



# IMC PLAN

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PANAM 2015 &  
MARKHAM GLOBAL FEST

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## IMC PLAN

### I. Executive Summary

With the PanAm and Parapan Am Games coming to Markham in the summer of 2015 the City of Markham has created a free 15 day multi-cultural festival called “*Markham Global Fest*” in order to celebrate the coming together of 41 nations as one. This will be accomplished through a dynamic variety of art forms and events during this interactive festival experience. *Markham Global Fest* is fully accessible to all members of the Markham community and beyond.

The feature events will take place along Main Street, Unionville adjacent to the Markham Pan Am Centre in order to get the community enthusiastic about the games coming to Markham. The festival will incorporate unique local talent, authentic artisan and food vendor experiences, interactive activities and live music ultimately showcasing the rich and cultural diversity that the Markham community has to offer.

In order to attract the diverse culture segments that reside in Markham the festival has planned four distinct global themes to be segmented and changed throughout the festival in order to maintain interest and provide programming that appeals to a wide market segment.

The entire concept behind this festival goes far beyond an entertainment experience for the community of Markham, it is a festival that is meant to cultivate community pride and a sense of place for the residents.

### II. S.W.O.T

#### Strengths:

- Atos Markham PanAm Centre & Main Street Unionville - adjacent to the Unionville GO Station (easily accessible)
- The PanAm games will play a critical role in reflecting community culture, history and traditions, providing civic pride and value to Markham as well as to Ontario overall
- Tourists attending tend to stay longer, spend more, and make more use of tourism facilities than many other types of visitors
- Markham Diversity action Plan: “*The strength in our future lies in recognizing the energy, determination and talents of the new immigrants who make Markham their home, to every new resident, Make this Town Your Town.*” - *Markham Global Fest* focuses on bringing together the 41 nations

- Free festival admission – no tickets required for attendance
- Multi-day, multi-faceted festival – creates hype, repeat business and an interest of “what’s to come the next day”
- Festival site area is large
- PRIZM cluster – Unionville – Fits the Target Market
  - Wealthy Middle Age w/ Kids: Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

#### **Weaknesses:**

- The Atos Markham center will hold Badminton, Table Tennis, Water Polo, and Table Tennis (Parapan Am) - these sports are not the most appealing and filling the stands with audience may be difficult
- The site for the games has limited parking spaces, the closest site with additional parking places is the Crothers Secondary School. However, they also have a very small number of spaces available.
- Being “far” from Toronto, it will be difficult to draw people away. Tourists will want to stay where everything is happening, where all the action is
- Limited local media outlets
- Culture barriers – will people want to come out to an event that is celebrating a different culture
- Small marketing budget allotted to plan *Markham Global Fest*

#### **Opportunities:**

- City of Markham is focused on its connection with arts and culture; Markham Museum, Flato Theatre – potential to use these facilities in conjunction with the festival
- The Ontario Trillium Foundation (OTF) is one of the leading grant-making organizations in Canada. It is an agency of the Ministry of Culture and has a volunteer Board of Directors. OTF distributes funding to charities and not-for-profits through two granting programs: Community and Province. Within those programs, funding is allocated in four sectors: Arts and Culture, Environment, Sports and Recreation, and Human and Social Services.

- Cross-promotions with local restaurants to promote “the coming together of different cultures”
- Partner with local businesses to promote the festival
- *Markham Global Fest* can participate in Chinese New-Year celebrations in order to promote the festival and gain interest

#### **Threats:**

- Competing with other major wide city, national and international events in the timeline of the games
  - ✓ Hoday Indy, Caribbean Festival, Rogers Cup, Toronto Outdoor Art Exhibition, Toronto Fringe Festival, Summerlicious, Salsa on St. Clair, Scotiabank Caribbean Carnival, Taste of the Danforth, Buskerfest
- Residents of Markham and Unionville already have to battle busy streets on a daily basis, the games will bring additional traffic that the city is not prepared to handle this, even with the Public Transport’s aid
- Poor weather (rain or humid temperatures) will limit and halt festival goers
- Toronto – more popular destination for tourists and the PanAm/Parapan Am games (Panamania)
- Residents of certain cultures not wanting to step outside their comfort zone and attend the theme nights that don’t relate to them

### **III. Key Issues**

1. Limited allocated budget - \$200,000 is a small budget for the amount of advertising and promoting being dedicated to *Markham Global Fest*
2. Local media outlets in York Region and Markham are not large enough to promote the event on a widespread scale
3. The Festival and Games are competing in the timeline of several other large scale, widely attracted events in Toronto and the surrounding GTA
4. Marketing complexity makes it challenging to reach diverse cultures

#### IV. Positioning Strategy

##### A. Target Market

- **Primary:**

- Residents of Markham
- All ages, family friendly (during the day events) with a focus on adults aged 20-45 in the evenings
- Culture enthusiasts who enjoy community involvement, shared experiences and the enthusiasm to learn and try new things
- PanAm and sports followers as well as festival enthusiasts

- **Secondary:**

- Residents in surrounding areas of Markham and York region
- All ages, family friendly
- Culture enthusiasts who enjoy community involvement, shared experiences and the enthusiasm to learn and try new things
- PanAm and sports followers as well as festival enthusiasts

##### B. Positioning Statement

To the PanAm/Parapan Am followers and festival enthusiasts in Markham and York Region, **Markham Global Fest** is the multi-day, multi-faceted outdoor festival that celebrates the coming together of cultures through energetic entertainment and diverse experiences in order to kick off the PanAm/Parapan Am games in Markham.

#### V. Advertising Strategy

**Goal:** To build and promote *Markham Global Fest* to Markham residents to build demand and become top of mind in the consumer's eyes

**Objectives:**

- To reach 60% of local residents situated in Ward 3 of Markham (20,295 people)
- To reach 25% of residents aged 0-19 (1,967) and 15% of residents 65+ (769) living in Ward 3 with the Pachi Street Teams

**Strategy:** Develop and implement effective advertising strategies targeting online and offline promotions that reinforces awareness for the festival

**Plan:**

1. Cross-promotions with local businesses in order to promote “the coming together” aspect of our festival – each local business will be given “Markham Global Fest” flyer booklet to be placed in the bag with every purchase
2. Implement pop-up inserts in the MetroLand newspaper to increase awareness throughout the different communities
3. Advertise in transit shelters in York Region to expose the festival to heavy traffic
4. Pachi Street Teams –41 community/volunteer members dressed in the nations colors will represent Pachi attending local community centers, summer camps/schools, retirement centers, local parks and recreations to create awareness and “hype” for the festival. Each Pachi volunteer will be supplied with a volunteer t-shirt and baseball cap.
5. On the homepage of CityofMarkham.com as well as Yorkscene.com insert a direct link as well as a drop down digital ad to *Markham Global Fest* website that gives attendees a direct link to all information, scheduling and daily activities
6. Send our Pachi team to the Markham YMCA Chinese Lunar New Year Celebration (Jan, 25<sup>th</sup>) to advertise for the festival
7. Create a mobile application for the *Markham Global Fest* that is a “go-to” guide for all festival news, contests, and day to day activities

## **VI. Social Media Strategy**

**Goal:** To boost awareness on all social media platforms in order to gain a positive increase in pre-festival activities, contests and site visits

**Objectives:**

- By the end of the Markham Global Fest have 500 “likes” on our NEW Facebook page
- Increase the City of Markham followers on Instagram by 300

**Strategy:** Create an engaging relationship with potential festival attendees using social media as well as generate hype through contests and viral activity for the festival

**Plan:**

1. The *Markham Global Fest* website made mobile friendly in order to make it more accessible and convenient for attendee users. As well, the mobile application will have social media integration incorporated in order for users to easily post pictures, updates as well as share and “like” posts straight from the application itself.
2. Social media contests:
  - a. Post a picture of the festival logo, Pachi or an image that represents the games and the festival and have people “share” the picture with the hashtag #Cityofmarkham and #MKMPanAm The person with the most likes wins a prize (food/beverage tickets and/or tickets to one of the games)
  - b. The Pachi dance – Pachi will create a simple routine, individuals will then have the opportunity to recreate the dance in their own unique way and share the video with the hashtag #MKMPanAm #Pach\_the\_porcupine. The winner will receive a prize (food/beverage tickets and/or tickets to one of the games)
  - c. Social media scavenger hunt – Tweet, Facebook and Instagram clues finding the flags of each nation. The winning team will receive PanAm swag and tickets
3. Since The City of Markham does not currently have a Facebook page and our target audience is currently the fastest growing demographic on Facebook we are implementing a plan to create a page for the City of Markham in order to increase community awareness and recognition for our event and the city
4. Film multiple video clips to entice Markham residents and tourists to attend the *Markham Global Fest*. The videos can include a flash mob, different culture experiences, volunteer interactions, etc. and will create a positive brand image for the festival and the games. Videos will be shared across all social media and online platforms to attract all markets.

**VII. Public Relations Strategy**

**Goals:** Increase public support, reinforce the brand/imagery and enhance the relationship between the public and the event

**Objectives:**

- To have an impression rate of 30% in all media platforms both print and digital
- Limit our paid media public relations by 20% and increase our earned media public relations by word-of-mouth in order to allocate our funds to other necessary sectors

**Strategy:** Create positive consumer perceptions of *Markham Global Fest* and enhance the image of Markham through word-of-mouth, media mentions, and press launches

**Plan:**

1. Invite all intended media platforms that will cover our event to the press launch in order to publicize *Markham Global Fest*
2. During the festival have direct contact surveys with volunteers and attendees in order to gain positive feedback on the event to forward to the media
3. Focus our public relations to our immediate “draw radius” to have the greatest impact on driving positive awareness and encourage word-of-mouth marketing in the community of Markham
4. Implement various Search Engine Optimization keywords and tags in our owned media outlets in order to increase media and public awareness for our event
5. Attending other Markham community events and fundraisers in order to network with media professionals to gain more earned media interest and positive association with our event

**VIII. Budget –Spreadsheet Attached**

The Markham Global Fest was given a total of \$200,000 for marketing purposes. Our Festival marketing budget has estimated out to be under budget at **\$159,988** with **\$40,012** left over. We intended to be under budget in order to have enough wiggle room for a contingency plan in case of sudden changes or issues regarding marketing and advertising. A contingency plan budget is always ideal in the events industry as sudden changes and issues are not unheard of.

Budget Breakdown

**Creative Development:**

Website Design – AltMedia website design estimated around **\$10,000** for a fully functional festival website made from scratch with search engine optimization as well as social media Integration.

Logo/Graphics – AltMedia also quoted **\$1,000** for graphic and logo design creation.

**Print:**

Metroland Pop-up 4 page insert – Feature festival in 4 page spread (tabloid size) in Metroland newspapers for the month of June in Markham, Stouffville, Richmond Hill and Thornhill. Cost estimate = **\$20,000.**



Flyers - Minuteman Press cost estimated 200K 8 1/2 x 11 full page color flyers at **\$6354.80**

Festival Booklet – Minuteman Press cost estimated 300K 5 1/2 x 8 1/2 16-page color festival guides at **\$44,160.**

Transit Shelters – For a quantity of 2-10 transit shelter ads in the Markham region we got a quote estimate of **\$11,250** for a 4-week period.

### **Digital:**

Mobile Application – The mobile app estimator we used for the budgeted cost was Otreva, a company that focuses on creating and developing content driven apps. After including the features we wanted in our *Markham Global Fest* application our estimated budget for the App creation is **\$44,888**. The app will include social integration, maps, social sharing and camera/photo usage. The price breakdown is as follows:

<i>Social Login</i>	<i>Activity Feed</i>	<i>Camera/Photo</i>	<i>Maps</i>	<i>Social Sharing</i>
<b>5,985</b>	<b>11,978</b>	<b>11,978</b>	<b>8,978</b>	<b>5,985</b>

Mobile Friendly Site – No Cost

Yorkscene.com Home Page – No Cost

YorkRegion.com Drop Down Digital Ad – Push down Ad on homepage of Yorkregion.com running 7 days prior to festival and 26 days during the event estimates at around **\$5,000.**

### **Social Media:**

Contest Integration – In order to cover costs for contests, and prizes we estimated a rough budget of **\$5,000** for social media contests and campaigns.

Viral Pachi Videos – Using Chris Bacchus to film/edit and upload our viral Pachi videos to create awareness and exposure we estimated **\$500** to be allotted to these videos.

### **Earned Media:**

Press Event – Create a press announcement/reception to launch the Festival in order to gain media awareness. We estimated around **\$10,000** to be budgeted to this press event.

### **Volunteer:**

T-shirts – 45 white unisex volunteer t-shirts with custom wording and Pachi hashtag. The company was used was Vistaprint and they quoted our quantity and design at **\$415.**

Hats – 45 Black and White unisex baseball volunteer caps with Pachi logo printed. The company was used was Vistaprint and they quoted our quantity and design at **\$421**.

Volunteer Honorarium - **\$1000** allotted to volunteer honorarium such as gifts for thanking our festival volunteers.

**IX.** Blocking Chart- Spreadsheet Attached

**X.** Appendix – Festival of the Americas Media Advisory and Media Release

November 30, 2014

### **Media Advisory**

#### **Nancy Bodi to announce the kick-off of the Toronto 2015 Gamesin Markham with Markham Global Fest**

**MARKHAM/UNIONVILLE-** Project lead Nancy Bodi will make significant announcement in regards to the *Markham Global Fest*, a multi-cultural celebration in support of the Toronto 2015 PanAm and Parapan American games, in the Markham/Unionville area on Tuesday, June 9th, 10:30am- 12:30pm.

The announcement will be made during a reception that will feature some of the renowned artistic talents that will be featured in the *Markham Global Fest*. The artists will represent diverse cultures through music, dance and artistic performances. There will also be the opportunity to take photographs with the organizers, as well as Pachi, the official mascot for the PanAm/Parapan Am Games 2015.

<b>Who</b>	Project Leads
	York Region Arts council
	York Region Theatre Company
	York Region Ward Representatives

**What** Arts and Culture announcement  
Markham Global Fest  
Key events  
Key dates

**When** Tuesday June 9th, 2015, 10:30 am-12:30 pm

**Where** Pan Am Atos Centre,  
16 Main Street Unionville, Unionville, ON L3R 2E5

**Media Contacts:** Nancy Bodi, York Region Arts Council  
Cell: 416-562-5520 Email: nbodi03@schulickyork.ca

November 30, 2014

**Media Release**

**MARKHAM GLOBAL FEST**  
**WELCOMING PAN AM/PARAPAN AM GAMES**  
*Announcement to help promote the York Region cultural activities*

**MARKHAM/UNIONVILLE-** At a reception showcasing some of the cultural performers and talents, project lead Nancy Bodi announced the founding of a multi-cultural celebration for the countries that will take part in the PanAm/Parapan Games in the Markham Region.

*Markham Global Fest* will take place for 15 days prior to the PanAm and Parapan Am Games in Markham, with the first day being June 20th, 2015 and ending on July 4th, 2015.

"I am proud to support the diversity of art and culture in Markham Region to celebrate and welcome the PanAm/Parapan Games," said Mayor Scarpitti. "The arts benefit our economy by attracting visitors and cultural tourism. Arts and culture are also the foundation of livable communities and play a vital role in the quality of life we enjoy across Markham Region."

Project lead Nancy Bodi stated that the arts and culture performances that will be showcased throughout the festival will be from members within the Markham community, which will help in fostering not only community pride, but also a sense of place for the different cultures that reside

within the Markham/Unionville region. While supporting local business, *Markham Global Fest* will position Markham as a noteworthy tourist destination catering to sports, arts and culture.

“*Markham Global Fest* will offer activities for the whole family to take part in. These activities will be unique, interactive and multi-disciplinary, and we hope they will help inspire the appreciation of music, arts and culture among the residents of Markham.”

Further details on *Markham Globe Fest*, including featured entertainment, and ticket sales, will be available early 2015.

**Media Contacts:** Nancy Bodi, York Region Arts Council  
Cell: (416) 562-5520 / Email: nbodi03@schulichyork.ca