

## **OUR MISSION**

## **Primary Objective:**

Change the perception of what Downtown is for CEOs and business decision makers.

### **Secondary Objective:**

Increase office occupancy by attracting businesses to Downtown.





## **OUR TARGET**

When companies are looking to relocate, we want Downtown to be top of mind among:

- Key decision-makers within companies such as the CEO/President and COO
- Commercial real estate brokers









Everything points you here.





## **COMMUNICATIONS STRATEGY**

Create a new way for decision-makers to think about Downtown by positioning it as the epicenter for businesses rising.

#### To do this we must:

- Create a new, modern identity for the Golden Triangle
- Define the destination
- Recognize and mobilize like-minded leaders
- Create tools for influencers to share
- Speak to them in places where they work and play
- Change perception by highlighting the offerings Downtown provides to the upwardly mobile





# Let's give them something to believe in.









Everything points you here.





## **BRAND IDENTITY**



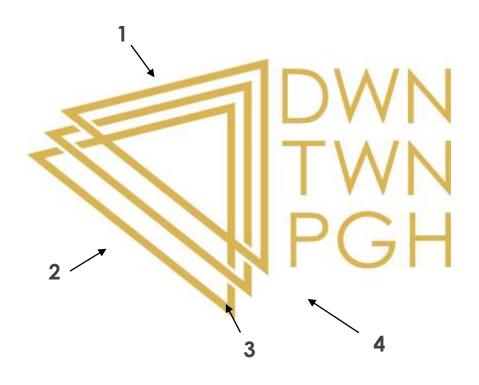


Everything points you here.





## **BRAND IDENTITY**



- 1. Ode to the Golden Triangle
- 2. Physical representation of elevation taking place
- 3. It's what binds us together
- 4. Modernized approach





## **BRAND IDENTITY**

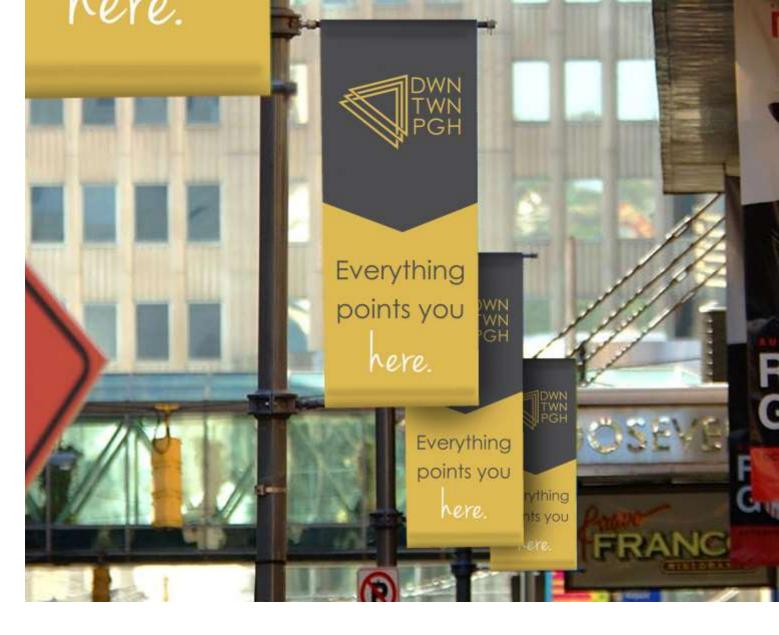
Everything points you here.





## DOWNTOWN BANNERS

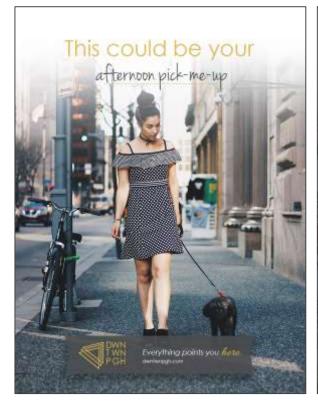


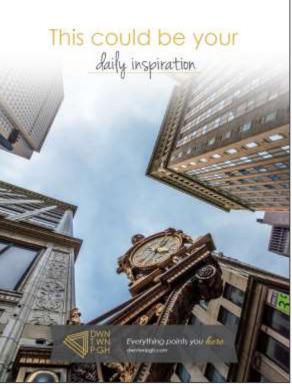


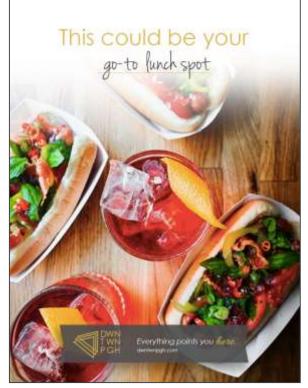


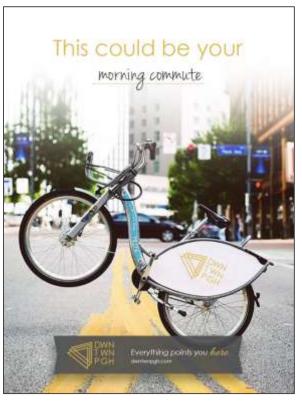


#### PDP POSTERS









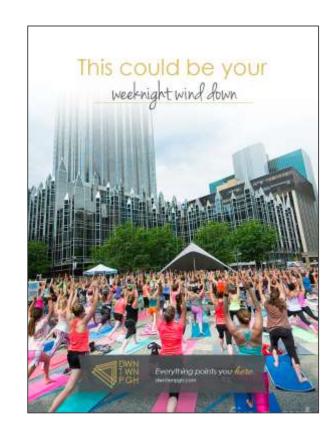




#### PDP POSTERS

























# VIDEO CONTENT

We'll create a video featuring quick-hitting clips of the best things
Downtown has to offer.
The :30 video will be shared on the real estate broker toolkit, and can be cut down for social media, :15 pre-roll and earned media opportunities.







## THIS IS MY DOWNTOWN PITTSBURGH

We'll tap our selected influencer(s) for a series of social media videos that turns the "This Could Be Your \_\_\_\_" concept on its head to showcase our influencers' own experiences Downtown, while offering a unique, engaging testimonial in the process.

#### Launch



**Shannon Baker** President of Gatesman



**Darrin Grove**CEO at TrueFit



Chancelor Humphrey Owner/Photographer of KeepPittsburgh-DopeStudios

#### **Upcoming**



**Dave Dicello**Owner/Photographer
of Dave DiCello
Photography



Cain Hayes President & CEO of Gateway Health



Michael Killen
Co-Founder/Partner of
VFX-Production
Studio Animal Inc. and
President of Animal
Media Group LLC





## **EARNED MEDIA OPPORTUNITIES**

#### Campaign launch:

"Pittsburgh Downtown Partnership Unveils New Brand for Downtown"

#### Real estate broker toolkit:

 "Pittsburgh Downtown Partnership Extends Toolkit to Real Estate brokers Selling Downtown Office Space"

#### Influencer activations:

 "PNC CEO Shares the Pivotal Role Downtown Location Plays in Building Company Culture"







## EARNED MEDIA EXTENSIONS

- "7 Downtown Happy Hour Spots Made for Networking"
- "8 Hidden Gems in Pittsburgh's Downtown"
- "4 Ways a Downtown ZIP Code Can Weave Wellness Into Your Workplace Culture"

#### **Priority publications:**





























## **BUSINESS MEDIA**

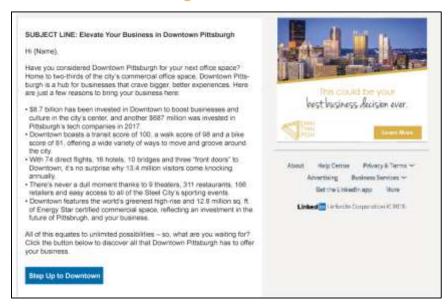
#### Print Ad



#### **SmartBrief**



#### LinkedIn InMail Message







This could be your best business decision ever.

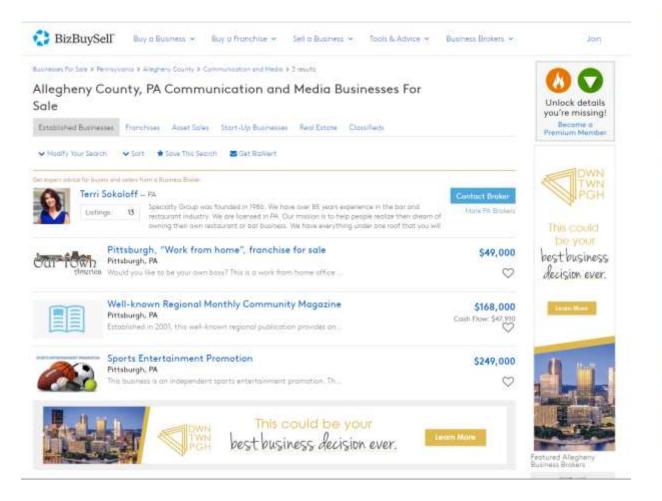
Learn More





## ADDITIONAL MEDIA EXTENSIONS

- Programmatic Display
- Paid Search
- NPR
- Cultural Programs











# REAL ESTATE BROKER TOOLKIT

We'll create a digital toolkit to help real estate brokers position Downtown as an elevated experience to their clients. The toolkit will live on **dwntwnpgh.com** and will include:

- 1. Video content
- 2. Downtown stats & figures
- 3. Influencer testimonials
- 4. Public transportation infographic
- 5. Social media toolkit & live feed
- 6. Inspiring workspaces



Clickable headline to view video modal that houses the social video.

Clickable video modal to view other testimonials. Example on next slide

Clickable image carousel to view modal. Example on next slide

Clickable image carousel to view modal. Example on next slide



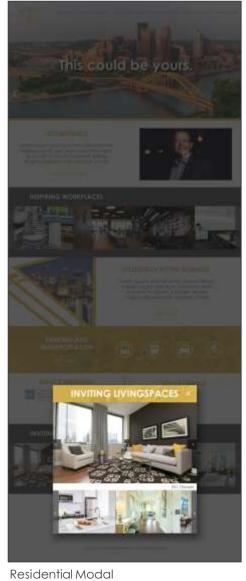




Opening Modal Testimonial Modal

TESTIMONIALS





Offices Modal





## **TOOLKIT DISTRIBUTION**

Leverage PDP's current partnerships within the community to push out knowledge of the toolkit and encourage use.

## Partnerships include:

- Office Recruitment and Retention Group (ORR)
- Commercial Real Estate Community
- Urban Redevelopment Authority (URA)

We can host a CLE class to show commercial real estate brokers how to navigate and utilize the toolkit. Additionally, we can create an email list or social group (via Facebook) to promote toolkit.

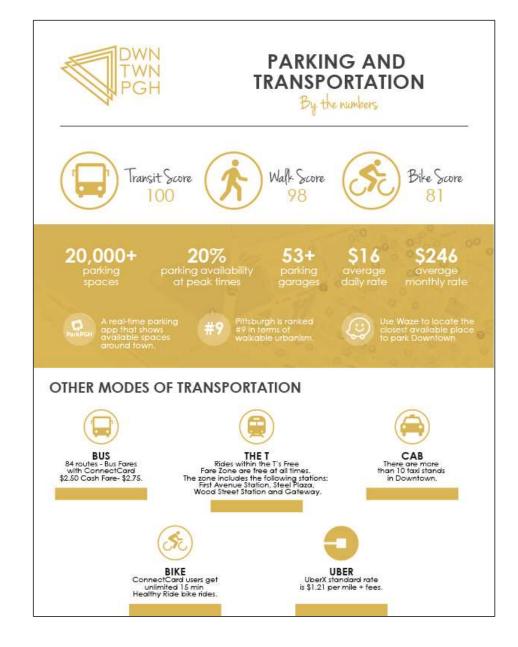




## **EXAMPLE:**

## **Printable Infographic**

Real estate brokers can print this
Pittsburgh parking and public
transportation infographic to
address the big "parking" elephant
in the room during discussions with
their clients.







# THANK YOU



