

STAMFORD

CONNECTICUT



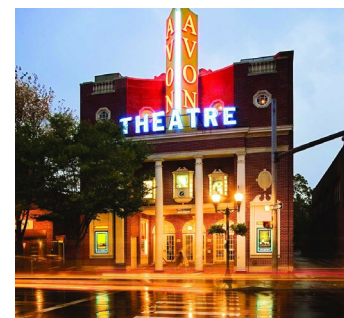
Mission Statement

To be an advocate for Stamford businesses of all sizes, and those in its surrounding communities, through economic development, connectivity, inclusion, and business education.

- Partnership of businesses and professionals
- Provide access to resources and help build relationships
- Essential to citywide growth

Accomplishments

- Increased new membership
- Provided leadership and resources connecting the community with city, state and Stamford Health
- Expanded brand awareness through innovation and creativity





Future

- Promote Stamford as a leisure destination market
- Increase brand visibility
- Attract new visitors and engage residents
- Use enhanced digital technology to continue to support businesses



ChamberPG will help create content, organize and upgrade the Visit Stamford website – visitstamfordct.com

The goal is to design a site that

- is sleek and professional
- improves BRAND awareness
- promotes Stamford as a destination
- can be used as a hub for visitors



visitstamfordct.com

PRESENTED BY **CHAMBERPG**

ChamberPG is a multi-media company with a proven track record of producing high-impact magazines, website, social media and video content.

ChamberPG has worked with the Stamford Chamber of Commerce for over two decades, as well as working with other Chambers of Commerce throughout the United States in producing community guides, ebooks and tourism videos.

COST BREAKDOWN

DELIVERABLES	SCOPE OF WORK	COST
NEW WEBSITE	<p>The goal of the (Visit Stamford CT) - working title website is to showcase local events and tourism within the town which includes features that Stamford is an ideal destination to visit. The new website will be user friendly on all sides.</p> <p>Key requirements for the website (ranked in importance): responsive, SEO, speed of loading, ease of content management by non-technical users, third-party integrations, and ease of maintenance.</p>	\$10,000
EVENTS	A blog and event calendar will be included in the website design, the Chamber will be responsible for content and updates.	
TV COMMERCIAL	Produce a :30 second commercial	\$2,500
VIDEO, PHOTOGRAPHY	2 days of filming video and photography as part of the guidance of brand strategy and implementation of the website and brochure. The Stamford Chamber obtains the rights to use and archive all of the raw video and photography.	\$2,750
COPYWRITING/ CONTENT CREATION	Copywriting and SEO friendly content creation for the website will include but not limited to; optimized meta descriptions, optimized images with title tags, and keyword research to create all of the content to reach the target audience.	\$1,750
ON-SITE SEO	Recommend YOAST plugin to streamline organic search in order for web pages to rank high in the search engines.	\$200
PAID SEARCH	Recommend 3 month paid search campaign within a 50 mile radius. Third party ad serving will include Google Ad words, Instagram & Facebook video ads. Cost includes initial set-up.	\$2,800

TOTAL: \$20,000



- **VISIBILITY:** Transit Advertising provides unmatched eye-level coverage by traveling along busy streets in close proximity to drivers and pedestrians. Additionally, large, dynamic, moving advertisements catch consumer's eyes and command attention.
- **FREQUENCY:** Transit Advertising is a perfect medium to provide continuous exposure. Buses and Trains carry your message throughout the market, reaching potential customers over and over again, multiple times in multiple locations, increasing consumer response.
- **REACH:** Transit Advertising saturates the market, delivering your message directly to consumers throughout the market. Unlike other mediums, transit is not limited to a single station or location.
- **UNAVOIDABILITY:** Transit Advertising cannot be turned off. It cannot be skipped over, fast-forwarded, avoided or ignored.
- **RETENTION:** Transit Advertising greatly increases consumer recall and brand awareness. Repeat exposure and strong creative execution make a positive impact that increases brand preference and makes your brands, products and services more memorable.
- **INTERACTION:** Transit Advertising provides coverage in key locations that other mediums cannot reach and delivers your message directly everyday where consumers live, work and play.
- **FLEXIBILITY:** Transit Advertising offers multiple media formats. From full bus wraps to interior signage, your message is delivered effectively, on budget and within your timeframe - ensuring a successful campaign.
- **COST EFFECTIVENESS:** Transit Advertising is not only incredibly effective, it is exceptionally cost effective. Transit has a lower CPM (cost-per- thousand impressions) than any other major advertising medium.

Why Transit?

STAMFORD CHAMBER OF COMMERCE

*Amplifying the message in 2022 to
NYC locals and tourists*


**VEC
TOR**

July 2022 (4 - Week Period)

MARKET	MEDIA FORMAT	LOCATION DESCRIPTION	# OF UNITS	IMPRESSIONS	NET RATE CARD VALUE	Stamford Chamber DISCOUNTED NET COST	PRODUCTION & INSTALL	TAX	TOTAL FLIGHT COST
New York	Double Decker Full Wrap	<ul style="list-style-type: none"> • Double decker buses with large format outdoor media • 3-sided billboard-like units with 3-D printing and LED illumination • Coverage includes: Times Square, SOHO, Grand Central Station, Union Squire, Columbus Circle, East/West Villages, Upper East/West Side, Gramercy, Etc. 	1	925,000	\$30,000.00	\$15,000.00	\$12,500.00	\$0.00	\$27,500.00
New York	DDTV	<ul style="list-style-type: none"> • Double Decker TV (DDTV) • Includes street metrics audience measurement • Route includes: Times Square, SOHO, Grand Central Station, Union Squire, Columbus Circle, East/West Villages, Upper East/West Side, Gramercy, Etc. • 3 buses – 6 screens w/8 second spots 	2 spots- 3 buses, 6 screens	949,346	\$60,000.00	\$25,000.00	\$0.00	\$0.00	\$25,000.00



Video Pre-Roll

Video Pre-Roll advertising uses movement and sound to engage your audience.

Pre-roll ads play just before a viewer's selected video as short attention-grabbers usually fall between 30-60 seconds in length.

72% of customers say they prefer to learn about a product or service through a video.

64% of consumers are more likely to buy a product after watching a video about it.

Increase brand awareness with **high impact video ads**

Custom Targeted Audience



We'll reach adults 18+ with \$50K+ HHI in Manhattan, NYC.*

Travel > Vacation/Leisure Travelers: Weekend Getaways

Likely high spenders or frequent purchasers of weekend getaway travel. Based on a combination of known credit/debit transactions and advanced modeling to ensure the highest propensity to purchase in the future.

Interest > Luxury Travel > High-End Restaurants & Dining

The segment includes people who are interested in high-end restaurants & dining.

Interest > Travel, Tourism, Hotels & Flights Ticketing > Solo Travelers

The segment includes people who are interested in individual traveling.

Interest > Travel, Tourism, Hotels & Flights Ticketing > Couple Travelers

The segment includes people who are interested in traveling as a couple.

*We will also add contextual targeting, content read by travelers researching CT and New England destinations.



85% say videos help connect with brands



Video helps businesses get **66%** more qualified leads



Score **34%** more sales

Expert Team

Included

Branding and Awareness Impressions

100,000 PreRoll Video - \$ 2400

195,000 Display - \$ 1950

\$4350

Creative Display Ad Design

\$150

Boost Content for Social Media

\$500

TOTAL

\$5000



