

GREETINGS FROM



St. Louis

YOUR ST. LOUIS STORY



**GREATER
ST. LOUIS INC.**

nimble

Client Overview



Low Cost of Living 

Central Location 

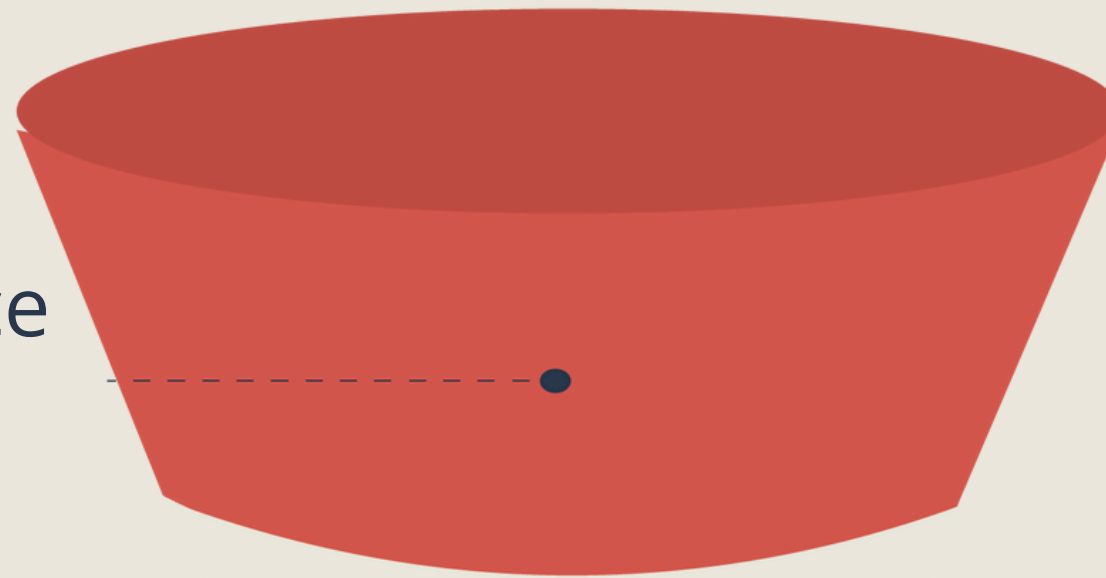
Recreational Activities 

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

-WalletHub

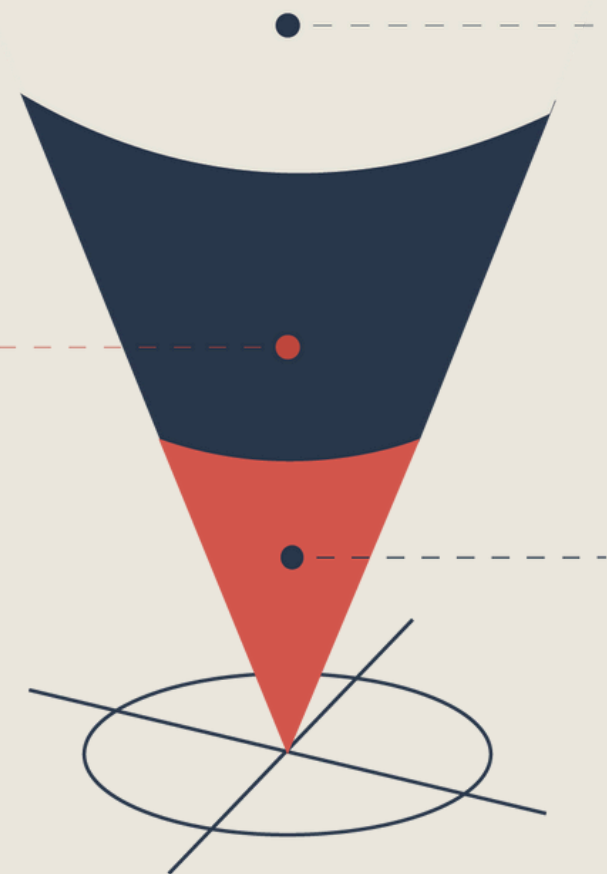
Research: Questions

What does our audience
KNOW
about St. Louis?



How does our audience
FEEL
about St. Louis?

How willing is our audience to
RESEARCH
St. Louis?



How willing our audience to
MOVE
to St. Louis?





Research: Overview



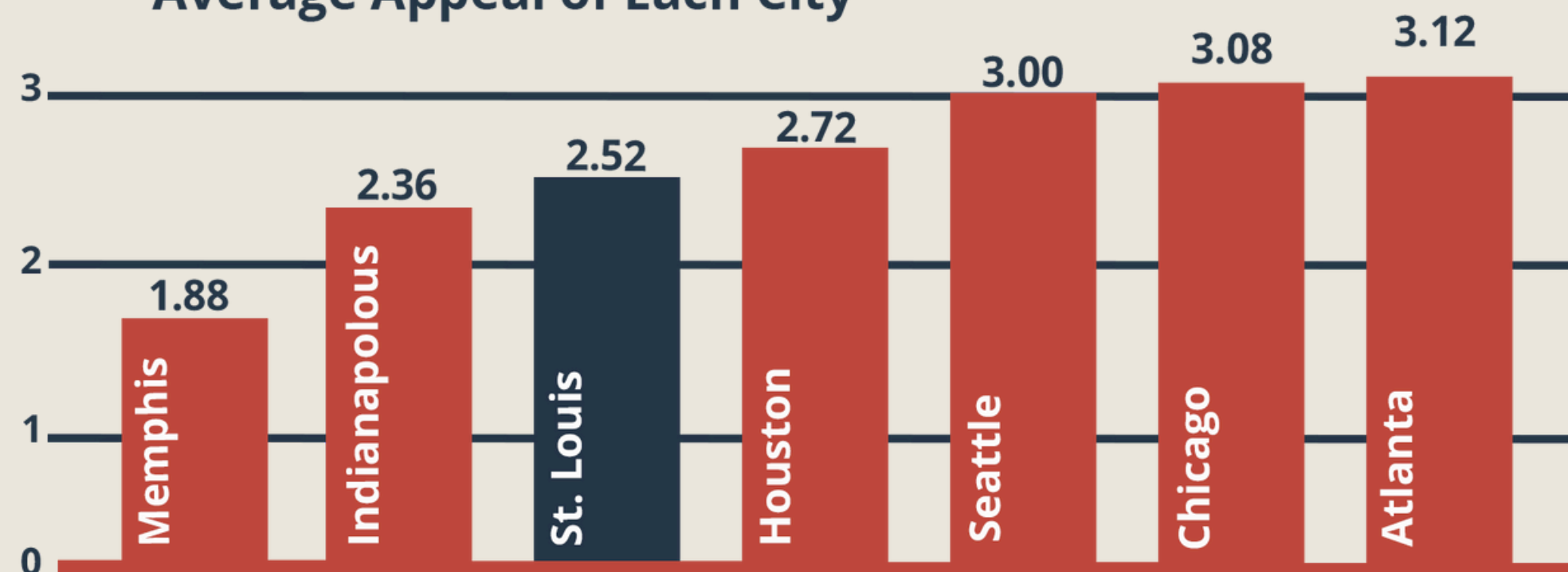
Critical Insights: Knowing

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 is one
of the most
walkable cities
in the US

St. Louis offers
the MetroLink
and MetroBus

Critical Insights: Researching

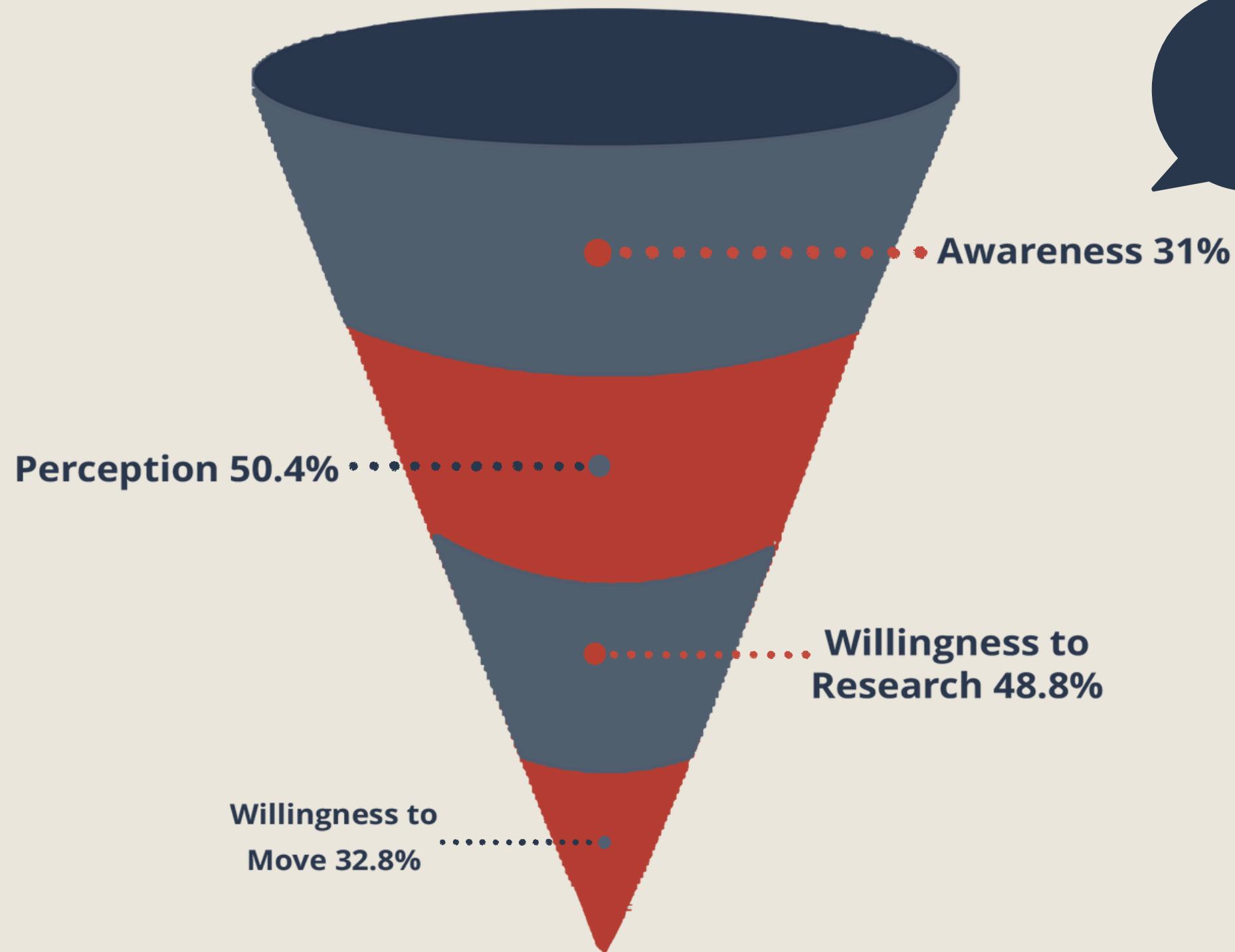
A Commitment to Learn More

"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

**Why Can This
Product Do It?**

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

What Is It?

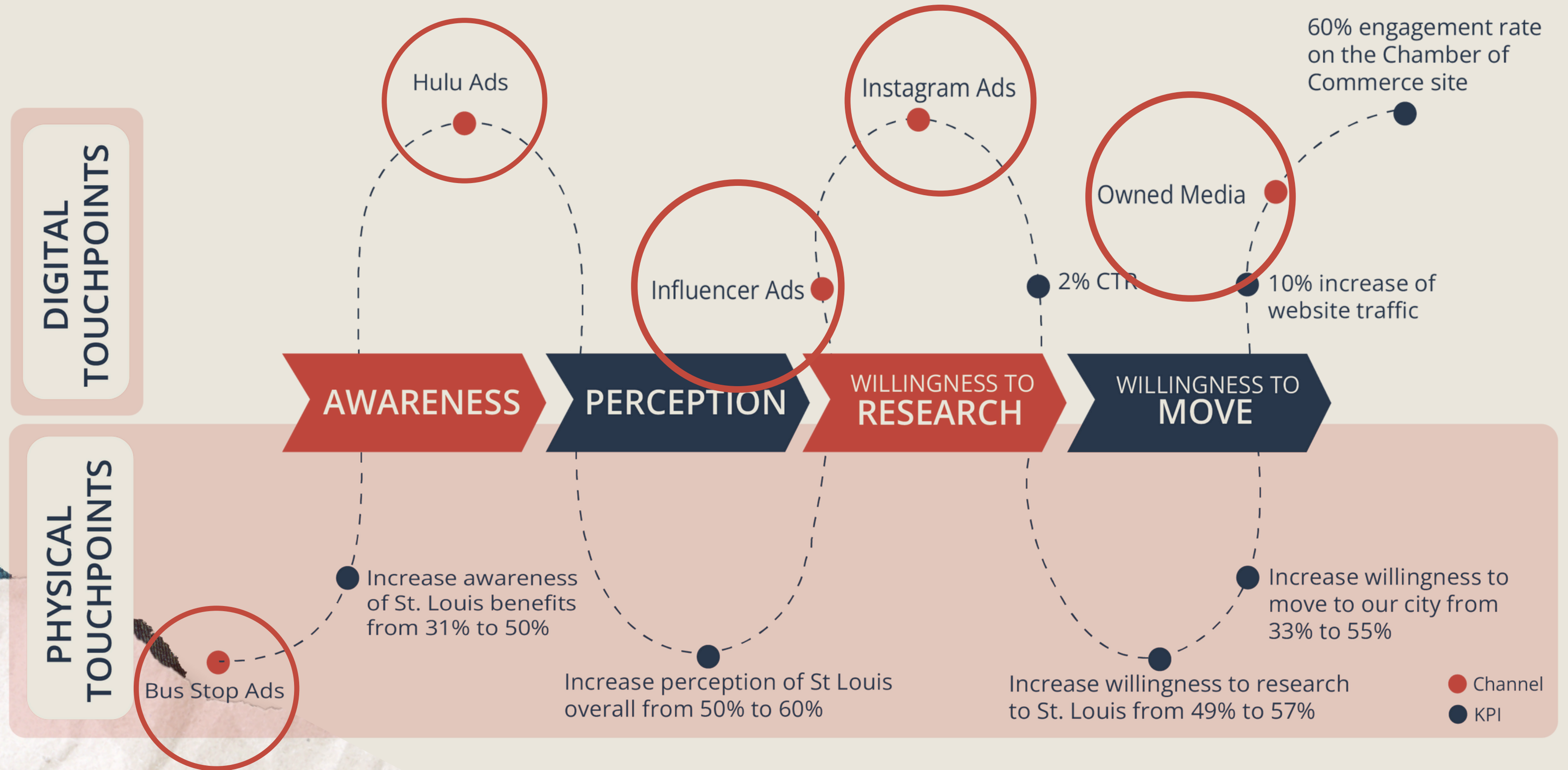
A campaign to demonstrate St. Louis's day-to-day features.

**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★

★
Chicago

★
Atlanta

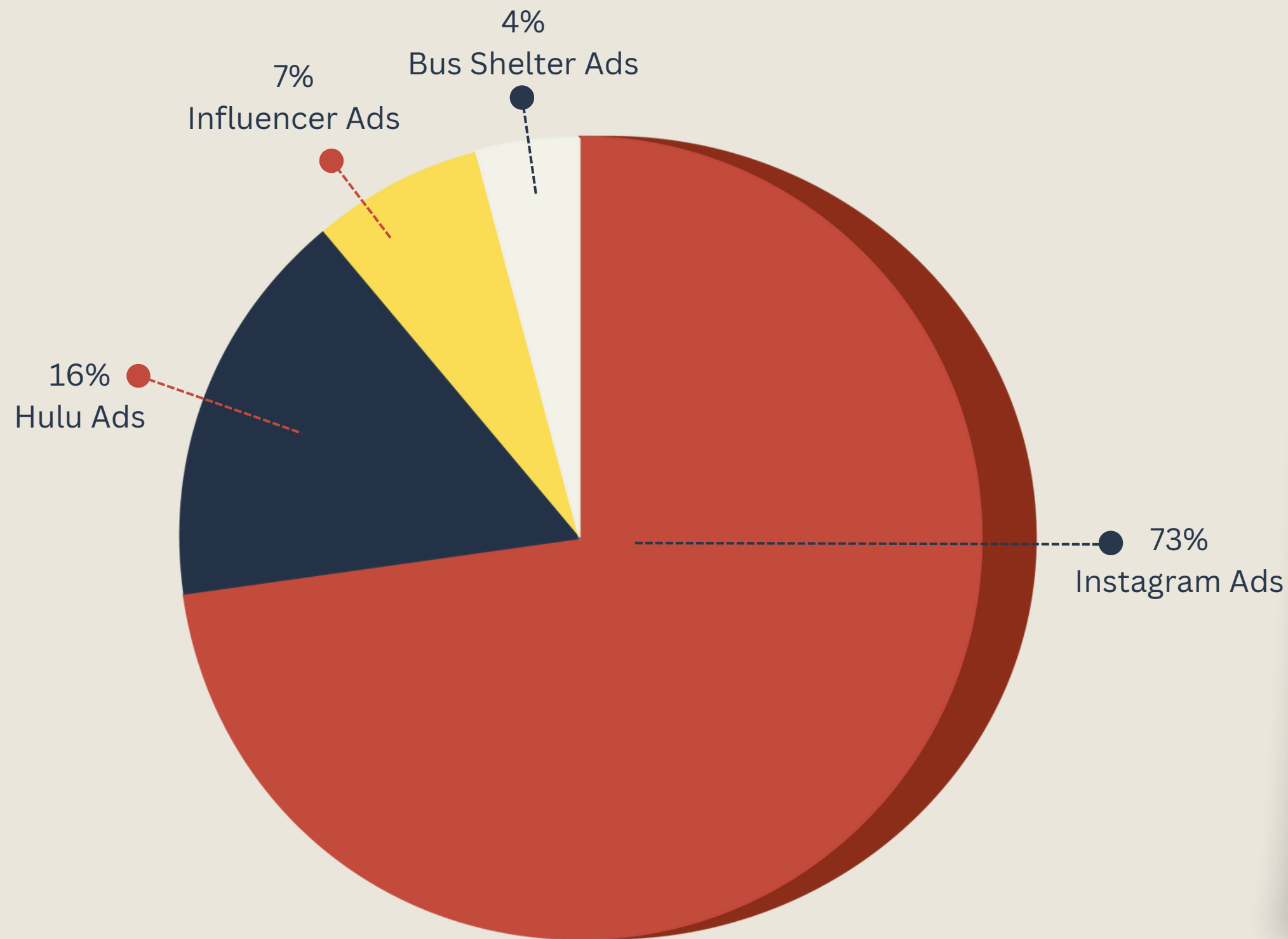


Media Strategy: Flowchart

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	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	
Chamber Linkedin	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	
Chamber Facebook	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	ON	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

Bus Ads: Q4 2024

Hulu Ads: Q1, Q2, Q3 2025

Influencer Ads: Q2, Q3 2025

Instagram Ads: Q2, Q3 2025



Creative Activations: Bus Shelter Ad



Dynamic Movement

Call to Action

Modern Scrapbook
or Collage Look

Creative Activations: Influencer Ads





username
Placeholder









10.328 views

Username instagram template [#template](#)

View all 328 comments

5 DAYS AGO



username
Placeholder









10.328 views

Username instagram template [#template](#)

View all 328 comments

5 DAYS AGO

Creative Activations: Instagram Ads

username

Placeholder

EMILY'S NIGHT OUT

After Work Hours Feel Like the Weekend in STL

10.328 views

Username instagram template [#template](#)

View all 328 comments

5 DAYS AGO

username

Placeholder

JESSE'S WEEKEND

Locals' Favorite Events

10.328 views

Username instagram template [#template](#)

View all 328 comments

5 DAYS AGO

username

Placeholder

ISAAC'S AFFORDABLE HOUSING GUIDE

Where History Meets Modernity: Embrace the Charm of STL Living

10.328 views

Username instagram template [#template](#)

View all 328 comments

5 DAYS AGO



Creative Activations: Owned Website



Optional Activation: Rebrand



Your STL Story Logo

**GREATER
ST. LOUIS INC.**

St. Louis
Chamber of Commerce Logo

Your STL Story *isn't fiction.*

