

Campaign Update Report

Department of Planning and Development
and JGSC Group

February 2, 2010



Campaign Goals

Help retailers.

Grow UEZ enrollment.

Attract shoppers downtown.

Create eMarketing database.

The campaign had four primary goals...

First, help existing retailers and merchants better manage, merchandise and sell. Second, grow enrollment in the Orange UEZ program. Third, attract new, and more, shoppers to the downtown retail district. And finally, to establish an eMarketing database to help avoid the use of direct mail in future marketing efforts.

All four goals were accomplished.

Growing the UEZ.

Starting	58
Ending	76
Pending	8

The Urban Enterprise Zone program plays a vital role in the efforts to revitalize downtown Orange. The UEZ provides sales tax advantages to consumers who make purchases at UEZ enrolled businesses. UEZ enrolled businesses can also take advantage of sales tax savings, when making purchases for their own businesses.

Moreover, the sales taxes collected through the UEZ program are put into a special fund that is available to fund many worthwhile programs such as the *Home for the Holidays* campaign, for example. By increasing the number of enrolled businesses, the Orange UEZ will increase the funding available to support its programs. And, requiring businesses to be enrolled in order to take advantage of the programs acts as a catalyst to drive new enrollments – which drive new programs, which drives new enrollments, and so on.

As a result, a primary goal of the Home for the Holidays campaign was to significantly increase the number of businesses participating in the Orange UEZ program. From the inception of this effort in July of 2009, through the launch of the campaign in late November, and despite the loss of 6 previously enrolled businesses, Orange UEZ enrollment increased by 31% from 58 to 76 participating businesses. An additional 8 applications are still pending approval by the UEZ Authority in Trenton.

SHOP LOCAL THIS HOLIDAY SEASON AND WIN BIG!



HOME for the HOLIDAYS 2009



GRAND PRIZE
Home Entertainment Package including: Entertainment System, 42" HDTV, & Blu-Ray Disc Player
Retail Value: \$2,200

14 kt. Gold Diamond Stud Earrings
Retail Value: \$1,000

Microsoft Xbox or Wii Game System
Retail Value: \$600

Laptop Computer
Retail Value: \$500

2 iPod Touches
Retail Value: \$300 ea.



SHOP AND DINE IN DOWNTOWN ORANGE AND ENTER TO WIN AT ANY PARTICIPATING RETAILER!

Get all the details at ShopOrange.org

266-6888 (Orange) OR 770-3000
973-677-1011
M - Tu: CLOSED; W - Sa: 10:00 am to 6:00 pm; Su: 1:00 pm to 6:00 pm
Specialty Retail & Services

13 Corner Liquidations
179 Lincoln Avenue
973-672-2777
M - Sa: 10:00 am to 6:00 pm;
Su: 12:00 pm to 4:00 pm
Home Furnishings & Housewares

3 Bravo Supermarket
321 Scotland Road
973-698-6009
M - Su: 7:00 am to 9:00 pm
Food & Beverages

PARTICIPATING RETAILERS AND ENTER TO WIN GREAT PRIZES!



- 1 **Dunkin' Donuts**
345 Main Street
973-672-4700
M - Su: 6:00 am to 9:00 pm;
Su: 6:00 am to 8:00 pm
Eating & Drinking Places
- 2 **Dunkin' Donuts**
109 Main Street
973-672-8199
M - Su: 6:00 am to 12:00 am
Eating & Drinking Places
- 3 **Edgar's Jewelry**
271 Main Street
973-672-3600
M - F: 9:00 am to 7:00 pm;
Sa - Su: CLOSED
Apparel & Accessories
- 4 **Electronics Department Store**
303 Main Street
973-676-8700
M - Sa: 9:00 am to 7:00 pm;
Su: 11:00 am to 5:00 pm
Computers & Electronics
- 5 **Elegantie Valet Services**
175 Scotland Road
973-675-8729
M - Sa: 8:00 am to 5:00 pm; Su: 8:30 am to 3:00 pm; Su: 8:30 am to 10:30 am
Specialty Retail & Services
- 6 **Emergency Pest Control**
714 Scotland Road
973-676-2847
M - Tu: CLOSED; W - Sa: 10:00 am to 3:00 pm; Su: 8:00 am to 3:00 pm; Su: 8:00 am to 5:00 pm;
Sa: 8:00 am to 3:00 pm; Su: CLOSED
Other Services
- 7 **Corner Liquidations**
179 Lincoln Avenue
973-672-2777
M - Sa: 10:00 am to 6:00 pm;
Su: 12:00 pm to 4:00 pm
Home Furnishings & Housewares
- 8 **Bravo Supermarket**
321 Scotland Road
973-698-6009
M - Su: 7:00 am to 9:00 pm
Food & Beverages
- 9 **Globe Electronics**
216 Main Street
973-677-2409
M - Sa: 9:00 am to 7:00 pm;
Su: 10:00 am to 5:00 pm
Computers & Electronics
- 10 **Golden Knot**
303 Main Street
973-672-7080
M - W: 9:00 am to 8:00 pm;
Th - Sa: 9:00 am to 9:00 pm;
Su: 10:00 am to 6:00 pm
Food & Beverages
- 11 **Gold Star Electronics**
272 Main Street
973-673-2550
M - Sa: 9:30 am to 7:00 pm;
Su: 10:30 am to 5:00 pm
Computers & Electronics
- 12 **Golden Palace Jewelry**
390 Main Street
973-673-3800
M - Sa: 10:00 am to 7:00 pm;
Su: CLOSED
Apparel & Accessories
- 13 **House of Liquors**
288 Main Street
973-675-9862
M - Sa: 10:00 am to 9:00 pm;
Su: 12:00 pm to 5:00 pm
Food & Beverages
- 14 **Hudson City Savings Bank**
288 Main Street
973-678-9068
M - Th: 8:30 am to 3:00 pm;
F: 8:30 am to 1:00 pm;
Sa: CLOSED
Banking
- 15 **International Magazines**
216 Main Street
973-677-0007
M - Sa: 9:00 am to 7:00 pm;
Su: CLOSED
Ans., Entertainment, Amusement
- 16 **Inland BBQ**
352 Main Street
973-678-2300
M - Sa: 9:30 am to 9:00 pm;
Su: 9:00 am to 1:00 pm; Su: CLOSED
Eating & Drinking Places
- 17 **J&S Vacuum Company**
307 Main Street
973-677-1851
Home Improvement & Lawn/Garden
- 18 **Kart's Appliances**
507 Main Street
973-395-5555
M: 9:00 am to 7:00 pm; Tu: 9:00 am to 6:00 pm; W: 9:00 am to 8:00 pm; Th: 9:00 am to 6:00 pm; F: 9:00 am to 7:00 pm; Sa: 9:00 am to 6:00 pm; Su: 11:00 am to 5:00 pm
Home Furnishings & Housewares
- 19 **Lauffer's Carpet Workroom**
20 S. Carter Street 973-672-4888
M - F: 8:00 am to 4:00 pm; Sa - Su: CLOSED
Home Improvement & Lawn/Garden
- 20 **La Rosa Mexican**
10 S. Essex Avenue
973-395-1270
M - F: 10:00 am to 8:00 pm;
Sa: 10:00 am to 10:00 pm;
Su: 10:00 am to 8:00 pm
Eating & Drinking Places
- 21 **Linex & Gift**
270 Main Street
973-672-8777
M - Th: 9:30 am to 7:00 pm; F - Sa: 9:30 am to 7:00 pm; Su: 11:00 am to 5:30 pm
Home Furnishings & Housewares
- 22 **MAACO**
48 Central Avenue
973-678-3900
M - F: 8:00 am to 5:00 pm;
Sa: 9:00 am to 1:00 pm; Su: CLOSED
Automotive & Related
- 23 **Main Street Electronics**
228 Main Street
973-672-5668
M - Sa: 9:00 am to 7:00 pm;
Su: 11:00 am to 5:00 pm
Computers & Electronics
- 24 **Mannville**
10 S. Essex Ave.
973-672-9000
M: CLOSED; Tu - Th: 11:00 am to 9:00 pm; F - Sa: 11:00 am to 10:00 pm; Su: 10:00 pm to 8:00 pm
Eating & Drinking Places
- 25 **Maxal Dope**
301 Main Street
973-673-0070
M - Sa: 11:00 am to 7:30 pm; Su: CLOSED
Eating & Drinking Places
- 26 **Metro PCS**
202 Main Street
973-395-1270
M - Sa: 10:00 am to 7:00 pm;
Su: 11:00 am to 4:00 pm
Computers & Electronics
- 27 **Metro PCS Authorized Dealer**
324 Main Street
M - Sa: 10:00 am to 7:00 pm;
Su: 10:00 am to 5:00 pm
Computers & Electronics
- 28 **Murle's Dress Shop**
218 Main Street
973-674-7000
M - Th: 9:30 am to 6:00 pm; F: 9:30 am to 6:30 pm; Sa: 9:30 am to 6:00 pm;
Su: CLOSED
Apparel & Accessories
- 29 **Orange Garden Supply**
360 Alden Street
973-672-2232
M - Su: 7:00 am to 5:00 pm
Home Improvement & Lawn/Garden
- 30 **Orange Radio**
320 Main Street
973-674-8886
M - Sa: 9:30 am to 7:00 pm;
Su: 11:00 am to 5:00 pm
Computers & Electronics
- 31 **Rent-A-Center**
150 Main Street
973-678-6464
M - F: 10:00 am to 7:00 pm;
Sa: 9:00 am to 6:00 pm;
Su: CLOSED
Home Furnishings & Housewares
- 32 **Rosal & Company**
403 Main Street
973-672-6639
M - F: 9:30 am to 6:30 pm; Sa: 7:00 am to 3:30 pm; Su: CLOSED
Home Improvement & Lawn/Garden
- 33 **Sandwiches Unlimited**
23 N. Center Street
973-674-7899
M - Sa: 9:00 am to 11:00 pm;
Su: 10:00 am to 6:00 pm
Eating & Drinking Places
- 34 **Season's Youth World**
243 Main Street
973-677-9200
M - Sa: 10:00 am to 7:00 pm;
Su: 10:00 am to 6:00 pm
Apparel & Accessories
- 35 **Seasonal Beauty Supply**
301 Main Street
973-673-0708
M - Sa: 9:00 am to 7:00 pm;
Su: 11:00 am to 8:00 pm
Computers & Electronics
- 36 **Sprint**
305 Main Street
973-675-2200
M - Sa: 10:00 am to 7:00 pm;
Su: 11:00 am to 5:00 pm
Computers & Electronics
- 37 **Tony's TV Service**
28 Main Street
973-676-2319
M - F: 10:00 am to 5:00 pm;
W: CLOSED; Th: 9:00 am to 7:00 pm;
F: CLOSED;
Sa: 8:00 am to 2:00 pm;
Su: CLOSED
Computers & Electronics
- 38 **Value Mart Pharmacy**
214 Main Street
973-676-0866
M - Sa: 9:00 am to 7:30 pm;
Su: CLOSED
Health & Medical
- 39 **WW Messenger & Shipping Company**
150 Main Street
Orange Campus #9
973-673-0850
M - F: 8:00 am to 5:00 pm;
Sa: 9:00 am to 2:00 pm;
Su: CLOSED
Specialty Retail & Services
- 40 **Yogi Dental Center**
30 Scotland Road
973-673-1311
M: 9:00 am to 7:00 pm;
Tu: 12:00 pm to 5:00 pm;
W: CLOSED; Th: 9:00 am to 7:00 pm;
F: CLOSED;
Sa: 8:00 am to 2:00 pm;
Su: CLOSED
Health & Medical
- 41 **Zak's Furniture**
264 Main Street
973-677-2244
M - Th: 9:30 am to 7:00 pm;
F - Sa: 9:30 am to 7:30 pm;
Su: 11:00 am to 5:30 pm
Home Furnishings & Housewares

- POINTS OF INTEREST**
- 1. Post Office
 - 2. Library
 - 3. Military Park
 - 4. Orange Train Station
 - 5. City Hall

ShopOrange.org

Helping retailers.

The 52 businesses that participated in the *Home for the Holidays* campaign received significant advertising support including direct distribution flyers, direct mail postcards, newspaper inserts, website listings and maps, in-store

signs and displays, road banners, and storefront teardrop banners. In all, the program created more than 71,000 advertising impressions. Highway banners promoted the campaign to an estimated 130,000 vehicles each day.

ShopOrange.org

Shop Local & Save!



Home

Shop & Win

Dining

Shopping

Events

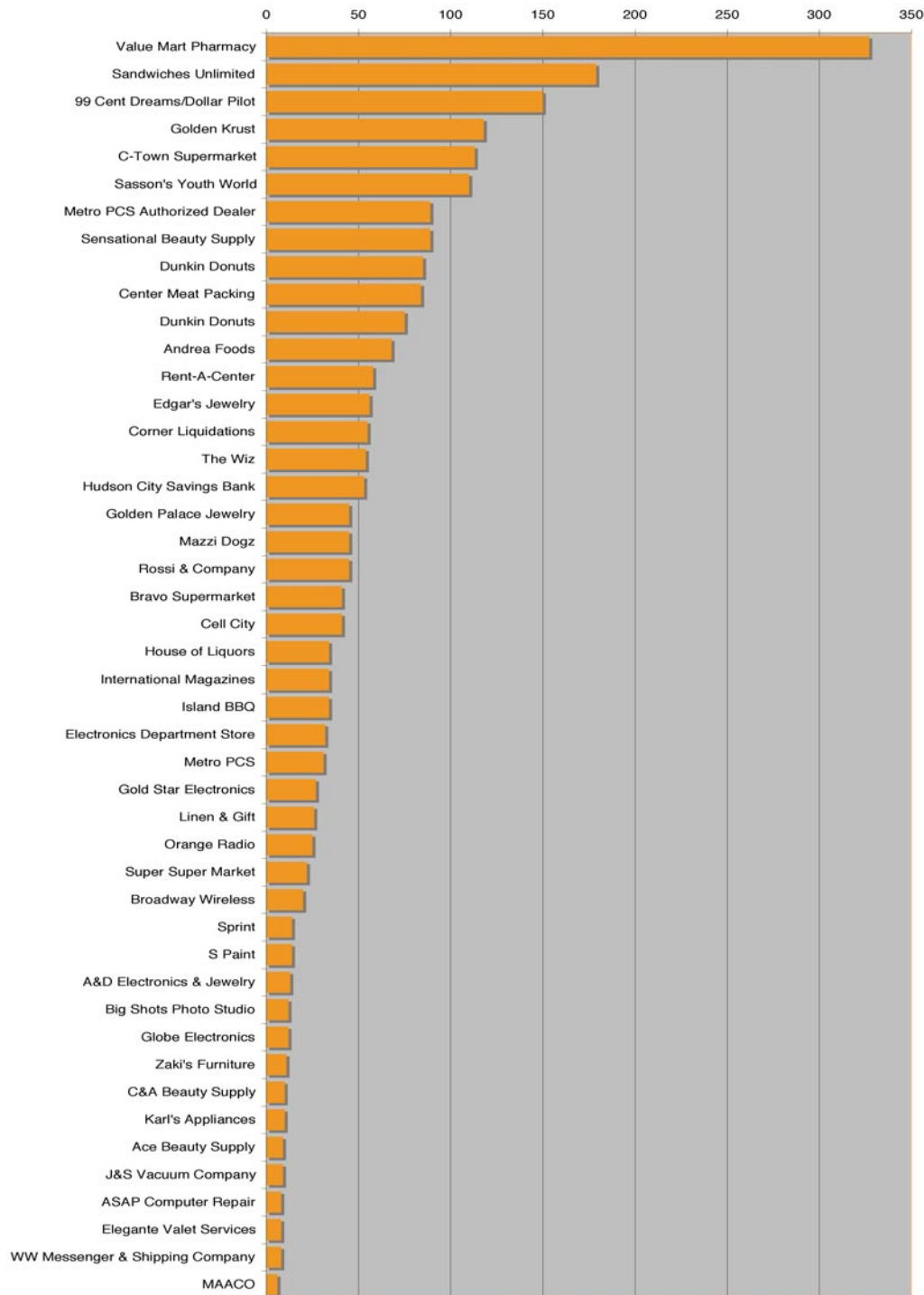
Directions

More Info



ShopOrange.org

The creation of the website ShopOrange.org provides Orange with yet another tool for connecting shoppers and retailers. Since its launch in November, the site has had over 70,000 hits. A more accurate measurement of website activity is called "pageviews." ShopOrange.org has received nearly 11,000 pageviews, a number that continues to grow at a rate of 91 pageviews per day.



Retailer activity.

Retailers were provided with campaign materials including banners, signs, and sweepstakes entry boxes. Shoppers had to go inside the stores to enter the contest. Participating retailers received instructions for promoting the campaign, throughout the campaign.

We found a direct correlation between the efforts of the retailers to promote the sweepstakes and the number of entries received. Value Mart, which was among the most active supporters of the sweepstakes, received the highest number of unique entries at 324.

The best practices included verbally encouraging customers to enter the sweepstakes, placing the sweepstakes boxes in highly visible locations and physically handing entry forms to shoppers while giving them their receipts. It is no accident that the retailers with the highest number of entries also engaged in the best practices described in this section.

Retailer response.

After the campaign ended, we met with retailers to gauge their response to the campaign, solicit feedback, and discuss how to make the next effort even more effective. Although the number of retailers in attendance was small, their response to the Home for the Holidays sweepstakes campaign was overwhelming:

- 85% said the campaign helped to bring foot traffic to their stores.
- 43% said they had higher foot traffic, compared to last year.
- 71% said they would like to participate in future marketing campaigns.

Some of the verbatim remarks made by retailers are shown to the left.

“Fantastic idea, the flags brought attention to the stores.”

“Very good!!”

“A very good step to improve business forward.”

“Let’s try it again.”

“Very interested in eMarketing.”

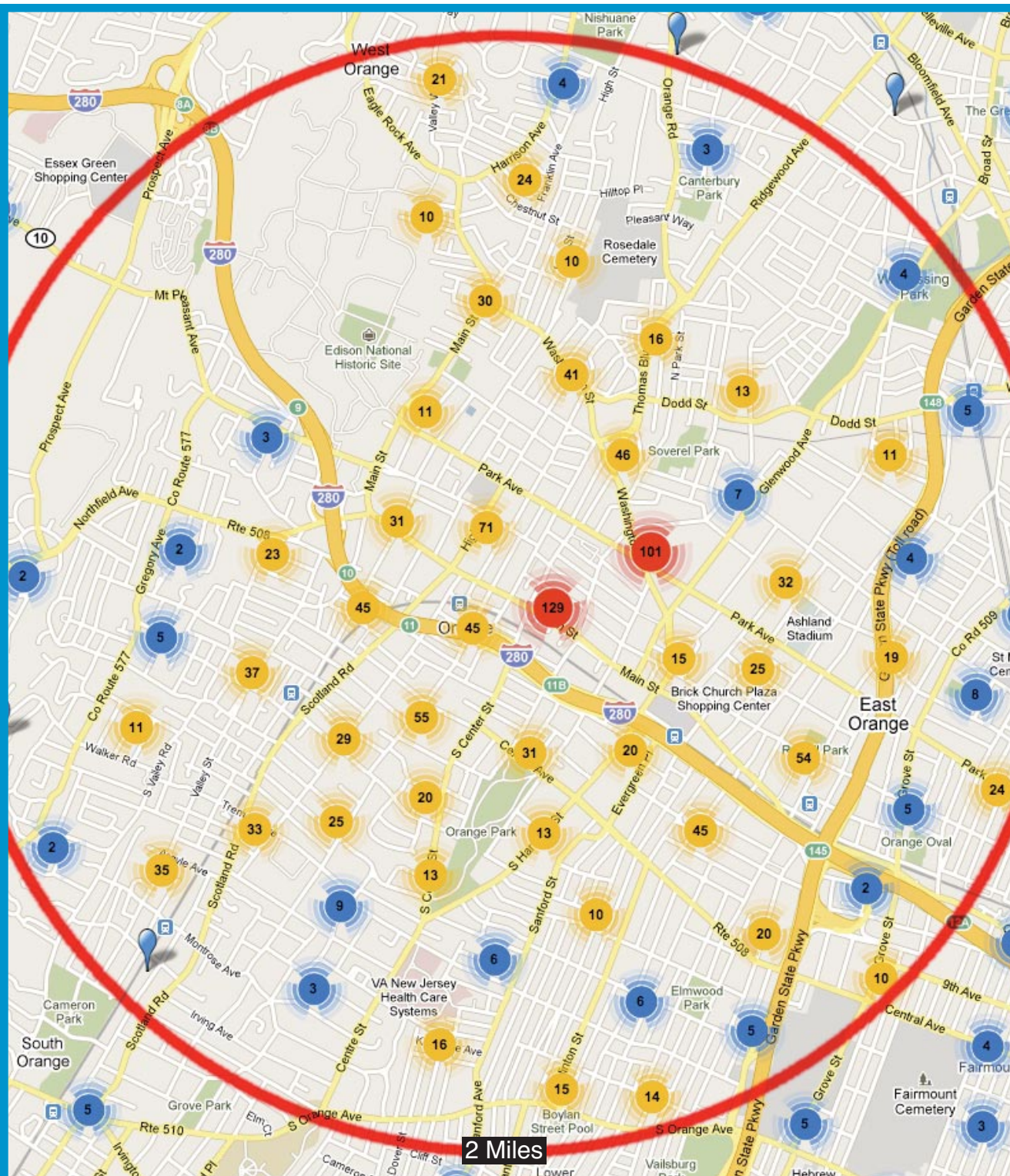
“Everybody did a good job for this campaign.”

Attracting shoppers.

Each year, nearly \$2 billion dollars of retail spending leaves the trade area for businesses in surrounding areas. Attracting shoppers back to the downtown retail corridors will require a better mix of stores, a more visually appealing presentation, and a lot more. But the effort begins with creating awareness of the corridors and the businesses within them.

More than 2,700 shoppers entered the Home for the Holidays sweepstakes. The vast majority of all entries (40%) came from residents of the City of Orange. An additional 23% of the entries came from residents of East Orange, 9% from residents of Newark, and 8% from residents of West Orange.

The contest entries were entered into a database and their locations mapped. This map shows the number of entries received for specific areas in and around Orange.



ENTER HERE TO WIN!

GRAND PRIZE

Home Entertainment Package
including: Entertainment System, 42" HDTV, &
Blu-Ray Disc Player Retail Value: \$2,200



14 kt. Gold
Diamond Stud Earrings
Retail Value: \$1,000



Email notices sent.
Letters mailed.
Respond by 2/5.
Certify eligibility.
Award prizes.



Microsoft Xbox Elite
Game System
Retail Value: \$600



Laptop Computer
Retail Value: \$500



2 iPod Touches
Retail Value: \$300 ea.

Prize package.

A package of prizes was offered as an enticement to bring shoppers back to the downtown stores. The prize package has an estimated value of \$5,000.

All 52 participating businesses were given the opportunity to provide (sell) any or all of the prizes for distribution to

the contest winners. Each retailer was notified of this opportunity on at least three occasions. One letter was hand delivered to the place of business and two follow-up letters were sent via first class mail. Unfortunately, none of the participating businesses submitted a quote to provide the prizes.

Growing foot traffic.

Using the database of shoppers created through the *Home for the Holidays* sweepstakes, a blast email survey was sent to entrants. The survey asked six questions to determine the impact that the sweepstakes had on shopper behavior.

Again, although the survey response rate was small, the message was crystal clear... *Home for the Holidays* was a huge success in generating foot traffic and bringing shoppers to more stores, more often. Moreover, nearly everyone surveyed said they would likely participate in the next campaign.

43% Visited participating stores because of *Home for the Holidays* sweepstakes

41% Visited stores more often than usual

37% Visited more stores than usual

93% Would participate in the next campaign

Using what we learned.

Of the 2,700 contest entries received, more than 1,400 included unique email addresses. This information was processed and used to create an eMarketing database that will allow us to communicate with shoppers in an inexpensive, yet highly effective manner.

The first test of our eMarketing database occurred on January 5th. That's when an email message was sent to 1,258 contest entrants urging them to visit participating retailers before the sweepstakes ended.

The response indicates that the eMarketing program could produce valuable results for participating retailers. Following the email blast, sweepstakes entries increased by 50% over the previous week, and the number of entries received from returning entrants grew from an average of 13% each week, to an astounding 44% of all entries received in the last week of the sweepstakes.



New traffic patterns.

The use of eMarketing strategies has allowed us to stimulate shopper activity and drive foot traffic back into stores. The charts to the right, for example, shows the number of stores shoppers visited (up/down), and the distance between stores visited (left/right).

By comparing shopper visits before and after the eMarketing email blast of January 5th, we can see that the eMarketing blast significantly increased the number of stores shared, as well as the physical distance between the two stores.

