

# IOWA RIVER LANDING MARKETING CAMPAIGN

*deNovo*\*

**aaf** american  
advertising  
federation

university  
of iowa

# Agenda

*3 Ideas, 1 Message*

Heartlander Mascot

Day In The Life

Giveaways

Summary

# “The Mascot Without a Name” Campaign

*When you give a deer a heart...*



## Estimated Costs:

The estimated costs for this campaign would be promotional and promoted social media posts on accounts and working with micro influencers in the Iowa City/Coralville area that will help build the following of this campaign.

# Heartlander Hunt



# Heartlander Hunt: Find the Heartlanders' mascot tonight!

Mascot handlers could hand out promotional material for IRL/Heartlanders. These promotional materials would include the Heartlanders Instagram and could lead to more attraction.



# Day in the Life of a University of Iowa Student

Create social media video content featuring various locations and activities around the Iowa River Landing. This would be through Instagram Reels and TikToks to attract to a “younger” target audience.

Student Representative: Sophie Vanmeter

- Large social media following
- Current U of I student
- Inexpensive to hire for the video (estimated \$100)



# “Student Life” Demonstration

“This line takes you all the way to Iowa River Landing” and then explore some of the shopping options in the IRL (ex: Xstream Arena, 30 Hop, Lululemon, Cookies and Dreams, etc.)



## GIVEAWAYS!!

Focused on integrating the students being pulled to the Iowa River Landing by peaking their interest and encouraging cross-pollination between the University of Iowa campus and the Iowa River Landing area.

On average about 34% of new customers are acquired through contests.



## Heartlanders Tickets



## Coffee Sample Giveaway



First Way (Standard Giveaway)	Second Way (Coupon or Voucher)
<ol style="list-style-type: none"> <li>1. Follow all social accounts (Instagram, Tik Tok, Facebook, etc)</li> <li>2. Tag 3 Friends in the comment section of the post for the giveaway</li> <li>3. Repost on Instagram Story</li> <li>4. Each additional tag is an extra entry</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote the event the day before and day of on Instagram</li> <li>2. Have coupons at the ready to hand out to students</li> <li>3. With the coupon include a guide to how to get to the IRL</li> <li>4. Promote the event for the week after the coupon handout to ensure usage and people are going to the IRL (maybe include pictures of people who have used theirs)</li> </ol>
<p><b><u>Budget:</u></b> \$1,500 total (4 giveaways + 1 launch event) → 3 of which would be a ‘standard giveaway’</p> <ul style="list-style-type: none"> <li>- Each event would be allocated roughly \$1,300 → \$433</li> <li>- For the cupcake DIY kit → we would allocate roughly \$200 for the kits and have multiple winners as each kit is roughly \$35</li> <li>- For the Heartlanders Giveaway → we would allocate \$200 (this would be 4 tickets at \$50)</li> <li>- For the Shop Crawl/Scavenger Hunt → we would allocate about \$300 for the prizes upon completion, the cards, and different clues.</li> </ul>	<p><b><u>Budget:</u></b> \$1,500 total (4 giveaways + 1 launch event) → 2 of which would be a ‘coupon giveaway’</p> <ul style="list-style-type: none"> <li>- Our cookie voucher on the T Anne Cleary Walkway would be roughly \$100</li> <li>- Second voucher giveaway would be samples of coffee from the Coffee Emporium. This would roughly be about \$100</li> </ul>

## Summary

With the three initiatives described above, we can expand the Iowa River Landing's target market to include new and current students at the University of Iowa while still attracting their older market.