

GLEBE BUSINESS IMPROVEMENT AREA – GLEBE SPREE 150 2018 IDA AWARD SUBMISSION

Category: Marketing and Communications



OVERVIEW:

Glebe Spree is an annual promotion by the Glebe Business Improvement Area (Glebe BIA) in Ottawa, Canada. Over the past seven years, it has become one of the neighbourhood's most successful traffic generators and an annual Glebe tradition. Since 2011, the contest can be linked to over \$20M in consumer spending.

HOW IT WORKS:

Running from November 15-December 31, Glebe Spree rewards shoppers with a stamp for every \$20 worth of purchases made at participating Glebe merchants; once they have collected \$200 worth of stamps, their ballot is eligible to enter the draw for a \$10,000 grand prize Glebe Shopping Spree. In addition to the grand prize, participants have the chance to win daily prizes from participating businesses. Additional incentives, such as Two-Stamp Tuesdays, were designed to drive traffic during off-peak hours.

To mark Canada's celebration of 150 years of Confederation, we created a new, Canadiana-inspired Glebe Spree 150 contest. This enhanced format awarded shoppers with a stamp for every \$15 purchase, making them eligible for entry after \$150 has been collected. Additional prizes were added to the promotion, including twice as many Any Day Prize giveaways and \$1,000 weekly cash prizes. Finally, a new Christmas Chaos weekend encouraged patrons to shop early in the holiday season by awarding double the stamps for each \$15 purchase.

GLEBE SPREE THROUGH THE YEARS

Since its inception, the contest has become increasingly popular and has seen exponential growth. The 2017 contest was the most successful promotion on record and the outcome generated was a result of strategic choices over the years. This included the decision to reshape the contest into a hyper-local campaign that focuses on our most frequent customers within our primary trade area to build and reward loyalty. We also invested heavily in targeted direct mail and social media for maximum reach.

The result: In six years, Glebe Spree has seen a nearly 200% increase in entries while cutting the investment in the contest by half. This has generated an ROI that has increased by over 350%.

BY THE NUMBERS:

Glebe Spree 150 ran from November 15 to December 31, 2018. During this period there were:

- 4.2 million impressions delivered through a marketing campaign
- 162 participating businesses, representing more than 95% of the Glebe's B2C businesses
- 81 total prize giveaways, with more than \$18,750 in winnings
- 31,557 total ballots entered (a 64% increase YOY), representing \$4.7M in economic activity and an ROI of \$78.89 per dollar invested (an 8% increase YOY).

APPROACH:

Glebe Spree 150 Objectives:

- Create top-of-mind awareness for the Glebe and Glebe merchants during a peak shopping period;
- Create a value proposition differentiating the Glebe from competing shopping destinations;
- Encourage new and repeat visitation to the Glebe;
- Increase consumer spend with Glebe merchants;
- Increase off-peak period shopping;
- Drive traffic to the Glebe Spree website (where opt-in data was collected for future marketing activities).

Glebe Spree 150 Strategies:

- Engage Glebe merchants to encourage participation and support;
- Implement paid advertising and social media campaigns;
- Implement organic social media programs;
- Leverage high-attendance events, many national in scope, taking place in the Glebe;
- Create in-promotion programs to encourage off-peak and early period shopping.

Merchant Engagement

The Glebe Spree 150 strategy was launched at our Annual General Meeting, and was promoted through an advertisement in the annual report and flyers distributed to businesses by staff. All engagement activities were designed to outline the benefits of the contest to merchants, and to encourage and facilitate their participation. In early November, Glebe Spree 150 materials – including a branded ballot box with passports, window decals and stamps – were distributed to all participating BIA members. Employees were

instructed to actively provide shoppers with a passport and stamp them accordingly for each purchase. Customers would then submit completed ballots in the ballot box, which were collected on a weekly basis.

Advertising and Social Media Campaigns

- *Direct Marketing:* Over 11,000 passports were mailed via Canada Post to residents in the immediate trade area, putting the Glebe Spree entry ballot directly in their hands at the start of the promotional period. E-mailers were sent to a database of past participants, reminding them that the Glebe Spree 150 was launching shortly. Those who did not receive the ballot by mail were encouraged to download one from the promotion website or to pick one up at a participating business.
- *Geo-Fencing:* Geo-fencing targeted visitors attending large-scale events in the Glebe encouraging them to participate while directly in the region. Specifically, visitors to the 2017 CFL Grey Cup Championship Game and Festival, the NHL100 Outdoor Classic and the annual Santa Claus parade – all taking place in the Glebe during the promotional period – were targeted on their mobile devices during these events. This data was also used to retarget these individuals with Glebe Spree messaging throughout the promotional period.
- *Print and Web Display Advertising:* Advertising in local publications and the Google Display Network (web banner advertising geo-targeted to Ottawa and Canada's capital region) focused Glebe Spree messaging, encouraging viewers to click through to a Glebe Spree 150 microsite at www.glebespree.ca for more information and to head to the region to start collecting their stamps.
- *Organic and Paid Social Media (Facebook/Instagram, Twitter and YouTube):* Social Media and YouTube channels targeted user lifestyle factors highlighted in recent research as Glebe compatible, as well as specific Glebe-related mobile personas, such as Foodies and Shoppers. All channels included videos highlighting how to enter the Glebe Spree 150 contest. All advertisements directed viewers to the Glebe Spree 150 microsite at www.glebespree.ca.

Organic posts created by Glebe BIA staff were boosted to drive awareness of the Glebe Spree 150 contest. Boosted posts targeted the lifestyle and mobile personas above and leveraged searches for high-attendance events, such as the Grey Cup Game/Festival, NHL Outdoor Classic and the Ottawa Santa Claus Parade.

- *Out of Home:* Street postering within the Glebe and Glebe-adjacent neighbourhoods promoted the contest and demonstrated the simple steps to enter.

Organic Social Media Engagement

In addition to ongoing social media posts, Any Day Prize winners were photographed with Glebe Spree branding elements and circulated on social media. Winners and businesses were tagged and encouraged to share on their individual own social media feeds. Participants and businesses were encouraged to use the #GlebeSpree hashtag in all social media interactions.

High-Attendance Events

In addition to the geo-fencing campaign, street-level programming during the Grey Cup Game/Festival and the Ottawa Santa Claus Parade put Glebe Spree 150 passports directly in the hands of consumers.

INNOVATION:

2017 marked the evolution of a long-standing Glebe promotion to reach new target audiences and leverage Canada 150 activities.

REPLICATION:

The concept is one that is scalable and could be easily adapted by other BIAs to drive visitors to their retailers, restaurants and services.

REPRESENTATION:

The quirky and canadiana-themed Glebe Spree 150 represented the nature of the neighbourhood, its membership and its support of the overall Canada 150 celebration. Businesses from all categories were able to participate.

SUSTAINABILITY:

The Glebe Spree concept is one that has legs, as evidenced by continued year-over-year participation and ROI growth.

EXECUTION:

Glebe Spree 150 was executed by the Glebe BIA executive staff in collaboration with their advertising agency of record and leveraging support from their merchant membership.