



Office of the City Manager

September 9, 2019

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: Discovered in Berkeley Business Marketing Campaign

This memo provides an overview on the upcoming launch of the *Discovered in Berkeley* marketing campaign to promote neighborhood-serving small businesses and innovation sector firms in Berkeley.

Background

Earlier this year, after reviewing applications from multiple qualified vendors, the Office of Economic Development (OED) entered into a contract with a Berkeley-based design agency, Celery Design Collaborative (“Celery”), to assist with the development and execution of a marketing and communications campaign with these objectives:

- a) Positively shape local residents’ and entrepreneurs’ perception of Berkeley businesses;
- b) Promote OED’s services to businesses;
- c) Drive sales for Berkeley’s neighborhood-serving businesses; and
- d) Produce creative content and templates that can support the marketing initiatives of OED’s partners (e.g., commercial district associations, the Berkeley Chamber).

The marketing and communications campaign will launch **on September 12th** and will include sponsored stories and advertisements in local media, social media, and a website (www.discoveredinberkeley.com).

Campaign Strategy

Celery proposed the “Discovered in Berkeley” tagline to establish “discovery” as a universal theme that applies to the products and processes being developed by Berkeley’s innovation sector companies, and that is also relevant to the unique products, services and experiences that residents and visitors can encounter in Berkeley’s commercial districts and corridors.

Celery recommended using an “advertorial” strategy, through which editorial content will spotlight Berkeley businesses that are making a positive impact on the world. The campaign will highlight businesses within industry sectors that are particular strengths of our community and that relate to Berkeley’s brand identity. Over the next several months, the campaign will underscore Berkeley’s role as a hub for these four sectors:

1. *Food Forward*: Berkeley’s food innovation heritage extended to include contemporary companies, food tech and social innovators;
2. *Deep Tech*: Local companies solving important challenges with scientific discovery and engineering;
3. *Dare2Share*: Alternative, community-focused business models and “sharing economy” businesses; and
4. *The Upcycle*: Leaders in the “green economy” who demonstrate exemplary waste reduction and reuse.

The editorial content will be accompanied by striking art and photography (see Figure 1).

Figure 1: Example Artwork for of the Initial Campaign Focus Areas



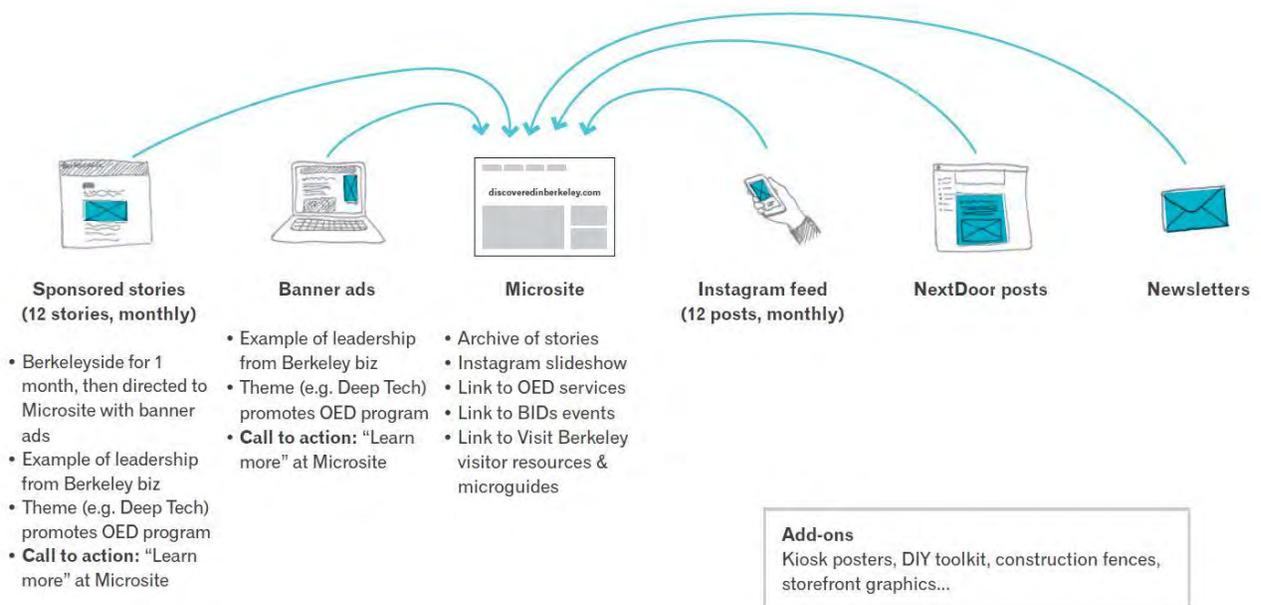
Hundreds of Berkeley’s businesses are deserving of a spotlight. The *Discovered in Berkeley* campaign was curated, and businesses were selected, based on the following criteria:

- Tell a unique and compelling story;
- Have an equity, social justice and/or sustainability aspect;
- Highlight an OED service or connection;
- Represent a broad cross-section of Berkeley businesses (by industry, commercial district, founder demographics, etc.).

Campaign Launch

The campaign will launch on **Thursday, September 12**, via a variety of distribution channels, including *Berkeleyside*, www.discoveredinberkeley.com, and newsletters and social media posts issued by the City of Berkeley, businesses, and business partner organizations (see Figure 2). Additional opportunities for content placement (e.g. IKE smart kiosks, Big Belly trash compactors, construction fences, and online advertising) are being explored at this time, with the support of OED partners.

Figure 2: Discovered in Berkeley Marketing Channels



The *Discovered in Berkeley* campaign will highlight twelve (12) businesses over the course of eight months. The Berkeley business advertorials (stories and photos) will be posted to the campaign website, as well as being featured on *Berkeleyside*. The campaign website will also feature information about Berkeley's business districts, news stories about Berkeley businesses, and support services available for local businesses. The campaign is specifically designed to be scalable; at the conclusion of the initial phase, it can be expanded to highlight additional sectors and firms, and to reach other media channels.

The success of the campaign will be evaluated based on website and news release views, *Berkeleyside* analytics for articles and display ad impressions and clicks, newsletter item open rates, social media metrics, OED survey responses, and business partner feedback. Staff will analyze the impact of the campaign to determine whether and how OED invests in future campaign extensions.

If you have any questions or feedback regarding the *Discovered in Berkeley* campaign, please contact Jordan Klein, Economic Development Manager.

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