especially for destinations. Providing these freelancers with resources including b-roll or photos not only makes it easier for them, but also provides control to TPRA of what images and video are shared with audiences. At Augustineldeas, we know and work with the right freelancers—those that produce. And we quickly weed out those that are unqualified and are, frankly, just looking for a vacation.

We also know that travel's biggest influencers are not always the travel media or publications. Coordinating FAM Tours for bloggers, connecting with social media influencers and targeting non-travel media including business and tech publications provide opportunities to position a brand in front of its target audience through different voices and views.

International and Regional Audiences

Paso Robles's strategic location in California provides two tremendous opportunities—capture a regional audience and engage an international audience.

As important as it is to bring the visitor from Chicago or Beijing, regional travelers are the “low hanging fruit” that drive the region's tourism economy. There are two reasons why this audience is so vital to Northern California tourism—they are only a drive away and they may make the trip multiple times during the year. Because regional travelers spend less on transportation, they invest more in lodging, dining and events. The Bay Area economy is also bouncing back faster than other regions through a rise in home prices and the thriving digital workforce. San Francisco ranks as one of the top destinations for millennials and young professionals; a benefit to Paso Robles. Millennials are expected to be the core customer for hotels, airlines and travel companies because of their average travel spend and frequency in travel, especially as they grow in their careers and wealth. This demo enjoys unique experiences, more eco-friendly trips and traveling with friends as we have discovered not only through independent research but with regional campaigns and events we've executed including Metro EDGE, a young professionals program. Paso Robles' iconic landscape, outdoor activities, variety of lodging, food and events position it as a top travel destination for this travel segment.

San Francisco is the number one travel destination in the country and leads in RevPAR. Over 16.5 million people visited San Francisco in 2012. SFO serves as the “gateway to the Pacific” with over 29 international carriers that transport over 3,576,700 travelers from the UK, Hong Kong, South Korea, Germany and Japan alone. Positioning TPRA in front of these audiences through media, tour groups, airline partnerships, meeting publications, travel guides, innovative promotions and partnerships with Visit California and Brand USA drives these audiences to the region with efficiencies in resources and budget, that would not be achieved through advertising in their home countries. This is especially true when Chinese tourists spend more than any other tourist and are increasing their travel spending by 41 percent. Strong consideration should also be given to the German tourist, the Latino tourist and also the French tourist as Air France continues to add flights to SFO. At Augustineldeas, we've worked with international clients as well as positioned clients' products in international markets including Canada, Saudi Arabia, Japan and Chile. We have also created strategic campaigns targeting international audiences in domestic markets, for example Mission Foods and the Latino consumer.

Develop Strategies and Write Plan

After an in-depth analysis and discovery, Augustineldeas will write a communications and media plan that aligns with the brand marketing strategic plan. The media plan will be accompanied by a detailed timeline for the next two fiscal years. Key audiences and core messages will be summarized to support campaigns and awareness budgets.

The communications and media plan will include budget recommendations towards advertising, communications, collateral, digital and promotions. It will prioritize what platforms provide the greatest return on investment (ROI) or impressions.

Deliverables:

- Communications and media plan for two fiscal years
- Confirm primary audiences and key messages
- Budget recommendations for integrated advertising, communications, collateral, digital and promotions
- Timeline and roles for implementation
- Measurement and evaluation resources and reporting
- Presentation of plan to staff and board for final approval

Monthly Strategy & Management Services

Public Relations Monthly Strategy and Management

The PR monthly management and strategy services includes the following components:

Message Development, Pitching and Press Releases:

AugustineIdeas will develop key messages and story profiles to generate news about TPRA. Once these messages are established, AugustineIdeas will utilize its established relationships with editors, writers and news curators across the market and industry to pitch storylines and provide content. To enhance these messages, press releases ranging from events to award recognition, will be distributed via wire service and our customized database to media lists specifically related to audience profiles, market and industry. Engagement and coverage will include print, broadcast and especially online media to best drive traffic to TPRA digital assets and social media—offering a clear call to action for planning trips and booking lodging.

Blogger and Industry Outreach: Bloggers are one of the leading influencers for consumer decisions. Through our path-to-destination expertise, AugustineIdeas understands the influence of bloggers, including industry experts, and how they convey consumer behavior and decision-making. We would identify the most relevant content and distribute it to these influencers—including case studies, images and the documentary video referenced in this proposal—in order to educate them on why Paso Robles is a destination of choice.

Awards, Lists and Media Shows: Rankings, awards and lists not only bring awareness to TPRA, but provide credibility and shareable content. These lists include the “Top 10 Wine Destinations” to the “Best Road Trips.” Placement on these lists includes an inventory of what awards or rankings are most relevant, qualifications, deadlines and submissions. AugustineIdeas would lead and implement this strategy in coordination with TPRA administration, including generating awareness for internal and external stakeholders once these awards are achieved. Included in this strategy would also be identifying and coordinating the trade or media shows that would provide the best return on investment for TPRA, both in positioning it in front of the right media and news content created as a result.

FAM Tours: AugustineIdeas would coordinate two FAM tours and host with regional or national media as well as influencers such as concierges, provided a significant impact in both

building relationships and media coverage. We will identify a list of media to invite, the invitation and RSVP process, coordinate lodging and itineraries and lead the tour (with the help of TPRA members and local experts). This will provide for excellent access to some of the premier travel, wine or food writers.

Reporting: AugustineIdeas will provide a monthly activity summary to document pitches, media placements and similar work product. This may include reporter inquiries and interviews, media clips, impressions and advertising value.

Note: Does not include hard costs for wire fees (approximately \$360 per wire), time or hard costs to attend these media shows on behalf of TPRA) and hard costs associated with the FAM tours.

Social Media Monthly Strategy and Management

Listening, responding to and engaging TPRA audiences remains a critical piece of driving traffic to digital assets as well as awareness and ultimately “heads in beds.” Monthly management includes the research, posting, responding, strategy and content distribution on Twitter, Facebook, Pinterest, Instagram and YouTube. Also this management includes the integration of other useful tools and sites including but not limited to Storify, Paper.li and additional social media bookmarking sites. Monthly management includes the creation on a quarterly basis of new social media skins/timelines, contests and integration of basis tabs (those that require less than 4 hours of coding or design). Monthly content calendars, analysis and reporting are also included.

Digital Marketing Monthly Strategy and Management

The digital management of TPRA assets would consist primarily of: creating and updating blog content and e-newsletter. A content calendar would be developed to map out the theme and publication of each blog post which would contain images and links. Best search engine optimization practices for the blog would be applied, including incorporation of keywords and backlinks. The blog would be published on a weekly basis and are approximately 400 words in length.

A monthly e-newsletter would incorporate current promotions, events as well as compelling content to drive users to the website or social media platforms. Content from the blog may be used as “teasers” to tell a story and ultimately drive people to the site to read further.

Note: Does not include hard costs associated with distribution, hosting or similar of e-newsletter nor set up of template design.

Branding Strategy and Management

TPRA will be in need of a variety of creative or graphic design elements that may include but not limited to print and digital advertising, tradeshow resources and media kits. Augustineldeas will provide up to 20 hours of design and production work per month to assist in these efforts. In addition, Augustineldeas will serve as the “brand stewards” for TPRA by ensuring third parties implement the proper use of the TPRA brands by reviewing and approving placement of these assets in conjunction with the TPRA staff.

Media Buying

Augustineldeas would lead in the research, strategy and placement of TPRA media buys. Media buys would be consistent with the goals as set forth within the marketing plan including targeted audiences and markets. It would include print, online, paid social media and broadcast. Collaboration with entities such as Brand USA and Visit California would be evaluated to leverage coop advertising and their corresponding destination publications.

In addition, Augustineldeas provides full digital capabilities for online advertising including strategy, ad placement, monitoring, optimization and reporting. Search engine placement, retargeting, double-click, banner ads and mobile click-to-call are a few of the platforms or tactics that may be deployed for TPRA. Our campaigns are directly correlated to a goal and tracked accordingly by measuring leads, conversions, clicks and impressions. We monitor campaigns daily to best optimize rates, ensuring our clients pay the lowest ad rates possible. Reports and analysis are provided each month and include examples of campaigns with the highest and lowest success rate.

Budget

Visual Branding and Graphic Design

Phase I: Assessment of Current Brand

Investment \$ 24,000

Phase II: Update Brand Guidelines & Resources

Investment \$ 26,000

Public Relations & Marketing

Phase I: Situation Analysis

Investment \$ 8,500

Phase II: Develop Objectives & Strategies

Investment \$ 7,500

Phase III: Develop Media & Communications Plan

Investment \$ 4,200

Monthly Strategy & Management

Public Relations Monthly Strategy & Management

Monthly Investment \$ 4,000

Social Media Monthly Strategy & Management

Monthly Investment \$ 3,000

Digital Marketing Monthly Strategy & Management

Monthly Investment \$ 1,560

Branding Strategy & Management

Monthly Investment \$ 3,500

Media Buying

Yearly commission based on \$120,000 budget \$ 18,000

Hard Costs

Wire Fees (12) \$ 4,320

FAM Tour (lodging and select activities to be comped) \$ 8,500 each

Miscellaneous Print Costs \$ 20,000

** Phased investment and cost ranges are estimates only. Final costs will be adjusted as needed to reflect any changes in scope upon further discussion between Augustineldeas and TPRA. Upon approval of proposed components, estimates for each job will be generated for formal client approval. Final costs may vary based on quantities, materials and final scope of work. Estimates do not include photography, mock ups of future developments. Shipping is not included unless otherwise specified. All costs provided are estimates only and we ask a contingency fee of +/- 15% of the total. The estimates included will expire 90 days after the date generated, and costs may change if work is not complete by that date. Does not include tax if applicable.*

Who We Are

AugustineIdeas is a full-service marketing and media communications agency with 17 years of experience providing marketing, brand strategy, retail/vendor programs, advertising, public relations, events and digital services to a wide range of destination clients in tourism, hospitality, nonprofit, real estate, retail and produce industries. Today we are among the largest agencies in Northern California, thanks to our experience in tailoring our approach to meet the needs of our clients.

Our staff consists of more than 40 full-time employees, including dedicated project managers and account executives, shopper marketing strategists, art directors, public relations specialists, social media strategists and interactive developers and designers. Our full-service capabilities include:

Brand Development

- Brand development and brand strategy
- Advertising campaigns: print, radio, outdoor, interactive
- Creative development and copywriting
- Design and production of printed materials including brochures, business systems and collateral, annual reports, press kits, in-store signage, takeaways, magazines
- Media planning and placement
- Radio production
- New product launches
- Line extensions
- Private label programs
- Package design and development

Public Relations

- Media relations outreach
- Special event development and coordination
- Press kits
- Community and education outreach
- Public awareness campaigns
- Crisis management
- Media training
- Satellite media tours

Digital/Social Media

- Digital and social advertising and marketing
- Web development
- Email marketing
- Multimedia
- Search engine marketing
- Search engine optimization
- Mobile marketing
- Social media
- Webinars

Retail

- Shopper marketing
- Hispanic marketing
- Third-party, vendor-funded programs
- Co-branding marketing campaign development—creating strategic alliances
- Management and execution of retail implementation/merchandising
- Retail, account-specific programming
- Point-of-purchase displays
- Recipe development
- Experiential marketing

Why AugustineIdeas?

Our focus over the years in both digital, social media and path-to-purchase offers several unique advantages when working with us. Here are some of the key reasons we feel we would be a perfect fit to help take your organization to that next level:

- **We design for destinations.** Our destination clients have seen results from an 18% increase in lodging revenue to a 2012% increase in ROI for digital advertising. Our combination of skills, relationships and expertise provides for a customer experience that is authentic to the destination bringing dollars as well as visitors.
- **A vast knowledge of digital.** AugustineIdeas has a vast knowledge of digital services including the creation of CMS-based websites, social media channels, online video and digital advertising. Websites are created with vibrant images and creative, user-friendly navigation and mobile capability. Our clients websites reflect their brand and industry and connect them to their audiences producing award winning results and ROI.
- **When we say full-service, we mean full-service.** We do it all in-house with a hand-picked team that will provide you with the best possible thinking combined with a responsiveness you will not find typical with agencies, thanks to our work in the builder/developer industry. AugustineIdeas has deliberately formed a company that is strategic and tactical in nature, providing the support to execute and the integrated tools necessary to move the “shopper” along the path-to-purchase, creating a measurable ROI and brand health.
- **We like to call it the art and science of ideas.** Our specialty is driving consumer action through education, outreach, and offering multiple touch points through cost-effective tactics. Our retail and destination marketing expertise means we know how to motivate your audience, change their behavior, drive them to act, and most importantly keep them coming back.

How We Work

The AugustineIdeas approach was developed to ensure results are delivered consistently to our clients. The following chart shows the universal approach we apply to all of our core processes including business development, branding, marketing, interactive and public relations.

RESEARCH

What We Know

- Client Research
- Industry Trends
- Shopper Insight
- Competition Research

INSIGHT

How We Think

- Consumer Insight
- Competitor Insight
- Client Insight

STRATEGY

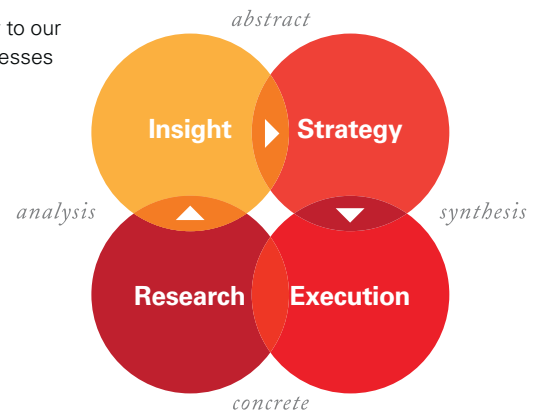
What We Apply

- Brand Strategy
- Marketing Strategy
- Interactive Strategy
- Creative Strategy
- PR Strategy
- Retail Promotions

EXECUTION

How We Deliver

- Interactive Campaigns
- Creative Campaigns
- PR/Social Media Campaigns
- Media Buying
- Retail Promotions
- Package Design
- Consumer Experience Events
- Fulfillment
- Project Recaps



AUGUSTINE IDEAS SERVICE PHILOSOPHY

The most important
component of the services
we provide is
our people.



AugustinIdeas is an innovative, driven, creative, 360° full-service, integrated marketing and communications agency. We are unabashedly obsessed with making truly amazing things happen for our clients, our community and our company. Our “can do” attitude, our passion, our work ethic and our dogged determination in the pursuit of excellence are our lifeblood.

We love what we do, and we do what we love—otherwise, why get out of bed in the morning? This love is evident from the moment you set foot inside our walls and can be found in our work and our people in equal amounts. We hire only the best of the best, and while talent, creativity and smarts are a must, a bright disposition, kindness and common decency towards our fellow human beings as each of us goes about our daily business, is our true calling card. These qualities are in our collective DNA and are part and parcel of everyone who works here, from the top down—and we wouldn’t have it any other way.

Our ultimate goal as a company is to bring visionary ideas to life. Ideas that our competition never sees coming. Ideas that make our industry stand up and take notice. Ideas that make our clients successful beyond their wildest expectations. We thrive on challenges of the digital age and the ever-changing global economy and we will not waver when the going gets tough. We always see the glass as half full—no matter what. If you don’t feel likewise, don’t stand too close. We might just rub off on you. Who knows? It might even be the beginning of a beautiful relationship.

“AugustinIdeas does a great job of listening, tailoring to clients’ needs, being scrappy and getting the job done.”

— Kurt Reisig, American Pacific Mortgage, Roseville, CA

Debbie Augustine

CEO, Executive Creative Director

Debbie Augustine has been a creative force for more than 30 years, founding one of the top advertising agencies in Northern California. Debbie has led the creative team in concepting for all major accounts including the city of Napa, The Meritage Resort and Spa, Standard Pacific Homes, West Marine, Kroger, Chilean Avocado Importers Association (CAIA), Blue Diamond Global Ingredients, Safeway, Superior Farms and Naturipe, to name a few. Her innovative approach to advertising, has earned her a reputation for award-winning creative and unparalleled service. Debbie supports all clients in the role of creative director, working closely with the account and creative teams to make sure the creative messaging is on target. Debbie serves on the boards of Sacramento Area Commerce and Trade Organization (SACTO) and Volunteers of America, in addition to assisting with a wide variety of pro bono activities.

Relevant Client Experience: *Sacramento Area Commerce & Trade Organization (SACTO), Napa TID, Taylor Morrison, Standard Pacific, Lennar, Downtown Napa Association, Napa's Riverfront*

Years at Augustineldeas: 17 years

Erika Bjork

Vice President, Business Development

Erika creates raving fans out of our clients. She thrives in engaging communities, online and offline, to strategically leverage a client's objective. She is an executive with 17+ years of experience in corporate citizenship, interactive marketing and crisis communications. Erika leads our Napa destination clients including the creation of the Napa TID's first-ever marketing plan. During her 16 years in corporate community relations, she aligned celebrities with national brands, nonprofits and the media including, but not limited to, Make-A-Wish, Smithsonian Museum, MLK Memorial, Susan G. Komen Foundation, Special Olympics, Cadillac, XM Radio, Glaceau, Southwest Airlines, Pepsi, NY Times, Washington Post, CNN and TNT.

Relevant Client Experience: *Metro EDGE, Downtown Napa Association, California Downtown Association, Napa TID, SACTO, California Museum, Napa Chamber of Commerce, West Marine*

Years at Augustineldeas: 2 years

Julie Amos

Executive Vice President, Account Planning & Strategy

Julie found the ideal marriage between her love for effective communication, her innate ability to work well with people, and her passion for taking a strategic approach to creativity and design in her role as Executive Vice President, Account Planning & Strategy at Augustineldeas. During the last 15 years, she has developed an expertise in several areas including food, destination and real estate industries, with a focus on shopper marketing and brand strategy. Julie serves as "the voice of the consumer," and provides support to the agency with industry research and overall strategic guidance.

Relevant Client Experience: *Sacramento Professional Soccer, System 3, Premier United, Lennar, Napa TID, Calistoga Chamber of Commerce*

Years at Augustineldeas: 17 years

Pettit Gilwee

Director of Public Relations

Pettit is a senior-level communications leader and strategist with 17 years of experience in the private industry and the public sector. She specializes in planning, directing, executing and evaluating domestic and global public information programs, consumer marketing projects, as well as corporate communications campaigns. Over the years, she has represented a wide variety of organizations and companies, and has developed considerable expertise in the destination, hospitality, food and recreation industries. For more than a decade, she has worked with Visit California, the North Lake Tahoe Chamber of Commerce/Convention & Visitors Bureau, the Incline Village Crystal Bay Visitors Bureau and the Lake Tahoe Autumn Food and Wine Festival. Pettit combines a solid academic foundation, a master of science in public relations, with a nuts-and-bolts, on-the-job application. She excels at working quickly, efficiently and collaboratively in environments of changing priorities.

Relevant Client Experience: *North Lake Tahoe Chamber of Commerce/Convention & Visitors Bureau, Incline Village Crystal Bay Visitors Bureau*

Years at Augustineldeas: Under 1 year

Mina Robertson

Senior Account Director

Mina is an account management wizard with nearly 14 years of sweating the details on a wide range of clients in categories from high-tech, retail and healthcare, to financial, education and tourism. While earning her B.A. in Mass Communications from California State University, East Bay, Mina had plans to be a broadcaster until she realized it may force her to leave her beloved state. She quickly jumped into advertising and spent time at MeringCarson, Creative Advertising & Interactive Media and Publicis Dialog in San Francisco. Before joining Augustineldeas, her bright personality shined on accounts like Visit California, VISA, Hewlett-Packard, Pebble Beach Resorts, Santa Cruz Beach Boardwalk, Downtown Sacramento Partnership, and Sutter Health. Mina currently leads client and internal teams on integrated marketing accounts for Augustineldeas.

Relevant Client Experience: Napa TID, Roseville Chamber of Commerce
Years at Augustineldeas: Under 1 year

Cheryl Smith

Digital Media Manager

Cheryl is responsible for digital advertising strategy, buying and analytics. She also provides strategic planning on major digital initiatives. Prior to joining Augustineldeas, Cheryl was the Director of Marketing at Central Desktop, the Director of Online Marketing at LegalMatch. She has managed advertising for online publishers, eCommerce and Lead Generation companies, and consulted on internet projects for Fortune 500 companies including Nestle, HP, JC Penney and Coca Cola. Some of Cheryl's success stories at Augustineldeas included reducing the cost of Twitter followers for a food CPG client from \$10 a follower to less than \$0.50 while doubling their followers and increasing daily sales volume for another client by 29 percent while slashing the cost per sale by 24 percent with PPC SEM on Google AdWords in just five days.

Relevant Client Experience: Napa TID, Taylor Morrison, Standard Pacific, Redwood Credit Union
Years at Augustineldeas: 1 year

Dani Loebis

Digital Marketing Strategist

Part analyst, part creative, Dani specializes in building bridges between strategy and innovation. As a Social Media Specialist, she led integrated digital campaigns on Facebook, Twitter, YouTube and Pinterest to bring substantial gains to clients. Her passion is building communities through engaging content—which is why she founded and directed a volunteer Shakespeare festival for five years. Her mission is to use digital marketing strategies to help local non-profits and businesses to aid and enrich the communities they serve. She is a graduate of UC Berkeley and earned honors for her contributions to the department of Theater and Performance Studies, where she designed and taught a course on comedy writing.

Relevant Client Experience: Roseville Chamber of Commerce, Denio's
Years at Augustineldeas: 2 years

Michael Mezzanotte

Senior Art Director

As Senior Art Director at Augustineldeas, Michael helps to create an engaging and memorable visual experience for clients and their customers by combining his skills in fine art, graphic design and photography. He is dedicated to the process of design and sees it as a collaboration of research, organization and creativity to ultimately achieve a final goal. For Augustineldeas, Michael creates timeless, eye-catching collateral that draws in the eye and leaves a strong visual impression on all who look at it. From infinity invitations to print ads and packaging, Michael has been a driving force in the Augustineldeas creative department, primarily focused on clients within both the food and travel and tourism industries. He has won numerous awards for his work, including multiple awards for specially designed packaging. Michael grew up in Wheatland, California and received his Bachelor of Arts from Sacramento State University in Graphic Design and Fine Art.

Relevant Client Experience: Denio's, Calistoga Chamber of Commerce
Years at Augustineldeas: 2 years

CLIENTS OUR RAVING FANS

We have a history of providing marketing, retail promotions, public relations, interactive services, advertising, and design for some of the most recognizable brands in the world. We bring not only ideas but partnerships to our clients resulting in ROI and brand awareness.

AugustineIdeas IMPACT

AugustineIdeas' PR/Social Media/Digital Media client engagement is guided by user experience to achieve client results and to provide a measurable outcome. Using the AugustineIdeas IMPACT process, we align our strategies and tactics with your business goals and objectives. We then measure the impact and reach of the project from launch to completion. All of our services are business-centric to meet your business goals and ROI.



traditional, social media and digital channels. We capture a clients' snapshot at the start of the engagement, during and at the conclusion.

- **Framework:** Our PR/Social Media/Digital Media teams outline a framework to set objectives across the AugustineIdeas IMPACT channels
- **Goal Setting:** We work with clients to agree on goals and metrics at the outset of the engagement by selecting from the IMPACT categories
- **Tracking:** We track the action/response. Who is watching? What are they saying? Are they sharing or commenting? We not only look at quantitative metrics, but we're also looking for qualitative results that meet our client's objectives.

What is IMPACT? *Analyze, Interpret, Report...Repeat*

Customized for each client, the AugustineIdeas IMPACT process provides a snapshot view of progress within both

IMPACT Channels

Listed below is a snapshot of the different quantitative metrics and the tools we use to track across IMPACT channels. We continually monitoring the changing digital landscape and adjust toolset and reporting to best meet our clients objectives.

	PUBLIC RELATIONS	SOCIAL MEDIA	WEBSITE	DIGITAL ADS
ACTIONS	Stories pitched Press releases Op-eds Blogging	Fans/followers Video views App conversions Bookmarks	Database leads Downloads Views	Orders/sales Leads Calls Clicks
ENGAGEMENT	Reporter inquiries Interviews FAM Tours Conferences	Shares, comments Retweets, mentions Repins, comments Likes User engagement Influencer rank Check-ins	Comments Shares Uploads Newsletter sign-ups	Click to links Click-to-call
VOLUME	Impressions Advertising value Articles placed Brand sentiment	Social media posts Reach Impressions	SEO keyword rank Site traffic Unique visitors Time on site Page views New visitors Mobile	CPA CPL CPC CTR Impressions
TOOLS	meltwater group GroupHigh compete PRWeb	hootsuite bitly Metricly buffer csunter Pinterest facebook GroupHigh ORACLE involer	Google Analytics SEOMOZ FOODILY aRes	Google AdWords tripadvisor yelp ACQUISIO PANDORA Microsoft Advertising

SOCIAL MEDIA & MEDIA RELATIONS

At Augustineldeas, we understand that building relationships with your customers is an essential part of maintaining credibility, relevance and advocacy for your brand. As an integrated marketing agency, social media and media relations play an important role in our approach to digital strategy as a tool for communicating your message, promoting specific campaigns and garnering valuable feedback from customers to help you provide for their needs.

Social Media—Engaging Your Customers

The Social Media Team at Augustineldeas works with your brand to define its specific voice and character, maintain authentic two-way communication channels on the social platforms where your target audience is listening and set measurable goals directly tied to your business objectives.

Successes we have achieved for our clients include:

- **Audience Development**—We've attracted thousands of Likes, Followers and Subscribers for brands across Facebook, Twitter, YouTube, Pinterest, Instagram and to their websites.
- **Awareness**—We've increased reach and impressions of brand campaigns, causes and messaging through targeted communications, advertising, and recruitment of the most influential bloggers in client industries.
- **Traffic**—We've used social media to increase website traffic exponentially for clients.
- **Recruitment**—We've brokered valuable partnerships between brands and industry leaders and implemented

co-marketing campaigns to cast a broader net to achieve business objectives.

- **Sales**—We've effectively increased e-commerce sales for clients by leveraging social media to build brand loyalty.

Our approach to social media is platform agnostic, allowing us to be strategic in finding the perfect platform for brands to communicate with their audiences for the most impactful results. Every social media strategy is tailored to your needs and leverages every aspect of your marketing for long-term sustainable success.

Media Relations—Communicating the Message

Augustineldeas enhances your digital strategy with sophisticated media relations. Our approach is based on a fusion of the traditional must-haves for public relations with the tools required for the new and ever-changing online landscape.

By choosing Augustineldeas to implement your social media and media relations strategy, you will be matched with passionate, innovative experts who understand and can respond to your needs at breakneck speed. Our integrated departments allow us to leverage all facets of social media and media relations to maximize results. In short, our collaborative advantage enables us to deliver your message to the right audience on the right platforms at the right time for maximum impact.

Augustineldeas' PR Toolbox

To craft our pitches and ensure that we are conveying messages to the media in the most effective way, we use a few specific tools:



Relationships

The most important tools we have are our relationships with journalists and bloggers across the country

Meltwater

A measurement tool and database of journalists and publications throughout the world

Help a Reporter Out

Daily service that allows reporters to connect with PR practitioners to seek information and sources for articles

Pitch Engine

Create social and search optimized content that is consumer-facing like digital flyers, press releases and media advisories

**MEDIA RELATIONS
COVERAGE & HIGHLIGHTS**

We have a history of securing coverage by some of the industry's most well-known media outlets. Media outlets we have worked with include:

Los Angeles Times
San Francisco Chronicle
FOX NEWS .com
TODAY
THE SACRAMENTO BEE
 Stay Connected >> sacbee.com
california meetings + events
KEBK newstalk
 92.5FM AM1530
BUSINESS JOURNAL
KCRA 3 HD
NEWS10 abc
CORPORATE MEETINGS & INCENTIVES
PCMA convene®
sactown MAGAZINE
13 THE CW 31
THE ORANGE COUNTY REGISTER
TOP CHEF
USA TODAY
FOOD & WINE Sacramento Press
The Fresno Bee
 Central California's Leading Newspaper
sacramento MAGAZINE sacmag.com
Patch
Small Market Meetings
 The Publication for Planners Who Go Smaller Cities and States
SUCCESSFUL MEETINGS
comstock's
THE HUFFINGTON POST
Meetings Focus collaborate
 CORPORATE MEETINGS INTELLIGENCE
SKY DELTA
FOX40
 KTVL-TV SACRAMENTO STOCKTON MODESTO
Touring & Tasting
Sunset
diablo MAGAZINE
7x7
FOX 2
The Washington Times
The New York Times
abc 7

AUGUSTINE IDEAS CLIENT REFERENCES

“AugustineIdeas has the capability of working with a brand, but also creates programs that move the brand for existing and new customers, and expanding the reach of your brand.”

— Maggie Bezart, *Chilean Avocado Importers Association*

“Officially rolled out the brand at staff conference yesterday to much applause and fanfare. The marketing pieces received actual oohs and gasps from those who hadn’t seen them yet. The overwhelming response was that this is a wonderful direction to be moving and it will give us great recognition among our customers, partners and industry members. Thanks again for making this a reality. Dairy Council of California is in a great position moving forward thanks to your great work!”

— LeAnne R. Ruzzamenti, *Director of Marketing Communications, Dairy Council of California*

“In just four months, AugustineIdeas has partnered with us on creating a brand for Downtown Napa. I would highly recommend this team for your needs.”

— Sarah Brooks, *Chair, Napa Tourism Improvement District*

“Their price was competitive among peers but we passed on some lower cost alternatives because I didn’t feel like the other firms were getting our objectives. Looking back, I am clear we made the right choice. I would have paid significantly more for the value received. They really have a strong and creative team. They aren’t afraid to present ‘out of the box’ or edgy ideas and aren’t at all bothered by negative feedback on ideas. I find them to be a very proactive team. We brainstorm direction and concepts and they are very engaged and stimulate new thoughts and then bring back some excellent product for the next round of discussion.”

— Joel Leineke, *President, System 3, Inc.*

“Augustine Ideas has been a driving force in our marketing and branding efforts for nearly 10 years. They are strategic, creative, and responsive and are very prudent with our advertising dollars. They have leveraged our budgets in good times and in tough times managing millions over the course of our relationship.”

— Holly Auwinger, *Marketing Manager, Northern California, Standard Pacific Homes*

Calistoga Chamber of Commerce

Carolyn Hernandez
707-942-6333
carolyn@calistogachamber.net

Dairy Council of California

LeAnne R. Ruzzamenti
916.263.3560
leanner@dairycouncilofca.org

Ready Pac Foods, Inc.

Tristan Simpson
626-678-2055
tristan.simpson@readypac.com

Sacramento Republic FC

Warren Smith
916-849-4718
wsmith@sacrepublihcfc.com

System 3, Inc.

Joel Leineke
916-979-0550
joel@system3inc.com

CASE STUDY: NAPA TOURSIM IMPROVEMENT DISTRICT

Insights/Background

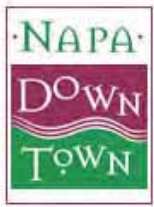
- The Downtown Napa Association had existing brand assets that were extremely dated and lacked key elements, such as a logo
- They needed a clear way to differentiate Napa from the valley in consumers' minds

Strategy

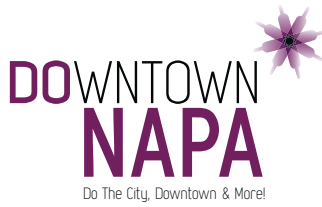
- The Augustineldeas team developed a clear brand identity that encompassed all aspects of the city such as recreation, events, culinary excellence, wine, culture and art
- We engaged local downtown businesses through a new mobile responsive website, social media, collateral, events and more

Results

- 17% increase in lodging revenue, and a record setting \$1,544,151 collected in Napa's general fund TOT for Sept. 2012
- Over 263 million earned media impressions from June 2011-2012
- Over 25,000 fans follow Do Napa on Facebook with a 41% engagement
- Over 30 million impressions created over a two year period on Facebook
- Over 250,000 people have visited DoNapa.com since its launch with an average of 3 pageviews per visit



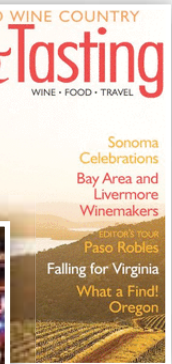
ORIGINAL



REDESIGNED



ADVERTISING/PR



MOBILE SITE



Social Media engagement is double digits with over **41% engagement on Facebook**

CASE STUDY: ART ON FIRST

Insights/Background

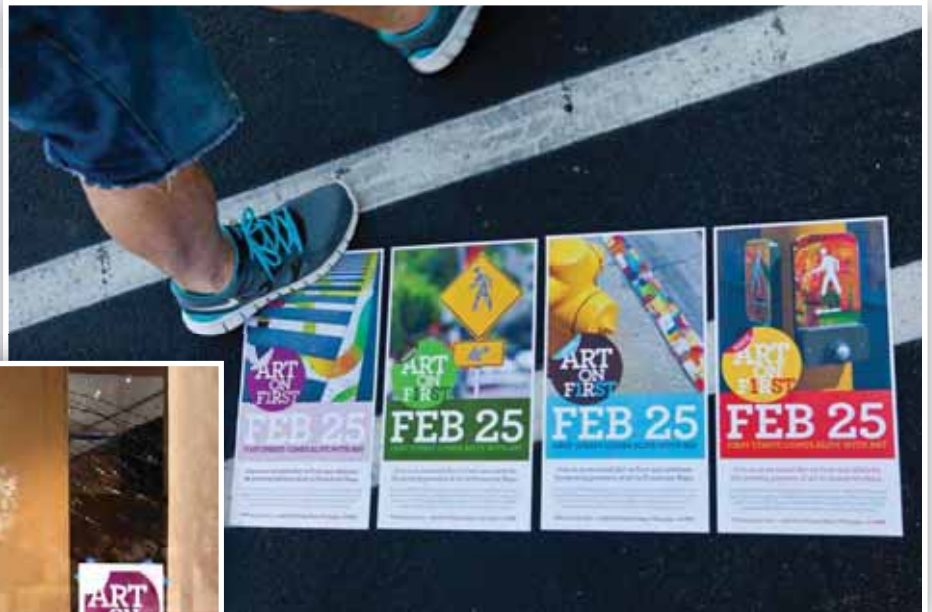
- Multiple vacant storefront windows on First Street in Napa
- Shopkeepers were struggling to drive foot traffic
- Negative TripAdvisor reviews due to empty storefronts
- Needed catalyst to promote ART on F1RST launch event

Strategy

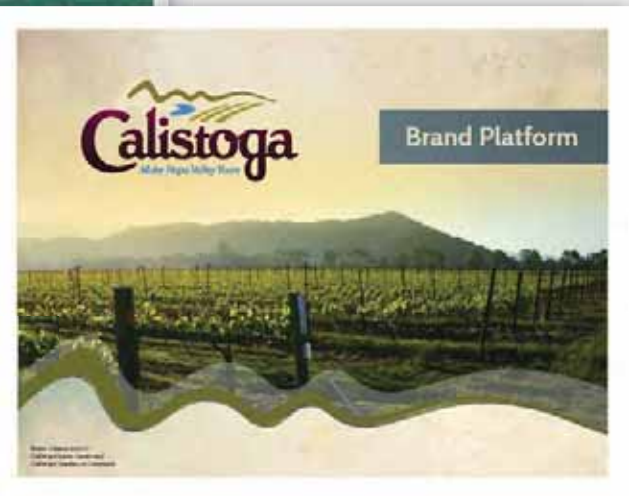
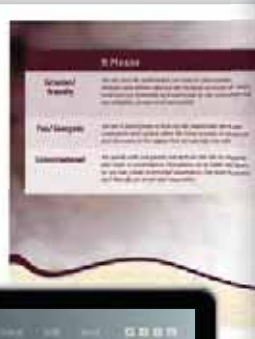
- Generate media interest and extensive viral buzz prior to the ART on F1RST launch event
- Design engaging graphics for ART on F1RST to match artist work
- Plan the kick-off reception
- Build digital assets for ART on F1RST include website and social

Results

- Hundreds attended the launch
- High local visibility including thousands of impressions in local and regional media and blogs
- Digital engagement and calls to action including QR codes for artist bios
- ART on F1RST continues events and new art installations drawing making Napa's First Street vibrant once again



AUGUSTINEIDEAS CALISTOGA CHAMBER OF COMMERCE BRANDING



AUGUSTINE IDEAS CALIFORNIA DOWNTOWN ASSOCIATION'S ANNUAL CONFERENCE

POP-UP BANNER

THINK OUTSIDE THE BLOCK

CONFERENCE IDENTITY

PROGRAM

CONFERENCE SCHEDULE & AGENDA MONDAY, OCTOBER 29

12:30 PM - 1:30 PM
Registration - Outside Hyatt Regency Ballrooms

1:30 PM - 2:00 PM
Welcome to the CDA Annual Conference

2:00 PM
After

PANELS/SESSIONS



KEYNOTE SPEAKER:
Jamie Naughton,
Zappos.com

3:15
Break

3:30
Morning

culture for which the company has become known. Her role is essential in creating and driving the architecture of the dynamic culture as well as focusing on culture R&D; she ensures Zappos.com always stays relevant to both its employees and their customers. Jamie travels the country to work with world renowned companies, authors, researchers, and business leaders to help spread the concept that by focusing on your employees and customers, good companies can become legendary companies.

CONFERENCE SESSIONS

5:30
Snack

Sessions are created to be both educational and engaging. Each session is led by one or more speakers on a specific topic. Some sessions are designed to be in a presentation format with a featured speaker. Others include two or more panelists for a variety of viewpoints and information. All sessions include time for questions and answers. All presentations or PowerPoints will also be available following the conference at californiadowntown.com.

Three sessions will be offered for each time block. You are welcome to choose the session of most interest to you. No sign up or pre-registration needed. Refer to this program or the Break Out Room schedule for topics, times and speakers.

IDEA LABS*

Idea Labs are collaborative and open sessions led by a moderator and designed to foster ideas and problem solving. Attendees are welcome to bring their questions or challenges with feedback and support from the group towards finding solutions and resources. A summary of notes, ideas and resources will be taken from the session and shared via White Paper online following the conference.

For contact information and complete bios on each speaker, visit californiadowntown.com

6 | CALIFORNIA DOWNTOWN.COM

CDA 2012 CONFERENCE # 7

CALL FOR ENTRIES

ATTENDEE LANYARDS



SOCIAL MEDIA ASSETS





CASE STUDY: THE MERITAGE RESORT AND SPA

Insights/Background

- Meritage needed reservations or "heads in beds"
- Started with a limited advertising budget
- Sales team was challenged to book groups and events before completion of \$40 million expansion

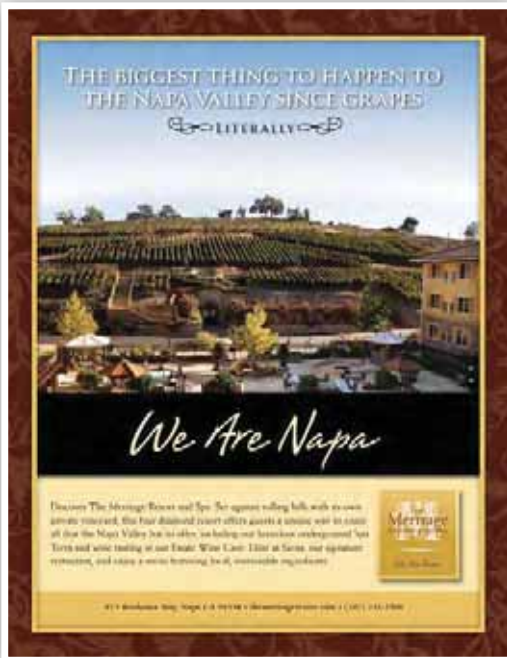
Strategy

- Focus on earned media and SEM combined with monthly E-Newsletters to maximize budget
- Create assets for the sales team of the expansion with visual details of meeting space

Results

- Increased online reservations monthly from an average of 28 reservations with \$16,000 in revenue to 100 reservations and \$42,000 in revenue
- Online video depicting with full graphics the new facilities and amenities
- Over 2012% increase in ROI for SEM
- Hosted Season 6 Finale of Top Chef

PRINT/PR



DIGITAL MEDIA



Over 2012% increase in ROI
from online investment.

CASE STUDY: WAG PET HOTELS GRAND OPENING

Insights/Background

- Wag Pet Hotels was one of the first luxury pet hotels in the Sacramento region
- AugustinIdeas needed to draw attention to the business and attract customers to its one-of-a-kind features

Strategy

- Identify the right advertising channels and develop strong marketing messages that would resonate with consumers
- Maximize Wag's initial start-up marketing strategy with a strong ad campaign and a large, luxurious grand opening event

Results

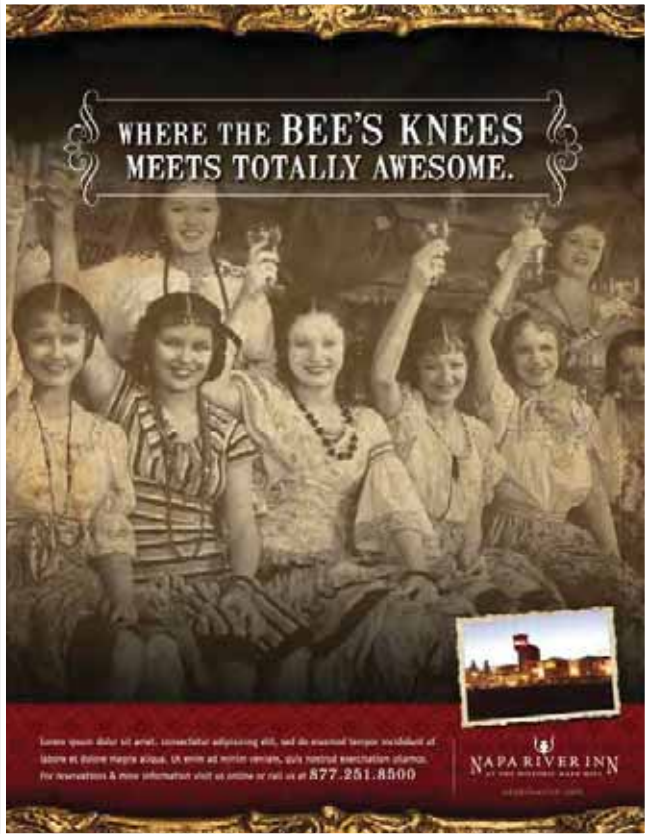
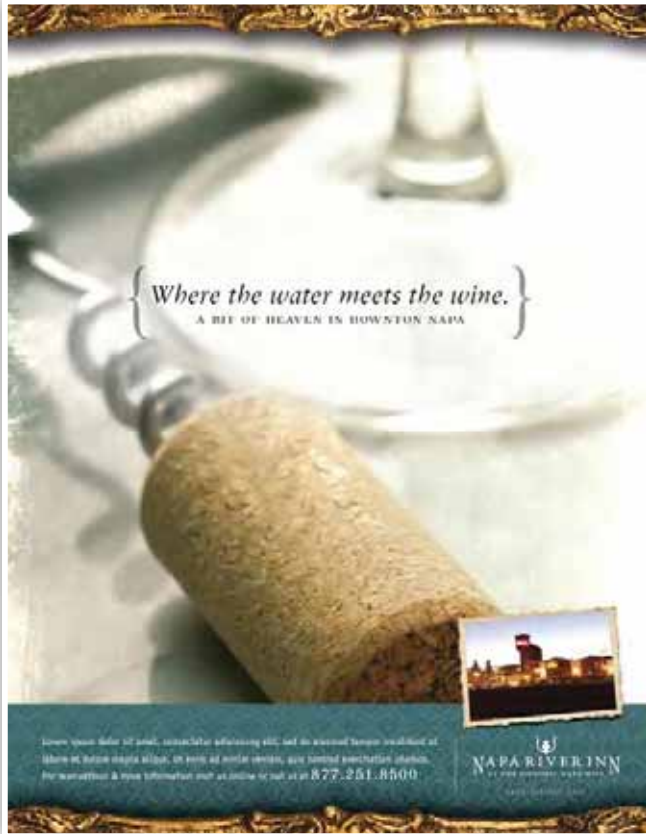
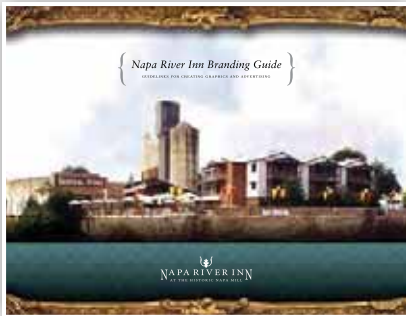
- The grand opening event brought more than 700 pets and their owners.
- Within a few weeks of the opening Wag was completely booked through the entire holiday season
- Every local news station came out for the event, and NBC picked up the story and ran it on 43 affiliate stations nationwide



AUGUSTINEIDEAS CALIFORNIA DOWNTOWN ASSOCIATION'S ANNUAL CONFERENCE



NAPA RIVER INN AT THE HISTORIC NAPA MILL



CASE STUDY: SACRAMENTO REPUBLIC FC

Insights/Background

- Augustineldeas tasked with launching new USL PRO Soccer Franchise in Sacramento
- Utilize media relations expertise to ensure complete coverage by local and regional media, plus soccer media across the country



Strategy

- Write Media Advisory and Press Release
- Release media advisory to select group of local media with embargo
- Hold press conference at local restaurant where soccer fans watch major games
- Invite local dignitaries and media to attend press conference
- Send press release to all local and regional media, plus soccer media across the country

Results

- More than 60 print and/or online stories about the team and its launch
- More than 45 TV and radio stories aired within two days of launch event



Professional soccer franchise planned in Sacramento



A group of investors led by one of the entrepreneurs who brought the River Cats to Sacramento has purchased a professional soccer franchise for play here



USL Pro Team Coming to Sacramento, Led by River Cats Co-Founder



CASE STUDY: THE TOWERS ON CAPITAL MALL

Insights/Background

- Create a buzz among governmental agencies responsible for the entitlements and building approvals.
- Develop a target list of prospects who would meet the pre-qualification requirements
- Generate enough interest that 250 buyers would place a deposit of \$10,000 in the first phase of the 804 available condos

Strategy

- Augustineldeas developed an image strategy that included multiple advertising, lead generation and public relations components
- The three-month campaign included color print ads, direct mail, radio, media alerts, press opportunities and outdoor billboards
- The public relations campaign focused an intensive effort on television, radio and print

Results

- Secure \$475,000,000 in Funding securing the financing from Deutsche Bank and CalPERS
- Registered more than 5,000 pre-qualified people on the website
- Sold all 250 available condos in the first phase and 350 condos in the subsequent phase

