

Overall Organization Budget: Small Community overall budget (\$100,000 and under)

Submission Category: Online Media

Organization: Seneca Area Chamber & Downtown Impact

Who worked on this Project (internal/external): Kylee Luckeroth internally

Integrated Components or Type: Videos

Project Description: 2018 Christmas promotions. We did a combination of live and prerecorded videos to market Seneca's Christmas season promotions. Videos were done with 13 business owners having them talk about what specials they had going on for Small Business Saturday as well as continuing into the rest of the Holiday Season. These videos were posted to Facebook as well as put as up as both Facebook and Instagram Stories. Additional promo videos were done for our Kid's movie matinee and our Christmas promo.

Project Goals: We wanted to create excitement around our businesses for holiday shopping. The videos where the business owners themselves spoke seemed to really do the trick! We wanted the engagement from the viewers as well as the businesses. Additionally, hiding the gnomes in the businesses we were looking for something different that would get people out looking in the stores - hopefully while they searched for the gnomes they also discovered some great Holiday gift ideas!

Problem to Overcome: Sometimes holiday shopping can be overwhelming, with the ease of online shopping we wanted to give people a fun reason to shop in our local stores! Trying to find the gnomes was something the a lot of people really enjoyed. Additionally having the business owners speaking during the videos helped to remind people of the local ties that they have and encouraged them to shop with us here in Seneca versus online or away from town.

Background: The beginning for all of these promotional videos was thanks to our Christmas Promo "There's Gnome Place Like Seneca For the Holidays." We had 5 gnome figurines that were hidden across different businesses starting on Black Friday through the Saturday before Christmas. 5 gnomes were hidden each week in different businesses then moved around, when it was found the person who found it received a \$25 Seneca Gift Certificate - we gave away \$600! That was the first video and the rest followed suit!

Community Resources: We used the businesses as our resources! The business owners were excited to talk about what they had going on in stores. Additionally having the gnomes that were hidden in stores with \$25 in Chamber Gift Certificates was a great way to get people out looking for the gnomes, which are only about 3 inches tall, The Chamber Gift Certificates then have to be used at Seneca Chamber businesses so there was also a reinvestment in the community!

Results: Almost 8,000 views on Facebook between all of the videos, tons of people out shopping in Seneca for the holiday season. Great engagement from the community, a lot of people talking about the promotion of finding the gnomes and looking for them in the different businesses.

Web Link: <https://www.facebook.com/pg/SenecaAreaChamber/videos/>

Follow the link to "play all" of the 2018 Christmas Videos, it's the only video playlist on the page - there are 15 videos total

I uploaded one of the videos to the file because I could only upload the first video.

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/07/Gnome-Place-Like-Seneca.mp4

Comments: We referred to this promotion as "Gnome Place Like Seneca for the Holidays"