

GREETINGS FROM

*St. Louis*

YOUR ST. LOUIS STORY

**GREATER  
ST. LOUIS INC.**

**nimble**  
strategic solutions



# *Meet the Team*



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# Executive Summary

We have been entrusted by the St. Louis Chamber of Commerce with creating a campaign that actively tells the story of moving to St. Louis.

Through secondary and primary research, we came to the decision to target 25-30, college-educated, single adults. We noticed this group is largely logical, decisive, and hesitant. The personified embodiment of this is Cautious Carly. Carly fantasizes about moving and knows what their perfect city looks like, but she's fully aware they need to put in time and research to find it. She passively thinks about researching, but almost universally has not done so yet.

We aim to increase our target audience's awareness, perception, consideration to research, and consideration to move to St. Louis. In a post-campaign survey, we seek to achieve the following:

- Increase average awareness of St. Louis's top features and benefits from 31% to 50% by the end of Q4 2024.
- Increase average perception of St. Louis from 50% to 60% by the end of Q1 2025.
- Increase average willingness to research St. Louis on their own from 48% to 57% by Q2 of 2025.
- Increase average willingness to consider moving to St. Louis from 33% to 55% by the end of Q3 2025.

To achieve these objectives, we need to appeal to benefits and features of a city that are valuable to a target audience. Through our concept testing, we discovered the target audience values the affordable and social lifestyles St. Louis has to offer. As such, we have created the following positioning statement:

For capable but uncommitted individuals that value their social-lives just as much as their work-lives, St. Louis invites everyone to see its lively attractions and rich entertainment scene, but also welcomes anyone that appreciates the city's affordability to become a part of its historic community. Through creative testing, we found the best approach to speak to the target audience was through an open narrative, which is communicated conceptually and visually. This approach is titled Your STL Story, a campaign that demonstrates just how attainable and grounded that dream-life is. St. Louis is not just a place, but a means of community that is actively inviting the target audience into a better life.

The means to tell this story will be accomplished through the following channels:

Out of Home: With high exposure and low engagement, these ads are an affordable strategy to spread awareness of St. Louis and its benefits.

Over the Top: These ads will increase perception of St. Louis with their high exposure and completion rate.

Social Media: From influencers to paid ad slots, the high engagement rate of these ads will directly encourage the target audience to click and learn more.

Campaign timing will take place over the course of one year. Beginning with the awareness stage, Q4 2024 will run OOH ads to introduce St. Louis's features and benefits. Moving into the perception stage, Q1 of 2025 will run OTT ads because of its generally high engagement during the NFL season and March Madness. Q2 and Q3 2025, we will run social media ads, as this is naturally the next step coming into the consideration stage. Since owned media is free to run, we will be posting this campaign onto the Chamber of Commerce's Instagram, LinkedIn, and Facebook throughout the whole year.

This open narrative has been strategically planned to walk people like Carly along the customer journey. Your STL Story isn't a fictional one, but a real means to craft something new.



# Current Story

## St Louis City Profile

Nestled along the banks of the great Mississippi River, St. Louis is a vibrant city abundant in history, culture, and Midwestern charm. Better known as the “Gateway to the West,” St. Louis poses a central location convenient for travelers seeking an adventure. With a rich culinary scene, a prolific arts community, and a diverse population, this city is full of cultures and experiences waiting to be explored. St. Louis offers many recreational opportunities and is home to the National Blues Museum, Arch Madness, Pridefest, the Festival of Nations, the Laumeier Art Fair, and many other exciting events<sup>1</sup>. In St. Louis, cost of living is not a concern with it being 6% below the national average<sup>2</sup> and housing expenses being 27% lower than the national average as well<sup>2</sup>. From its low cost of living and affordable rent<sup>3</sup> to endless options of entertainment, there is no surprise as to why St. Louis was named one of the top ten cities to live for single, college-educated adults<sup>4</sup>. Furthermore, with the median income in St. Louis being highest for adults ages 25-30<sup>5</sup>, St. Louis is just the place for younger adults willing to expand their horizons and experience a comfortable life full of quality.

Like every city, St. Louis does come with some challenges. Political discord carries some concern. St. Louis is a blue island in a red state, which can lead to political discord considering many state policies are conservative<sup>6</sup>. Additionally, because of its smaller population, people do not know much about St. Louis and feel neutral towards it. Although these issues are important to consider, the countless opportunities the city offers should not be overlooked. St. Louis has something to offer everyone, whether you are a foodie, sports enthusiast, art lover, or history buff. Lacking knowledge of the copious amounts of opportunities and experiences that St. Louis has to offer is what makes it a hidden gem in the heart of the Midwest.

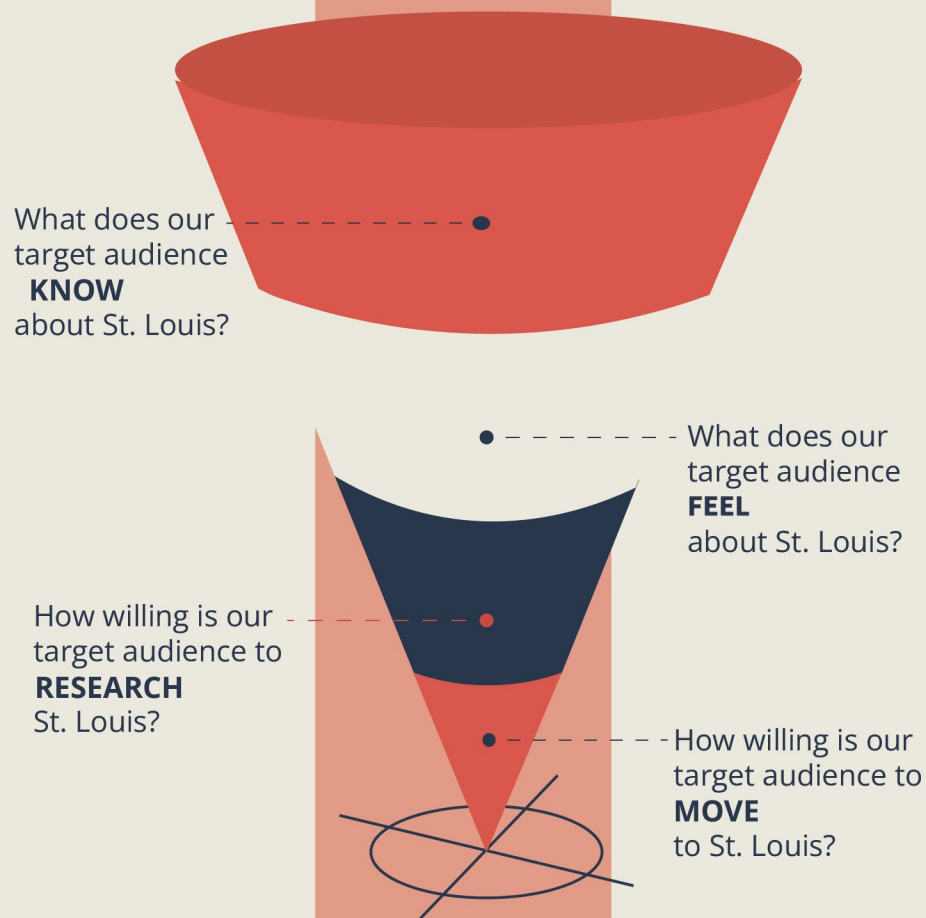




# Research Overview

## KEY RESEARCH QUESTIONS

We aimed to answer the following key research questions with primary research:



### STEP 01. INTERVIEWS

To understand what the target audience thinks of St. Louis, we conducted 21 interviews with a sample group. Each included a set of qualitative questions pertaining to knowing, feeling, researching, and moving to St. Louis as well as other potential cities.



### STEP 02. SURVEYS

After discovering some key insights that were organically repeated in the interviews, we needed to quantify our data into measurable information. To achieve this, we performed 25 quantitative surveys with another sample of the target audience. Similarly to the interview, these questions were also sought to answer our four key research questions.



### STEP 03. CONCEPT TESTS

Once we interpreted the most important factors of a city from the interviews and surveys, we needed to test how the target audience would react to them being used for promotional material. To do this, we conducted 22 concept testing sessions. All respondents were shown 6 concepts, each one highlighting a key feature about St. Louis. The sample was then asked to evaluate these concepts with qualitative and quantitative questions. The top rated concepts were then used to develop our positioning statement.



### STEP 04. CREATIVE STRATEGY TESTING

After selecting the best concepts to push for a campaign, we designed 3 creative activations – each one focusing on a highly scored concept. A group of 15 target audience members evaluated each campaign and answered a set of qualitative and quantitative questions that inquired how the ads impacted awareness, perception, and behavior. The feedback provided was used to select and finetune our final creative strategy.



# Critical Insights

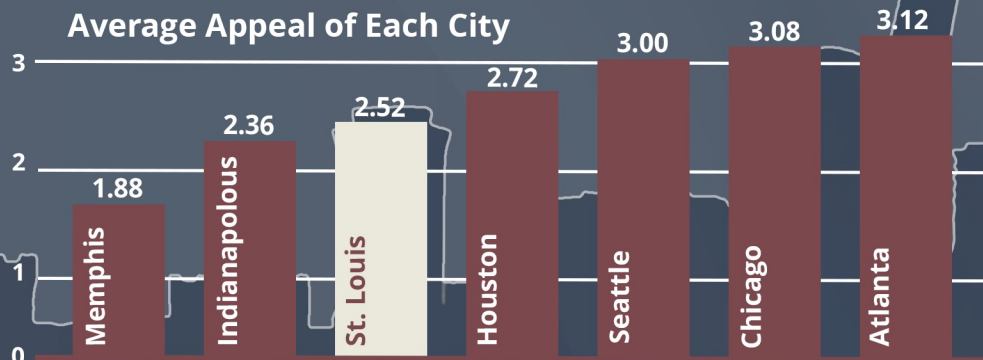
## Knowing: Lack of Awareness

Our research indicated that the target audience is not very knowledgeable about St. Louis in general. About half of the interviewees <sup>11</sup> went out of their way to clarify that they don't know much about St. Louis at some point. To further understand what the target audience knows about the city, our survey asked 4 knowledge-check questions. These questions related to the city's basic benefits or facts, such as its general location. Every question scored below 50%, averaging at 31%.

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

Feelings towards St. Louis were not particularly strong one way or the other, likely as a result of the lack of knowledge. Not a single interviewee gave a straight "yes" when asked to consider moving to St. Louis. Instead, most responses consisted of "maybe" or something synonymous. Furthermore, the city scored a very middle-of-the-lane 2.52 mean level of appeal. This graph is very flat; average appeal ranged from 1.88 to 3.12. This suggests that the target audience does not feel strongly about most cities – not just St. Louis.

*"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."*



## Financing: Careers & Costs

The target audience regularly discussed economic factors of a city. The word "job" was organically said a total of 51 times across all the interviews. It was the primary motivator to move many into a new city. Moreover, "Entry-Level Opportunities" and "Career Growth Opportunities" were the two highest scoring factors, averaging at 4.24 and 4.48 out of 5, respectively. In short, the target audience is very career-focused.

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

St. Louis can satisfy this need. The county has a healthy job market growth of 7.30%, which is slightly higher than the national average of 7.19%.<sup>7</sup> On top of that, residents that are 25-44 earn almost double the yearly salary than those below 25, at \$59,592 compared to \$31,051.5

Cost of living was mentioned by about half of the interviewees. Justifications were fairly similar across the board: the target audience desires better financial situations, and a high cost of living impedes on that. A "Low Cost of Living" also scored an average 3.92 out of 5 on a scale of importance in the survey.

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

This is also a feature that St. Louis is able to provide. The cost of living in St. Louis is 6% lower than the national average.<sup>9</sup> Housing expenses, specifically, are 27% lower than the national average.<sup>8</sup>

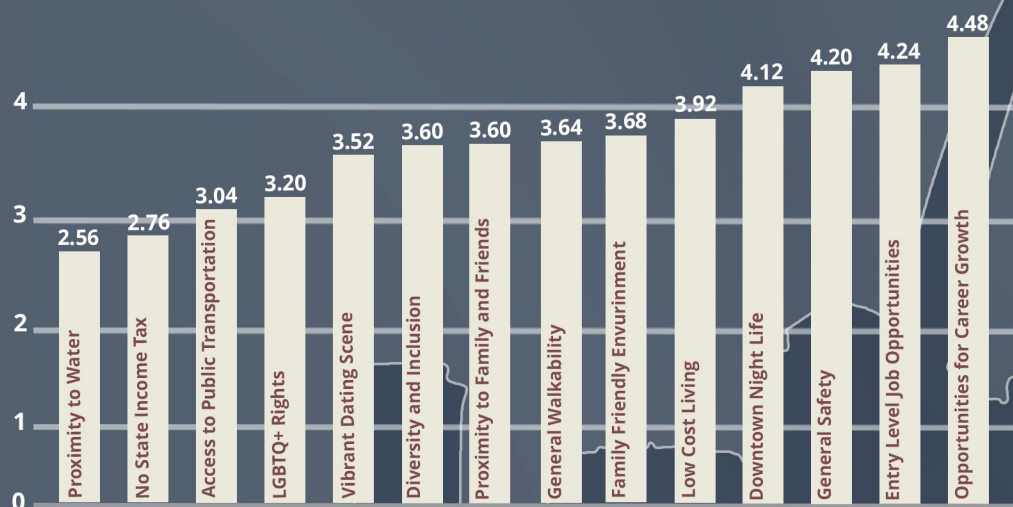
### Balancing: Social-Life & Work-Life

While work was important to many of the interviewees, so was recreation. Nightlife was organically mentioned by the majority of interviewees (14) when asked about important city characteristics. Most justifications involved the desire to have an active social life. Additionally, "Downtown Nightlife" scored very highly, with a mean of 4.12 out of 5 in level of importance.

*"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."*

Fortunately, St. Louis offers an abundance of activities to enjoy. The city celebrates music celebrations, such as Mardi Gras; art festivals, like the Laumeier Art Fair; and sports events, including Arch Madness.<sup>1</sup> The city can easily satisfy the target audience's need for fun amenities with a variety of different occasions.

On a scale of 1 to 5, rate the level of importance for each characteristic of a city:



### Going Places: Walkability & Transit

When asked about important city features, walkability and public transportation were brought up by about half of the interviewees (11). Reasoning behind this varied from person to person, but the general consensus was that walkability contributed to the overall fun someone could have in a city. Furthermore, "General Walkability" and "Access to Public Transit" scored an average 3.64 and 3.04 out of 5 in terms of importance, respectively.

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

St. Louis offers a number of public transportation services, such as the MetroLink and MetroBus.<sup>9</sup> Additionally, a national survey conducted by USA Today elected St. Louis as the third "most walkable" city in the United States.<sup>10</sup> In conjunction with the array of amenities to explore, the city can offer the perfect night of walking around and having fun that the target audience is collectively envisioning.

### Researching: A Commitment to Learn More

The target audience universally expressed a hesitancy to move or even look more into moving. When asked to provide where the target audience looks for information about a potential new city to move to, all interviewees responded in the conditional tense. This means they may have thought about living somewhere else, but have not put in much research yet. As such, the average willingness to learn more about St. Louis was 2.44 out of 5.

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



# Key Challenges

We have room for improvement at every level of the marketing funnel.

Our research indicated that the target audience hardly knows anything about St. Louis, from basic facts to potentially appealing qualities. No matter how attractive its features may be, they can't be utilized if they're not known to the target audience.

*"I don't know much about St. Louis, therefore I can't really compare [it to another city]."*

With no information to really form an opinion on the city, the target audience shared a common sense of neutrality about it. Not much thought had been put into the city, so no one felt strongly one way or the other.

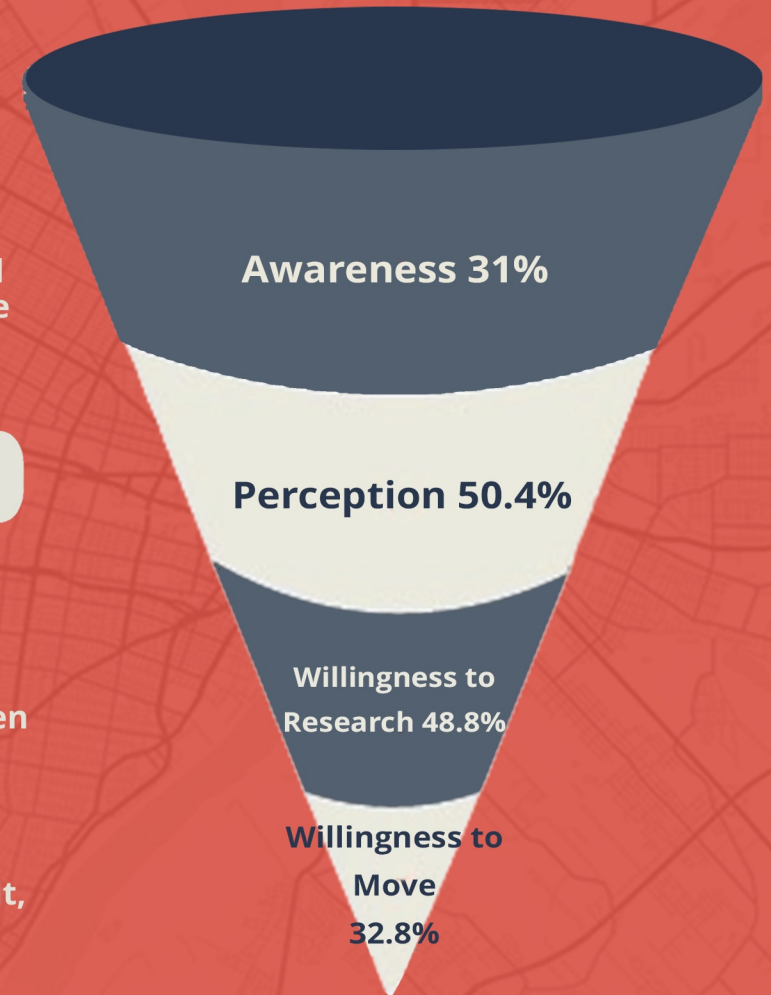
*"I haven't heard anything bad about the city."*

The target audience expressed passive hesitancy to research St. Louis. No one in the interviews indicated that they have previously researched St. Louis, or even other cities, recently. They are not against the idea of doing so, but no one has done so yet.

*"I would have to do some research, but I would not be opposed to the idea of moving to St. Louis within the next year."*

With a lack of commitment to even research St. Louis, the target audience unsurprisingly lacks a willingness to move to the area. They know almost nothing about it, feel essentially nothing about it, and have put next to no research into it; they have no reason to move there.

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





# Target Audience

## Capable but Uncommitted

We realized our audience is logical. They understand that moving is a major adjustment and know it would take lots of time, effort, and money. Personal financing, particularly, was on a lot of the interviewees' minds. They are going to use their resources wisely and require thorough convincing to move someplace else.

This group is also very hesitant – not only about moving to St. Louis, but even looking up places to move. Most cities were rated a similar score on appeal because our audience doesn't really know much about any of them, especially St. Louis. This is an obstacle that we need to be mindful of in our campaign.

This is not to say our target audience has not thought about the prospect of moving. We realized this group is decisive, as they shared many strong and immediate opinions about a city they would want to move to. This means they've all thought about moving, and they know what they want in a city. We can use these specific features to capture their attention.

## Cautious Carly

Carly considers herself to be an everyday 27 year-old woman. She has an alright job with average pay, which is an acceptable distance from her admissible apartment in her hometown of Adequate, IL. Carly thinks about the prospect of moving every now and then; she knows she could live a better life than what she has now. She fantasizes about certain features of her ideal city, but her busy life prevents her from putting much time into the research she needs. Without a little nudge, Carly may never really ask herself the big question: is this really where she wants to spend the rest of her life?





# Objectives

## Awareness

**We are aiming to increase the target audience's awareness of St. Louis's top features and benefits from 31% to at 50% by the end of Q4 2024.**

One of our main issues is that our audience does not have enough prior knowledge about St. Louis and that said, no one is going to move to a city they know nothing about. Due to this, our primary goal is to educate the target audience about St. Louis's features, benefits, and general culture.

## Research

**We are aiming to increase our TA's average willingness to research St. Louis on their own to 2.85 / 5.**

Because our target audience has shown they are logical, they are going to want to put in their own research into our city before making such a large commitment. We can't give our audience the specific research of what exactly they are looking for, so they have to find it themselves after they are given some resources. Specific places to move or job offers to take can not be provided by general persuasion, so we want them to take matters into their own hands and do some personal research on St. Louis.

## Perception

**We are aiming to increase our target audience's average appeal of St. Louis from 50% to 60% by the end of Q1 2025.**

We are wanting to give St. Louis' entertaining aspects a more appealing and unique perception because our target audience's general knowledge about St. Louis is so limited, giving fairly neutral perceptions of the city. Given more positive perceptions, our target audience needs to be equally as interested in as they are aware of St. Louis's qualities.

## Consideration

**We are aiming to increase the TA's average willingness to consider moving to St. Louis from 33% to 55% by the end of Q2 2025.**

We want our target audience to actually consider moving to St. Louis, rather than having it be somewhere they know about. This is our most actionable objective, and could also be seen as the most important in moving them towards that final step. Based on our survey results, more people are willing to learn about St. Louis than consider moving there. We need to close this gap. Consideration, after all, is the final step in a conversion.

### **Our Positioning Statement**

For capable but uncommitted people that value their social-lives just as much as their work-lives, St. Louis invites everyone to see its lively attractions and rich entertainment scene, but also welcomes anyone that appreciates the city's affordability to become a part of its historic community.

### **Explanation**

In our concept testing, St. Louis's low cost of living was the most highly ranked among the target audience. While this is certainly an appealing feature to push in our campaign, focusing entirely on this concept is risky. The audience may erroneously assume St. Louis's offers low quality of living due to the illusory correlation heuristic. To combat this, we are pushing our second highest rated concept alongside low cost of living, entertainment. By doing so, we can paint St. Louis as a place that offers an affordable yet high-quality lifestyle.

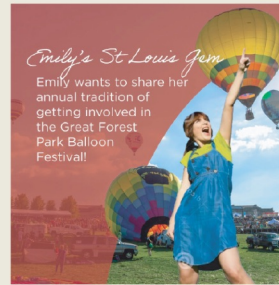
# *Positioning*



# Creative Strategy

## Development

### Strategy #1: Learn From the Locals



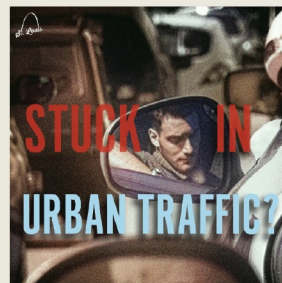
Who better to show you the gems of St. Louis than the locals! They know all the best places. Join us at all our favorites and get to know our great city! #learnfromthelocals

### Strategy #2: Craft Your St. Louis Story



Embrace the financial freedom to sculpt your St. Louis experience. St. Louis is your canvas to paint. #craftyourstlstory

### Strategy #3: Your Gateway



Big cities are hectic. Small towns are boring. Learn more about St. Louis, which is right in the middle! #yourgateway



# The Results

Quantitative data showed that Craft Your St. Louis Story was the strongest in most categories, notably uniqueness, likability, and feeling. However, Learn from the Locals was closely behind in many qualities, such as relevancy, researching, moving, and the overall reaction. More importantly, Learn from the Locals was the most informative about St. Louis. This is further supported by the qualitative data.

## Learn From the Locals

- + "I liked the variety of content offered and how it **highlights experiences** in St. Louis **rather than facts** about the city"
- "[I suggest] brighter colors and a **more attention grabbing** font."

Respondents largely understood and appreciated the message of Learn from the Locals. Criticisms were mostly related to the font and overall visuals. Craft Your St. Louis Story, on the other hand, received the opposite feedback. The sample repeatedly expressed affinity for the visuals and style, but described the message as muddy or general.

Having one strategy with strong narrative and another with strong visuals, we opted to tactically combine (or frankenstein) these campaigns. This strategy will maintain the engaging information from Learn from the Locals, but will also keep the eye-catching design from Craft Your St. Louis Story.

## Craft Your St. Louis Story

- + "**I loved the layout!** I loved how simple but fun the graphics were! I liked all the colors because it helped **grab my attention.**"
- "**Not a very clear message** being sent."

# The Big Idea

### What Is It Called?

Your STL Story

### What Is It?

A campaign to demonstrate the experiences St. Louis has to offer. From affordable living to downtown nightlife these stories visualize just how attainable your needs are.

### Why Can This Product Do It?

By positioning St. Louis as a means of community over a mere location, you can see yourself getting started and fitting right in.

### How Will It Come to Life?

OHH: A collage will show off all the different places and events to live in. OTT: Several photos replaying the experiences of the locals. SM: A series of people's lives in scrapbook form.



# Assets

## St. Louis Chamber of Commerce Branding

The City of St. Louis, MO Chamber of Commerce ( [www.stlouis-mo.gov](http://www.stlouis-mo.gov) ) does not have an official logo or tagline, but it's website has style guidelines:

### Logo

The regional chamber of commerce has handed off responsibilities to Greater St. Louis, Inc. They have the following:

**GREATER  
ST. LOUIS INC.**



### Colors

#### Blues



#174054

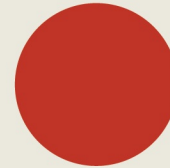


#a8d4e8

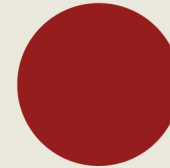


#e3f3fb

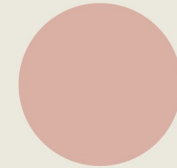
#### Reds



#c03221



#941800



#dbb0a4

#### Greens



#538400

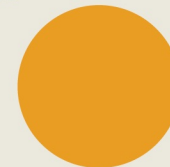


#3f6600

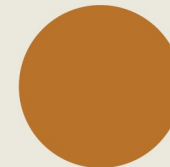


#c5dba1

#### Oranges



#e89c08



#b86f00



#f0d297

### Fonts

Headings: Merriweather  
A b c d e f 1 2 3

Body: Open Sans  
A b c d e f 1 2 3

### Icons

Stlouis-mo.gov uses <https://glyphicons.com/> for their website icons

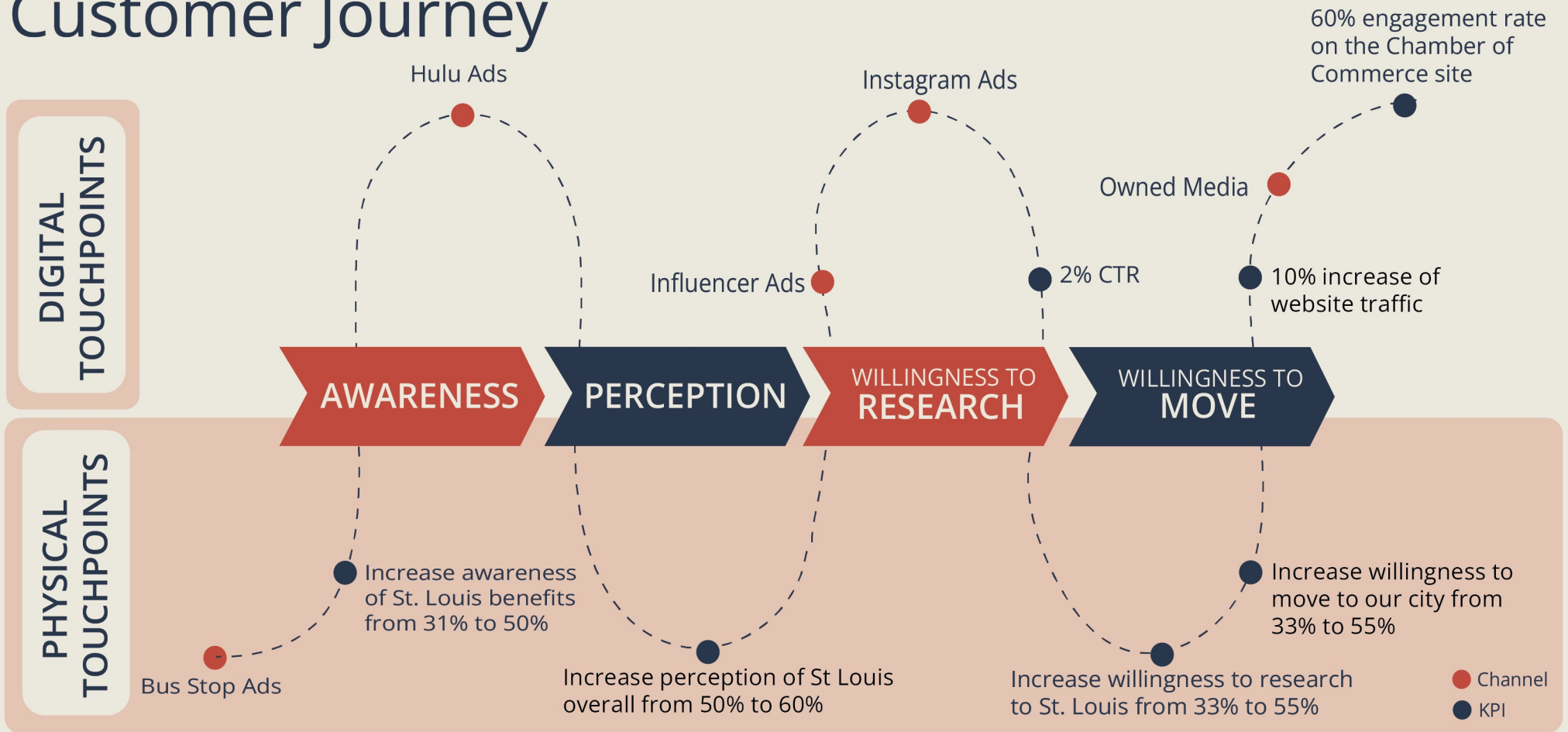
### Tagline

"Proud to be STL Made."



# Media Strategy

## Customer Journey



## Assessment and KPIs

The KPIs we have put in place coincide with our customer journey to best reach our TA at the right place, at the right time, and with the right message. We have four soft KPIs put into place that will be assessed via a post campaign survey. During the awareness stage, we will be running our OOH and OTT ads which will allow us to introduce St. Louis to the audience. We aim to increase awareness of St. Louis benefits from 31% to 50%. These tactics move the audience into the perception stage, where we want our TA to begin to harbor more positive feelings of St. Louis. We plan to see an increase in perception from 50% to 60%. The audience will then move into the consideration stage, where social media ads will be run. We are aiming to increase willingness to research from 48% to 57%, and willingness to move from 33% to 55%.



All of our hard KPIs fall under the consideration stage in the customer journey. During this stage, we will run our social media ads through influencers and instagram posts (paid and owned). We would like to see a 2% click-through-rate on the social media ads, which tells us if our social media ads are being considered by our target audience. Our next KPI is a 10% increase of website traffic on the chamber of commerce site. By measuring the increase of visits to the site, we are able to confirm that our TA is considering St. Louis by conducting further research through a website visit. The last hard KPI we want to measure is a 60% engagement rate on the chamber of commerce site, which will give us further insight on our audience via their interactions on the page.

# Geographics

We are targeting the cities of Chicago, IL, Seattle, WA, and Atlanta, GA because our target audience rated those cities with the highest average appeal compared to St Louis. This said, we want to capitalize on our competitive advantage by putting OOH advertisements in these cities on bus shelters in their downtown area, as one of our main focuses is to target commuters. Specifically, bus advertising in Chicago, IL reaches a median age of 32 and has a monthly ridership of approximately 20,000,000, which is a great example of why we would want to use this advertising strategy in this location<sup>18</sup>.

Seattle and Tacoma, WA Bus Advertising Rates <sup>18</sup>		Atlanta Metro Area Bus Advertising Rates <sup>18</sup>		Chicago, IL Bus Advertising Rates <sup>18</sup>	
(Average per display per 4 week period)		(Average per display per 4 week period)		(Average per display per 4 week period)	
Bus Exterior Ads	\$500-\$7,500	Bus Exterior Ads	\$300-\$5,000	Bus Exterior Ads	\$450-\$7,500
Bus Interior Ads	\$35-\$95	Bus Stop Shelter Ads	\$400-\$700	Bus Interior Ads	\$35-\$95
Bus Stop Shelter Ads	\$400-\$700			Bus Stop Shelter Ads	\$1,000-\$4,000

# Timing

Our campaign will run through a year, but each objective will be focused on a subsequent quarter: awareness in Q4 in 2024, perception in Q1 in 2025, and willingness to research and willingness to move in Q2 and Q3 2025. The channel selected for each quarter seeks a deeper level of engagement. Q4 2024 will run OOH ads to simply spread awareness of St. Louis’s features and benefits. Q1 of 2025 will run OTT ads to increase perception of St. Louis because of its generally high engagement rate.<sup>23</sup> The ending of the NFL season and March Madness also takes place in Q1, which reaches hundreds of millions of views every year.<sup>24</sup> We will also be running these ads in the MLB season for the high viewership as well.<sup>17</sup> Q2 and Q3 2025, we will run social media ads. With the target audience better aware and perceptive of St. Louis this platform will easily direct consumers to perform the next step to click and learn more. Since owned media is free to run, we will be posting this campaign onto the Chamber of Commerce’s Instagram, LinkedIn, and Facebook throughout the whole year.



# Advertising Budget Flowcart

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
<b>OOH</b>													
Bus Shelter in Seattle <sup>18</sup>	1600.00	1600.00	1600.00										
Bus Shelter in Atlanta <sup>18</sup>	1600.00	1600.00	1600.00										
Bus Shelter in Chicago <sup>18</sup>	4000.00	4000.00	4000.00										
<b>OTT</b>													
Hulu <sup>15,16</sup>				20,000.0	15,000.0	10,000.0			20,000.0	15,000.0			
<b>Social Media</b>													
Instagram: Sponsored Posts <sup>19</sup>							60,600.0	60,600.0	60,600.0	60,600.0	60,600.0	60,600.0	
Influencer: Gabrielle Wiggins <sup>20</sup>							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	
<b>Owned</b>													
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	
<b>Total</b>	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

## Channels and Budget

Out-of-home ads consisted of 4% of our budget. This channel is cheap, especially for its high exposure, but has relatively low engagement<sup>25</sup>. Over-the-top ads will use 16% of our budget. These ads will achieve thousands of impressions for ad-tier users, which is especially relevant to our financing-cautious target audience. We could reach up to 80 million users based on the amount of money we plan to spend, translated from about 1000 impressions per every \$10 spent<sup>16</sup>. 79.6% of our budget is spent on social media, which includes instagram ads and two influencer sponsorships. This is a significant percentage, but the high engagement of social media ads is ultimately worth this cost. This budget allows us to reach 519,000 users through paid ads, plus 187,300 users following these accounts, totalling up to 706,700 users altogether<sup>20</sup>.



# OOH: Bus Ads



Your STL Story  
Customer Journey  
Starts Here!

77% of employed adults travel to work at least part of the week<sup>22</sup>. Transit advertisements are everywhere, and reach a large number of people every day. More specifically, bus shelter advertisements reach 92% of the population<sup>20</sup>. This high exposure is perfect for harboring awareness for our city. Our target audience are people that will be traveling to work, people who may take public transportation, or at least walk by bus stops. These ads aim to introduce the idea of moving to St. Louis and offer a QR code to learn more quickly and easily.

Once the colorful hot air balloon catches Carly's attention, the copy brings thoughts that she already has to the back of her brain. She may not be completely ready to make the next step yet, but the prospect of moving to St. Louis is increasingly on her mind.



# OTT: Hulu Video Ads



Hulu is the best platform to reach our target audience because of its large number of ad-tier users. Hulu has over 115 million total ad supported viewers compared to Netflix with only a little over 15 million<sup>23</sup>. While Netflix may have a larger audience, it doesn't draw nearly as many people who have the ad supported version – people who care about affordability, which is exactly what we aim to showcase. Furthermore, Hulu ads have a very high retention rate of 63%. These ads will further nudge St. Louis as an appealing option.

While Carly initially sat down to watch her favorite show, this ad has been itching a certain spot in her mind. She had been passively thinking about moving, and the city on that video seemed lively yet realistic. She just needs to be sure of the perfect city before she gets thrown into the process of moving. The bus ads helped her gain awareness, and the Hulu ads made her feel more positively about St. Louis.



# SM: Influencer Sponsorships



Instagram is the most used social media platform used by our target audience's age group<sup>21</sup>. We felt that influencers could help transition audience members from feeling positively about St. Louis to understanding it as a grounded option. Who better to tell a STL Story than real people? We chose Gabrielle Wiggins (@itisgabriellee) and the Farrell Family (@stlbucketlist) as our influencers, as these are both well known creators from St. Louis. They are known for showing all the local spots for restaurants, entertainment, bars, and so much more. We are confident that these two creators would be able to incorporate ads into their posts, as they already speak so highly of the city.

Influencer ads will give Carly real examples of how affordable but social St. Louis is. Carly is now seeing herself in these places with these people. She hasn't realized it yet, but she's technically already researched the city by following these accounts and browsing their posts.

# SM: Instagram Ad



We also want to incorporate paid Instagram ads. These reach anyone – even people not following the influencers' or the Chamber of Commerce's accounts. We want these ads to be eye catching, and give the consumer an outlet to go to our website. The whole process will lead them to this point so that they can work on researching St. Louis on a more serious level. All they have to do is tap to learn more on the Chamber of Commerce's website.

After putting a reasonable amount of thought into St. Louis, Carly sees these ads that make researching a tap away. They're lively and fun, but also informative and insightful. The ad easily directs her to the research that she needs to perform.



# Owned Media: Chamber of Commerce Website



Once our audience makes it to the Chamber of Commerce page, they will have all the tools they need. The page will provide great insight about St. Louis, and steps that can be taken in order to begin the moving process. The site will provide multiple resources and explain the benefits of our city. Once they have the knowledge needed this site will make perfect sense for the people serious about moving to our city.

Once Carly is on the website, she will see multiple outlets for her to continue her journey. She will find resources to move as well as access to information on the city to fill any leftover doubts. Now, Carly is finally nearing the end of her journey: a new, fulfilling life in St. Louis.



# Conclusion



We found through secondary research, interviews, and surveys that our target audience needs to be well aware and perceptive of St. Louis before they will be willing to research or move. Concept and creative testing indicated that this audience values an affordable social life. To best reach the target audience, each media channel will tactically occur subsequently to nudge cautious people like Carly along the customer journey. Out of home ads will introduce the idea of St. Louis. Over-the-top ads will later strengthen feelings towards the city. Social media ads will then prompt users to take action. From Isaac's housing guide to Emily's night out, these stories show just how easily the target audience can live that life that previously seemed too good to be true. Your STL Story isn't fiction.



# *AI Disclosure*

The author(s) would like to acknowledge the use of ChatGPT, a language model developed by OpenAI, in the preparation of this assignment. ChatGPT was used in the following way(s) in this assignment: preliminary brainstorming, preliminary research.

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