

live&play
Every Day

Creating an Integrated and
Engaging Marketing
Campaign for your
Community

Key Takeaways

How to...

Create an integrated tactical marketing plan



Set aligned goals and objectives to bring teams together.



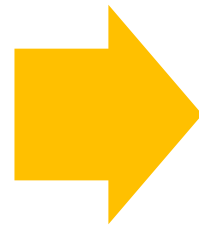
Engage community and support promoting recreation programs and services



Bring fun to your workplace.

What is Integrated Marketing Communications? (IMC)

IMC is a **holistic planning process** that focuses on integrating messages across communications disciplines, creative executions, marketing channels, timing and stakeholders.



The IMC perspective looks at **the 'big picture'** in marketing, advertising, public relations, events, promotions and ties them all together to amplify the message.

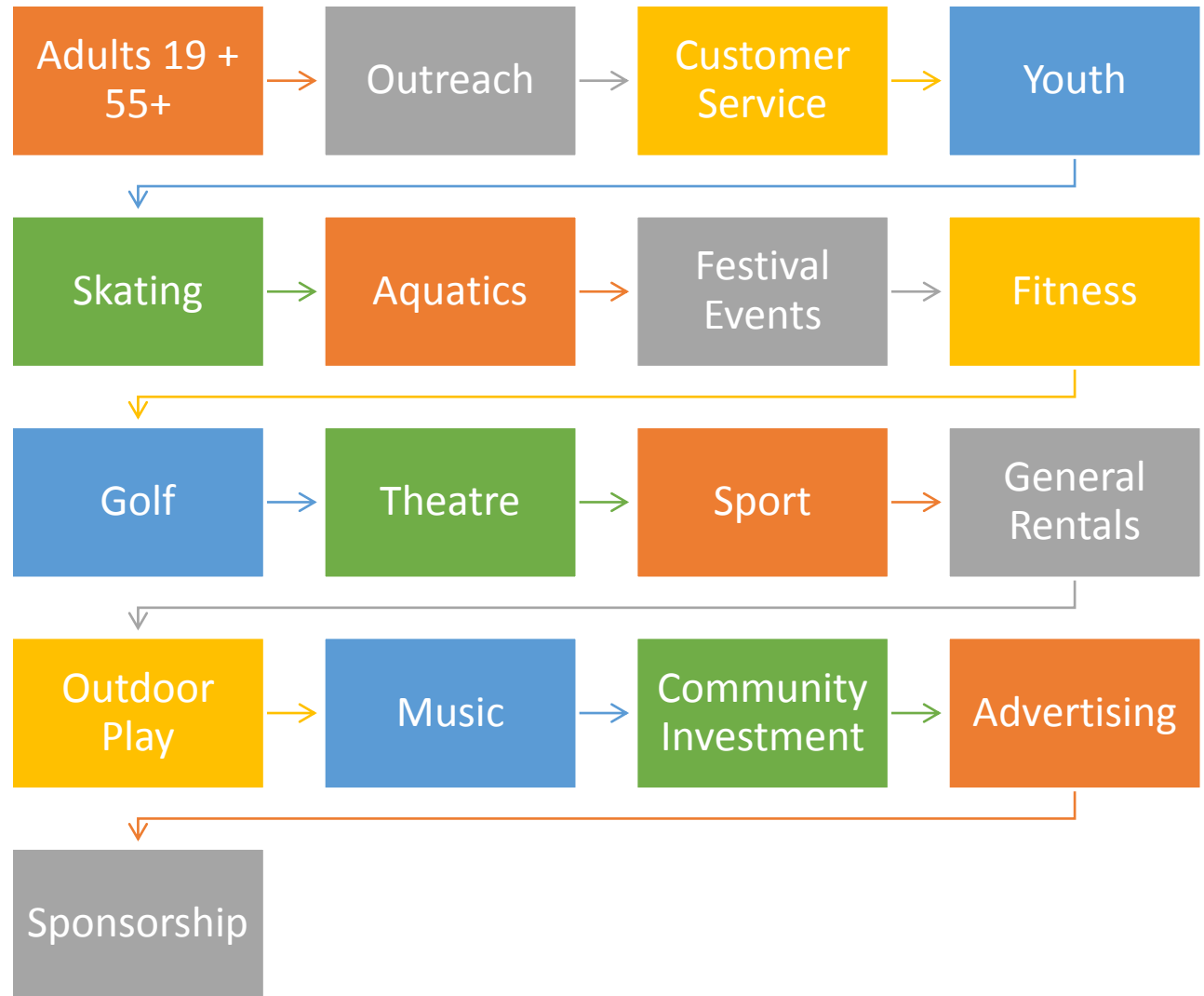


What are the
steps to
integrated
planning?

1

**Understanding
Brand and Shared Goals
and Objectives**

Our Business Units



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CITY OF
Burlington

Parks and Recreation Programs & Services



9 splash pads

WE
MAKE
PLAY
HAPPEN

We are all
Champions
of **PLAY**

Enhancing
the quality of
life for
everyone
every day!

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What do we mean by play?



Why Play?

“Like sleep and food, we cannot live without play. In every culture of the world, and since the onset of the animal/human world, animals, kids, youth, families and communities gather to play. The benefits that PLAY offers for humankind are well documented. At every age, play develops crucial social, emotional, and physical life skills and values wiring our nervous, attitudinal, and moral systems.”

Play Expert, Dr. Gina Browne , University of McMaster

MARKETING OBJECTIVES

- **Sense of Belonging**
- Individual Well Being
- **Participation**
- **Fill Rates**
- **Community Investment**
- **Revenue Generation**

BHAG!

PLAY CAPITAL OF CANADA



What are the
steps to
integrated
planning

2

Develop a
Campaign Theme
Set Launch date.

One Annual Theme Kick-Off in Month of Play

- Burlington celebrates the vibrancy around PLAY in the month of June.
- Leverage key “celebration days” under one theme.... Play – to help us amplify our voice.
 - Parks and Recreation Month
 - Seniors Month
 - Bike Month
 - Bike to School Week
 - National Health and Fitness Day
 - Longest Day of Play

CAMPAIGN THEMES



live & play
Every Day

2016



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WHAT'S ON YOUR
Playlist?
#whatsonyourplaylist

2017



get
Outside
and
Play

2018

live & play

CITY OF
Burlington

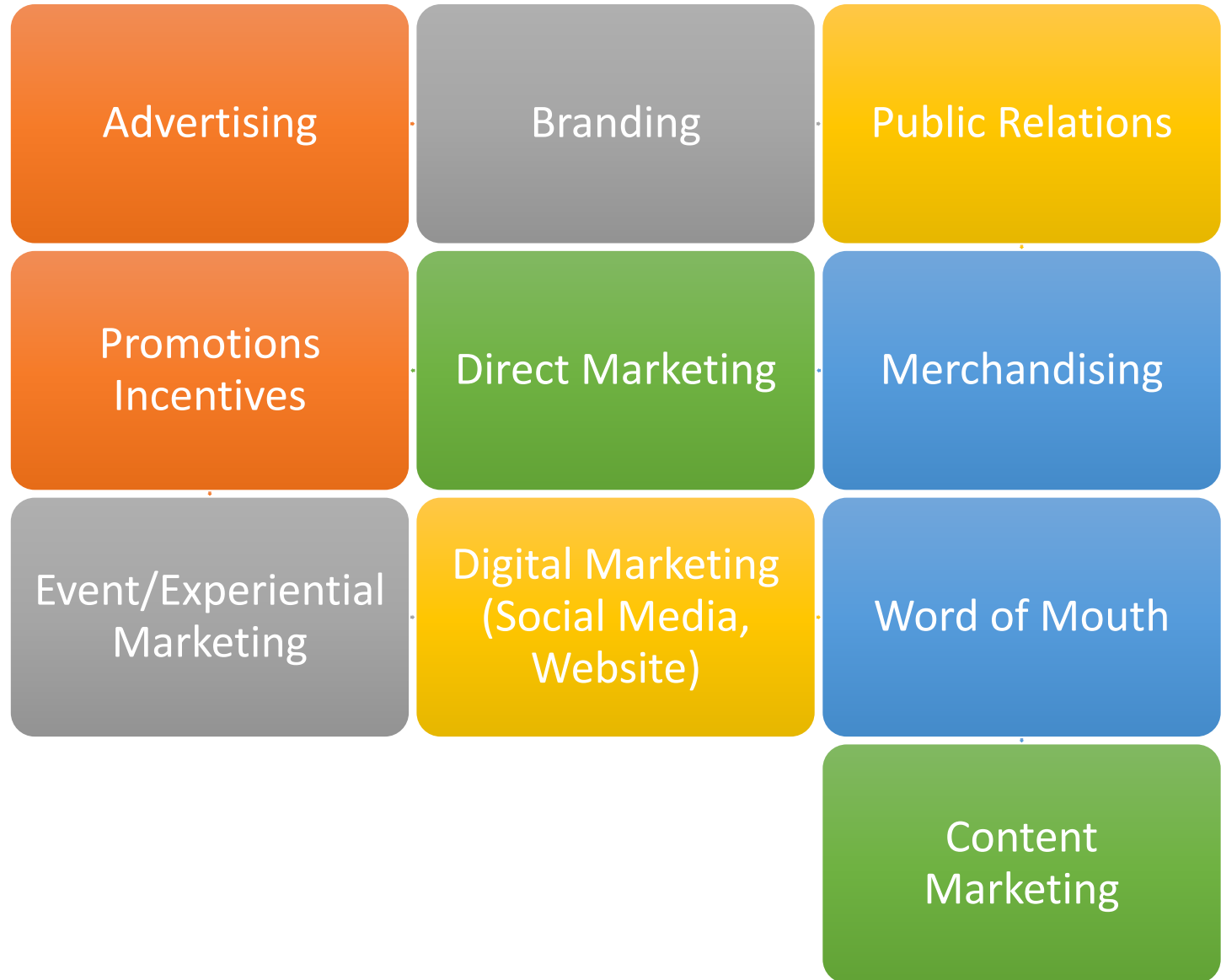


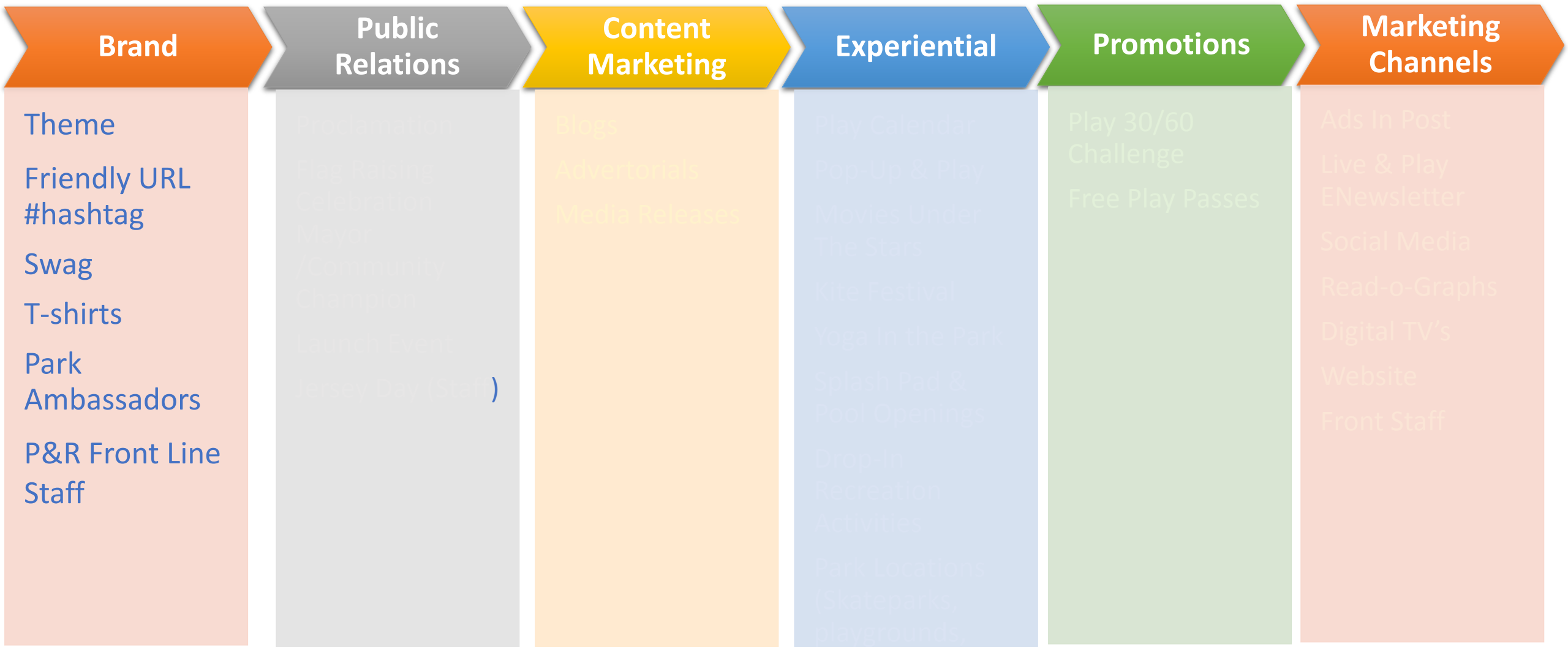
What are the
steps to
integrated
planning

3

What are the
Marketing
Tactics?

MARCOM MIX



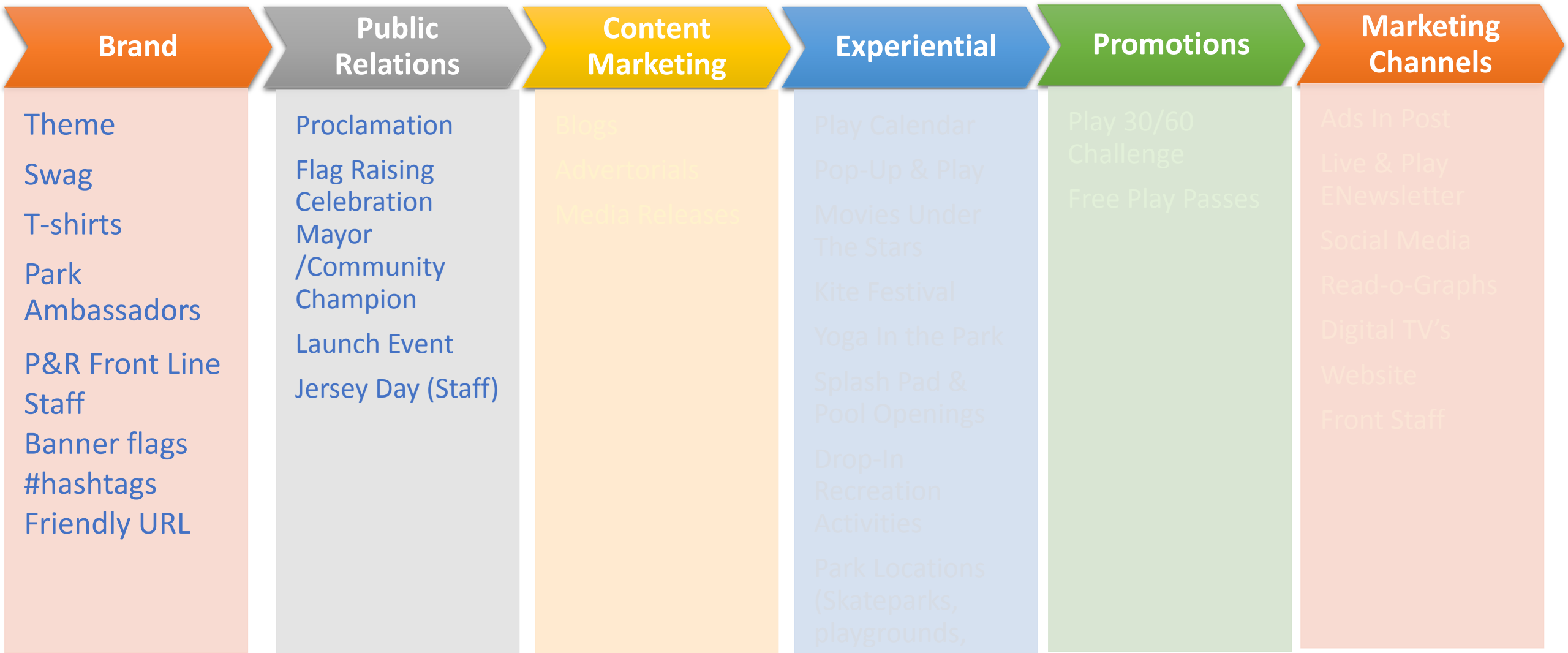


Play Campaign Tactics

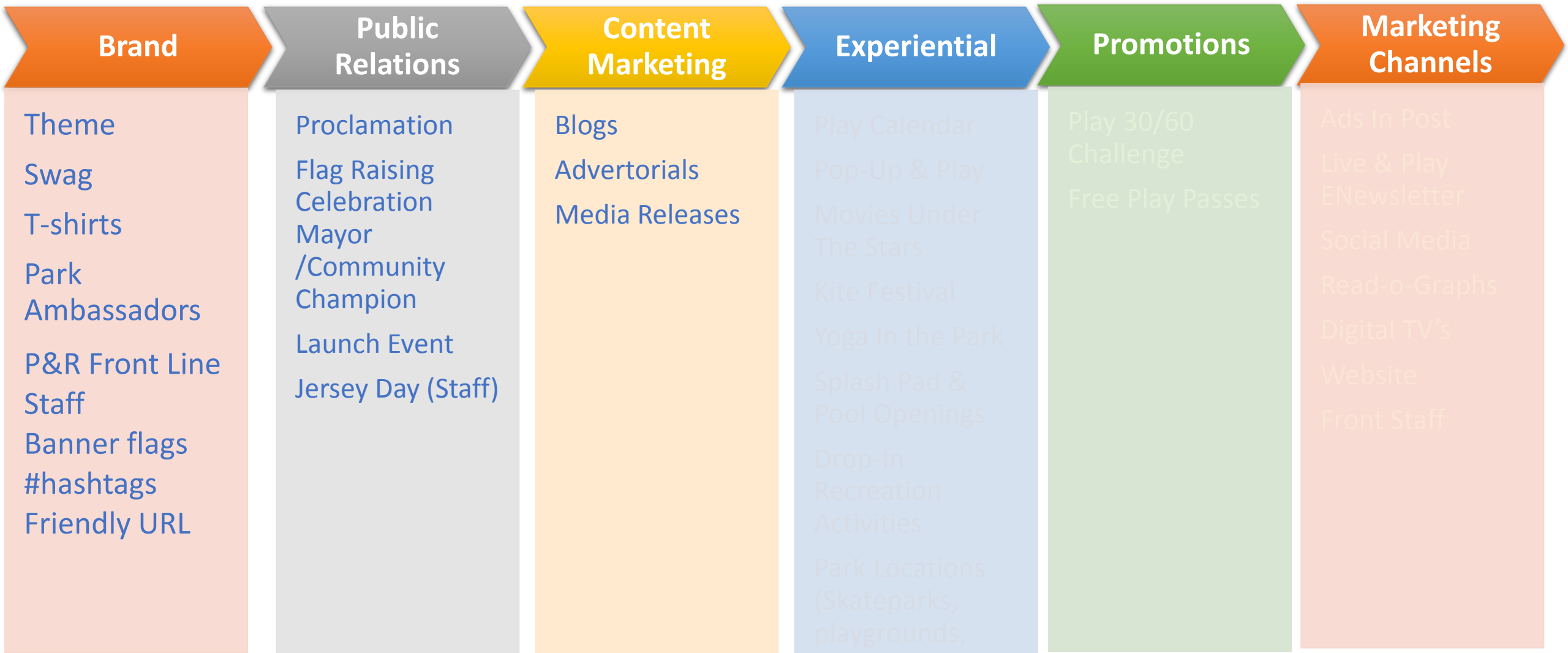








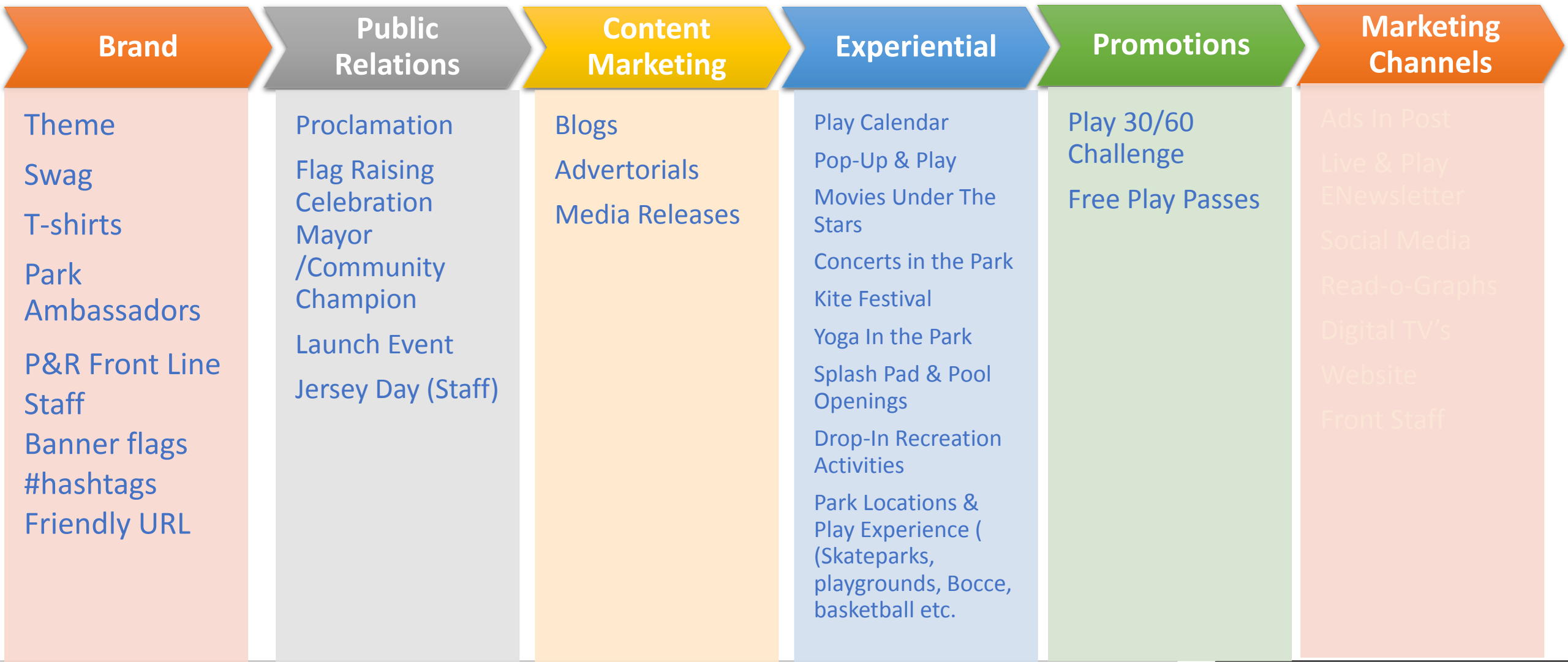
Play Campaign Tactics



Play Campaign Tactics



Play Campaign Tactics



Play Campaign Tactics

30/60 Play Challenge

Complete 30 activities in 60 days

Upload photo of you and your team completing the activity

Activities included:

- Swimming at one of the Tim Hortons swims
- Drinking out of a hose
- Attend one of the Movies Under the Stars
- Bird watching

Setup



GAME INFO



MISSIONS



BRANDING



PARTICIPANTS



START & STOP

In-Game



ACTIVITY FEED



LEADERBOARD

**Go the extra lap!**

400 Points

Explore our indoor and outdoor pools and go lap swimming.



<http://www.burlington.ca/pools>

**Go through the spray pad at LaSalle**

400 Points

Cool down at the LaSalle Splash Park. Come out on July 10 & 27 and August 19 & 30 for a Free Tim Hortons Swim.



top

GAME INFO

MISSIONS

BRANDING

PARTICIPANTS

START & STOP

Game

ACTIVITY FEED

LEADERBOARD

SUBMISSIONS

Submissions → **Mission**

Ride the slide at Mountainside pool

17 submissions | 400 points



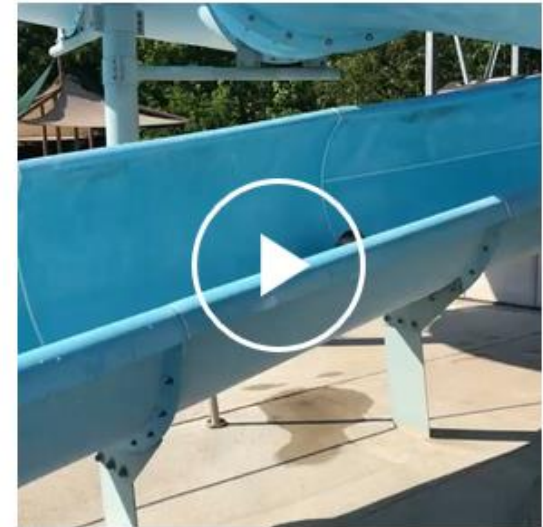
4sovy

14000pts



ajgray33

16200pts



BridoFamily

47600pts



Social Media - Engagement

Team
Photos
Daily Posts

Promote
Contest

Promote
Programs

Interactive
Fun

Get Outside and Play this summer. Take the 30/60 Play Challenge- can you do it? You have till the end of July to complete 30 activities. Here is the Jay Brothers hanging out on the swing burlington.ca/playoutside

[Read Less](#)



Here is the HintoFamily finding one of our public art pieces in Burlington, just one of the activities on our 30/60 Play Challenge. burlington.ca/playoutside

[Read More](#)



Is it a bird? Is it a butterfly? Find your shape in the clouds, just another activity to tick off your list. Thanks team frizzfam for playing in our 30/60 Play Challenge burlington.ca/playoutside

[Read Less](#)



Here is team TeamLeighton at Lowville Park bird watching. Love the binoculars and hat. All you have to do is complete 30 activities in 60 days, sign up at burlington.ca/playoutside #playoutside

[Read Less](#)



You know it is summer time when you can eat outside. Just another activity team HubsFam can tick off their list for the 30/60 Play Challenge. It's easy, sign up at burlington.ca/playoutside

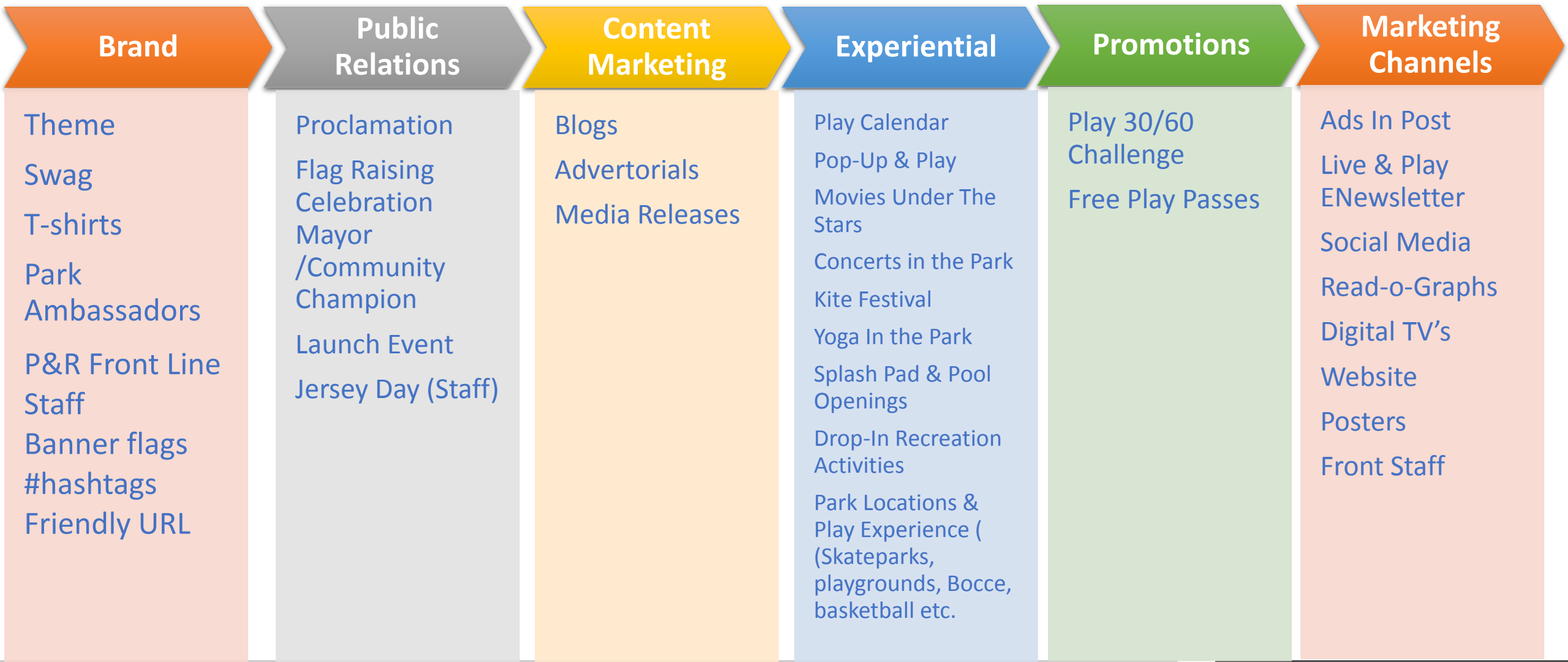
[Read Less](#)



It's easy and fun! Sign up for our 30/60 Play Challenge and complete 30 activities in 60 days, goes till July 31. Here is the BridoFamily skipping rocks burlington.ca/playoutside

[Read Less](#)





Play Campaign Tactics

What are the steps to integrated planning

4.

• Define Budget

5.

• Performance Measures

6.

• Debrief & Plan

MARKETING OBJECTIVES

- **Sense of Belonging**
- Individual Well Being
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BHAG!

PLAY CAPITAL OF CANADA

A blue circle with a white border and a black shadow, containing the text '30/60 Play Challenge Results'. It is positioned on the left side of the slide, overlapping a grey vertical bar.

30/60 Play Challenge Results

69 teams participated.

30 teams completed 30 activities.

4 Winners completed all 108 activities.

48 more activities were added last week of contest.

What people said...

“We have loved the challenges! The kids are going to be in withdrawal tomorrow. We have enjoyed strategizing with friends and the thrill of finding new places we have never seen. Thanks so much and hope there will be more!!”

“Congratulations to all the winners! Such a fantastic way to spend part of the summer vacation with the kids. We discovered so many great spots in Burlington.”

“We had a lot of fun with this challenge...We moved to Burlington only a couple years ago, so we learned about so many cool places that we will surely visit again.”



“My wife and I brought our two kids up to Ontario from the States last fall, just in time for school.

When the school-year came to a close, I remember feeling kind of apprehensive about summer instead of being excited about vacation. Most of the friends we’d made were through school, and without seeing them at the fence every afternoon I kind of wondered what the coming months would be like. Then just as kindergarten wrapped up, one of the moms I know from the parent council texted me and asked if I wanted to join her team for “this scavenger hunt thing.” It turns out, a bunch of folks from school who all knew each other decided to organize into two groups and compete...for friendly bragging rights basically (after all, we all barbecue and picnic together).

Well, I don’t have to tell you how much fun we had! “Smells Like Team Spirit” turned out to be the most fun I had all summer, and the kids loved it too. We explored parts of Burlington we hadn’t even been to yet, discovered amazing parks we hadn’t explored, and whenever I did recognize a mission clue that my teammates didn’t, I totally got to feel like a local. Before the game was even over, our team found ourselves organizing all kinds of other group activities that didn’t even have anything to do with missions.

I’m looking at the calendar and realizing that in a few weeks when it’s Ribfest time, we will have officially been in our new home for a whole year. We’ve had some challenges, but now that we’re settling in, we’re realizing Burlington is just about the most perfect place for us that we ever could have ended up. We loved this place before, but also kind of thought it would just be a jumping off point from which to explore from Niagara to the GTA. More recently, we’ve started to think of this city as the place our kids will finish high school (and we’ll retire in).

• I can’t tell you how much this project has meant to our family, and to me personally. I have to imagine that at some point, months ago, this was being pitched around and someone probably worried about whether it would really build community, or teach people about public resources, or get folks outside and convince them to be more active, or educate people on what grants are available for community events...well check off every .”

Lessons Learned

Contest rules

Pictures

Breakdown Silos

Key Takeaways

How to...

Create an **integrated tactical marketing plan**



Set **aligned goals and objectives** to bring teams together.

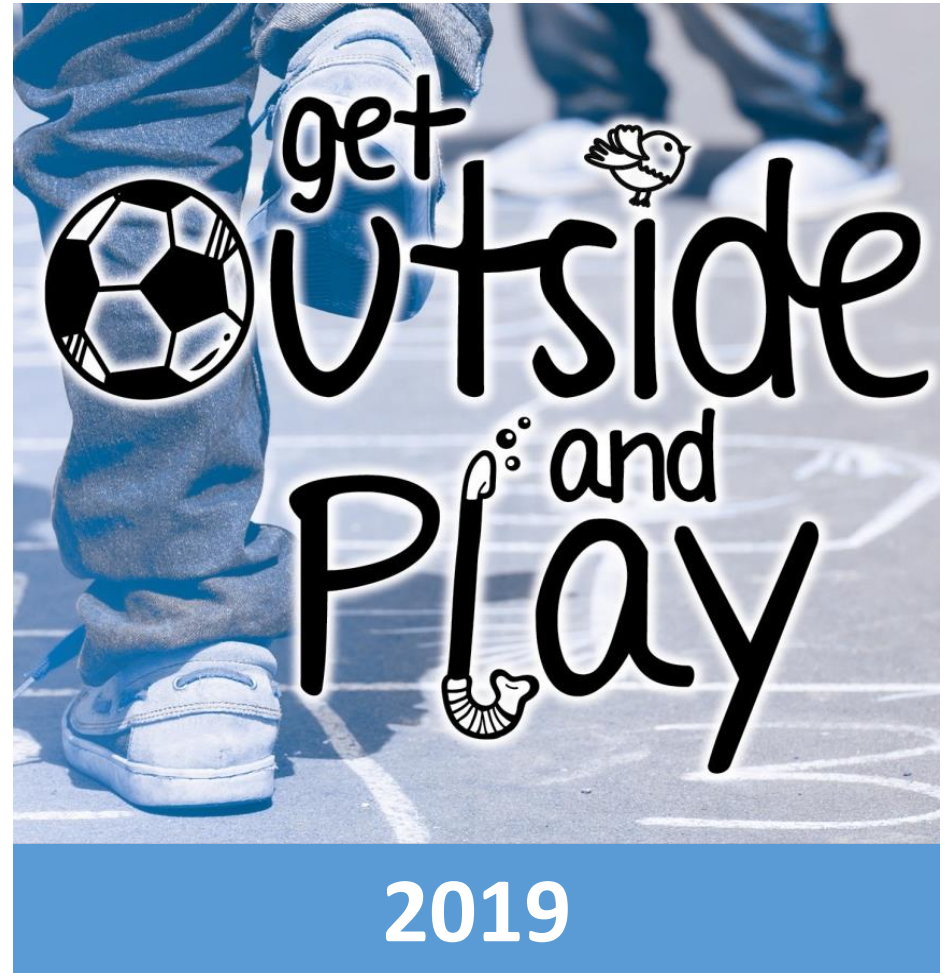


Engage the **community** while supporting programs and services that you already do every day.



Bring **fun** to your workplace.

Questions?



www.burlington.ca/play