



marketing & advertising

CASE STUDY

PROJECT TEN SIXTEEN AT TAPESTRY PARK

Using a Runway Event to Turn Heads in Jacksonville

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COMPANY

Tapestry Park

LOCATION

Jacksonville, FL

INDUSTRY

Real Estate

PROPERTY TYPE

Mixed-Use

IF SERVICES

Full-Service
Agency of Record

BACKGROUND

Tapestry Park is a premium mixed-use development located on Jacksonville's Southside. Combining elegant residences with boutique retail and modern office spaces, the community offers a distinct change from the traditional shopping and work experience.

With increased construction of new complexes in the area, Tapestry Park faces the challenge of standing out as one of the premier developments in an up-and-coming area. Despite quickly filling much of their residential space, the developers were finding it difficult to attract tenants for the retail and office condos.

THE CHALLENGE

As IF took over the marketing duties for Tapestry Park, we faced two distinct, yet related challenges:

- * *Increase exposure for the property's existing restaurants, shopping and other services*
- * *Generate demand in the business community for Tapestry Park's retail and office spaces*

We believed that by increasing awareness for the property and driving business for the existing tenants, we could create demand for the other available spaces within the development.

Our task now was to create an event that would do both.

IF YOU BRAND IT, THEY WILL COME

A RELEVANT AUDIENCE

In order to attract retail businesses and restaurants, we needed to demonstrate that Tapestry Park could attract the right consumer market. We identified the target demographic as young professionals and high-end shoppers: primarily women 25-34 and adults 25-54.

Attracting this market would take something completely new to Jacksonville. Something exciting and exclusive. We decided to host a fashion show, showing off the unique style of the development while also featuring local designers and entertainers.

AWARENESS OF TAPESTRY PARK

With the concept established, it needed a brand that would appeal to the personality and style of our audiences and generate buzz for the development. We focused on designing a brand that would spark interest and encourage people to learn more about the event and Tapestry Park.



We settled on “Project Ten Sixteen at Tapestry Park” because of its ability to fuel interest and to drive viewers to ask questions. ‘Ten Sixteen’ was a creative reference to the date of the event, October 16th. This inconspicuous title first led the audience to ask questions, but then became a memorable aspect of the event details.

Including ‘Tapestry Park’ in the title was an important way to provide a location for the event and to draw a parallel between Tapestry Park and the fashion show. This relationship allowed for our marketing, advertising and public relations efforts to endorse both the event and Tapestry Park.

DESIGNING THE EVENT

In order to keep Tapestry Park within the agreed-upon budget for Project Ten Sixteen, we worked to secure multiple financial sponsorships. We designed and distributed digital and printed pamphlet packages to inform prospective sponsors about the event and the various sponsorship levels.

Various levels of ticket packages also offered multiple options for revenue, while also adding to the exclusive nature of the event for attendees.



AN EVENT WITH A CAUSE

Associating the event with a local charity also helped us encourage involvement from area businesses as well as event attendees. We partnered with The Boselli Foundation, a popular non-profit benefiting youth in the Jacksonville area, helping establish Tapestry Park’s commitment to the Jacksonville community.



GETTING THE WORD OUT

In order to successfully reach this audience, we created a targeted campaign employing the following vehicles:

- Project 1016 Website
- Traditional Advertising (including radio and print)
- Earned Media & Public Relations
- Web-Based E-campaigns
- Social Media

EVENT WEBSITE

We created a Project 1016 website, with event information and online ticket sales. Email sign-ups, news feeds and integrated social media allowed visitors to keep up to date on the latest event news and details.

The website also provided a single point of contact for all of our marketing efforts, driving visitors to visit the site, purchase tickets and register to receive updates.

TRADITIONAL ADVERTISING

We utilized the traditional media in Jacksonville to create a buzz for the upcoming event. Print media, primarily local magazines and newspapers, and commercials for Jacksonville-area radio stations helped to quickly generate awareness for the event.





EARNED MEDIA

We wrote a number of press releases before and after the event to educate media professionals about Tapestry Park, The Boselli Foundation (the charity the event paired with), local designers' involvement, participating sponsors, and available sponsorship opportunities. Many of these were picked up and redistributed in other publications, and a number of media professionals contacted us for more information about the event.

EMAIL CAMPAIGNS

We supplemented our traditional advertising and PR with integrated email campaigns and personalized e-vites for specific audiences, including area realtors and brokers. Similar to the print ads, these campaigns generated awareness for the event and directed visitors to the Project 1016 website to purchase tickets or sign up for more updates.

SOCIAL MEDIA

A multi-platform social media strategy provided a low-cost way to create buzz and maintain contact with our targeted audience of young professionals. Facebook and Twitter allowed us to quickly and effectively communicate with prospective attendees, event volunteers and anyone interested in the event.



FACEBOOK PROJECT 1016 PAGE/EVENT

Live Aug 30, 2010

313 Active Monthly Users

235 People Like This

TWITTER PROJECT 1016 PAGE/EVENT

Live Aug 30, 2010

159 Followers

122 Tweets

EVENT WEBSITE & TICKET PAGE

Live Sept 1, 2010

195 Tickets purchased
from website

RESULTS

With just 6 weeks between the official green light from Tapestry Park and the event date, we pulled together one of the most successful promotional events for any real estate development in the Jacksonville area.

We raised \$30,000 for event funding through 15 sponsorship packages. In the two months leading up to the event, we gained 330 fans on the Project Ten Sixteen Facebook event page and 163 followers on the Twitter page. Through various press releases and media advisories, our team was able to garner local media coverage and increase long-term traffic to the development.

More than 1,100 people attended the event culminating in \$21,740.85 in ticket sales. A number of local celebrities, writers and fashion professionals attended the event, providing incredible exposure for the designers, as well as Tapestry Park. And most importantly, the event ultimately raised \$16,000 for the Boselli Foundation.

Tapestry Park's Facebook page increased by 40 fans after the event and Project Ten Sixteen's Facebook page increased by over 50 positive posts regarding the event. We also compiled a collection of participant email addresses for future events.

Our original estimate for the event's cost was about \$40,000. Through donations, ticket sales and sponsorships, the client's hard costs totaled \$2,929.38.

EVENT PHOTOS

EVENT RED CARPET



FASHION SHOW

