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## **EVERYTHING POINTS YOU HERE: BRANDING AND MARKETING CAMPAIGN SET TO ATTRACT NEW BUSINESS TO DOWNTOWN**

- Gatesman Agency Showcases Unmatched Downtown Amenities with New Campaign
- Brokerage Toolkit Designed to Aid Real Estate Community in Selling Central Business District

Downtown Pittsburgh, PA - Downtown Pittsburgh is preparing to attract businesses to the most vibrant neighborhood in the region with a new marketing campaign. *Everything Points You Here* is a multi-faceted campaign designed to entice start-up, tech, creative and other new companies into the Central Business District. The campaign highlights many aspects of life that only happen in Downtown – from incredible views, to unique spaces, to Market Square Yoga, rooftop bars, access to an incredible array of theater, art, music, and cultural productions, and so much more.

“We know that Downtown Pittsburgh offers unparalleled amenities for any company looking for a Pittsburgh home,” said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. “Downtown is a community of neighborhoods and districts that are seeing tremendous investments, a place where a business can grow among other innovative peers, connecting with startups as well as Fortune 500 companies. Downtown has an incredible culinary and bar scene, and a place that offers unmatched access, beautiful historic structures as well as spaces with the finest amenities. We can satisfy all your needs, on budget, right here in Downtown Pittsburgh.”

The campaign will include traditional aspects including advertisements in local business media and sustained, targeted digital campaigns as well as outdoor placemaking tactics. This campaign will find creative ways to highlight the unique experiences that Downtown offers as the center of the region. From culture and dining to sports and celebrations, Downtown is where everything comes together to create opportunity, growth and engagement.

### **Brokerage Toolkit**

One of the unique aspects of the campaign is an online brokerage toolkit that provides meaningful and useful data, testimonials, examples of beautiful, innovative Downtown office spaces, and a social media toolkit designed to encourage commercial real estate brokers to help share information about the amenities of locating in Downtown. The toolkit will continue to evolve based on the needs of the users and the continued growth of research efforts, building upon the successful State of Downtown Report that the PDP has produced since 2012. The toolkit will add significant content and information, particularly as more brokers and real estate professionals use the site and provide feedback.

According to Gerry Dudley, Executive Vice President, CBRE “Undertaking a campaign that promotes the unequalled assets that Downtown offers to companies is very smart business. Arming real estate brokers with a valuable toolkit of data, testimonials, and examples of innovative office spaces helps us show the incredible changes in Downtown. I look forward to seeing the toolkit continue to develop and expand to meet the needs of the commercial real estate community.”

The toolkit is currently in Beta version and be viewed at [dwntwnpgh.com](http://dwntwnpgh.com).

### **Why Downtown?**

Home to nearly 60 percent of the city’s commercial office space, Downtown Pittsburgh is a hub for businesses that demand bigger, better experiences. Here are just a few reasons why businesses love calling Downtown home:

- Downtown boasts a transit score of 100, a walk score of 98, and a bike score of 81, offering a wide variety of ways to move and groove around the city.
- Nearly \$2 billion has been invested in the Golden Triangle to boost businesses, culture, and recreation in the city’s center and create world class destinations.

- With 13 hotels, 10 bridges, and the most breathtaking front door, it's no surprise why 13.4 million visitors come knocking annually.
- There's never a dull moment thanks to 11 theaters, 215 restaurants, 130 retailers, and easy access to all of the City of Champions' sporting events.
- Downtown features the world's greenest high-rise and 9.6 million sq. ft. of LEED and Energy Star certified space, reflecting an investment in the future of Pittsburgh.

All of this equates to unlimited possibilities.

### **Campaign Development & Launch**

This campaign was developed in response to needs identified by Downtown property owners through a stakeholder engagement initiative that was conducted in late 2017. The PDP formed a Strategic Communications Committee comprised of local marketing and communications professionals to oversee the creation of the campaign over the past year in conjunction with the PDP's Office Recruitment and Retention Committee which is comprised of brokerage professionals and property owners.

The campaign was undertaken by Gatesman following the agency's own move to Downtown in the spring of 2018. Just a few months after its move, the agency learned of the PDP's interest in telling the story of "Why Downtown?" Armed with personal insight, its team began considerable research about what makes Downtown appealing, as well as why some companies were passing it by. Guided by data, Gatesman began a creative process to evolve the narrative of Downtown.

"Our ability to rely not only on research but on personal, invested experience made Gatesman uniquely prepared to undertake this campaign," said Shannon Baker, President, Gatesman. "Before making the move Downtown, we looked at many surrounding neighborhoods and found that our employees, as well as our many clients, would be best served with a Downtown location. Those instincts were right on the money. Our agency is thriving in this location."

Throughout the development of the campaign, various iterations were shared with both the Strategic Communications Committee, the Office Recruitment and Retention Committee, as well as a variety of Downtown stakeholders, the mayor's office and the URA. Multiple rounds of feedback informed the overall process.

The campaign was unveiled today to stakeholders at the Pittsburgh Downtown Partnership's 2019 Annual Meeting. The campaign is designed to be a long-term initiative, and will be updated with new creative assets and messages, allowing the campaign to respond to results and feedback.

PDP staff will begin to undertake lunch and learn sessions in the coming weeks with local brokerage firms to introduce the brokerage toolkit, as well as to gather feedback about how to optimize the usefulness of the toolkit.

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### **About the Pittsburgh Downtown Partnership**

*Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.*

### **About Gatesman**

*Gatesman is one of the fastest-growing, mid-size, privately owned agencies in the U.S. With offices in Pittsburgh, Chicago, and Springfield, Mo., Gatesman tackles communications challenges with its proprietary Hacking Human Behavior™ approach and offers expertise in strategy/branding, advertising, public relations, social media, digital and analytics. Gatesman is a partner in [AMIN Worldwide](#), an alliance of over 50 independent marketing agencies, and [IPREX](#), a global communications network. Gatesman acquired Quest Fore in 2014 and Noble Communications in 2017. For more information, please visit [gatesmanagency.com](http://gatesmanagency.com) or join in on the conversation on [Facebook](#) or [Twitter](#).*