

“Wilmettonomics” Marketing and Creative Campaign for Village Businesses

Presentation to Businesses 10/30/18

Background

- Committee of Village employees, Chamber employee, local business owners, and volunteers started meeting in 2016 to create a marketing campaign for all Village businesses.

Background

- Through a series of brainstorming and focus groups, developed a Master Marketing Plan: Translate love residents have for their community to the local businesses.
- Use grassroots marketing to educate residents and create a “movement” to “shop Wilmette.”

Background

- Ogilvy and Mather creatives challenged us to give residents a tangible “reason why” residents should shop Wilmette.

Wilmettonomics

- It's the 2% return on every dollar you spend locally that gets put back into the village to make Wilmette special.

**First,
we got people's attention
With
“Wilmettonomics” Yard Signs
throughout the Village.**



EVERY DOLLAR
YOU SPEND
LOCALLY
ADDS UP TO
**A BETTER
WILMETTE**

THAT'S WILMETTONOMICS

*** IT PAYS TO SHOP LOCALLY ***



#WILMETTONOMICS



EVERY DOLLAR
YOU SPEND
LOCALLY
ADDS UP TO
**A BETTER
WILMETTE**

THAT'S WILMETTONOMICS

*** IT PAYS TO SHOP LOCALLY ***



#WILMETTONOMICS



EVERY DOLLAR
YOU SPEND
LOCALLY
ADDS UP TO
**A BETTER
WILMETTE**

THAT'S WILMETTONOMICS

*** IT PAYS TO SHOP LOCALLY ***



#WILMETTONOMICS

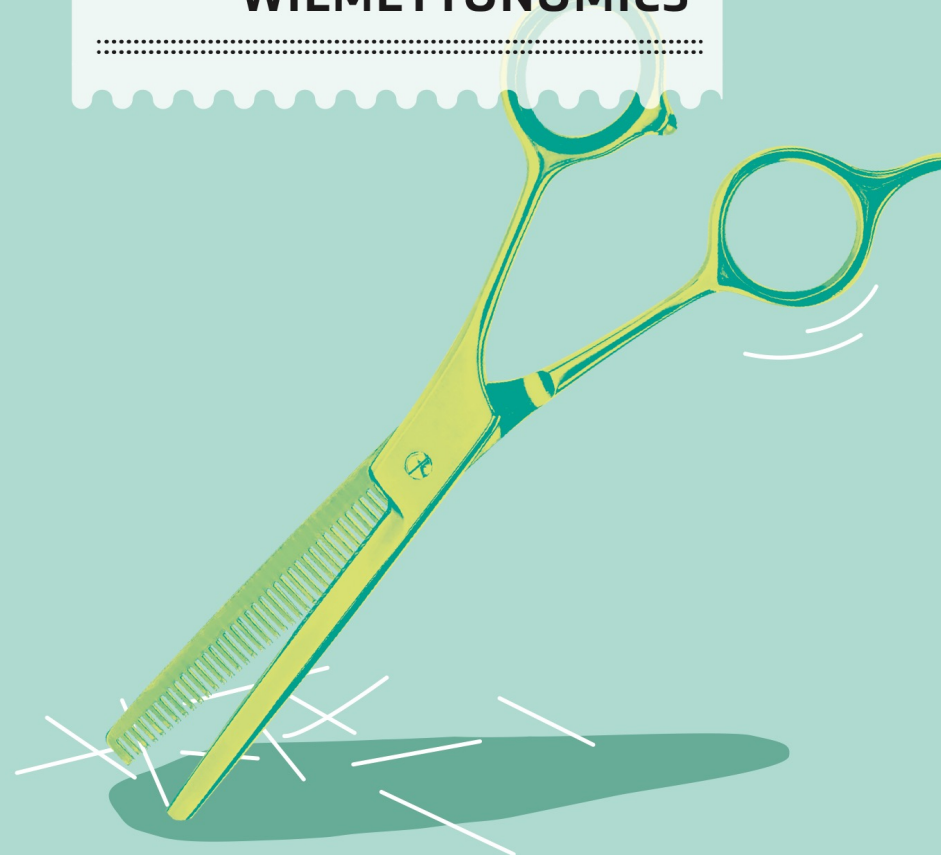
**Ads in The Beacon
reinforced campaign with
important information.**

“Millions of dollars of local sales are reinvested back into Wilmette, making it one of the most special places on the Northshore. **Remember, it pays to shop locally.**”



GETTING A
BUZZ CUT ON
WILMETTE AVE
ADDS UP TO
**PERFECT
TREE LINED
STREETS**

THAT'S
WILMETTONOMICS

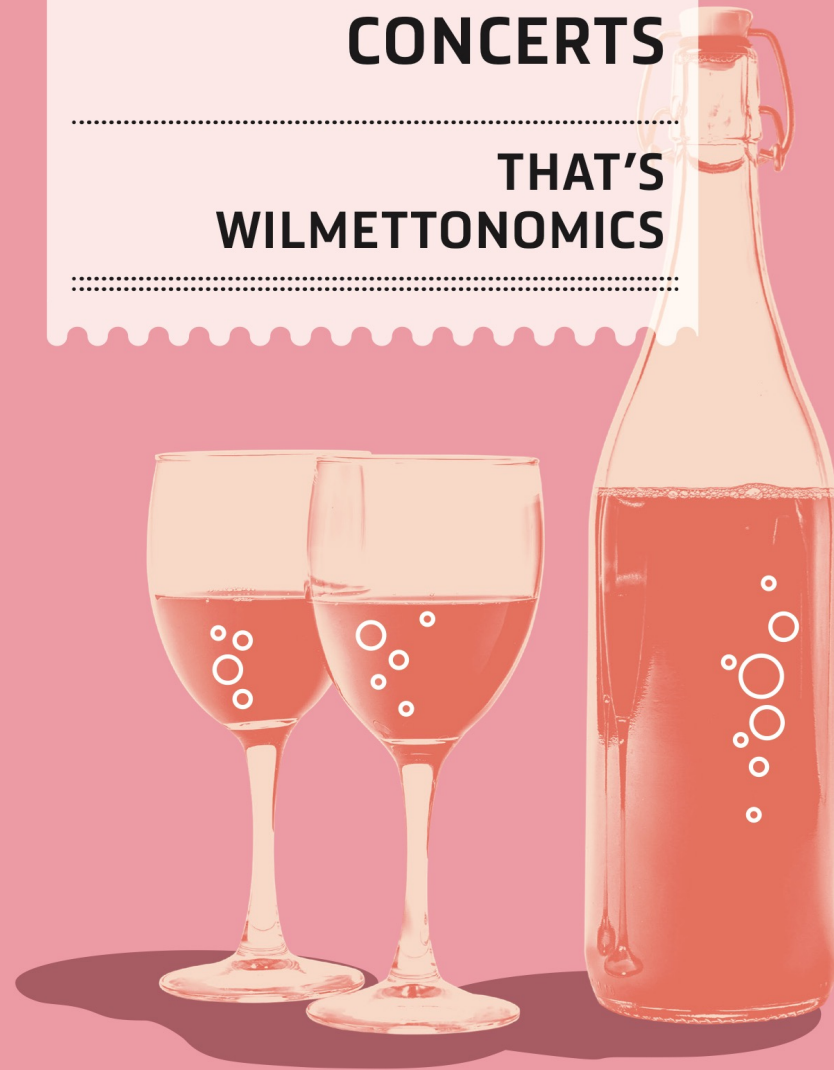


Millions of dollars from local sales are reinvested back into Wilmette, making it one of the most special places on the North Shore. **Remember, it pays to shop locally.**



DINING
AL FRESCO
ON CENTRAL AVE
ADDS UP TO
**MUST-SEE
OUTDOOR
CONCERTS**

THAT'S
WILMETTONOMICS

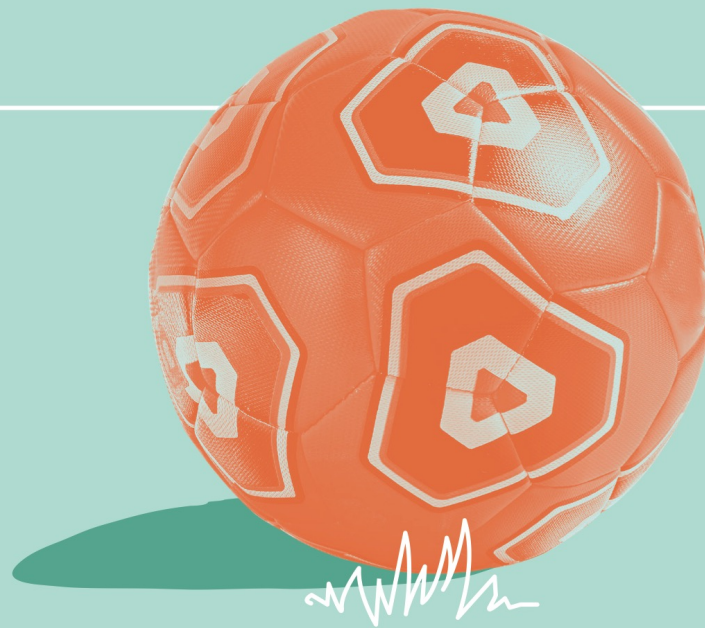


Millions of dollars from local sales are reinvested back into Wilmette, making it one of the most special places on the North Shore. **Remember, it pays to shop locally.**



BUYING
SPORTS GEAR
ON GREEN BAY
ADDS UP TO
**NICER PARK
BENCHES**

THAT'S
WILMETTONOMICS

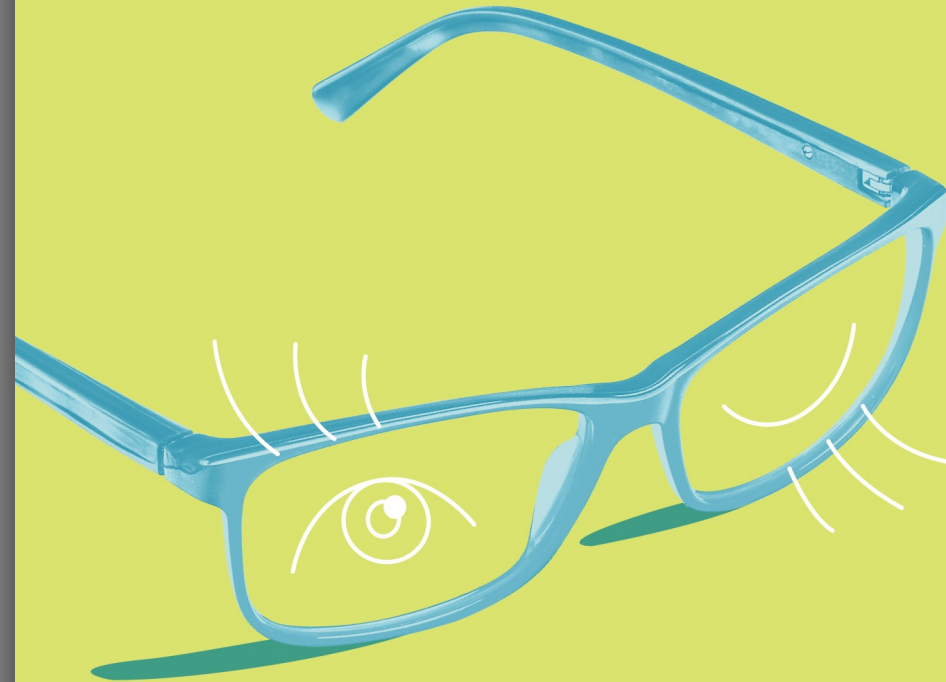


Millions of dollars from local sales are reinvested back into Wilmette, making it one of the most special places on the North Shore. **Remember, it pays to shop locally.**



BUYING
EYEGLASSES
ON GREEN BAY
ADDS UP TO
**BETTER LIT
STREET SIGNS**

THAT'S
WILMETTONOMICS



Millions of dollars from local sales are reinvested back into Wilmette, making it one of the most special places on the North Shore. **Remember, it pays to shop locally.**

Thousands of Residents Learned about “Wilmettonomics”

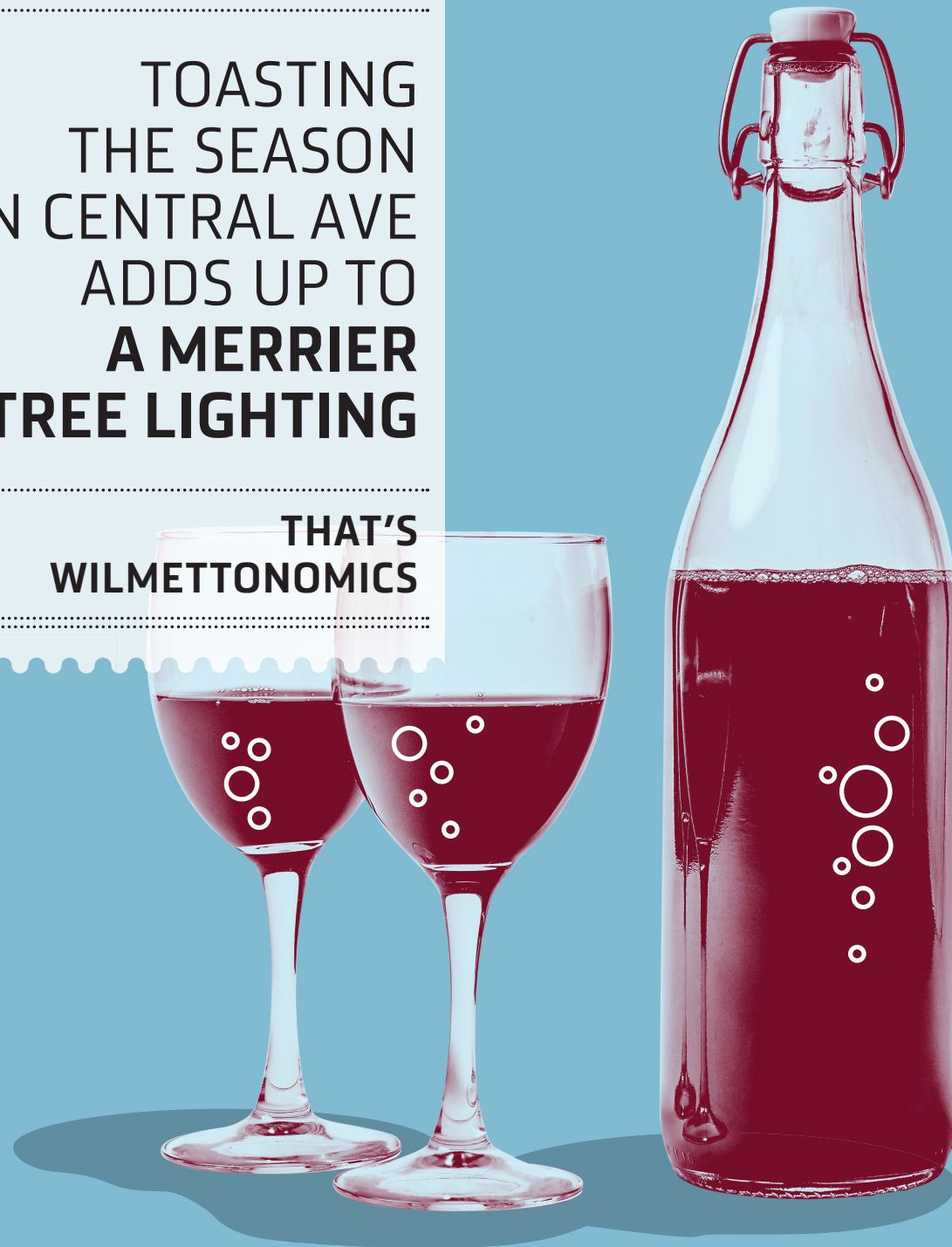
- 48 large yard signs
- 1-4 Beacon ads for 4 consecutive weeks
- Posters in local businesses.
- Two newspaper articles
- Feature in The Communicator
- E-Blasts from Village

**Holiday Marketing Campaign
will launch with fresh creative
and engaging events.**



TOASTING
THE SEASON
ON CENTRAL AVE
ADDS UP TO
**A MERRIER
TREE LIGHTING**

THAT'S
WILMETTONOMICS



Mix and mingle this holiday season close to home. Over \$5 million dollars from local sales are reinvested back into the village every year, so remember, it pays to shop locally. Share your local love and use [#wilmettonomics](#) this holiday season.

“Mix and mingle this holiday season close to home. Over \$5 million in local sales are reinvested back into the village every year, **making it one of the most special places on the North Shore.** Share your local love and use **#Wilmettonomics** this holiday season.”



BUYING THE
HOTTEST GIFT ON
WILMETTE AVE
ADDS UP TO
**A STELLAR FIRE
DEPARTMENT**

THAT'S
WILMETTONOMICS



Over \$5 million from local sales are reinvested back into Wilmette every year, making it one of the most special places on the North Shore. This holiday season, remember, it **pays to shop locally**. Show your local love and use **#wilmettonomics**.

“Over \$5 million are reinvested back into Wilmette every year, making it one of the most special places on the North Shore. This holiday season, **remember, it pays to shop locally.** Share your local love and use **#Wilmettonomics.**”

Holiday Media Coming Soon

- Direct Mail
- Glossy Magazine ads in MIB and NS
- Local Newspaper ads (Wilmette, Winnetka, Glencoe)
- Online/Social Media
- Non-Paid Promotional Opportunities
- Store Front signage and banners
- Promotional text campaign

Special Holiday Events

- Saturday, November 24—Amex Shop Small Saturday
- Thursday, November 29 from 5-9pm—Holiday Open House
- Saturday, December 1 from 10 am-6pm- Holiday Happenings

**How Do I Use This
Campaign?**

- Use #Wilmettonomics on all social media posts.
- Use Wilmettonomics “logo” on all e-newsletters, websites, ads and social media posts.
- Encourage customers to “check in” on FB and utilize #wilmettonomics on their posts.
- Put up a poster in your window.

- Wilmettonomics stickers will be available for use on packaging and wrapping.
- Put #wilmettonomics on receipts (if electronic) with tagline.

Wilmettonomics Copy

- Wilmettonomics....it pays to shop locally.
- Over \$5 million are reinvested back into Wilmette every year, making it one of the most special places on the North Shore. This holiday season, **remember, it pays to shop locally.** Share your local love and use **#Wilmettonomics.**

Wilmettonomics Copy

- 2% of every dollar you spend locally gets put back into the Village to make Wilmette special. That's Wilmettonomics.