

"GATEWAY TO SONORAN DESERT HERITAGE"

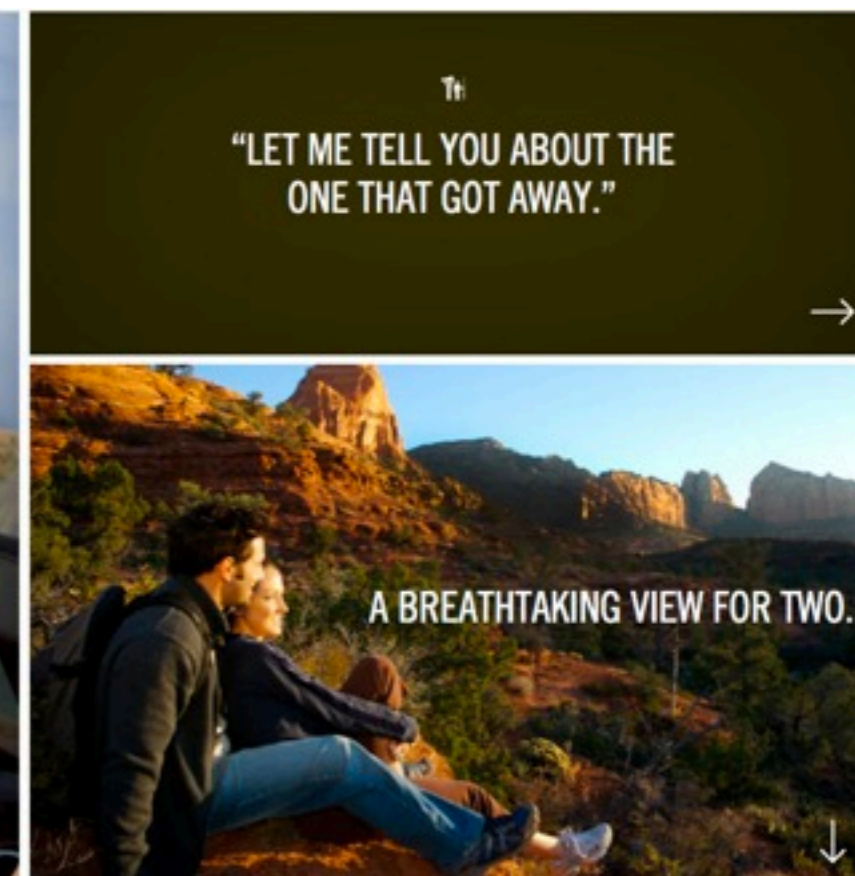


ANGELSFIREMEDIA
Branding the City of Nogales, Arizona

2012 ARIZONA Travel Industry Performance

ARIZONA TRAVEL IMPACT

- \$19.3 Billion in Direct Spending
- 38.1 Million Overnight Visitors



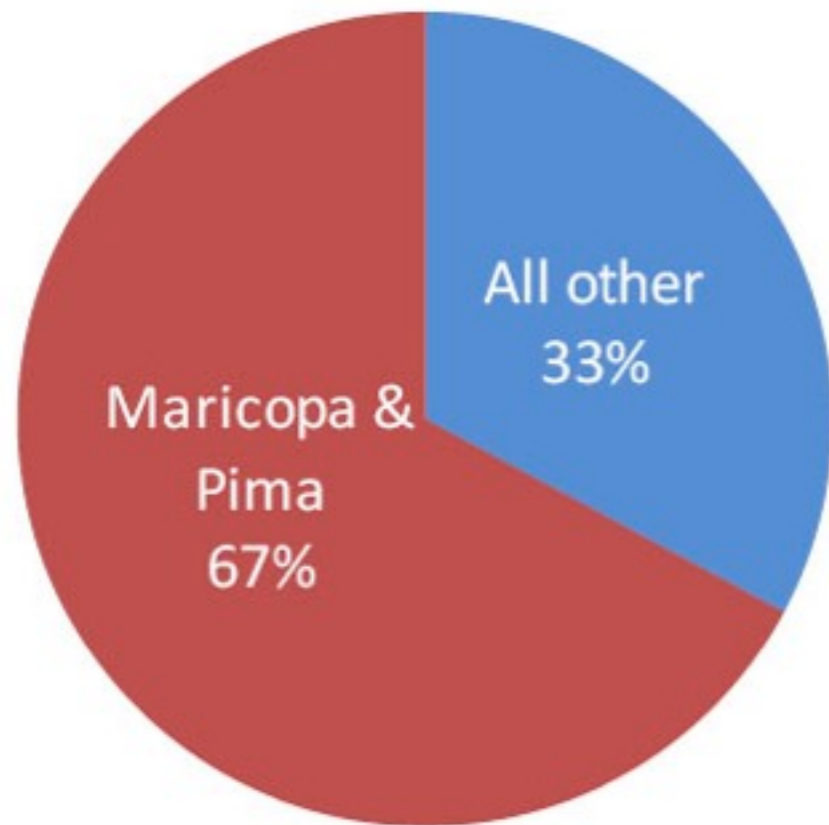
- Source: Arizona Office of Tourism - Summer 2013

2012 ARIZONA Travel Industry Performance

ECONOMIC IMPACT

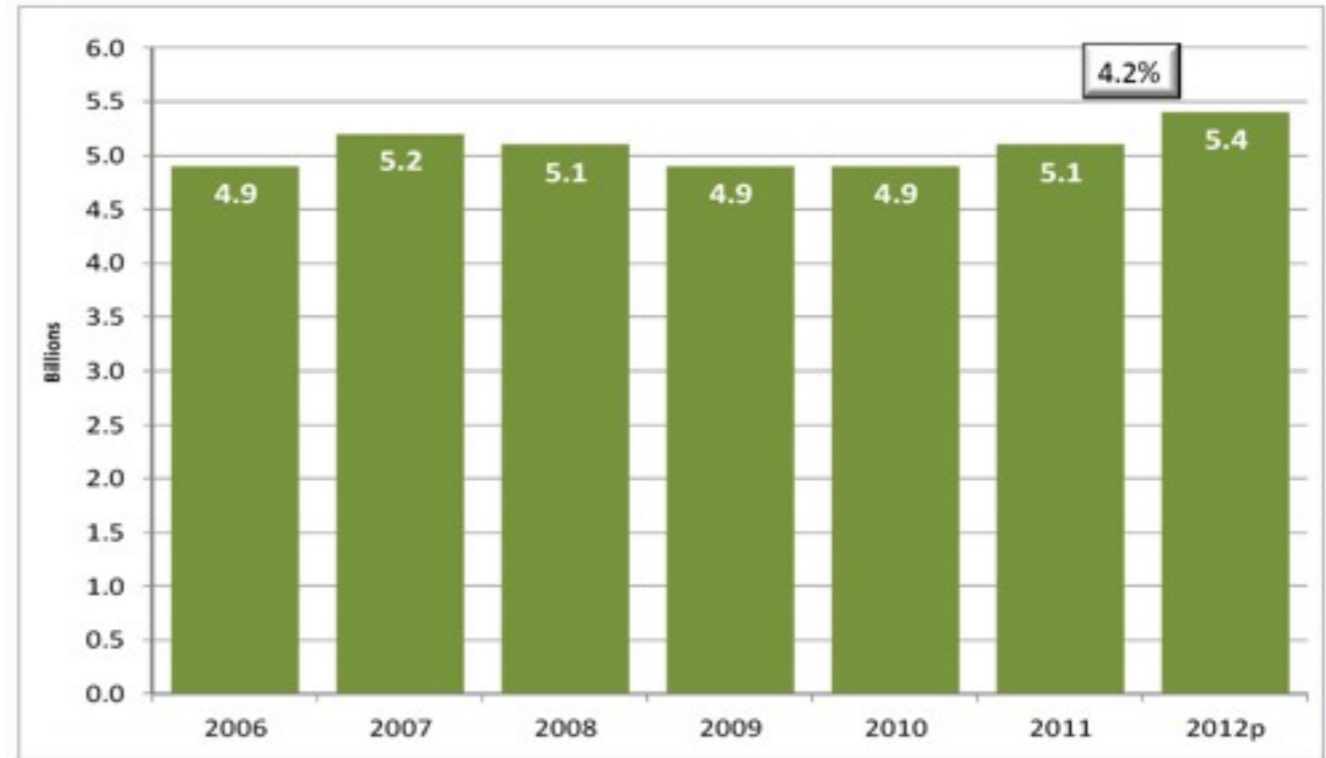
\$19.3 Billion in direct spending generated:

- 161,300 Direct Jobs
- \$5.4 Billion Direct Earnings
- \$2.6 Billion in Local, State and Federal Tax Revenues



Direct Jobs

Table Source: Dean Runyan Associates



Direct Earnings



Local, State and Federal Tax Revenue

2012 ARIZONA Travel Industry Performance

OVERNIGHT VISITATION - 1.4% Change

- 2011 - 37.6 Million
- 2012 - 38.1 Million

	Domestic Overnight Non-Residents	Domestic Overnight Residents
Share of AZ Overnight Visitors	72 %	28 %
Average Length of Stay	4.7 nights	2.5 nights
Average Travel Party Size	2.7 persons	2.8 persons
Purpose of Stay	45% VFR, 15% Business, 14% Touring	40% VFR, 14% Business, 12% Outdoors
Average Age	45.4 years	46.6 years
Average Household Income	\$76,880	\$63,480
Mode of Transportation	55% Auto, 38% Air, 29% Rented Auto	88% Auto, 5% Rented Auto, 4% Camper/RV
Accommodations	72% Paid, 28% Non-Paid	63% Paid, 37% Non-Paid
Trip Quarter	29% Q1, 25% Q2	29% Q1, 25% Q3
Trip Expenditures (excluding transportation to destination)	\$792	\$342

Table Source: Dean Runyan Associates

2012 ARIZONA Travel Industry Performance

VISITOR'S SHARE

- 38.1 Million Overnight Visitors
- 5 Million Overnight International Visitors

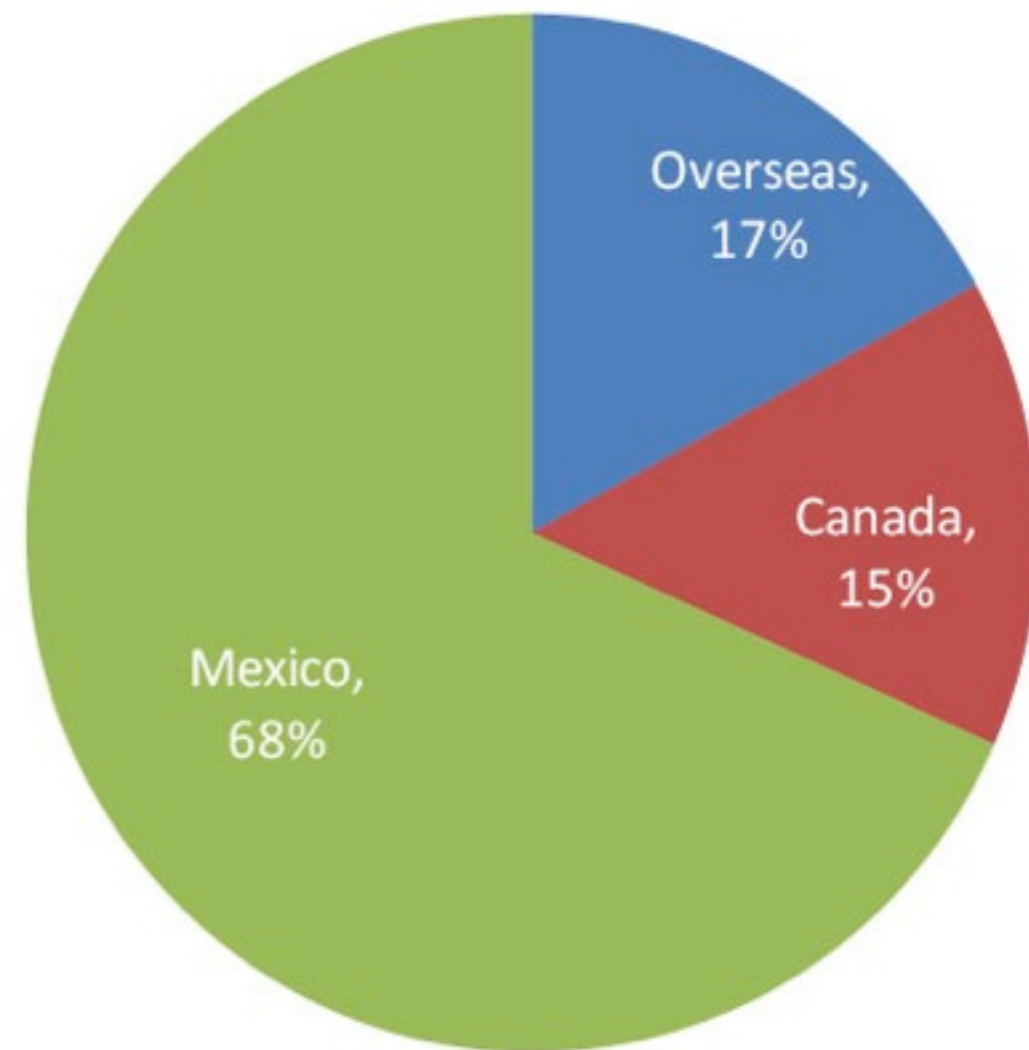
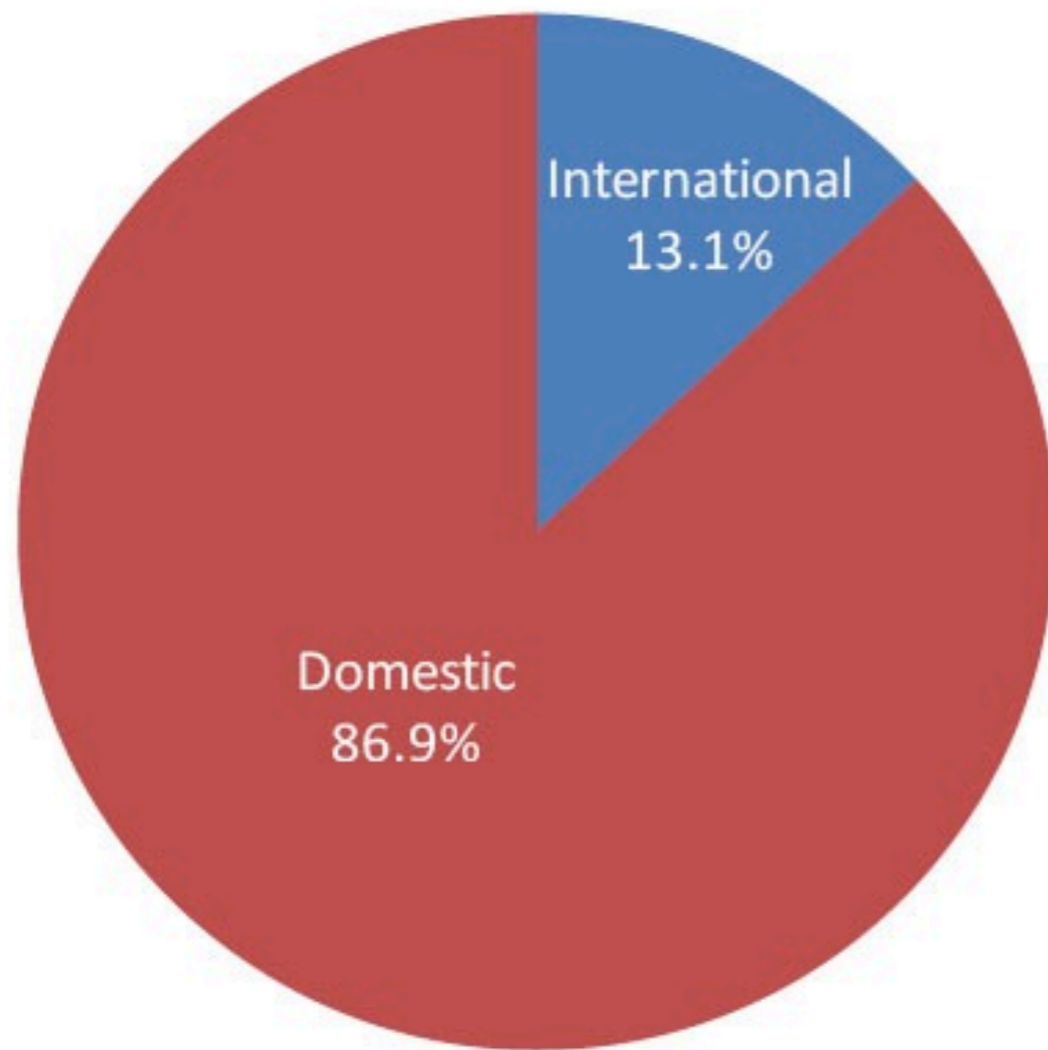


Table Source: Dean Runyan Associates

2012 ARIZONA Travel Industry Performance

TOP ORIGIN STATES

- 28.3% Arizona Overnight Visitors
- 17.2% California Overnight Visitors

Top Origin States:

1. Arizona	28.28%
2. California	17.16%
3. Texas	2.98%
4. Nevada	2.11%
5. New Mexico	2.04%
6. Illinois	2.01%
7. Florida	1.91%
8. Washington	1.90%
9. New York	1.89%
10. Colorado	1.68%

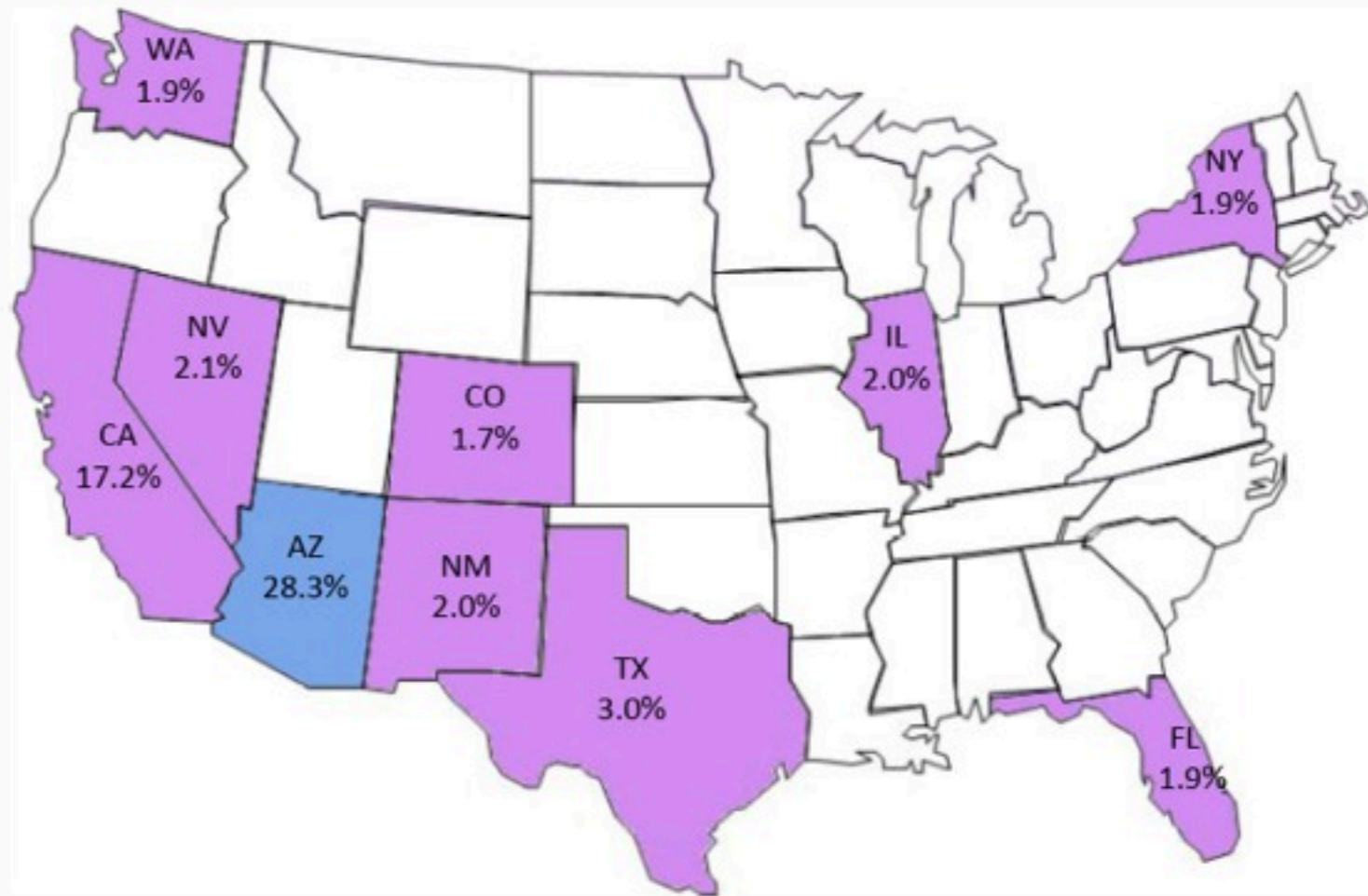
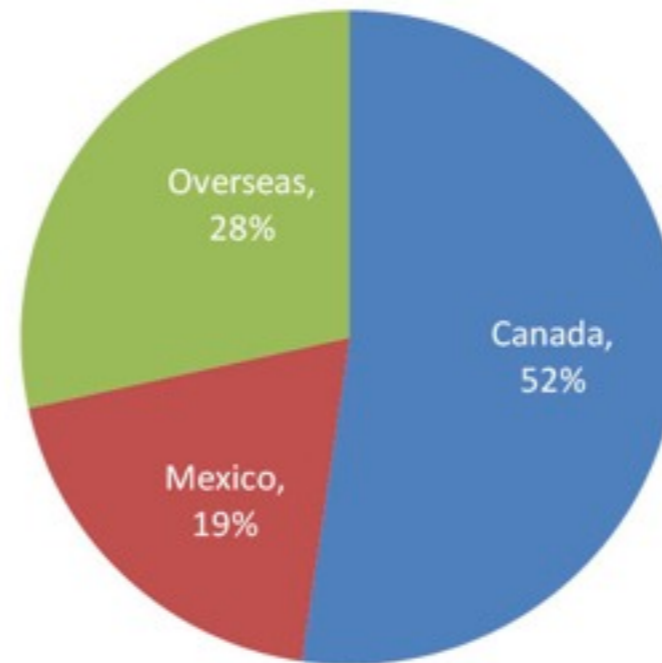


Table Source: Tourism Economics, Longwoods International

2012 ARIZONA Travel Industry Performance

VISA VUE SPENDING TRENDS

- 52% from Canada ←
- 28% Overseas
- 19% Mexico



Province	2012	% Change 12/11
Alberta	243,600	3.3%
Ontario	168,100	-3.9%
British Columbia	164,500	7.0%
Quebec	52,300	13.2%
Saskatchewan	50,600	45.4%
Manitoba	34,500	-8.5%
Atlantic Canada	14,500	29.3%
TOTAL	728,000	3.4%

Table Source: Source: The Arizona Office of Tourism estimates based on and extrapolated from aggregate card usage data provided by Visa VUE Travel for the period of 2012 and incorporates data from other independent research sources.

Top Countries to Arizona	% CHANGE					MARKET SHARE					
	2008 YOY % Change	2009 YOY % Change	2010 YOY % Change	2011 YOY % Change	2012 YOY % Change	2007	2008	2009	2010	2011	2012
1 CANADA	0.0%	-7.9%	25.3%	11.8%	0.8%	44.1%	45.8%	50.1%	53.5%	53.0%	52.3%
2 MEXICO	-8.1%	-23.6%	10.8%	16.4%	9.7%	21.3%	20.2%	18.4%	17.4%	17.9%	19.2%
3 UNITED KINGDOM	-10.2%	-37.4%	-0.2%	-3.4%	-0.4%	7.4%	6.9%	5.1%	4.4%	3.7%	3.6%
4 GERMANY	-15.9%	-18.3%	0.4%	8.1%	-2.8%	3.8%	3.3%	3.2%	2.7%	2.6%	2.5%
5 FRANCE	32.9%	-16.8%	-1.9%	6.3%	-0.3%	2.3%	3.2%	3.2%	2.7%	2.5%	2.4%
6 JAPAN	-22.2%	-26.0%	15.8%	29.0%	1.7%	2.6%	2.1%	1.8%	1.8%	2.1%	2.1%
7 CHINA	17.9%	18.1%	26.2%	61.5%	41.9%	0.5%	0.6%	0.8%	0.9%	1.2%	1.7%
8 AUSTRALIA	-12.7%	-8.6%	14.9%	15.6%	-3.1%	1.6%	1.4%	1.5%	1.5%	1.5%	1.5%
9 SWITZERLAND	2.9%	-10.6%	16.2%	24.5%	-8.4%	0.9%	1.0%	1.0%	1.0%	1.1%	1.0%
10 BRAZIL	-4.8%	1.2%	50.3%	15.8%	3.4%	0.7%	0.7%	0.8%	1.0%	1.0%	1.0%
TOTAL	-3.5%	-15.8%	17.2%	12.9%	2.3%						

2012 ARIZONA Travel Industry Performance

ARIZONA'S TUCSON & SOUTHERN REGION

- \$3.3 Billion in Direct Spending generated (17% of AZ State)
- 28,000 Direct Jobs
- \$700 Million Direct Earning
- \$190 Million in Local and State Tax Revenues

7.0 Million Domestic Overnight Visitors

(21.0% of Arizona's Domestic Overnight Visitors) Counties:

Cochise, Pima, Santa Cruz

21% Share of VisaVUE International Spending

(Top Country Spending from Mexico, Canada and UK)

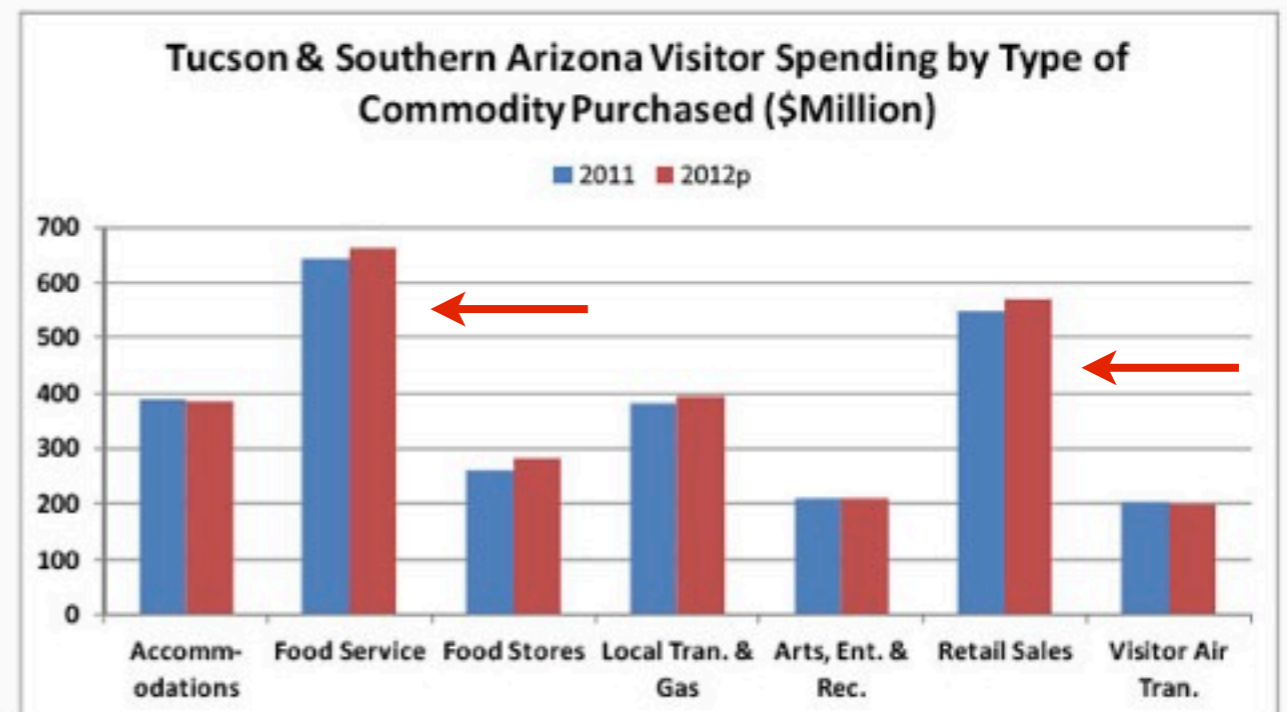


Table Source: Source: Dean Runyan Associates

2012 ARIZONA Travel Industry Performance

TUCSON and SOUTHERN ARIZONA VISITOR PROFILE

- 7.0 Million Overnight Visitors
- 5 Million Overnight International Visitors

	AZ Overnight	Tucson & Southern Overnight
Visitors	33.1 million	7.0 million
Average Length of Stay	3.9 nights	4.6 nights
Average Travel Party Size	2.8 persons	2.6 persons
Purpose of Stay	43% VFR, 15% Business, 13% Touring	49% VFR, 15% Business, 12% Touring
Average Age	45.8 years	46.5 years
Average Household Income	\$72,340	\$71,353
Mode of Transportation	66% Auto, 26% Air, 21% Rented Auto	66% Auto, 28% Air, 19% Rented Auto
Accommodations	70% Paid, 30% Non-Paid	64% Paid, 36% Non-Paid
Trip Quarter	29% Q1, 24% Q2	33% Q1, 25% Q2
Trip Expenditures <i>(excluding transportation to destination)</i>	\$623	\$780

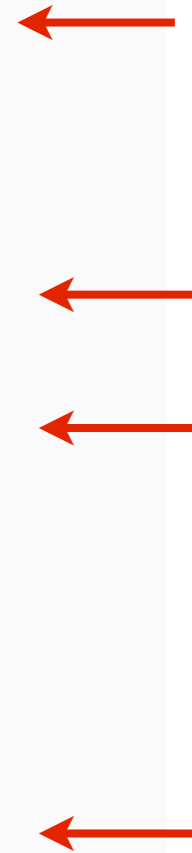


Table Source: Tourism Economics, Longwoods International

2012 ARIZONA Travel Industry Performance

SANTA CRUZ COUNTY TRAVEL IMPACT 2012

- 270.6 Million Total Direct Travel Spending ←
- 1,960 Total Direct Employment ←
- 15.0 Million Government Revenue Generated by Local & States Receipts ←
- 259.6 Million Accommodation Destination Spending
- 259.6 Million Visitor Spending by Commodity Purchase
- 48.6 Industry Earning by Travel Spending

TUCSON & SOUTHERN ARIZONA

\$3.3 billion (17.1% of Arizona Direct Travel Spending) ←
 in direct spending generated:

- 28,000 direct jobs ←
- \$700 million direct earnings
- \$190 million in local and state tax revenues ←

7.0 million Domestic Overnight Visitors
 (21.0% of Arizona's Domestic Overnight Visitors)


21% Share of VisaVUE International Spending
 (Top Country Spending from Mexico, Canada
 and UK)



Counties: Cochise, Pima, Santa Cruz

Table Source: Tourism Economics, Longwoods International

OVERSEAS VISITORS Travel Industry Performance

VISITATION VOLUME	
Total Overseas Visitation	864,000 

PORT OF ENTRY	
Los Angeles	40.3%
San Francisco	12.0%
Chicago	6.2%
New York	5.6%
Las Vegas	5.0%
Miami	5.0%

FREQUENCY OF TRAVEL	
Repeat Visitors to U.S.	63.3%
Average U.S. Trips last 12	1.3 trips
Average U.S. Trips last 5 years	3.1 trips
1 trip	46.5%
2-5 trips	40.4%
6+ trips	13.1%

Trip Planning:

ADVANCE TRIP PLANNING	
Avg Advance Trip Decision	148.6 days
Avg Advance Air Reservation	102.3 days
Pre-booked Lodging	72.0%

USE OF PACKAGES	
Yes	24.6%
Air/Lodging	18.3%
Air/Rental Car	13.2%
Air/Lodging/Rental Car	11.4%
Guided Tour	9.9%
Air/Lodging/Tour	6.3%
Air/Lodging/Bus	5.1%
Air/Lodging/Bus/Tour	4.7%
Advance Package Booking	124.7 days
Prepaid Lodging w/ Package	14.2 nights


INFORMATION SOURCES	
Personal Computer	50.5% 
Travel Agency	42.3%
Airlines Directly	19.0%
Friends/Relatives	16.8%
Travel Guides	14.9%
Tour Company	7.2%
State/City Travel Office	6.2%
Corporate Travel Dept.	4.7%
Newspaper/Magazine	2.2%
Nat'l Govt Tourist Office	2.0%
In-flight Info. Systems	2.0%
TV/Radio	1.3%

Table Source: US Department of Commerce

OVERSEAS VISITORS Travel Industry Performance

GENDER	
Male	57.0%
Female	43.0%
AGE	
Male Average	44.2 years
Female Average	40.6 years
HOUSEHOLD INCOME	
Average HH Income	\$95,400
< \$40,000	18.5%
\$40,000–\$79,999	28.5%
\$80,000–\$119,999	24.2%
\$120,000+	28.9%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Spouse	39.1%
Family/Relatives	33.1%
Traveling Alone	24.1%
Friends	14.9%
Business Associate	3.6%
Group Tour	2.7%
Adults Only	89.4%
Adults and Children	10.6%

Trip Behavior:

LENGTH OF STAY	
Avg # of Nights in Arizona	5.0 nights
Avg # of Nights in U.S.	22.3 nights
MAIN PURPOSE OF TRIP	
Leisure & VFR	87.1%
Leisure/Rec./Holidays	73.4%
Visit Friends/Relatives	13.1%
Other Leisure	0.6%
Business & Conventions	12.9%
Business/Professional	8.1%
Convention/Conference	3.4%
Study/Teaching	1.4%

ACCOMMODATIONS	
Hotel/Motel	73.8%
Private Home	18.2%
Other	11.3%
TRANSPORTATION IN U.S.	
Rented Auto	57.2%
Airlines in U.S.	40.5%
Taxi/Cab/Limousine	32.3%
City Subway/Tram/Bus	22.0%
Company or Private Auto	19.8%
Bus between Cities	9.4%
Railroad between Cities	9.1%
Motor Home/Camper	3.7%

Table Source:US Department of Commerce

OVERSEAS VISITORS Travel Industry Performance

OTHER DESTINATIONS VISITED	
# of States Visited	3.3 states
# of Destinations Visited	5.0 destinations
California	71.9%
Los Angeles	51.8%
San Francisco	47.8%
Yosemite NP	13.8%
San Diego	11.7%
Death Valley	6.3%
Riverside/San Bernadino	6.1%
Anaheim	5.0%
Nevada	64.9%
Las Vegas	63.8%
Utah	30.7%
Bryce Canyon NP	13.4%
Monument Valley	9.8%
Zion NP	7.4%
Salt Lake City	2.0%
New York	15.9%
Colorado	5.8%
Florida	5.7%
Wyoming	4.6%
Texas	3.7%
DC	3.4%
Illinois	3.1%

LEISURE ACTIVITIES	
Dining in Restaurants	85.2%
Shopping	85.1%
Visit National Parks	76.0%
Sightseeing in Cities	65.6%
Visit Historical Places	60.6%
Visit Small Towns	52.5%
Cultural Heritage Sites	48.4%
Touring Countryside	47.2%
Amus./Theme Parks	45.1%
Casinos/Gambling	43.2%
Guided Tours	28.5%
Art Gallery/Museum	25.7%
Visit Native Am. Comm.	25.1%
Concert/Play/Musical	19.5%
Camping/Hiking	18.9%
Water Sports/Sunbathing	17.3%
Ethnic Heritage Sites	10.3%
Environ./Eco Excursions	9.3%
Nightclubs/Dancing	8.6%
Cruises	8.0%
Attend Sports Event	7.0%
Golfing/Tennis	2.4%
Snow Skiing	2.0%
Hunting/Fishing	1.5%
Ranch Vacations	1.4%

Table Source:US Department of Commerce

GENERATION FLUX Target identification

Our Target falls by age on what we call Generation X and Y= Generation Flux

Those in "Generation Flux" have birth years in the ranges of both Generation X 1968-1980's and Generation Y 1980-2000's

According to Wikipedia Generation X'ers were often called the MTV Generation.

- They experienced the emergence of music videos, new wave music, electronic music, synthpop, glam rock, heavy metal and the spin-off glam metal, punk rock and the spin-off pop punk, alternative rock, grunge, rap music and hip hop.
- Compared with previous generations, Generation X represents a more apparently heterogeneous generation, openly acknowledging and embracing social diversity in terms of such characteristics as race, class, religion, ethnicity, culture, language, gender identity, and sexual orientation.
- Generation Flux who need to make several changes in career throughout their working lives due to the chaotic nature of the job market following the Financial Crisis of 2007-08.
- Societal change has been accelerated by the use of social media, smart phones, mobile computing, and other new technologies.

BRANDING STRATEGY Overview

The History of Nogales was reviewed in order to assess its historical importance in context of location which included downtown Nogales, scenic attractions in Santa Cruz County and the origin of the name Nogales.

The Arizonan Desert Heritage Act of 2013 seeking to designate Santa Cruz Valley a National Heritage Area has been discussed in light that Nogales appears in the map for the designated area and it reveals a vivid human record in the Sonoran Desert: prehistoric Hohokam people, Spanish explorers, U.S. Army expeditions, hard-riding cowboys, ranchers, and hard-rock miners all converged here across generations to shape the area's rich cultural heritage.

The Branding Strategy was based on using the word "Gateway" and to concentrate on the historical heritage and treasures Nogales has to offer as well to appeal to the Generation Flux in terms of messaging. Branding Nogales, Logo elements were discussed as well as the use of "Gateway to Sonoran Heritage" Slogan proposed.

Mission: Creating a logo for Nogales that integrates the image of modern commerce and a successful city with a rich cultural heritage that can attract national and international tourists and revive the sense of pride in the community.

Vision: A revived Nogales where Sonoran Desert Heritage plays a big role in the economic development of the community as it preserves wildlife and empowers small businesses.

BRANDING STRATEGY Overview

“Logo ”

The drawing has a white circle which is a gateway, an opening or a portal, surrounded by the colors of both countries' flags. The circle is a symbol of completion which means it has no beginning and no end. Additionally, the circle is a symbol of unity and strength. The circle represents Nogales as the “Gateway to Sonoran Desert Heritage”



Nogales International On Line Poll

Total Votes: 325

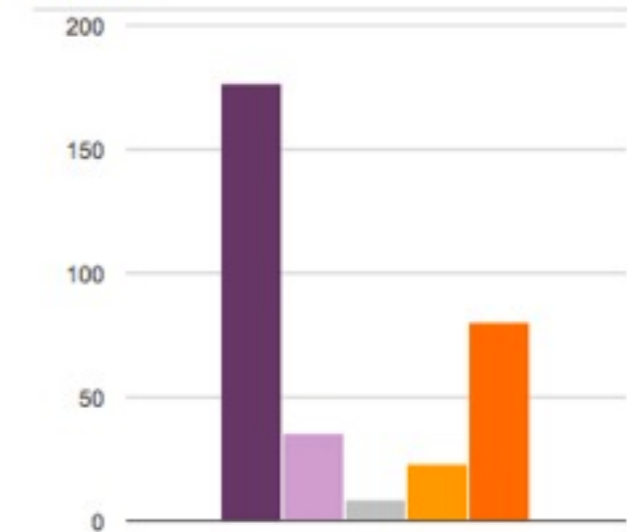
Positive Response: 65.5%

Negative Response: 31.6%

Neutral Response: 2.7%

The chamber of commerce is proposing a new logo to help promote Nogales (click on this text to see it displayed below). What do you think of it?

Total Votes: 325



I love it	177
I'm OK with it	36
I'm neutral	9
I'm not crazy about it	23
I don't like it	80

BRANDING STRATEGY Visual Collateral

“Visual Collateral Sample”

Elements:

Action

Message of Experience

Definition of Location

Social Media Integration

Recognition | Quality Assurance | Pride

Origin: Logo



← Action
← Experience

← Location
← Social Media
← Recognition

Origin →

Travel True West(Action) : Experience Nogales in Real Time (Sample Messaging for Generation Flux)

BRANDING NOGALES



BUSINESS

Increase of Revenue
 Attract New Capital
 New Business
 Small Business
 |
 Shopping **85.1%**
 Outlets
 Shops

← TOURISM →

Increase Visitors
 Overnight Rate
 |
 Restaurants **85.2%**
 Hotels **73.8%**
 Nightclubs 8.6%
 Coffee Shops
 Sports 7.0%
 Concerts 19.5 %

REVITALIZATION

Historic Downtown **60.6%**
 Heritage Sites **48.4%**
 Exhibits & Tours 28.5%
 Architectural Landmarks
 Museums 25.7%
 |
 Pride of City ←
 Roots
 Hope for the Youth
 Model City

MARKETING STRATEGY Community Integration

“Creating Unity Opportunities”

In a study written at the Stockholm University School of Business, Stockholm, Sweden on hotel networks and social capital in destination marketing, what impacted the outcome of their success was the ability of businesses to communicate and create a social network as well as the fact that each were invested in and contributed to the fund for their marketing effort.

Tourism doesn't happen in a vacuum; it needs hotels, restaurants, venues for entertainment, shopping locations and exhibits of historical importance in order to take place. It is important that the businesses in these areas connect with one another and create a social network to enter active dialogue.

These dialogues should open a line of communication with business owners to cooperate with the new brand strategy and how they can help with the implementation from their end.

The Chamber can facilitate these meetings as well as request for contribution to the Marketing efforts. There is an accountability and a camaraderie that is created when everyone is cooperating for the same purpose, sharing expertise and ways of resolving similar issues to shared problems. It becomes a win-win situation.

It would be wise to separate these networks in different areas such as Retail, Hotels & Lodging, Restaurants and Museums & Landmarks.



MARKETING STRATEGY 85.2% Restaurants

“Heritage Foods”

What do people want to eat when they are traveling in this area? Salsa, Chilies, Burritos, Tacos, Tamales -- Heritage Foods! Creating a guide showing where to find these favorite treats is truly a must!

So how can we pick who has the best Enchilada or Carne Asada without getting restaurant owners upset because they are not chosen? We create events where we invite restaurants to participate in different categories and choose a panel of judges and make it into an event!

The winners get the honor of being chosen for the yearly “Salsa and Hot Chili Expedition” or other similar name chosen by the community.



Sample Visual Collateral

MARKETING STRATEGY 85.1 % Shopping

“Shopping Areas”

Friends mentioned Nogales was a shopping destination for the well-to-do not long ago, but that the main streets are now filled with dollar shops discouraging the more sophisticated shopper.

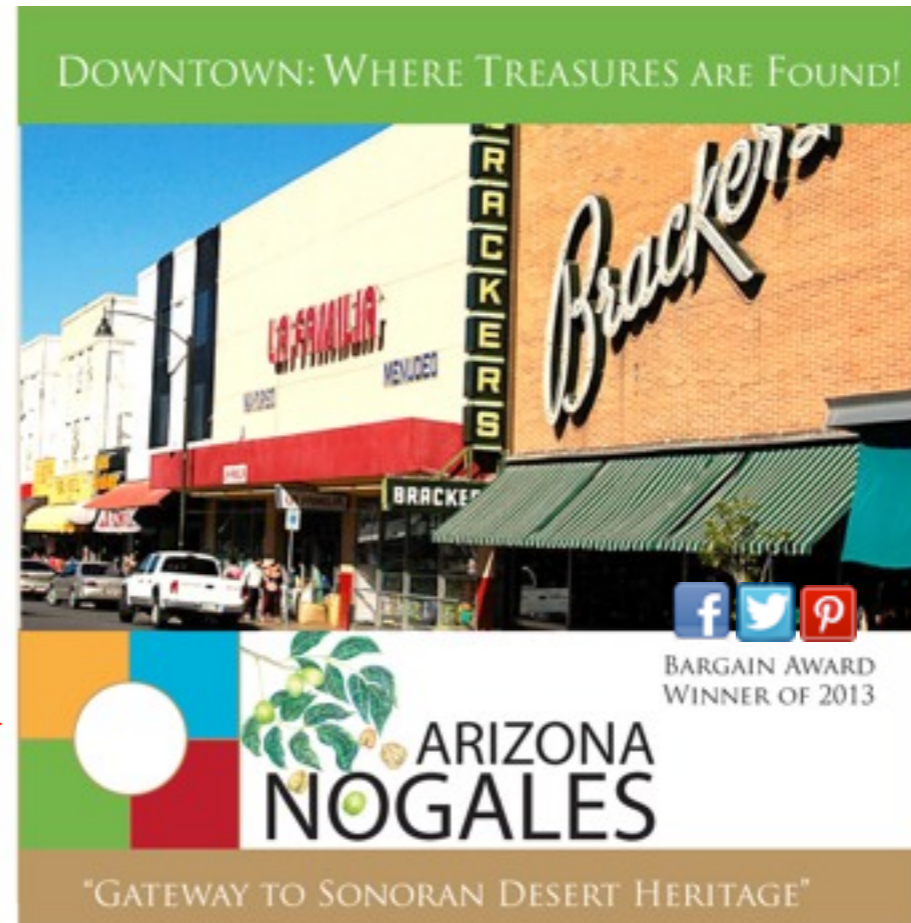
Bringing back shopping in downtown Nogales will take some time but it is doable!

For the tourist, Heritage Arts and Craft should be encouraged as well as new upcoming start-up businesses that support the fabric of the community.

Bringing outlet stores would change the game in Nogales and will bring people back into the city!

The City of New York would suspend sales taxes on certain dates when sales were low to encourage shopping sprees in the community. NYC also had a restaurant week where taxes were removed and discounts were given to customers.

Sample Visual Collateral



MARKETING STRATEGY 60% Historic Downtown

“Historic Downtown & Cultural Events”

In order to revitalize downtown, we can begin by highlighting the historical buildings as architectural gems and historical landmarks.

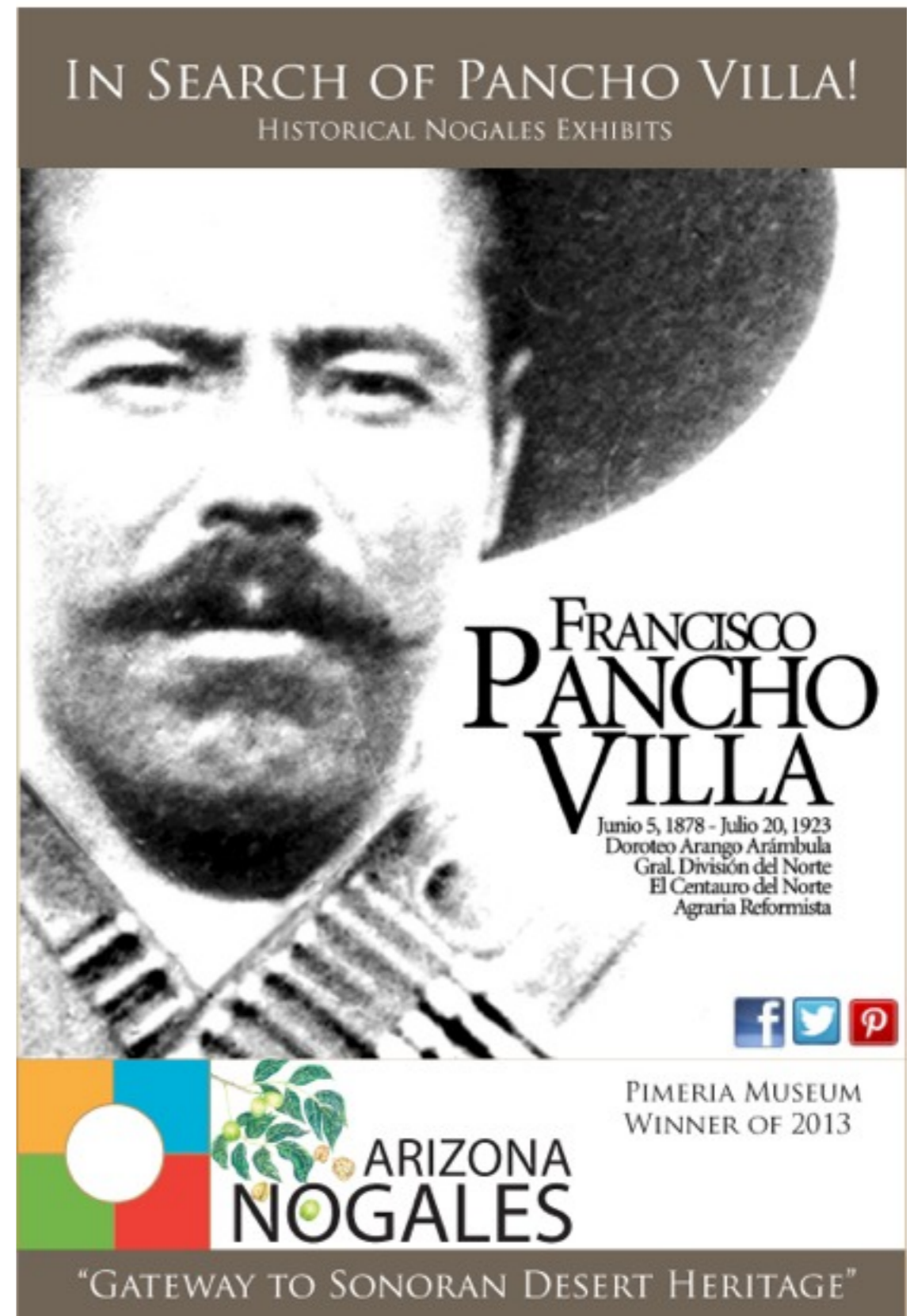
There are many topics we can use to entice people to come to rediscover some of the museums like "The Lost City of Gold Expedition" by Marcos de Niza.

Many personalities from this area that fascinate the public mind could highlight history in a an attention-stirring way; a good example is Pancho Villa. Working with the Pimeria Alta Historic Society, we can create an exciting event. <http://historiadenogales.blogspot.com/2010/08/la-ultima-campana-de-francisco-villa-en.html>

Other less controversial personalities and historic figure is Juan Bautista de Anza and his National Historic Trail Expedition.

Musical events and art exhibits are great magnets for visitors.

We can use the historical events that took place near the area to use in some of the “Expeditions” rather than the word “tours”. Why? We want to bring people back in time to feel as if they are doing something exciting!



Sample Visual Collateral

MARKETING STRATEGY Digital Media

“Website Presence”

Our Research concludes that 50% of visitors from other countries except Mexico and Canada use the internet to find information and to plan their visits. It is wise to create a website dedicated to visitors that would highlight our Marketing Strategy!

The Website will be visual in nature with videos and interviews of visitors on our targeted areas: Restaurants and Food, Shopping and Historical Downtown since our target consist of Generation Flux.



BRANDING STRATEGY Digital Media

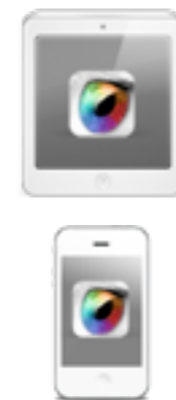
“Digital Media”

Digital Media will consist of a Website, Mobile, Social Media and Video portraying different aspects of the city addressed in our Marketing Strategy. The Digital Media will also be consistent with the branding to create continuity. It will explore all social networks and cutting edge technologies to access the 50% (864,000) target rate who uses computers from overseas to get information on where to travel.

“Website”

A website will be designed with the continued branding and photography to bring information on news and events with newsletter registration and Social Media incorporation.

It will include videos of scenic attractions, restaurants, shopping and interviews with visitors as defined with the marketing initiative. A mobile version would be available for iPads, tablets and mobile phones. Digital Media Includes analytics and social networks integration for marketing accountability and attribution.



MARKETING STRATEGY Digital Media & Attribution

“Social Media & Social Networks Impact ”

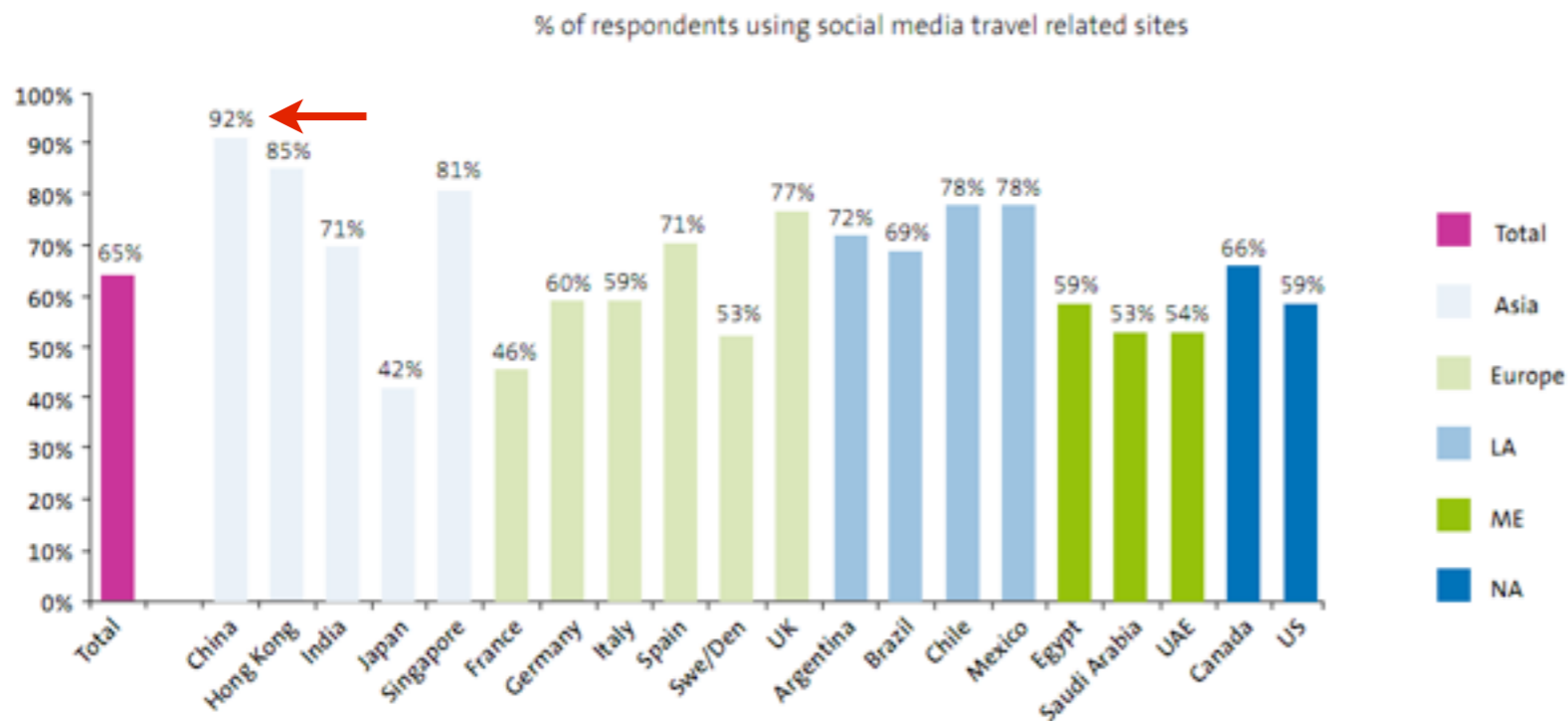
According to “Worldwide Social Network Users: 2013 Forecast and Comparative Estimates,” the number of social network users around the world will rise from 1.47 billion in 2012 to 1.73 billion this year, an 18% increase. By 2017, the global social network audience will total 2.55 billion. Asia-Pacific will have the largest social network population worldwide through 2017 and the Middle East and Africa will have the second-largest audience starting next year, their population penetration rates are among the lowest. Source: www.emarketer.com

Why is that important? It gives us a window for digital marketing that can be measured through attribution and analytics.

Visitors to Arizona in 2012: Canada 52%, Mexico 19.2%, United Kingdom 3.6%, Germany 2.5%, France 2.4%, Japan 2.1%, China 1.7%, Australia 1.5%, Switzerland 1.0%, Brazil 1.0% .The research roundup 2012 Travel and Visitation notices an increase in visitors from China.

We can double our impact internationally in a year by using social media!

Figure 9 Social media total and country – use social media for travel related purposes



Source: 2010 JD Power's 'Global Airline Traveller Survey' commissioned by Amadeus

Sample: Asia 700, Europe 574, Latin America 700, Middle East 403, North America 601 & Total, 2,978, WTD.

BRANDING STRATEGY Deliverables

“Social Media”

A Facebook page is already in place with over 1,300 likes. It will be branded with new images and logo and will connect to the new website and Twitter, Pinterest and StumbleUpon.

We are also looking into other social networks for travel like Wayne, Everplaces, Trippy, Food and Shopping social networks.

Maintenance and constant input becomes of importance in this area. It would be advisable for the Chamber to dedicate a volunteer to maintain the social networks.



BRANDING STRATEGY Deliverables

“Video”

We foresee the need of video in the website as a vehicle to bring interest to Nogales as well as interviews with visitors engaging in the different areas of the marketing strategy.

A YouTube account and Vimeo will be set up for the Chamber of Nogales to contain the videos. Specially if we are to use Pinterest as an effective travel social network.



MARKETING STRATEGY Visual Collateral & Media

“Advertising & Print Collateral ”

Advertising is a necessity in order to place our campaign on the map! Once the strategy is in place advertising will be created in the proper channels according to the social networks in terms of target: National (Mostly from Arizona) or International visitors.

Print Collateral will be distributed through the proper channels to assure efficiency. Advertising will be designed to highlight our Marketing Strategy. The Advertising Campaigns will cross over all vehicles and mediums creating a perfect circle. Example: Twitter to Facebook to Website or Email blast to Facebook to Website to Ad. Slogans will be initiated to advertise each traffic area and to highlight scenic attractions and the city of Nogales! “The Salsa & Hot Chili Expedition”, “The Lost Gold City” , “In Search of Pancho Villa”, and “Legends of Lost Hidden Treasures ”.

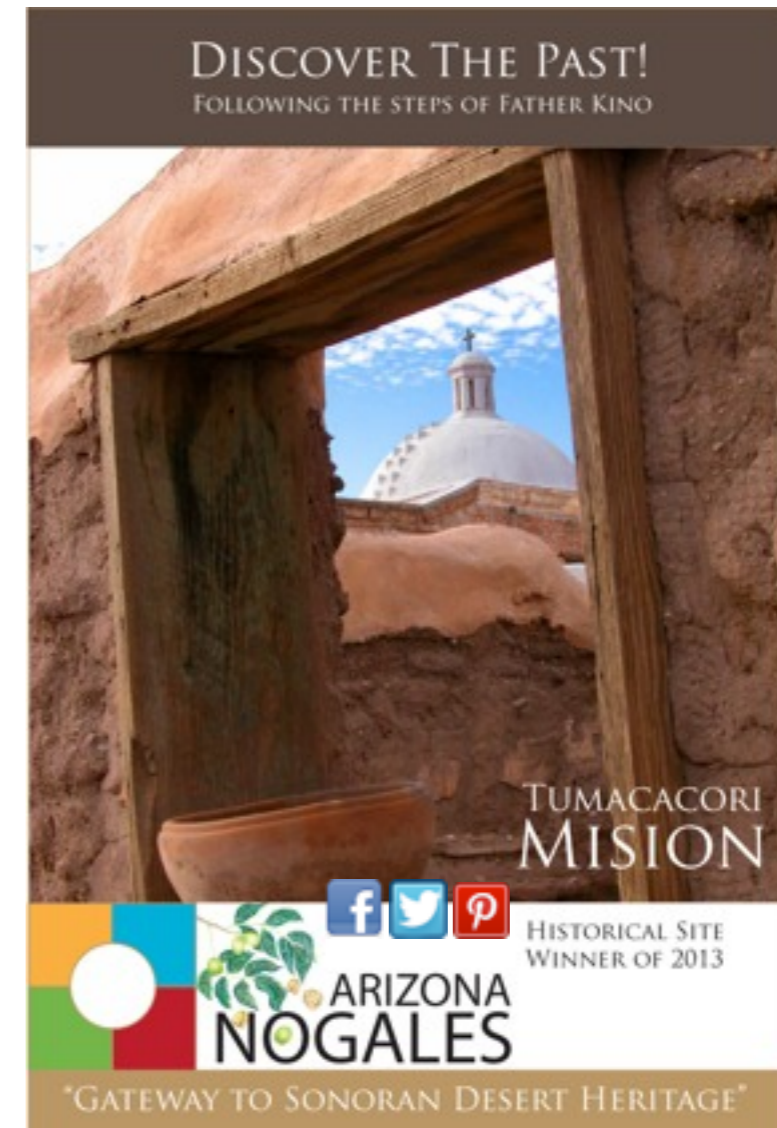
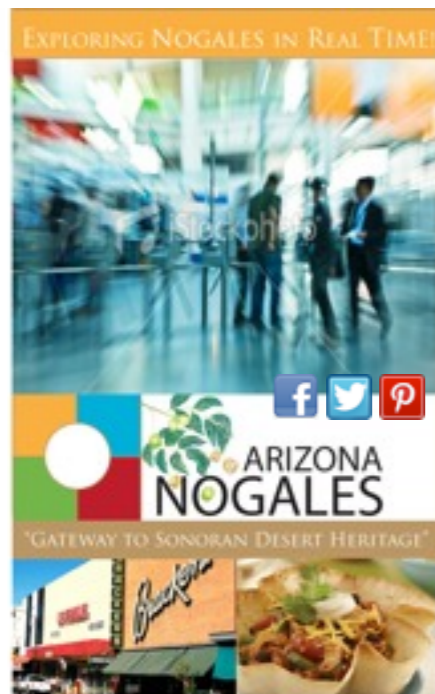


BRANDING STRATEGY Visual Collateral

“Visual Collateral”

Visual Collateral will be designed to portray different aspects of the city and the immediate scenic attraction we want to address in our Marketing Strategy. The Visual Collateral for Print includes: Brochures, Cards, Maps, Posters, Stickers. Photography will be required in some areas when the photography available is not within the brand.

All our visual media will be consistent with the branding so it will be instantly recognized. We need to consider a digital brochure to travel agencies which will help with cost and yet serve the purpose to reach 42.3% target (864,00) of overseas visitors who still use travel agencies.

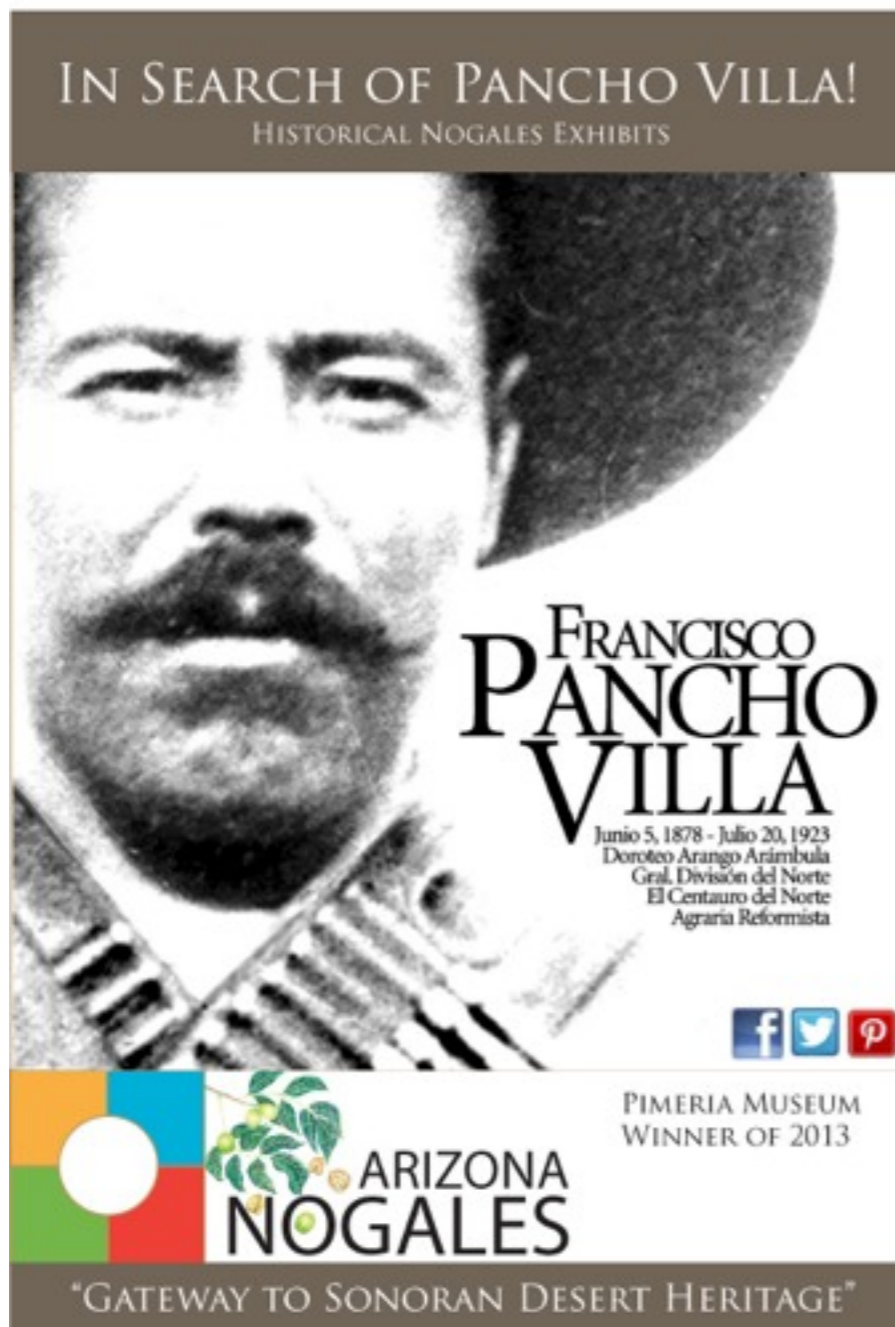


BRANDING STRATEGY Advertising

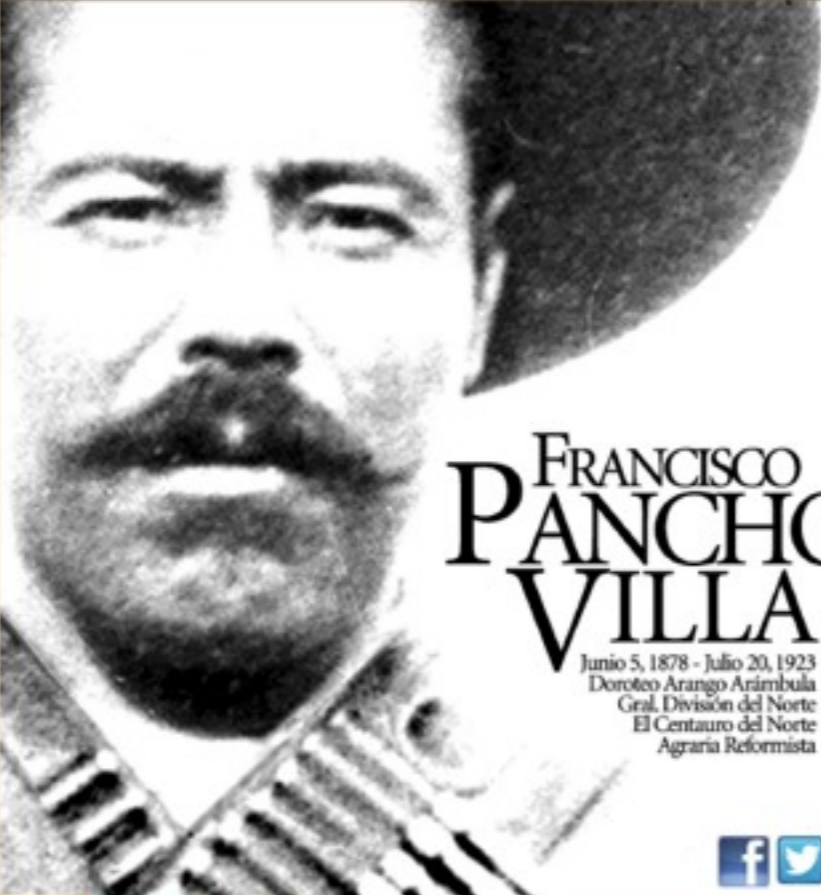
“Advertising”

Advertising will be designed to highlight our Marketing Strategy. The Advertising Campaigns will cross over all vehicles and mediums creating a perfect circle. Example: Twitter to Facebook to Website or Email blast to Facebook to Website to Ad.


Slogans will be initiated to advertise each traffic area! “The Salsa & Hot Chili Expedition”, “The Lost Gold City”, “In Search of Pancho Villa”, and “Legends of Lost Hidden Treasures”.




IN SEARCH OF PANCHO VILLA!
HISTORICAL NOGALES EXHIBITS



FRANCISCO
**PANCHO
VILLA**
Junio 5, 1878 - Julio 20, 1923
Doroteo Arango Arámbula
Gral. División del Norte
El Centauro del Norte
Agraria Reformista



PIMERIA MUSEUM
WINNER OF 2013



ARIZONA
NOGALES

“GATEWAY TO SONORAN DESERT HERITAGE”



THE BEST SALSA EXPEDITION!
FINDING THE BEST SALSA IN NOGALES



BEST SALSA AWARD
WINNER OF 2013



ARIZONA
NOGALES

“GATEWAY TO SONORAN DESERT HERITAGE”

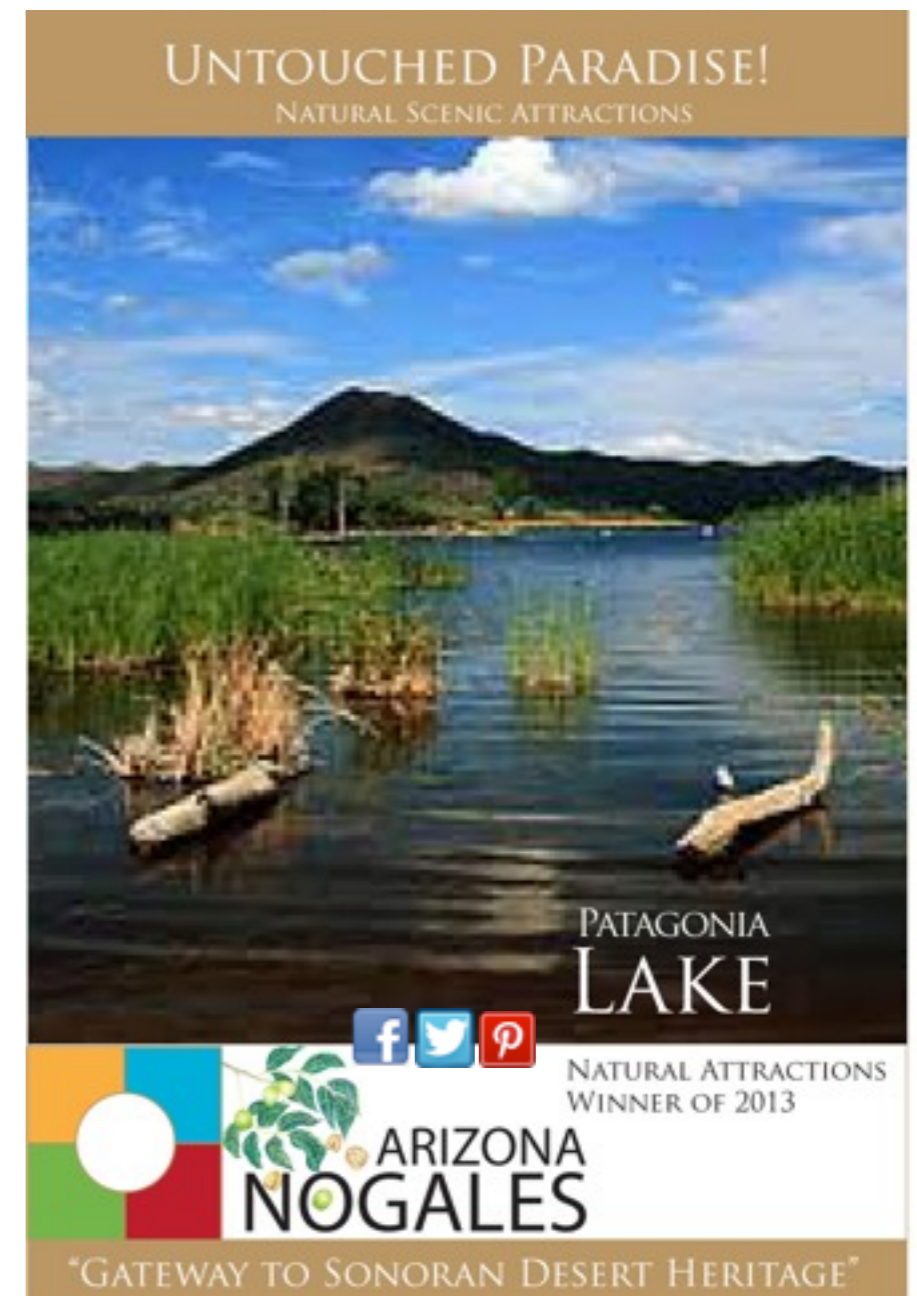
MARKETING STRATEGY Deliverables

“E-Mail Blast & Newsletter”

E-Mail Blast will be designed and templates made for the different events and the different traffic areas. We can also set up a Newsletter Template with the branding to use to announce events.

“Press Releases”

To keep our Press, TV and Radio networks informed of our events as well as to get stories published we would need Press Releases. These press releases will represent the brand!



CONCLUSION

“Branding Nogales as a Gateway to Sonoran Heritage”

When I was a consultant at PWC, we were integrating all of the software systems for NASA. Every single region in the US that had a NASA base was run by a different system. People were up in arms complaining about the need to learn the new integrated system when they felt their system was working just fine!

I was brought up to create a strategy for Internal Communication to help them reduce their resistance.

In order to create unity for the IFMP project to succeed, I had to remind them of their greatest moment in history: Apollo 14. The campaign showed how they all worked together to achieve such a step forward for mankind. As soon as we started the campaign, the resistance dropped and the integration of one system became a reality.

Branding Nogales would not be easy while there is fragmentation at all levels; we must try to find that common ground that makes Nogales unity possible. It is my belief that this will happen as soon as we go down deep into the roots of Nogales history and heritage to give a sense of pride in the origins of the people and customs of the area. It is this, after all, that is worth an expedition to discover the greatness of Nogales.

This presentation is possible by the Chamber of Nogales - Santa Cruz County Chamber of Commerce Official Visitor & Tourism Center and AngelsFireMedia, LLC.



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