

**GREATER
ST. LOUIS INC.**



nimble

Client Overview



Low Cost of Living 

Central Location 

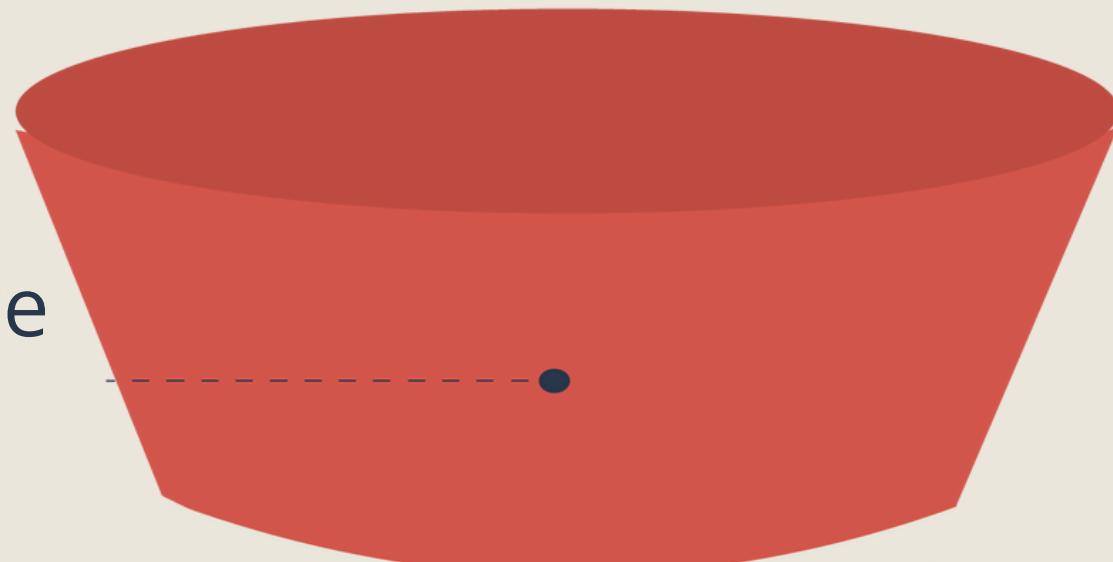
Recreational Activities 

One of the top ten cities to live in for
single, college-educated adults.

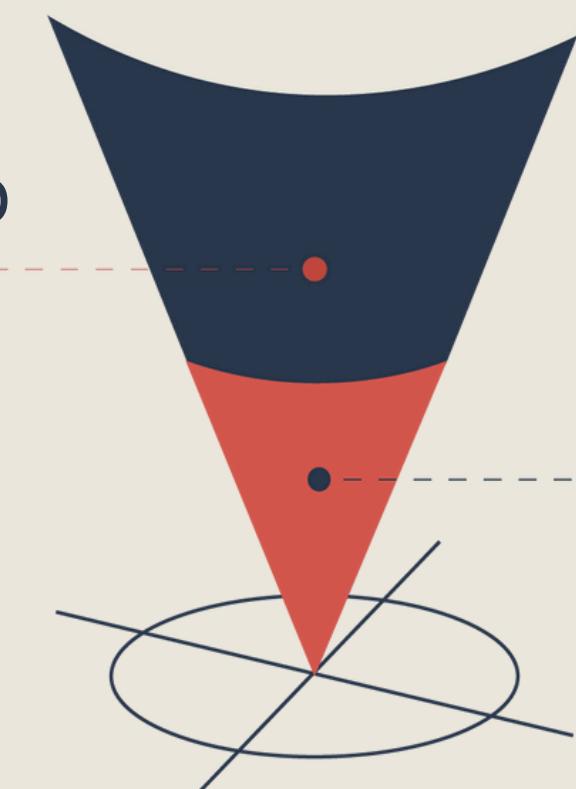
-WalletHub

Research: Questions

What does our audience
KNOW
about St. Louis?



How willing is our audience to
RESEARCH
St. Louis?

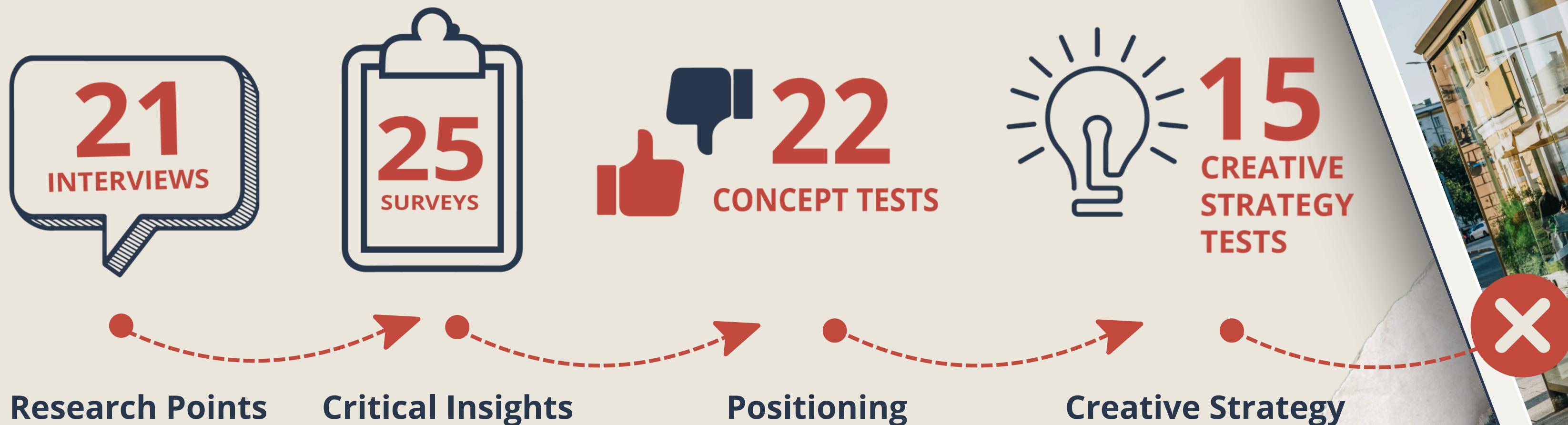


How does our audience
FEEL
about St. Louis?

How willing our audience to
MOVE
to St. Louis?



Research: Overview

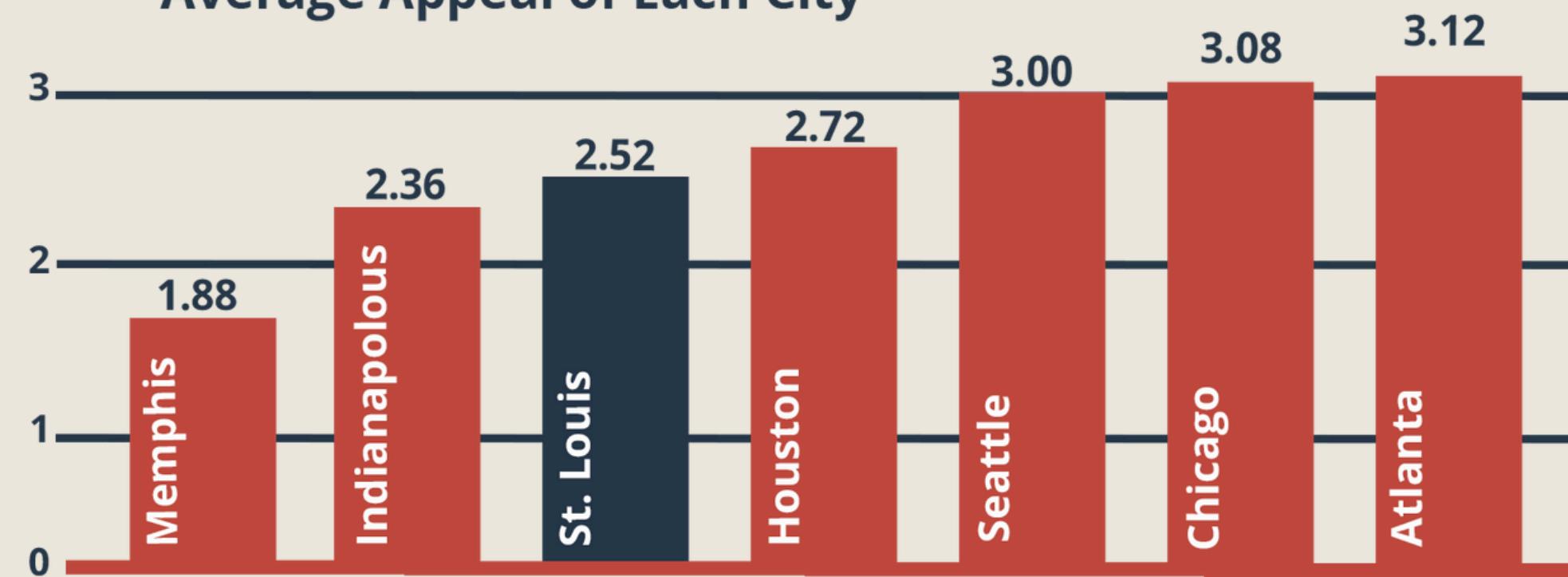


Critical Insights: Knowing Lack of Awareness

"I do not know much about the city, so I am not sure if I would move there."

"I have never been to St. Louis, and I have not heard a whole lot about the city. So, I don't think I can form an opinion of it."

Average Appeal of Each City



Critical Insights: Financing Career & Costs



"If the right opportunity arose in an area that interests me, with the right pay, I would be convinced to move to a city."

"I think if the cost of living was more affordable for those right after college -- that would make things a breeze!"

St. Louis has a
healthy job
market

St. Louis's cost of
living is below the
national average.

Critical Insights: Balancing Social Life & Work Life



"It would be nice to have a good, large selection of good social outing venues [and] ... the ability to meet different people and have a good nightlife."

ST. LOUIS HOSTS

NUMEROUS MUSIC

[ART]

AND SPORTS EVENTS!

Critical Insights: Going Places

Walkability & Transit



*“I would want a city
that is very walkable
and has lots to do.”*



St. Louis offers
the MetroLink
and MetroBus



St. Louis is one
of the most
walkable cities
in the US

Critical Insights: Researching

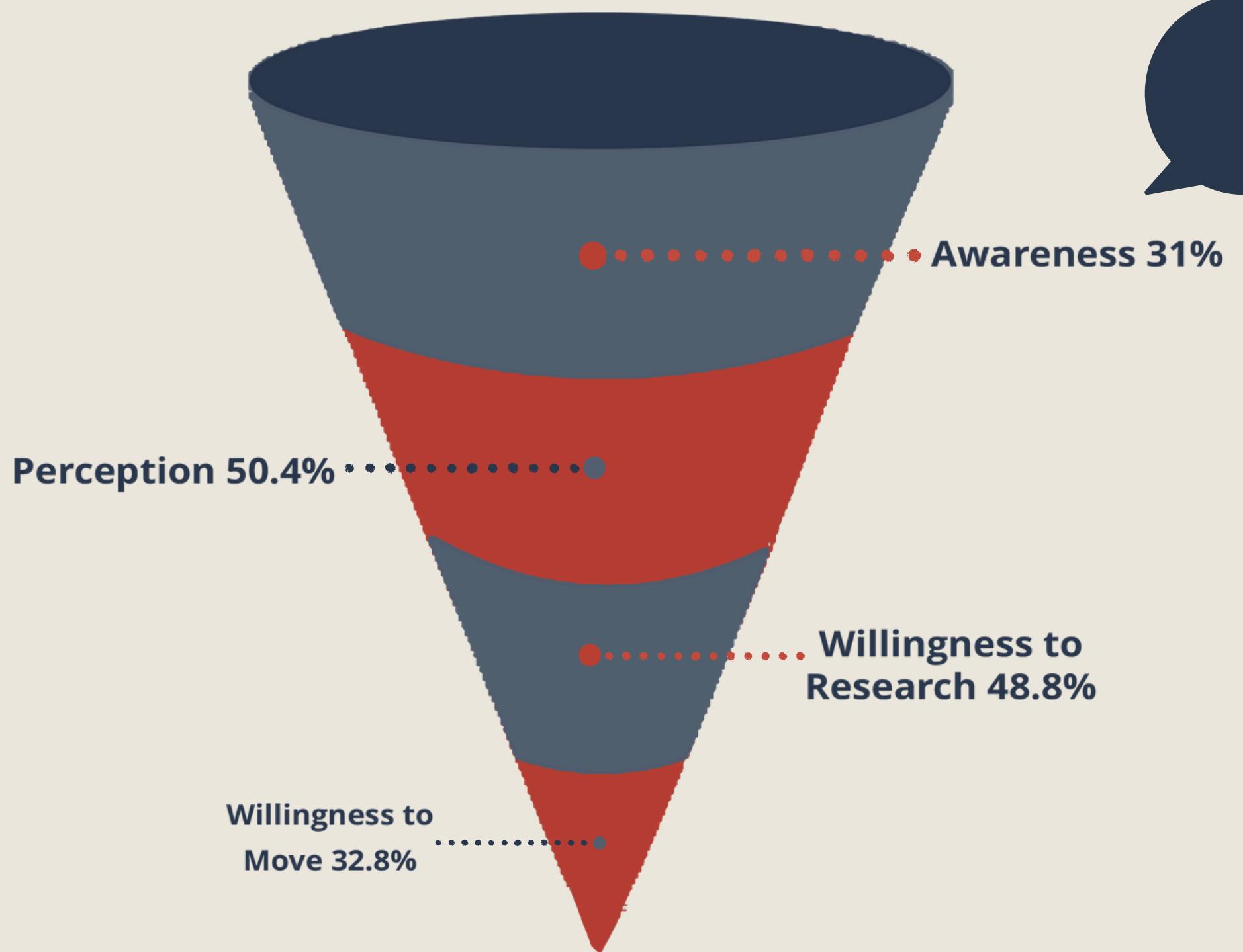
A Commitment to Learn More



*"I **would** look online in a bunch of different websites and maybe some Facebook groups, too."*



Key Challenges



"I am very hesitant about moving to an area that I don't much about."



Target Audience

Capable but
Uncommitted

Cautious Carly



Campaign Objectives

Increase awareness of St. Louis's features from 31% to 50% by Q4 2024.

Increase perception of St. Louis from 50% to 60% by Q1 2024.

Increase willingness to research St. Louis from 49% to 57% by Q2 2024.

Increase willingness to move to St. Louis from 33% to 55% by Q2 2024.





Creative Strategy

What Is It Called?

Your STL Story

What Is It?

A campaign to demonstrate St. Louis's day-to-day features.



Why Can This Product Do It?

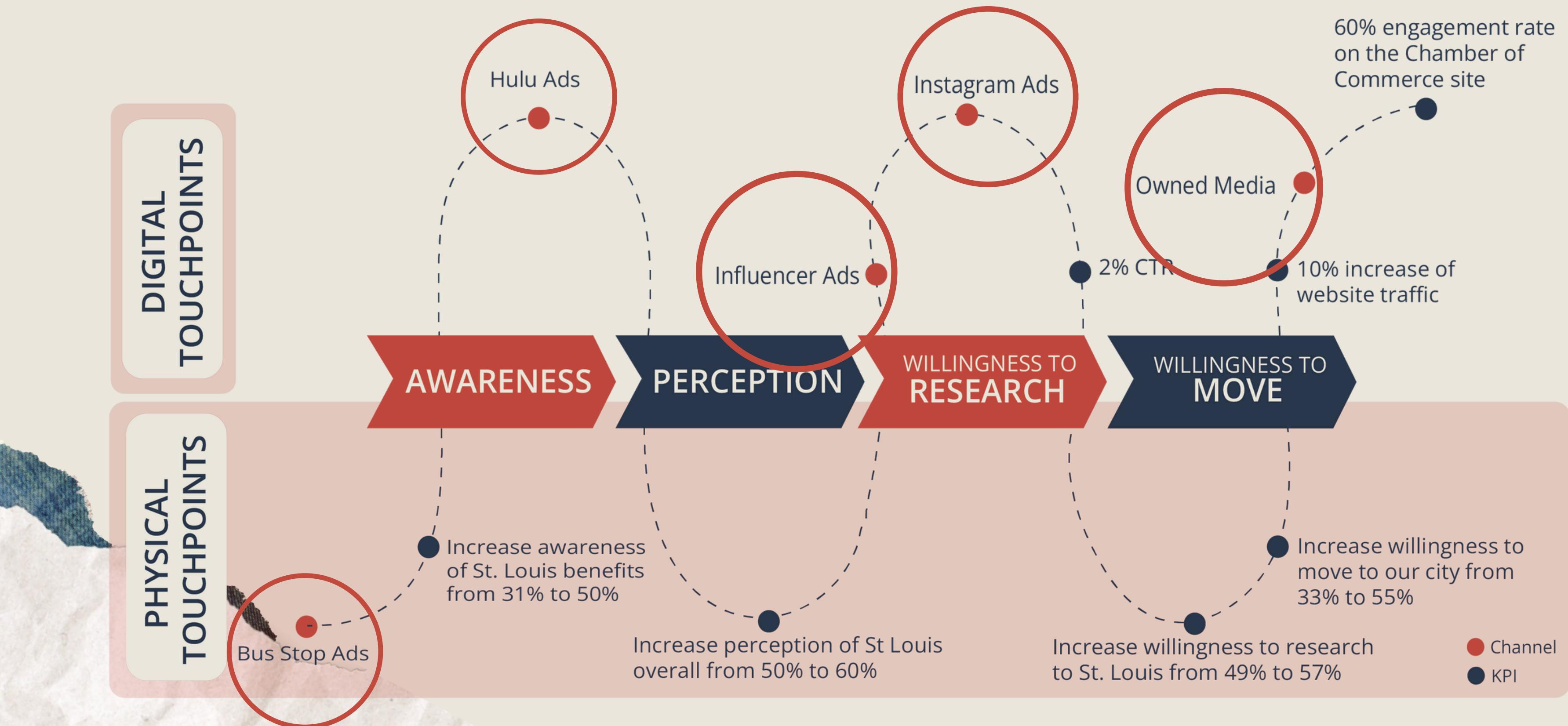
Positioning St. Louis as a means of community allows you to see yourself fitting right in.

How Will It Come to Life?

An integrated marketing campaign with OOH, OTT, SM, and owned media.



Media Strategy: Customer Journey



Media Strategy: Geographic Considerations



Seattle

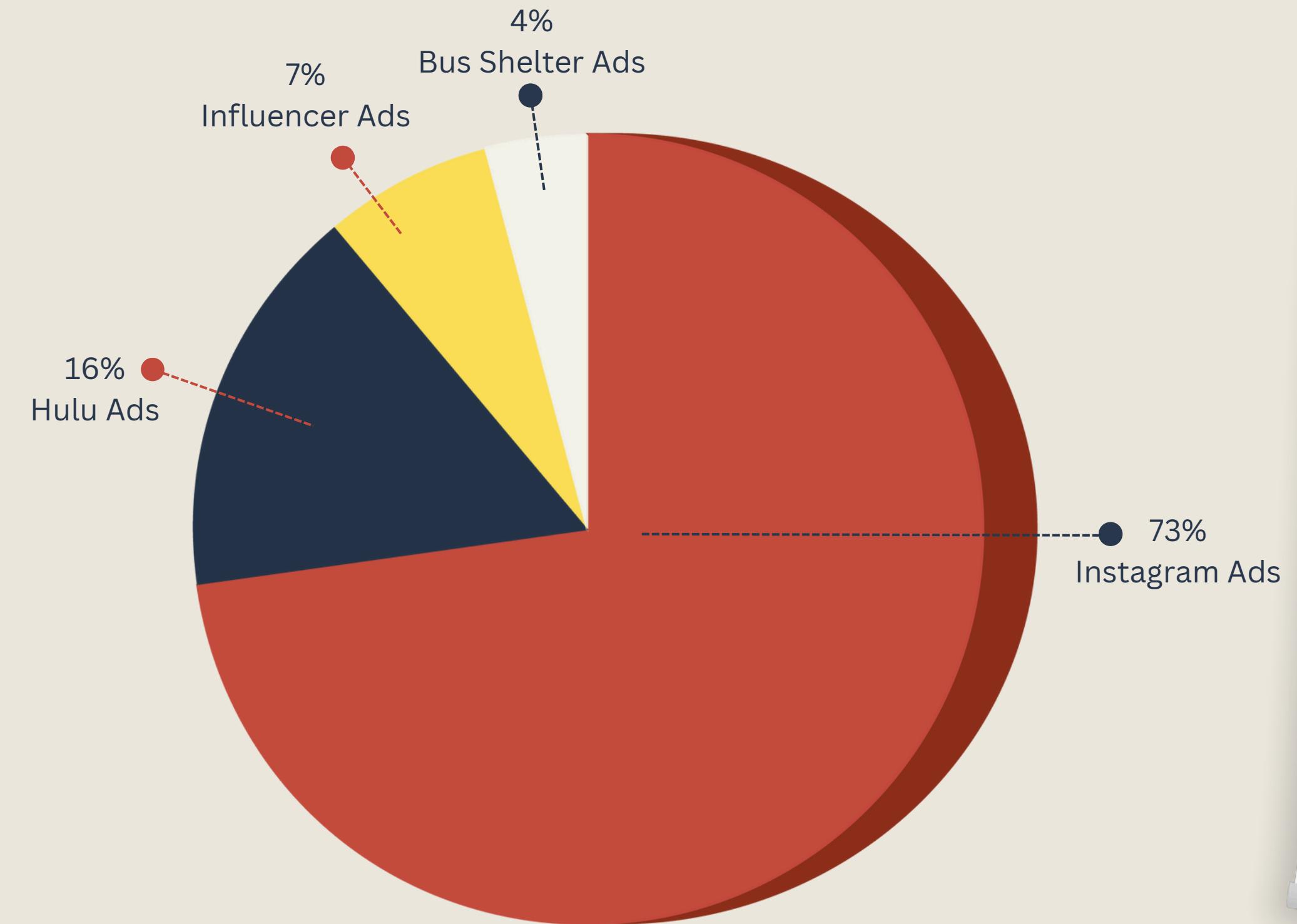


Media Strategy: Flowchart

Awareness → Perception → Willingness to Research → Willingness to Move

Channels	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Total
OOH													
Bus Shelter in Seattle ¹⁸	1600.00	1600.00	1600.00										
Bus Shelter in Atlanta ¹⁸	1600.00	1600.00	1600.00										
Bus Shelter in Chicago ¹⁸	4000.00	4000.00	4000.00										
OTT													
Hulu ^{15,16}				20,000.0	15,000.0	10,000.0				20,000.0	15,000.0		
Social Media													
Instagram: Sponsored Posts ¹⁹							60,600.0	60,600.0	60,600.0	60,600.0	60,600.0	60,600.0	
Influencer Marketing													
Influencer: Gabrielle Wiggins ²⁰							300.00	300.00	300.00	300.00	300.00	300.00	
Influencer: Farrell Family							5,500.00	5,500.00	5,500.00	5,500.00	5,500.00	5,500.00	
Owned													
Chamber Instagram	ON												
Chamber LinkedIn	ON												
Chamber Facebook	ON												
Total	7,200.00	7,200.00	7,200.00	20,000.0	15,000.0	10,000.0	64,400.0	64,400.0	86,400.0	81,400.0	64,400.0	64,400.0	500,000.00

Media Strategy: Budget & Timing



Total Money Spent: \$500,000



Creative Activations: Bus Shelter Ad



Dynamic Movement
Call to Action
Modern Scrapbook
or Collage Look

Creative Activations: Influencer Ads



Creative Activations: Instagram Ads



Creative Activations: Owned Website



The image shows a smartphone displaying the official website for the St. Louis region. The website features a navigation bar with links to 'THE REGION', 'DOING BUSINESS', 'INDUSTRY STRENGTHS', 'LIVING IN STL', and 'ABOUT US'. The main headline on the page is 'ISAAC'S AFFORDABLE HOUSING GUIDE' in large, bold, red letters. Below the headline, a sub-headline reads 'World-Class Amenities With a Low Cost of Living'. The text on the page highlights the city's amenities and its status as one of the top 10 most affordable cities in the U.S. A quote from Darren Jackson, co-founder of All Black Creatives, is displayed: 'The value of living in St. Louis is unmatched. Any other city, you can't get this type of community. St. Louis is so small in the best way.' The quote is attributed to Darren Jackson, co-founder | All Black Creatives. At the bottom of the phone screen, there is a large, stylized 'ST. LOUIS' logo sticker with a red, white, and blue color scheme, and the word 'crunchmouth' written at the bottom. The phone is set against a light gray background.

Optional Activation: Rebrand



Your STL Story Logo

GREATER
ST. LOUIS INC.

St. Louis
Chamber of Commerce Logo

Your STL Story isn't fiction.

