

ONLYONEALLEGAN.COM

ALLEGAN MI

Only One Allegan

Goals:

- Market and image the community in a proactive manner
- Recruit and encourage individuals that work in Allegan to reside in Allegan
- Tell “the story” of Allegan in a positive and attractive way

Concept

- Provide a consistent brand identity.
- The vision of the project was inspired by Walt Disney Promotional videos and the Pure Michigan campaign.
- Use a multi-faceted approach including websites, booklets, and DVD

About the Project

Collaboration:

- Allegan General Hospital
- The Photography Club
- Allegan Public Schools
- Emergency Services
- The Allegan Historical Society
- And More!

Implementation

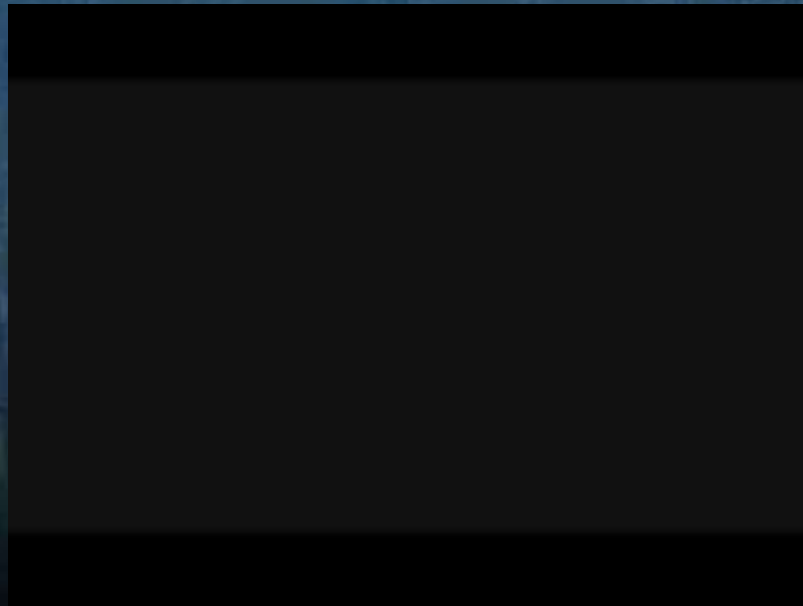
- “Teaser” DVD Video Segments
- Informational Cards
- Companion Website
- Door Posters
- Social Media
- City E-Newsletter
- Movie Theater Advertising

DVD Video

Highlights Unique Aspects of Allegan:

- Downtown Allegan
- Outdoor Life
- Events
- Education
- Heritage
- Health Services
- Public Safety

Only One Allegan Clip



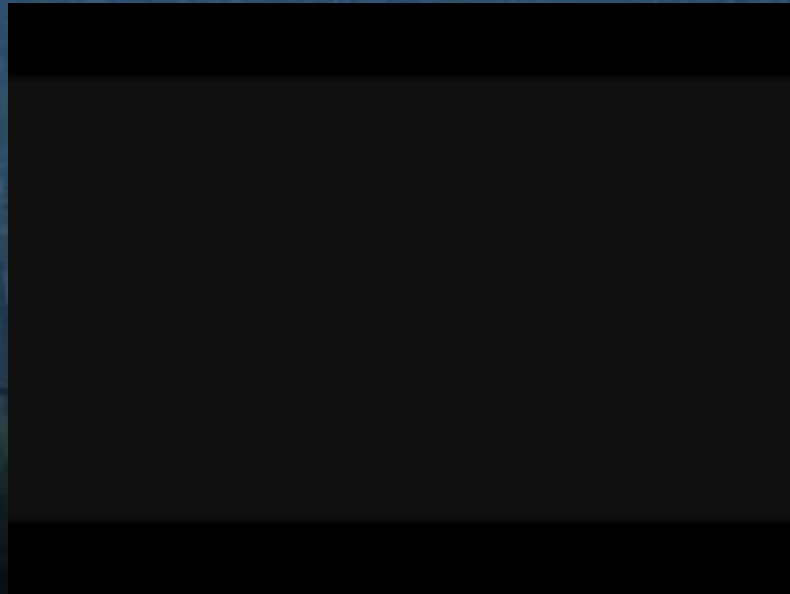
30 Second Spot



Community Reaction

- “The best thing that has been done for Allegan in decades.” – McFarland Jewelers
- “A very innovative marketing campaign.” – Steve Willobee, NTH Consultants
- “It makes me even more proud of my community.” – Cheri Schulz

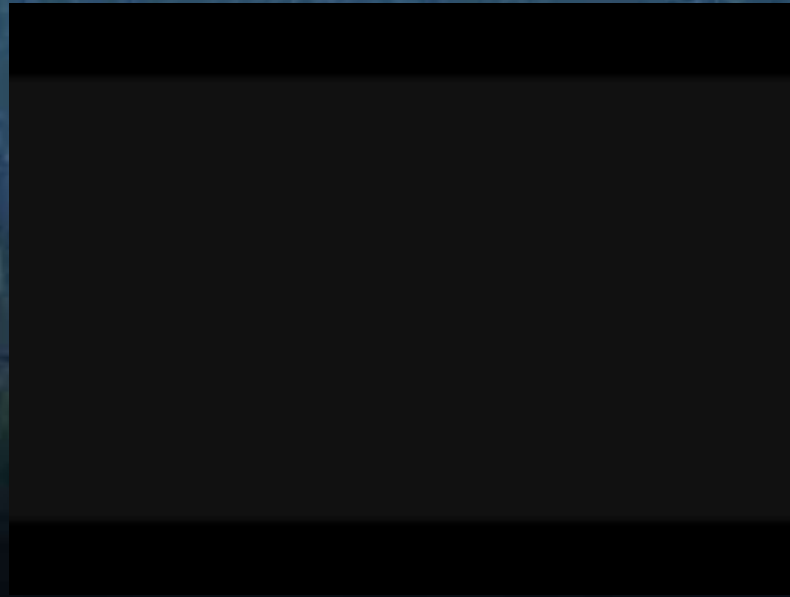
Community Reaction



Other Responses

- Website has received over 70,000 hits
- Feature stories in regional newspapers
- Youtube
- Facebook & Myspace
- WZZM Channel 13 news

WZZM Channel 13 Clip



More Results

Community Utilization:

- Allegan Medical Clinic
- Schulz Real Estate Company
- Allegan Area Chamber of Commerce

Next Phases

- Booklet and Packaging
- Billboards
- Frequent Chapter Revisions
- Partnerships Development
 - Pure Michigan
 - Chamber of Commerce
 - Real Estate Agencies
 - Additional Local Organizations

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