



EDINBORO

A COMMUNITY FOR ALL SEASONS

Four Seasons Campaign

Marketing Playbook

By Atlas Community Studios
for the Borough of Edinboro



About Atlas

Atlas Community Studios was founded in 2020 by a small, diverse group of creative problem-solvers and entrepreneurs looking for the opportunity to advance the economic prosperity of small and rural communities across the country. With decades of combined experience spanning both the public and private sectors, the Atlas team specializes in strategic planning, economic development, and creative placemaking. Atlas Community Studios helps communities plan for development and growth through collaborative strategic planning and simple-to-execute, realistic plans. We are connectors who find the right people, the right resources, and the right places and bring them together to help transform communities of all sizes.

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Overview

A brand is a perception. It is what people think of you, not just what you say you are. The point of branding is to create an emotional connection, and the most successful brands are *informed by community input* and *confirmed by feasibility*. A key factor for assessing feasibility is determining what is unique about your community. The key findings from the public input distinguish the following Edinboro assets as notable:

- Edinboro University
- Edinboro Lake
- The school district
- The distinct four seasons

Though Edinboro has much to offer in recreational opportunities, little of this is known to those outside the borough.

Working alongside the Edinboro Steering Committee, Atlas developed a new logo for the borough that highlights its unique four seasons. The new logo is just the start of Edinboro's newfound identity as a "Community For All Seasons" and its Four Seasons Marketing Campaign.

The following pages in this playbook will outline the campaign's goals, provide more detailed information on the campaign itself, identify potential target audiences and strategies for reaching them, and recommend steps/ideas for implementation.



Goals

This playbook and the Four Seasons Campaign's goals are complementary—to support tourism development and promote Edinboro as the next place to live, work, and play by highlighting the community's unique features and assets.

Tourism Development

Several existing sites and organizations do their part in promoting Edinboro including the VisitPA and VisitErie. However, with little focus on Edinboro specifically, a gap exists, and it's hard to understand why one should consider it a destination.

The Edinboro Community and Economic Development (ECED) website aims to fill the gap mentioned above and should be used to support the proposed Four Seasons Campaign. Information for how these will work together will be outlined later in this playbook.

Population Growth

Edinboro's long-term goal of attracting new residents to the borough goes hand-in-hand with the goal of tourism development. In February of 2019, the Iowa Economic Development Association (IEDA) led an extensive market research project that found that travel is the first critical step for most people to consider relocating to another city. This information is vital to keep in mind as time and attention are devoted to the Four Seasons Campaign.



Target Audiences

For any marketing campaign to be successful, it is crucial to identify its target audiences. Atlas has identified four potential audiences for this campaign:

- Outdoor enthusiast
- Families with young children
- Recent college graduates/young adults looking to start their careers
- Older adults with disposable income

With the target audiences identified, the question then becomes: “How do you reach these audiences?” Just as their interests and desires differ, so do the mediums for where to market to them.

Outdoor Enthusiast

The outdoor enthusiast loves the outdoors, and therefore spends the majority of their time outdoors. These people lead an active lifestyle—they can’t sit still and hate to be cooped up indoors. They spend some time consuming traditional forms of media, but it is often in conjunction with physical activity. Ways to reach them include:

- Billboards
- Ads in podcasts, talk, or radio shows
- Targeted promotion online: social media, Google AdWords, recreation/sporting websites (retailers, blogs, etc.)

Families with young children

This audience is looking for a great place to raise a family, and they will invest in the community. They are looking for year-round entertainment activities for themselves as well as their children. Work/life balance is crucial to this target audience. Career development is essential, but not at the expense of raising and spending time with their family. Ways to reach them include:

- During television news and primetime television
- Social media

Recent college graduates/young adults looking to start their careers

This group is the most willing to move, and in fact, may expect it to obtain employment. They have little to no other commitments and are eager for new experiences or a new chapter of their life. Ways to reach the youngest of the four audiences include:

- Social media
- Colleges and universities (advisors, career fairs, etc.)

Older adults with disposable income

People who have the time and money to travel. They are always planning their next adventure and possibly looking for a place to retire in the coming years. Ways to reach them include:

- Newspaper
- Lifestyle and culture magazines
- Travel/entertainment guides

The Campaign

The Four Seasons Campaign idea came about after much public input and steering committee feedback. Atlas believes this is a genuine representation of a distinct Edinboro quality that can be used throughout the year, with consistent “refreshing” to reflect the four seasons.

By highlighting all Edinboro has to offer “through the lens” of the four seasons, one will be able to understand why the borough truly is a “Community for All Seasons.” While the campaign heavily focuses on recreational opportunities throughout the four seasons, other aspects of the community are also considered, such as living/housing and overall quality of life.

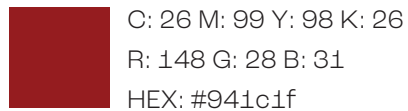
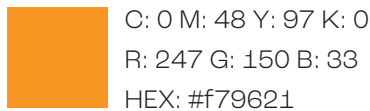
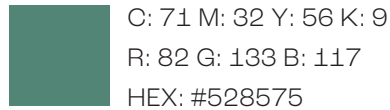
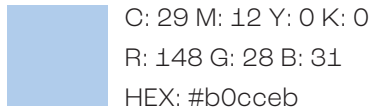
There is an internal strategy focused on attaining cohesion and support within the community and an external strategy to achieve the goals of tourism development and population growth outlined earlier in the playbook.

The Look

Edinboro, as a community, lacks an authentic look/feel or identity. The Edinboro government website uses the borough seal (pictured right). While this seal is an excellent representation of who Edinboro was in the past and how it came to be, it does little to communicate who Edinboro is today and what it hopes to be in the future. There is no sense of present-day identity.



Building off broad community input, Atlas created a logo using the existing color palette from the ECED website:



After receiving feedback, and completing some minor revisions, the new logo was finalized.



EDINBORO
A COMMUNITY FOR ALL SEASONS

Using Pennsylvania's shape as the base for the logo, the state was then divided into four "panels" and assigned a color to represent the four seasons. Each panel depicts something to do that is representative of Edinboro.

- **Winter (1st blue panel):** A pair of skis in snow pays homage to Mount Pleasant and the annual snowfall.
- **Spring (2nd green panel):** The botanical imagery alludes to the Goodell Gardens & Homestead, which offers a variety of sights and events annually.
- **Summer (3rd yellow panel):** Water and sunshine represent Edinboro Lake and spending time on the beach soaking up the sun.

- **Fall (4th maroon panel):** Outdoor trails represent the endless hiking, walking, and biking trails for recreational use. A home near the trail is a nod to living in Edinboro.

As part of the logo, the steering committee also felt it essential to identify Edinboro's location. A snowflake placed in the upper left-hand corner represents the location. Though not evident, this representation fits with the logo's overall aesthetic and adds another layer of interest—one that may prompt viewers to look a little deeper.

Lastly, the steering committee decided on the tagline “A Community For All Seasons” to accompany the logo, bolstering the overall Four Seasons Campaign.

Internal Strategy

The first and most critical step in any branding and marketing effort is internal. The message must be agreed upon and communicated to the community to rally support and understanding for the new effort.

Edinboro's first step is formally adopting the new logo and color scheme across all municipal assets where possible: swap logos online, update borough stationery and business cards, refresh existing websites with the new color palette, etc. Small items such as buttons and stickers can be printed and distributed to residents and businesses to garner support around the new look.

Mockups of some of these items are available in **Appendix A**.

The public art, events, and wayfinding pieces proposed in the overall placemaking action plan can also be used to support the internal strategy of this campaign.

Additionally, as Edinboro seeks to establish this new identity, it's essential to recognize that current residents can also serve as one of its greatest assets. Ask residents to leave positive reviews of their favorite shops and restaurants on Google Maps, Yelp, and Facebook. These are the tools used most by road travelers when deciding where to stop for lunch on the night, and a little positive buzz can go a long way!

Edinboro businesses can also get involved in the Four Seasons Campaign by highlighting their year-round seasonality products and services. Messaging can be applied to any business in Edinboro just by shifting perspectives. One great example is the Edinboro Market downtown.

The Edinboro Market offers local produce similar to the traditional farmer's market, but they are unique in that they can do this all year, swapping out local goods for what's in season.

- In the Winter, we offer fresh produce and local goods.
- In the Spring, we offer fresh produce and local goods.
- In the Summer, we offer fresh produce and local goods.
- In the Fall, we offer fresh produce and local goods.

A potential mockup of what this could look like is available in **Appendix B**.

It's a little bit silly, but that's also the point. There is value in the store year-round without sacrificing quality, quantity, or experience because of the weather.

External Strategy

The external campaign strategy will aim to bolster tourism and population growth through a variety of messages.

This campaign will tell the story of what it means to live, work and play in Edinboro through the four seasons' lens. Shift the perspective to

emphasize the experience rather than the place itself. Doing so provides dimension and meaning to Edinboro as “the place to be.”

Use existing residents that fit the description of the identified target audiences to help tell the story. The stories and messages that this campaign shares will be more likely to resonate with the audience when they can relate.

Separate focused campaigns can follow each of the identified audiences through the four seasons. The stories can be told through various mediums, including video, social media graphics or stories, printed advertisements, and more, all designed to best reach the specific audience.

Families with young children

In the winter, the family spends time at Mount Pleasant of Edinboro. The children are learning how to ski and braving the “big mountain” for the first time. This milestone is a big moment for Mom, who remembers when her dad taught her to ski.

As the snow begins to thaw in Spring, the family attends the annual Maple Festival at Hurry Hill Maple Farm before exploring the 78 acres of Goodell Gardens and Homestead.

Moving into Summer, they spend their weekends on Edinboro Lake. Occasionally, the parents will leave the kids with Grandma and Grandpa to enjoy a relaxing stay at the Edinboro Lake Resort.

In the Fall, the Highland Games and Scottish Festival is a cherished annual event celebrating the Edinboro area’s heritage and history. Dad remembers attending this event as a student when he attended Edinboro University and feels nostalgic about sharing this experience with his children.

When they aren't indulging in Edinboro's events and recreational amenities, the children grow up in the home, marking time with heights measured on the wall and capturing home videos of firsts. They attend General McLane School District, some of the best in all of Erie County.

Outdoor enthusiast

As one might expect, the outdoor enthusiast takes every opportunity to be outdoors. Edinboro is the perfect place for such a desire.

In the winter, the outdoor enthusiast can be found at the top of Mount Pleasant, channeling their inner Winter Olympics spirit.

In the spring, they are sure to patronage the Arts and Music Festival downtown between weekend runs, always aiming for a new personal best.

In the summer, they are sure to snag a summer pass at Mount Pleasant of Edinboro so they can embark on long hikes and mountain biking with their friends.

In the fall, they take advantage of the outdoor trails for more running and hiking.

Though the outdoor enthusiast prefers to keep moving, slowing down to enjoy life and all that Edinboro offers is equally important. They enjoy their coffee while reading the local newspaper every day before their morning run and frequent local stores 814 Outdoor Sports and R&S Sports downtown.

Recent college graduates/young adults looking to start their careers

Fresh out of college, secondary to finding a job, graduates will be looking for a place to have experiences and a high-quality of living. Edinboro should showcase itself as that place by featuring its assets.

This story can take a different approach by following the graduate into the “real world.” In the winter, as graduation approaches, they spend their time interviewing before securing their first job, which brings about a feeling of accomplishment and (truthfully) relief.

In the Spring after graduation, they pack up and move themselves a couple of states over to Edinboro. Going out for the first time to celebrate the move and the new job, they meet a couple of new people at the local eatery.

While navigating the new job, they spend the summer getting their feet wet (literally) at Edinboro Lake, cementing their new friendships over sandcastles and kayaks.

Come Fall, they are feeling more settled into their small apartment, enjoying the change of seasons. They appreciate Edinboro’s small-town feel, with its bursts of “city life” with its vibrant downtown and annual events.

Of course, life post-college is not all easy. Capturing those moments of frustration and sadness is also crucial to telling the recent college graduate’s story. The point being that Edinboro is the right place to be because it has the right people and the right resources to help them take on the world in this new chapter.

Older adults with disposable income

The older couple has disposable income and loves to travel. This story starts as a summer weekend trip to the Edinboro Lake Resort for the couple visiting from a nearby town. While they spend most of their time on the beach relaxing and soaking up the sun, they discuss the future as they consider retirement in a couple of years. They visit the downtown area and explore all of the local shops and restaurants.

A few years later, the couple returns to Edinboro to retire. As the seasons change, they enjoy their easy-paced life in Edinboro, fascinated with all that the community offers with each change of season. They become regulars at the downtown restaurants and shops, participate in community boards and events, and attend university sporting events.

They will travel elsewhere in their retirement from time to time, but they always look forward to coming home—home to Edinboro.

It's important to remember that this campaign is about evoking emotion through compelling imagery and storytelling. These stories woven together will demonstrate Edinboro as a destination year-round. An intimate look at what Edinboro offers and what it means to the people who experience it will set this campaign apart from others who boast their recreational opportunities and quality of life.



Best Practices

In this section, you'll find materials and information necessary to the successful implementation of the Four Seasons Campaign regarding:

- The creation of a committee
- Social media
- Implementation funding sources

Establish a committee to oversee the campaign

Atlas recommends that a committee be formed to oversee the campaign. This committee should be diverse in backgrounds and perspectives, but its members must have a strong vested interest in this campaign's success.

The committee will is in charge of a variety of responsibilities including, but not limited to:

- Making critical decisions related to budget, graphics, messaging, etc.
- Establishing performance indicators
- Evaluating performance
- Adapting or modifying the strategy when appropriate

This playbook serves as a reference or starting point, but as Edinboro grows and new ideas take shape, the committee should modify the playbook to stay relevant.

Social Media

Once the committee is in place, Atlas recommends creating social media

pages or a website specific to this new campaign. Doing so will allow the community at large to stay up-to-date and involved with the campaign. Additionally, this will help bolster the internal strategy, which aims to garner awareness and support for the project.

Additionally, part of this playbook identified social media as an excellent medium to reach the target audiences. Specific platforms to consider include Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Targeting

Platforms like Facebook, LinkedIn, Twitter, and Instagram have powerful advertising tools that allow for targeting based on specific parameters including, but not limited to:

- Gender and age
- Location
- Interests, hobbies, and page likes
- Life events (new job, relationship, child, etc.)
- Job type or industry

Atlas recommends creating a campaign with at least four target audiences that align with the ones already described in this playbook.

- Middle-aged people who enjoy outdoor activities, travel, etc.
- Middle-aged people likely to be parents
- Young adults who are attending a nearby college, have recently graduated college, or will soon.
- Older adults who enjoy adventure and travel

You can also include other additional audiences or “AND” parameters to define each audience further.

Schedule and Budget

Ads can also run (or not run) during specific times of the day, such as

during the lunch hour, in the evening after dinner, or at 3 a.m. (when traffic may be lower). However, it's essential to keep in mind that defining these times too precisely may limit the reach and overall performance.

It will be up to the committee to determine the budget for social media advertising. In most cases, the cost is determined on a per-click basis, making it a cost-effective method. The average click-through-rate for Facebook is 0.99%, which may seem low. Still, when put into perspective, a couple of thousands of people who may be interested in visiting or moving to the community are quite significant.

The advantage of using social media as a marketing tool is that there is room for constant evaluation. Messages, graphics, budget, and schedule can all change at any point in time. This ensures the money is spent appropriately and effort has not gone to waste.

Implementation Funding

Funding is available at the state level to support the implementation of this marketing strategy.

Marketing to Attract Business

The Marketing to Attract Business program is intended to support business retention, expansion, and attraction. More specifically, the program provides funding for projects that demonstrate the importance of marketing the state as a destination of choice for investment and promoting individual regions' attributes and assets.

More information is available [here](#).

Marketing to Attract Tourists

The Marketing to Attract Tourists Program provides funding to support

and development international tourism, sports marketing, outdoor recreation, and cultural attractions. A primary goal of the program is to promote overnight stays.

More information is available [here](#).

Regional Investment Marketing (RIM)

The RIM grant program is designed to support the marketing initiatives of regional alliances that adopt DCED's industry-focused economic development model as part of a comprehensive business expansion and investment attraction initiative.

More information is available [here](#).



Conclusion

Edinboro is a small community with a lake resort feel, thanks to the 240-acre Edinboro Lake. Unbeknownst to many, Edinboro is also home to numerous other recreational activities and special local shops and restaurants. If the community hopes to grow its population and support tourism, they need to share what's unique with the rest of the world. Sometimes it just takes a new perspective and a coordinated effort to do this.

The Four Seasons Campaign highlights the year-round seasonality of the community and leverages the unique assets of the community. Using the campaign to tell the stories of those that live there, paints the picture of the potential for others. With the proper ownership and attention to implementation, the Four Seasons Campaign will establish a fresh identity as the "Community for All Seasons" and propel Edinboro in the right direction as they look to the future and continue to grow.



Appendix A:

Internal Logo Use Mockups



a community
for all seasons

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Date: XX, 2021

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Best,



Appendix B:

Internal Campaign Mockup

IN THE WINTER

WE'VE GOT LOCAL GOODS
& FRESH PRODUCE!



IN THE SPRING

WE'VE GOT LOCAL GOODS
& FRESH PRODUCE!



IN THE SUMMER

WE'VE GOT LOCAL GOODS
& FRESH PRODUCE!



IN THE FALL

WE'VE GOT LOCAL GOODS
& FRESH PRODUCE!



**A YEAR-ROUND
FARMER'S MARKET
EXPERIENCE.**

ONLY AVAILABLE AT EDINBORO MARKET