

Downtown Norfolk

COUNCIL

**2017 Grand Illumination
Parade
Facebook Live & TV
Broadcast**

Grand Illumination Parade Live Broadcast

Since 1989, the Grand Illumination has been live broadcast during prime time.

In 2017, we started thinking that A LOT HAS CHANGED SINCE 1989.



...and so maybe it was time for our Parade viewing experience to change too.

This is what we were working with...



**One shot, one location.
Not the best representation of the spectacular parade or our downtown.**

Contributing Factors for Re-Evaluating

Ratings were down.

- Major television events like the Super Bowl also experienced a decline. Seems like people just aren't tuning in the way they used to.

Limitations of a live broadcast.

- One broadcast location = Only one shot out of our entire 48-block district.
- Limited camera angles = Not adequately showcasing our Downtown.
- Strict time constraints = Staff trying to rush parade units; All units not able to be on TV.

Need for additional sponsorship opportunities.

- Our live broadcast allowed us to offer commercials and continuous on-screen logo recognition; but we believed controlling production and introducing an enhanced social media element would give us the ability to be more creative and innovative with sponsorship opportunities.

Not a lot of room for reuse.

- Footage from the live broadcast was difficult to repurpose for other holiday promotions to showcase downtown during the holidays.

Untapped social media opportunities.

- Difficult to tie the TV event to any of our social accounts at time of event.

Objectives for Facebook Live & Produced Version of Parade

Improve viewership ratings

Decrease budget

Showcase Downtown amenities, businesses, vibe

Capture ALL aspects and views of parade, not just one spot

Creatively feature/promote sponsors (and include sponsor commercials)

Capture & highlight behind-the-scenes moments

Have new, engaging hosts

Introduce a new “man on the street” to interact with the crowd and generate new, unique content

Be engaged LIVE via social media

No pressure, right?



Shout It From the Rooftops

There's no point in changing something if you tell no one, right?

DNC developed a comprehensive promotional and communications plan, making sure to inform participants as well as the general public about both the Facebook live & produced version of the parade, while continuing to encourage them to come see the parade in person.

Samples of Promotions



Mark your calendars! Set your DVR! Tell your friends! Plan your viewing party!

The spectacular television premier of the 2017 Grand Illumination Parade is on Saturday, December 9th at 8pm on WTVZ.

We are so excited for everyone to see the parade on the big screen. Our new edited version of the parade broadcast allows you to experience the Downtown Norfolk Grand Illumination Parade like never before. See behind the scenes footage, interviews, candid moments and the energy and magic of the holiday season downtown all in one jam-packed hour of fun.

Where to Watch:

Cox Cable

- Channel 2
- HD 1002

Non-cable – over air

- Channel 33

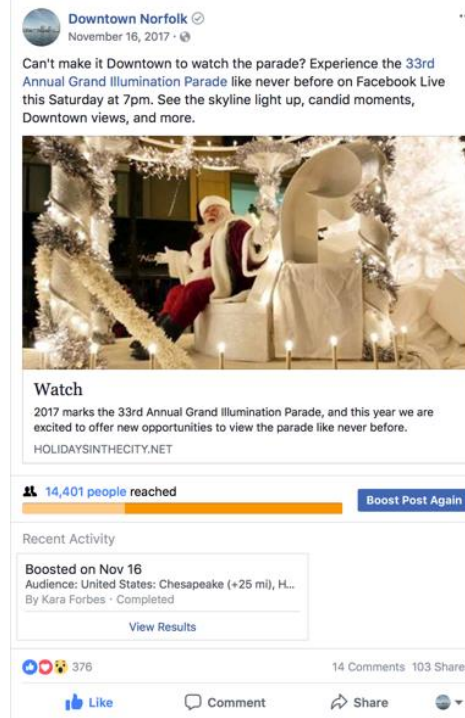
Verizon

- Channel 11
- HD 511

Direct TV

- Channel 33

Check out & share the parade teaser:



OPTIONS TO WATCH THE PARADE ON TV AND SOCIAL MEDIA

While the parade will not be broadcast live on television the night of the parade, we are excited to offer new opportunities to view the parade like never before.

What's different? By not broadcasting live on television we have much more flexibility and opportunities including:

- Behind the scenes footage, interviews and interaction with participants
- Features of the crowd's reaction to the parade and Downtown scene
- Showing the parade from many different angles and vantage points – there will be cameras ALL over the route, so be sure to perform your best at all times.
- Better potential for every unit to be featured on edited re-broadcast or Facebook Live *NOTE* There is still NO guarantee that your unit will be on Facebook Live or the re-broadcast.

Live on Facebook – The Grand Illumination Parade will be on Facebook Live @DowntownNorfolk on Saturday, November 18th starting at 7pm.

Be sure to tell your friends and family to follow us on Facebook @DowntownNorfolk so they can see you on parade night if they can't come Downtown

How to watch on Facebook Live:

- **On your mobile device:** Follow @DowntownNorfolk on Facebook. If your notifications are turned on you will be notified when we go live. If not, just login to Facebook at 7pm and search @DowntownNorfolk.
- **On your laptop or desktop:** go to www.facebook.com/DowntownNorfolk at 7pm
- **If you don't have Facebook:** go to www.holidaysinthecity.net and the parade live broadcast will be streamed on the homepage.
- **After the Parade:** The Facebook broadcast will be available after the parade on Facebook @DowntownNorfolk and at www.holidaysinthecity.net

Watch on Television - WTVZ Cox Channel 33 on December 9th at 8pm and December 15th at 10am

Mark Your Calendars! Even if you saw the parade on the street or on Facebook Live, you won't want to miss the produced version airing on WTVZ Channel 33.

New this year, the parade broadcast will be edited and produced so you can experience the parade like never before with behind the scenes footage of participants, interviews, candid moments, and the energy of the crowd and downtown holiday atmosphere all packaged together for one jam-packed hour of Downtown holiday fun.



SHOUT IT FROM THE ROOFTOPS

Additional Samples of Promotions



Downtown Norfolk was live.
Published by Teradek [?] · November 18, 2017 · [Follow](#)

Re-watch the magic of the 33rd Annual Grand Illumination Parade! The parade will be edited and broadcasted on December 9th at 8pm and Christmas Day at 10am on WTVZ. Skip ahead to the 5 minute mark to watch the parade from the beginning.

33rd Annual Grand Illumination Parade
01:22:38

✔ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

👤 Your video is popular with women between the ages 35-44 [Boost Post](#)

👍👎🗨️ 727 929 Comments 492 Shares

👍 Like 💬 Comment ➦ Share

Let's Get Social

DNC Staff monitored Facebook Live Parade broadcast.

- A dedicated staff person was available to respond to comments/questions, share our broadcast, and tag participants.

And the online community was engaged.

- 20,000 live views with 727 interactions
- 34,090 total views, with 931 peak live viewers
- 75,028 minutes viewed
- 116,652 people reached
- 492 shares

Instant feedback showed us the positive and the negative.

- Our dedicated staff person was able to radio to our video crew to immediately correct any potential errors.





But (Hooray!) The Feedback Was MOSTLY Positive!


(And you know everyone on Facebook is BRAVE with their feedback).

 · 0:04 Really enjoyed that! Thank you so much for the coverage, for those of us that could not make it down there tonight. Nicely done!!!!
Like · Reply · Message · 18w

 · 33:01 Wow Thanks for sharing,my daughter and I use tp be there yearly
Like · Reply · Message · 18w


 · 19:52 Miss my hometown! Can't wait to visit next summer.
Like · Reply · Message · 18w

 · 48:40 Loving the antique fire engines and trucks. So cool!
Like · Reply · Message · 18w

 · 55:08 Love this, looks so great. Wish I was there!!!!
Like · Reply · Message · 18w

 · 50:18 THANK U FOR LIVE STREAMING!
Like · Reply · Message · 18w


 · 1:02:39 IC Norcom Versatile ¹⁰⁰Greyhound For Life
Like · Reply · Message · 18w


 · 24:01 This is great! Clear and sounds great! Thanks for all you do Downtown Norfolk!
Like · Reply · Message · 18w


 · 0:00 Thanks for sharing....I used to be out there all bundled up in the cold.. watching the parade!
Like · Reply · Message · 18w

 · 39:10 The CHKD transport team rocks. 😊😄❤️❤️
Like · Reply · Message · 18w

 · 0:00 Thank you for sharing this Clyde. I have not grown out of a parade. I still get as excited as a child. It is so magical.
Like · Reply · Message · 18w

 · 8:54 Is watching from Dallas
Like · Reply · Message · 18w

 · 26:10 Thank you for the great coverage! Able to see everything and get good facts and information about each group
Like · Reply · Message · 18w

 · 43:46 Thanks for the coverage.
Like · Reply · Message · 18w

 · 22:41 I know you all miss it on tv but you miss parts due to the commercials ... this method seems to allow us to see the parade in its entirety.
Like · Reply · Message · 18w

RIP Old Grand Illumination Parade Coverage, 1989-2016

Remember this somewhat unappealing steady shot of a dark street with the parade marching in front of it?



Not super engaging, right?

So, In 2017 We Took A Gamble & The Grand Illumination Parade Coverage Changed in a BIG Way...

And to drum up the excitement for the first-ever produced airing of the parade, we developed a 3 minute sizzle reel.

Go ahead, watch the 3 minute sizzle reel, either via the attachment submitted or by clicking [this link](#), and see for yourself just how big of an improvement it is.

Trust us, you're going to wish you were there.

We'll wait.

(That was great, wasn't it?!)



The Results? A ROARING Success – The Numbers Don't Lie!

WIN-WIN-WIN

- 78.10% INCREASE in total parade views (combining broadcast airings, Facebook Live, & teaser). (Improve Viewership goal? CHECK).
- 89.94% DECREASE in CPM (DEFINITELY hit our “Decrease Budget objective”).

Social Media Highlights

- 727 Interactions
- 75,028 minutes viewed – that's equal to 52 days of parade!!
- 482 Shares
- 116,652 people reached



Downtown Norfolk

2017 Grand ~~dn~~ Unnomination

Parade

Facebook Live & TV

Broadcast
