

Executive Summary

Downtown Lafayette Unlimited (DLU) is a private, nonprofit corporation that was founded in November 1983. DLU focuses on creating cohesion between the Downtown Lafayette businesses whilst advocating for their success. They work in part with many local organizations to produce festivals and other events for the people of Lafayette and the surrounding areas. DLU works closely with Downtown Development Authority (DDA) to provide for the businesses of downtown Lafayette from both the public and private sector.

The goal of this strategic campaign was to create programming that would increase engagement with Downtown Lafayette from college-age people. S&S Creative identified DLU's strengths, weaknesses, opportunities and threats to further assist us in developing a campaign that would successfully entice our target audience. We completed formal research by way of a survey to assess our target audience's lifestyle choices, familiarity with Downtown Lafayette, and other demographic questions. S&S Creative sent out the survey using snowballing methods to further target the 18-30 year old age range.

After the conclusion of our research, we were able to develop three main objectives for our programming: 1) To increase engagement from 18-30 year olds within Lafayette and the surrounding areas by providing a continuous event, 2) To improve media relations between DLU and traditional media channels by 10% and, 3) To increase awareness of the event on DLU social media platforms by 10%.

With these objectives in mind, S&S Creative proposed a "drink-run" style event called Overflow that would feature local bars and restaurants that participants could try drinks from each. We created three different editions which indicates what alcohol would be served at each: beer, mimosa, and wine. S&S Creative also provided deliverables such as social media graphics, a press release, and fliers to ensure the success of our programming, as well as a budget to ensure the event is cost-effective.

S&S Creative has also provided a series of evaluation methods to determine the success of our programming. This is broken down by objectives and by suggested follow-up questions. We have also provided a proposed stewardship plan to further DLU's relationship with its target audience. Both are important ensure a successful campaign and to maintain a mutually beneficial relationship between DLU and its target audiences.