

A proposal to  
The Menasha  
Redevelopment Authority



for the marketing of  
Lake Park Villas and  
Lake Park Square



## Company / Individual background

Joe Weidert is the managing partner of AtomicTribe and past owner/creative director of the Weidert Group Inc. Weidert Group Inc was a full-service ad agency providing marketing strategy, creative and communications to national clients that included Kraft Foods, Kimberly-Clark and CenturyTel Wireless as well as local clients like George Banta Company, Grande Cheese, Neenah Paper Fox River Paper Co and VandeHey Landscaping.

AtomicTribe currently publishes a branded direct response marketing program called ***delight!*** for national Cable TV, Internet and Wireless Companies.

Joe is a resident of Menasha and his wife Mary owns the Wild Apple Gallery on Mains St. in downtown Menasha. They are among the initiators and volunteer leaders of Downtown Menasha's Sun Runner summer festival.

## Services provided

Consumer Research, Strategic Planning, Media Planning, Social Media, Mobile Media, Creative Strategy and execution, Print and Broadcast Production, Event Planning, PR.



## Our Approach for Lake Park Square and Villas

The intent of this document is to provide insight into our thinking process and approach. It does not include complete specifics or details of a full marketing plan. If our firm is selected, a complete marketing plan will be provided and shared with all stakeholders.

### **Marketing Strategy**

A key challenge in the marketing of Lake Park Square and Villas is a limited budget. Unfortunately it is more costly than ever to compete with the constant barrage of advertising being generated in all medias today. Therefore a creative approach to sharing the cost of marketing will be a key strategy.

The success of the Lake Park project will create financial opportunities for other businesses besides Lexington Homes and Cypress Homes LLC. Financial and mortgage institutions as well as builders, home furnishing, appliance, landscape companies and businesses in the development area will also benefit.

***Our first initiative** will be to solicit financial support from businesses partners who have a potential stake in Lake Park's success in exchange for a shared presents in all marketing.*

### **Positioning and branding**

The Lake Park project has had it's share of negative publicity in the past several years. This has not helped the image of the project. However, after speaking with some of the current residence, you clearly hear about all the positive benefits of living there.

***Our second initiative** will be to create a testimonial video that captures the views of these residents as well the comments of successful business owners located in Lake Park Square. This video will give a prospects a peek at the demographics and lifestyle of those residents. This video will be shot in the interiors of some of Lake Parks existing villas and businesses giving prospective owners and developers something finished and tangible to relate to. This will help compensate for the lack of model homes and finished commercial businesses.*

*With the approval and assistance of Coldwell Bankers and Grubb & Ellis | Pfefferle, a copy of this video will be distributed to all realtors in the area. It will also be presented on a Lake Park Square and Villas web site as well as a mobile site for smartphones and tablets. Parts of the video will be included in a PR kit for TV media outlets.*



**Our third initiative** will be to complete a printed marketing kit. This kit will feature a new logo for the development and consist of a full-color pocket folder and sell sheets that create a fresh new relaunch of the project. In addition, it will house all the necessary specs, site plans and other information needed by realtors to successfully sell. It will be available as a take away for all prospects who schedule a showing.

This kit will also include any businesses that are helping fund the marketing and will provide them with opportunities to communicate special promotional offers to all prospect who purchase a lot or commercial space.

**Our fourth initiative** will be to develop an outdoor image and awareness plan for the actual site. This plan will take advantage of the heavy vehicular traffic on HWY 114 as well as present a fresh, and exciting image for the Lake Park Square development and Lake Park Villa lots as well as for Lexington and Cypress Homes.

## Media

As stated earlier, media is expensive. The most effective media will be Internet and mobile. Cable TV may also be an option.

**Our fifth initiative** will be to develop websites for desktop, mobile phone and tablet devices. All print and outdoor media will include the use of QR codes. These codes will activate our video as well as provide email or direct phone dialing links to the listing realtor right from a prospects smartphone or tablet device.

## Relaunch Events

We recommend a major relaunch event to be held at the site.

**Our sixth initiative** will be to develop and implement a major relaunch event. This event will include all participating marketing partners and should be held late enough in the spring to maximize chances for good weather.

The event will be hyped to broadcast media outlets and ideally be promoted on all participating businesses websites, media advertising and in-store to maximize awareness and exposure.



### **Coordination with partners and reporting**

All major partners will be met and consulted with prior to the development of the plan. This will ensure that all stakeholders' needs and expectations are considered.

Weekly emails to these stakeholders will ensure they are aware of progress and critical events including Web, PR and media campaign launches as well as the availability of new selling tools.

In addition, A spreadsheet containing all critical initiatives and time lines will be posted via simple to use Google docs which will include week-by-week updates as well as an area for questions and comments.

Finally, the principles of our firm will provide personal phone and email contacts so that all stakeholders can access us directly at any time.

### **Timeline**

All initiatives listed above will be completed no later than May 1.

**Note:** As part of any earlier pro bono project for the City of Menasha Community Development Department, a large collection of photos has already been taken of the development. Samples can be seen at the end of this proposal. This "head start" will allow that the printed marketing kit explained in "our second initiative" can be ready by April 1st.

### **Fees and contracts:**

We prefer to charge for each component of this plan on a project by project basis. We believe this would allow the Menasha RDA more flexibility and control of costs.

In addition, the success of our marketing partnership idea will have a lot of impact on final costs. On the following page we have provided some ballpark estimates for the major initiatives stated in this proposal broken down by consulting fees and out of pocket costs.

**Note:** All consulting fees are discounted by 50% to \$50 per hour.



Initiative	Fees	Out-of pocket cost
<i><b>Our first initiative</b> will be to solicit financial support from businesses partners who have a potential stake in Lake Park's success.</i>	\$1,750	\$0
<i><b>Our second initiative</b> will be to create a testimonial video.</i>	\$2,500	\$5000
<i><b>Our third initiative</b> will be to complete a printed marketing kit.</i>	\$1,500	\$4500
<i><b>Our fourth initiative</b> will be to develop an outdoor image and awareness plan for the actual site.</i>	\$1,000	\$7500
<i><b>Our fifth initiative</b> will be to develop websites for desktop, mobile phone and tablet devices.</i>	\$3,500	\$1000
<i><b>Our sixth initiative</b> will be to develop and implement a major relaunch event</i>	\$2,500	\$5000
<b>Total</b>	\$12,750	\$23,000

Note: These estimates do not include subsidies from partner businesses marketing revenue.



Photo Gallery



