



City of Santa Clara
MARKETING COMMITTEE MEETING
Wednesday, April 16, 2014, 4 p.m.
Central Park Library

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Sheila Tucker Gaurav Garg Stuart Grooby Steve Lynch
Santa Clara Unified School District	Dr. Stanley Rose III
Mission College	Daniel Peck
Santa Clara University	Butch Coyne
Santa Clara Chamber of Commerce	Steve Van Dorn
Santa Clara Convention Center	Lisa Moreno
Santa Clara Chamber of Commerce	Debbie Keller
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	Annette Manhart
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	David Andre
49ers	Rahul Chandhok
Triton Museum	Jill Myers
California's Great America	Kent Russell
The Plaza Suites	JP Rollet
HBR Community Partners	Chris Greene

GUESTS:

Juan Carlos, Harvard Business School
Jill Meyers, General Manager Triton Museum
Jack Uhalde, NBC Universal Inc., Strategic Partnerships
Rob Harper, NBC Universal Inc.
Christine Sippy, NBC Universal Inc.
Linda Zazzara, Resident
Manuel Avila, Resident

Matters for Council Action: None

1. **Welcome and Introductions**

Chair Debi Davis called meeting to order at 4:08 PM. Chair Davis invited attendees to introduce themselves.

Rahul Chandhok, current manager of Government Affairs for the 49ers, introduces himself and indicated that he will be replacing Ali Towle, Vice President of Marketing for the 49ers on the Committee.

2. **Bringing Your Brand to Life**

Sheila Tucker introduced speaker and presenter Juan Carlos from the Harvard Business School (HBS) who gave a presentation on executing a brand. Attachment A provides the slide deck for the presentation.

3. **Marketing Strategies**

a. **Integrated Broadcast Media Marketing Partnerships**

Rob Harper of NBC Universal gave a presentation on leveraging broadcast media to build Santa Clara's new brand. Highlights of the presentation include:

- Television continues to be the dominant medium and is able to target both local and national audiences.
- Television is a cost efficient medium and has a high return on investment, cost per person, as opposed to mass mail, news, cable, or radio.
- Television ads are effective at gaining tourists as well as attracting more Fortune 500 businesses, economic development groups and investment options from around the world.
- With any campaign you need to have a digital component: a 360 campaign on TV, smart phones, and the website.
- NBC presented a two minute vignette of Santa Clara as an example of a video that could be used in different mediums.
- NBC has a wide array of smaller local stations across the country that can help to promote Santa Clara out of state and on other stations.

b. **Outdoor Advertising and Community Messaging**

The Committee discussed pursuing consulting and management services to access the City's real estate assets for opportunities to maximize revenue from digital outdoor advertising. The City established a Billboard Policy in 2004 to address the proliferation of billboards in the City that added to scenic blight. The Policy establishes fairly restrictive relocation criteria for new billboards. For every construction or relocation of one sign face, three must be taken down. The City has made significant progress in reducing the number billboards and locating new billboards in appropriate commercial zones. Currently, there are 19 billboards within the City limits, down from 51 in 2004.

Pursuant to the City's policy, all new digital billboards must provide for at least 10% charitable, non-profit use of the copy exposure based on daily use (e.g., 3.65 days per year). This program is currently underutilized. Staff will more effectively utilize this resource in the future by incorporating this marketing vehicle into the City's new branding and marketing strategy.

Staff requested policy direction on placing digital billboards in major commercial thoroughfares to market Santa Clara and provide revenue for on-going branding and marketing efforts. The estimated annual revenue is approximately \$500,000. The

Committee directed staff to return to the May Committee meeting with a map identifying the location of the existing billboards in Santa Clara, and potential sites on highways and heavily traveled thoroughfares.

If the City elects to proceed with additional analysis of its real estate assets for opportunities for digital outdoor advertising, staff recommended seeking policy direction from the full Council prior to proceeding with additional work.

4. **Harvard Business School Alumni Community Partners Project Update**

Chris Greene, HBS, provided an update on the stakeholder interviews and community engagement. The team will present their preliminary findings to the Marketing Committee in May and the final recommendations to Council in June.

5. **Marketing & Branding Updates**

Committee members provided marketing updates. Below are highlights:

- David Andre, SCCC-Visitors Bureau, indicated that hotels are doing well. Leisure packages help with first quarter occupancy at hotels. Currently at 80% occupancy throughout entire week. Great America is advertising all over California, from Sacramento to Fresno so they are expecting occupancy of mid to high 80% for the second quarter. Visit California, media event will be attending and promoting Santa Clara.
- Kent Russell indicated that Great America has been open for a couple weeks and is ahead of budget. There is currently construction on the pavilion area for corporate events and tailgates for the 49er games. Great America will be closed as a park for game days.
- Debbie Keller, SCCC, recently returned from a tradeshow in Southern California by Planners International on April 11.
- Annette Manhart, SCCC – Visitors Bureau, representative from SCCC is at tradeshow in Seattle, WA, to encourage more shows in Santa Clara. Tourism Improvement District (TID) budget is improving so the SCCC may be able to attend more events. Santa Clara is considered a second tier city for holding conventions.
- Steve Van Dorn, SCCC, April 22, proposal on City Council consent calendar, regarding sponsorship program naming of different rooms for additional revenue for Convention Center.
- JP Rollet, Plaza Suites, indicated that the occupancy is at an average rate with growth at 8% for the second half of the year with the total at 13.6% growth. Other success, include a high “Last Room Value” which is a good indicator of demand. There are plans to renew contract with the Convention Center as tradeshow are continuing to grow.
- Daniel Peck, Mission College, May 1 is the “Gary G. Gillmor & Family Academic Center” dedication. Mission College is moving into registration period and outreaching to the community. Mission College is working on their marketing strategy and has yet to post notices on billboards off 101 as dates for registration aren’t finalized yet.
- Jill Myers, Triton Museum, states that the museum and the Cultural Commission are hosting “Breaking Out of the Box” at City Hall on April 17, and working on social media promotion.

- Butch Coyne, Santa Clara University (SCU), is expecting growth of the undergraduate population from 5,000 to 6,000 students. SCU is putting together a Master Plan alongside new development of dorms and other buildings; Franklin Street will be converted into a paseo. SCU sent direct mail as part of a campaign to let the people know, both students and City residents of events on campus. For the month of May, there are 18 different events coming up. Performing arts events alone bring about 42,000 visitors annually.
- Sheila Tucker indicated that Santa Clara just launched its Facebook and currently has 450 followers. The City also issued a request for proposals this week for branding and on-going marketing and public relations support. Kent Russell and David Andre are external evaluators.

6. **Public Presentations**

Audience member, stated that this meeting seems particularly business oriented but would like some expansion of the demographic to be more inclusive. The audience is unsure of the function of the committee, if its purpose is to aid the City or the community's quality of life.

7. **Adjournment**

Meeting adjourned at 5:59 PM.

EXECUTING:

Bringing Your Brand
To Life

Prepared for:
The City of Santa Clara



A COMMITMENT



offering

culture

**BRAND
SOUL**

people

messaging

1. Discovery

2. Positioning:

- What is the PROBLEM we are solving?
- WHO has that PROBLEM?
- How do we SOLVE it in a unique way?

3. Defining the BRAND SOUL

4. BRAND STORY follows

The Leading Provider of Social Infrastructure for Business

Find Out Why

The **Problem** for Gigya's customers:

We have lost the ability to engage with today's mobile and socially connected audiences; consequently we are powerless to meaningfully connect with them.

We're at risk of becoming irrelevant...

The **Owners** of the problem:

Brand Managers at consumer focused companies.

30 year old male, single, hip with a masters' degree. Works hard. Plays hard.

Gigya's unique **Solution**:

Gigya enables marketers to genuinely understand and engage consumers.

The smartest brands choose Gigya to connect more closely with their audiences to stay valuable and relevant in the era of the mobile and socially connected consumer.

AUTHENTIC CONNECTORS



Authentic:

1. Not false or copied; genuine; real.
2. having the origin supported by unquestionable evidence; authenticated; verified.
3. entitled to acceptance or belief because of agreement with known facts or experience; reliable; trustworthy.

Connect:

1. to join, link, or fasten together; unite or bind.
2. to establish communication between; put in communication.
3. to cause to be associated, as in a personal or business relationship.

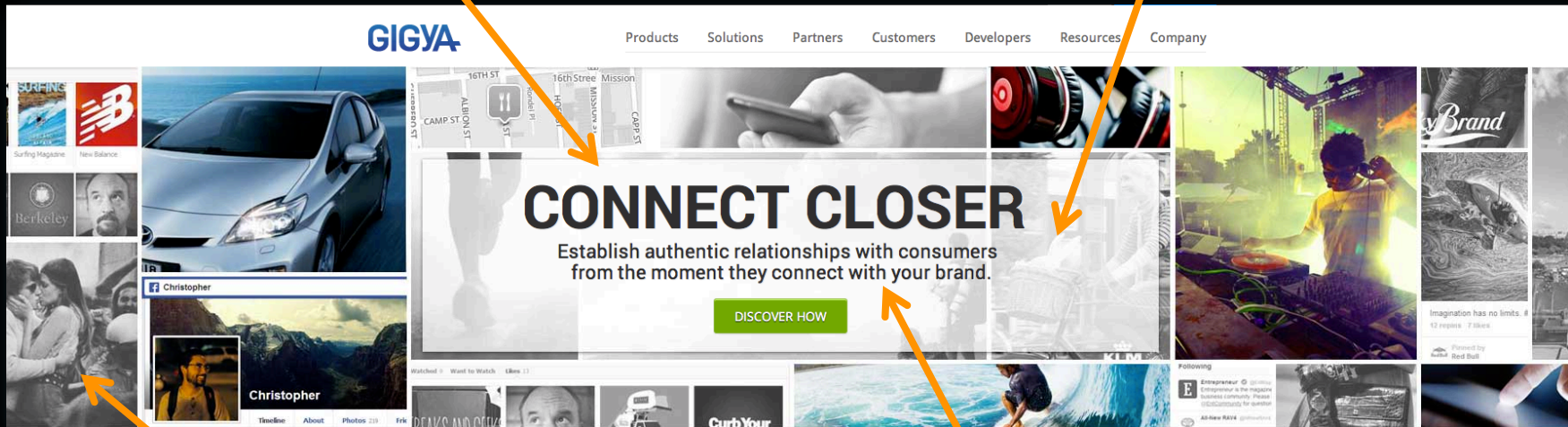
PERSONALITY ARCHETYPES

- GENUINE
- RESOURCEFUL
- PERCEPTIVE
- VISIONARY
- TRUSTWORTHY

**Design reflects an authentic connector:
simple, visual, playful**

**Essence translated
into tag line**

**Avoided the temptation to say it
all in the landing page**



**Images support
Essence 100%**

**Made for the
problem owner**

**Tag line expanded in
a very simple manner**



Yup.
This image is on the
landing page of a B2B
software company.

It executes on their
brand ...perfectly.

So what should you get from Branding?

A **simple** guide that can be used as a **filter** for telling **your story**, and reflects a brand that **fits you**.

SIMPLE GUIDE:

- THE PROBLEM
- THE OWNER OF THE PROBLEM
- YOUR UNIQUE SOLUTION
- YOUR BRAND ESSENCE
- GUIDELINES FOR EXECUTING:
 - Personality archetypes
 - Tone & voice



**NOW GO CRAFT A
BRAND
WORTHY OF YOUR CITY!**

Deck Photography by Christopher Michel