

# REAL WOODSTOCK CAMPAIGN

**PROMOTE WOODSTOCK, INC.  
JULY 20, 2015**

**PRESENTED BY**

**a5**

# **PROMOTE WOODSTOCK**

**Promote Woodstock (a new public-private entity that has its initial funding from the City of Woodstock) has hired a5, a Chicago-based brand and digital firm, to develop and execute a plan to promote Woodstock tourism, economic development and quality of life.**

**The marketing plan and creative platform are designed to put Woodstock “on the map.”**

## **PROMOTE WOODSTOCK LEADERSHIP IS:**

**Tom Dougherty**

**Greg Gantner**

**Rodney “Pags” Paglialong**

**Maureen Larson**

**Mike Turner**

# **THE CAMPAIGN**

**Increase  
Tourism**

**Enhance  
Economic  
Development**

**Grow  
Community**

## KEY AUDIENCES

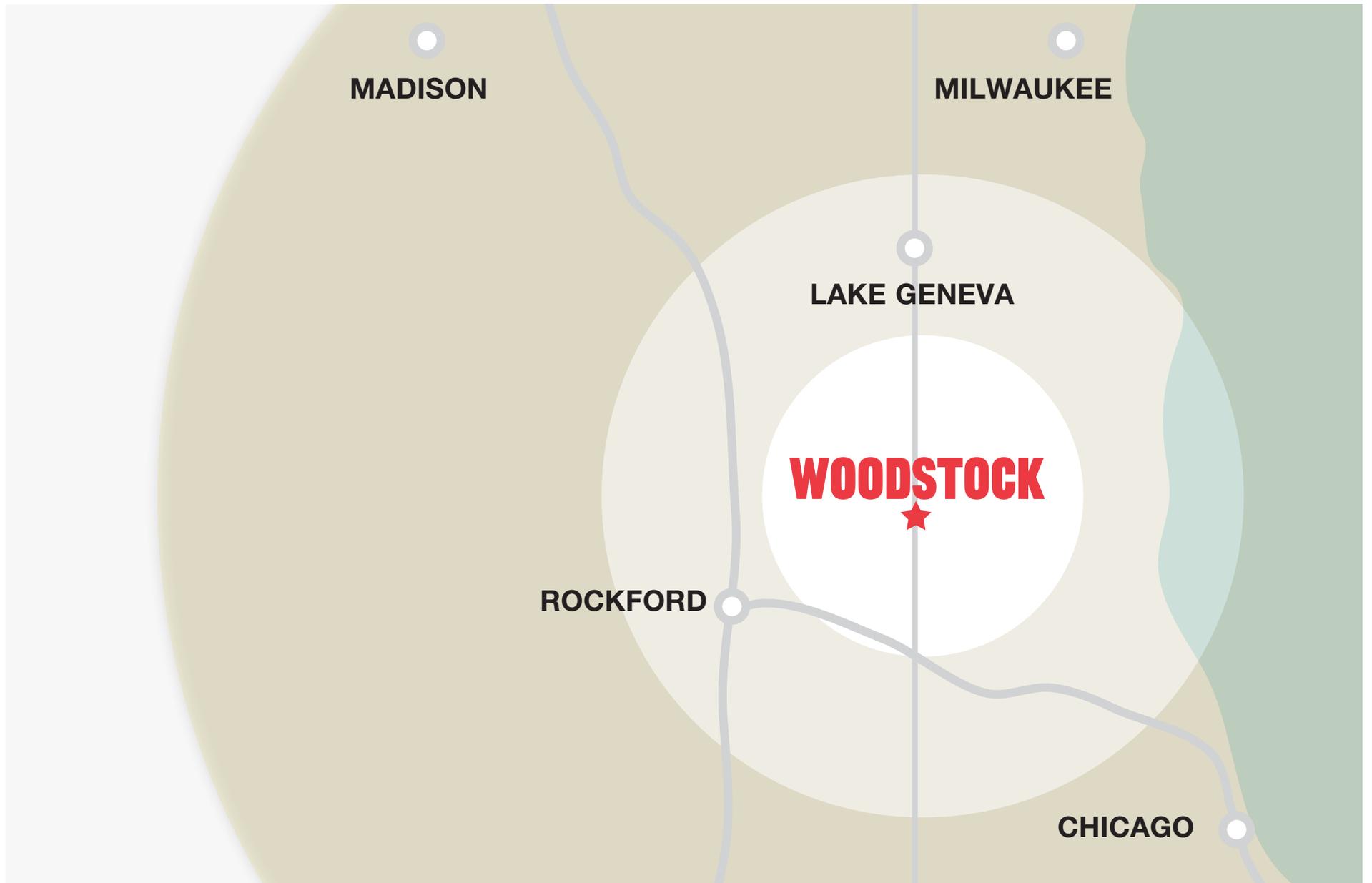
- **Residents** → **Future Residents**
- **Businesses** → **Future Businesses**
- **Tourists**

**Millennials**

**Families  
with Kids**

**Age  
in Place**

# THE CAMPAIGN



# THE CAMPAIGN / 2015-2016



# THE EXPERIENCE



- Places to Stay
- Public Toilets
- Site Furniture
- Kiosk / App
- Wayfinding

# **THE CREATIVE**

*Real* WOODSTOCK



**A REAL TOWN SQUARE. A REAL FARMER'S MARKET. REAL MUSIC. REAL FUN.**



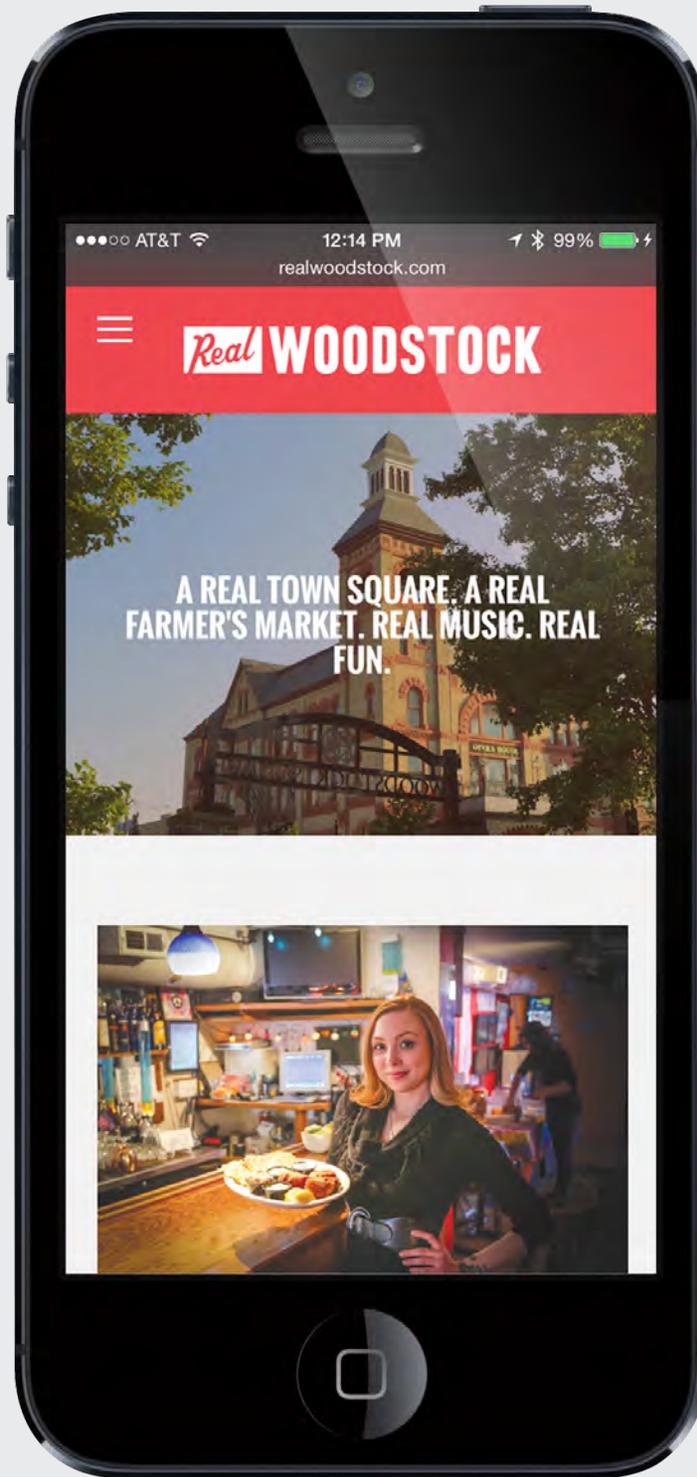
## **Woodstock, Illinois: Real festivals. Real history. Real easy to get to.**

Home to 24,800 people. 389 businesses. 25 churches. (Including a Buddhist Temple.) A beautiful historic town square. Victorian architecture. A world-renowned Opera House. Terrific schools. Plenty of charming retail shops, restaurants, bars, theaters and festivals, and a blues bar that's one of the best anywhere. All easily accessible to Chicago and surrounded by a pastoral countryside perfect for berry picking and whiling away the day.

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### ***Second Friday Woodstock Square Art Walk / August 14; September 11***

*The Woodstock Square Art festival showcases artists work and craftsmanship. When taking a stroll through the Artwalk enjoy the galleries, live music, magicians, mind readers and stuntmen all showcasing their talents on our historic Woodstock Square. The Artwalk is free and sponsored by the Northwest Area Arts Council.*



AT&T 12:14 PM 99%

realwoodstock.com



Real WOODSTOCK

A REAL TOWN SQUARE. A REAL FARMER'S MARKET. REAL MUSIC. REAL FUN.





REAL CHARM. REAL LOCAL SHOPPING.  
REAL NIGHTLIFE. REAL FESTIVALS. REAL FUN.



# Real Woodstock

Travel/Leisure

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Liked

Message



Timeline

About

Photos

Reviews

More

510 people like this

5.0

5.0 of 5 stars · 1 review

View Reviews



Invite friends to like this Page

## ABOUT



47 miles from Chicago, Woodstock is on the edge of the Chicago metropolitan area. We're close to the city with a small town, rural personality all our own....

READ MORE

<http://realwoodstock.com/>



Post



Photo / Video



Write something...

Post



## Real Woodstock

6 hrs ·

We're excited to share Promote Woodstock's new website showcasing the Real Woodstock's real festivals, real history, real nightlife, and real fun. Visit the website often for more content, history, and events.

[www.realwoodstock.com](http://www.realwoodstock.com)



APPS



REAL CHARM. REAL LOCAL SHOPPING.  
REAL NIGHTLIFE. REAL FESTIVALS. REAL FUN.



TWEETS 5 FOLLOWING 83 FOLLOWERS 9

Following

### Real Woodstock

@realwoodstockil

Woodstock, IL  
realwoodstock.com

Tweet to Real Woodstock

1 Follower you know



Photos and videos

Tweets Tweets & replies Photos & videos

Real Woodstock retweeted  
**WoodstockMozartFest** @mozart\_fest · 4h  
Counting down and bowing up! Share our page with five friends this week- can we get to 1,000 by the end of the... [fb.me/7nlzRM0FE](https://fb.me/7nlzRM0FE)

**Real Woodstock** @realwoodstockil · 3h  
Mozart Festival starts next weekend! Don't wait to get your tickets for this unforgettable event!

Who to follow · Refresh · View all

- BMO Harris Bank** @\* 8 ...  
Followed by Lake County Par...  
Follow Promoted
- The Chicago Loop** @# 060...  
Followed by Kelly Komp Wk...  
Follow
- DesignApplause** @% 6 0s ...  
Followed by Kelly Komp Wk...  
Follow

Find friends

Classical gems in a... *Chicago Tribune*

# WOODSTOCK INDEPENDENT

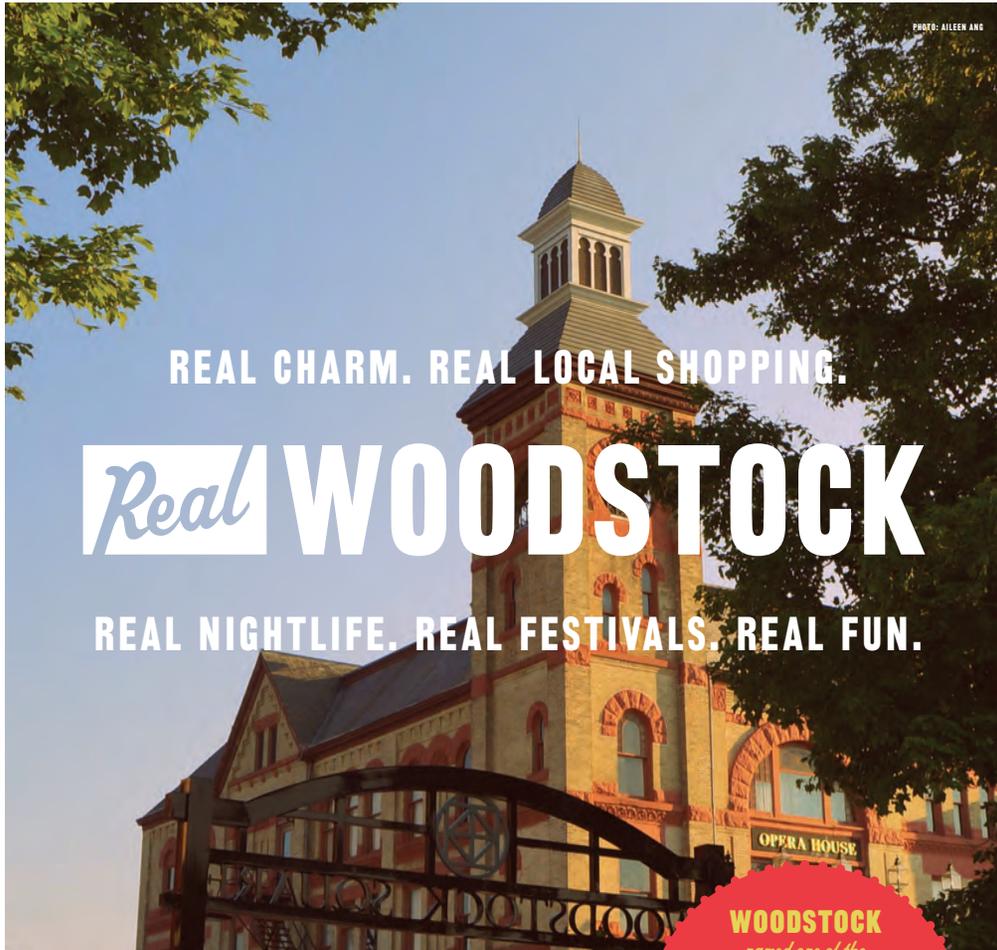


PHOTO: ALLEN AND

REAL CHARM. REAL LOCAL SHOPPING.

# Real WOODSTOCK

REAL NIGHTLIFE. REAL FESTIVALS. REAL FUN.

**A CHARMING TOWN SQUARE.  
A HISTORIC OPERA HOUSE. ONE OF THE  
BEST FARMER'S MARKETS AROUND.**

Home to 24,800 people. 389 businesses. 25 churches. (Including a Buddhist Temple.) A beautiful historic town square. Victorian architecture. Terrific schools. Plenty of charming retail shops, restaurants, bars, theaters and festivals, and a world-renowned Opera House with weekly performances. All easily accessible to Chicago and surrounded by a pastoral countryside perfect for berry picking and whiling away the day.

**WOODSTOCK**  
*named one of the*

---

**10 MOST  
EXCITING PLACES**

---

*in Illinois by*  
**MOVOTO**

**RealWoodstock.com**

# WOODSTOCK INDEPENDENT

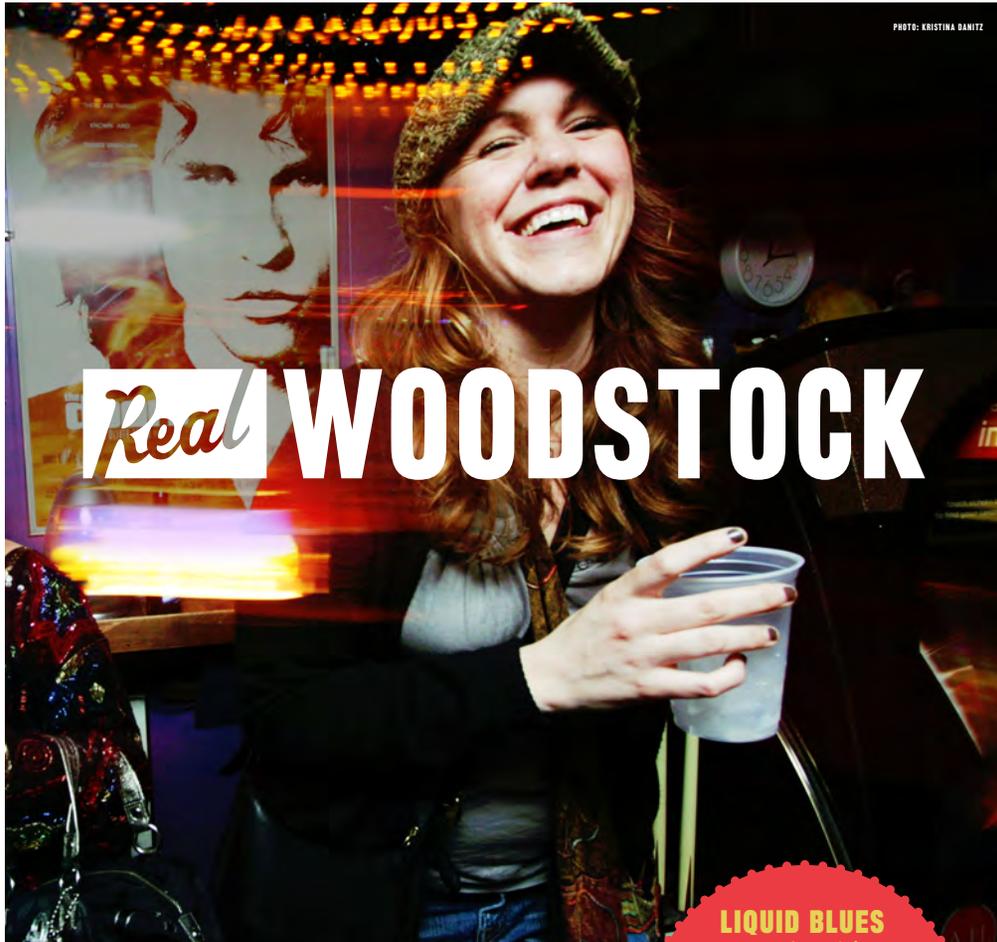


PHOTO: KRISTINA DANITZ

## Real WOODSTOCK

**FIND REAL FOOD, MUSIC,  
FESTIVALS AND FUN.  
ALL REAL EASY TO GET TO.**

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**LIQUID BLUES**  
*named one of the*

---

**12 BEST  
ILLINOIS BARS**

---

*outside Chicago by*  
**THRILLIST**

**RealWoodstock.com**

**PRINT ADS / NW HERALD**



REAL CHARM. REAL NIGHTLIFE. REAL MUSIC. REAL FUN.

*Real* **WOODSTOCK**

*Liquid Blues named one of the  
"Top 12 Illinois Bars Outside Chicago"*

**47 MILES FROM CHICAGO | REALWOODSTOCK.COM**



*• The •*  
**WOODSTOCK MOZART FESTIVAL**  
*"Classical gems in a jewelbox" - John von Rhein, Chicago Tribune*

TWO UNFORGETTABLE WEEKENDS AT WOODSTOCK'S HISTORIC OPERA HOUSE

**JULY 25-26      AUGUST 8-9**

MOZARTFEST.ORG *Real* **WOODSTOCK** REALWOODSTOCK.COM

## DIGITAL ADS

**REAL CHARM.  
REAL LOCAL SHOPPING.  
REAL NIGHTLIFE.  
REAL FESTIVALS.  
REAL FUN.**

*Real* **WOODSTOCK**

**WOODSTOCK  
MOZART FEST**

**JULY 25-26 · AUGUST 8-9**  
THE WOODSTOCK OPERA HOUSE  
WOODSTOCK, IL

*Real* **WOODSTOCK**

**WOODSTOCK  
FOLK FESTIVAL**

**JULY 19**  
DOWNTOWN WOODSTOCK, IL

*Real* **WOODSTOCK**

**SUMMER  
IN THE PARK**

**JULY 15-19**  
EMRICSON PARK, WOODSTOCK, IL

*Music · Movies · Games*

*Real* **WOODSTOCK**

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RIVERFOREST.COM

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JOURNAL  
of Oak Park and River Forest

Subscribe to Wednesday Journal



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News

Calendar

Dining

Shopping

Directory

Real Estate

Classified

Community

Main

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## No injuries in Oak Park apartment fire

Friday, July 17th, 2015 7:06 PM

A fire that started on the roof of an apartment building at 302 Washington Blvd. may have been started by workers using...

6 Comments - Read more...

## Tasty Dog's \$244K tax problem

Friday, July 17th, 2015 3:49 PM



The owners of Tasty Dog restaurant are headed to court next week after receiving an eviction notice from their...

5 Comments - Read...

Sponsored Story



### Spread the word

'Green' block parties promote sustainability in River Forest. | WILLIAM CAMARGO/Staff Photographer

Click here for more

### INSIDE REPORT

BY BOB UPHUES, DAN HALEY, DEBORAH KADIN, KEN TRAINOR, MICHAEL ROMAIN, TIMOTHY INKLEBARGER

REAL CHARM.  
REAL LOCAL SHOPPING.  
REAL NIGHTLIFE.  
REAL FESTIVALS.  
REAL FUN.

Real WOODSTOCK

ENCORE  
proudly presents

PURCHASE  
TICKETS  
ONLINE  
op97.org/bravo

DOG FIGHT

The Musical

July 24 & 25 at 7:30pm  
July 25 at 2pm

STUDENT & SENIORS \$8



79°F  
Overcast  
[Full Forecast](#)

# NORTHWEST HERALD



[Subscribe to Northwest Herald](#)

NEWS SPORTS CHICAGO FOOTBALL FEATURES OPINION OBITS VIDEO EVENTS TEXT ALERTS SHARE MORE



FEATURES

McHenry County wellness programs get employees moving in variety of ways

**SUMMER IN THE PARK**  
 JULY 15-19  
 EMRICSON PARK, WOODSTOCK, IL  
*Music · Movies · Games*

**Real WOODSTOCK**



# DOWNTOWN CHICAGO

REAL CHARM. REAL LOCAL SHOPPING.

## Real WOODSTOCK

REAL NIGHTLIFE. REAL FESTIVALS. REAL FUN.

**A CHARMING TOWN SQUARE.  
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**WOODSTOCK**  
*named one of the*  
**10 MOST**  
**EXCITING PLACES**  
*in Illinois by*  
**MOVOTO**

[RealWoodstock.com](http://RealWoodstock.com)



**DIGITAL OUTDOOR**

FIND REAL FOOD, MUSIC, FESTIVALS AND FUN

*Real* **WOODSTOCK**

47 MILES FROM CHICAGO • [REALWOODSTOCK.COM](http://REALWOODSTOCK.COM)

INTERSTATE JCDecaux

FIND REAL FOOD, MUSIC, FESTIVALS AND FUN

# *Real* WOODSTOCK

47 MILES FROM CHICAGO • REALWOODSTOCK.COM

INTERSTATE JCDecaux

EXIT 56A  
43rd St  
1 MILE

EXIT 56B  
47th St  
1/4 MILE



**RADIO**

## **Folk Festival**

**WBEZ is supported by Real Woodstock, presenting the 30th annual Folk Music Festival Sunday, July 19th, on the historic Woodstock Town Square. Performers include Ellen Bukstel, Peter Mulvey, Sons of the Never Wrong, and other folk artists.**

**More at [Real Woodstock dot com.](http://RealWoodstock.com)**

**RADIO**

## **Mozart Festival**

**WBEZ is supported by Real Woodstock, home of the annual Woodstock Mozart Festival taking place this year July 25th to 26th and August 8th to 9th, with the music of Mozart and other composers in the intimate and historic Woodstock Opera House.**

**Learn more at [real Woodstock dot com](http://realwoodstock.com).**

## **RADIO**

### **General/Farmer's Market**

**WBEZ is supported by Real Woodstock, a community reachable by Metra, with a farmer's market, an historic town square and opera house, plus locally-owned shops and restaurants. Day trip planning to Woodstock, Illinois is at [real Woodstock dot com](http://realwoodstock.com).**



*Real*

**WOODSTOCK**

# EVENT ADVERTISING OVERVIEW

## Real Woodstock Campaign

Woodstock Independent (print)	Wednesday, July 15; Friday, July 31
Northwest Herald (digital)	Wednesday, July 15 through Monday, August 3
Northwest Herald (print)	Thursday, July 16 through Friday, August 7 (10 days, run in tandem with Mozart Fest ad)
McHenry County CVB (digital)	Wednesday, July 15 through July 2016
WBEZ	Wednesday, July 15 through Friday, July 17; Wednesday, July 12 through Friday, July 14; Wednesday, August 5 through Friday, August 7
Pandora	Wednesday, July 15 through Sunday, August 23
OakPark.com (digital)	Wednesday, July 15 through Saturday, August 1
Google Adwords	Starting Wednesday, July 15
Microsite	Wednesday, July 15

# EVENT ADVERTISING OVERVIEW

## Summer in the Park

Northwest Herald (digital) . . . . . Wednesday, July 15 through time of event  
McHenry County CVB (digital) . . . . . Wednesday, July 15 through time of event  
Google Adwords . . . . . Wednesday, July 15 through time of event  
Microsite . . . . . Wednesday, July 15 through time of event

## Folk Festival

WBEZ . . . . . Wednesday, July 15 through Friday, July 17  
McHenry County CVB (digital) . . . . . Wednesday, July 15 through time of event  
OakPark.com (digital) . . . . . Wednesday, July 15 through time of event  
Google Adwords . . . . . Wednesday, July 15 through time of event  
Microsite . . . . . Wednesday, July 15 through time of event

# EVENT ADVERTISING OVERVIEW

## Mozart Festival

Northwest Herald (print)	Thursday, July 16 through Friday, August 7 (10 days, run in tandem with Real Woodstock campaign ad)
WBEZ	Wednesday, July 22 through Friday, July 24
McHenry County CVB (digital)	Wednesday, July 15 through time of event
OakPark.com (digital)	Wednesday, July 15 through time of event
Google Adwords	Wednesday, July 15 through time of event
Microsite	Wednesday, July 15 through time of event

# THE CO-OP PROGRAM

## Civic pride.

By supporting Promote Woodstock, you will be part of a sustained effort to tell the Woodstock story in a clear, concise, consistent and compelling way.

## Grow your business.

We want to see you succeed and have multiple opportunities that allow you to promote your organization, including electronic, print and event opportunities that get the word out locally, regionally and nationally.

## Grow your community.

Promote Woodstock aims to grow tourism. Increase economic development. Attract new people to live in Woodstock. And develop a stronger sense of community. It's all about telling the story of Real Woodstock, and through your support we can make Woodstock stronger and better for generations to come.

# CO-OP ADVERTISING: DIGITAL ADS



*Co-Op  
Opportunity*



# CO-OP ADVERTISING: POSTER

REAL CHARM. REAL LOCAL SHOPPING.

*Real* **WOODSTOCK**

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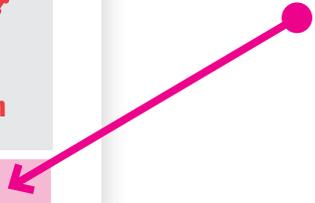
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**MOVOTO**

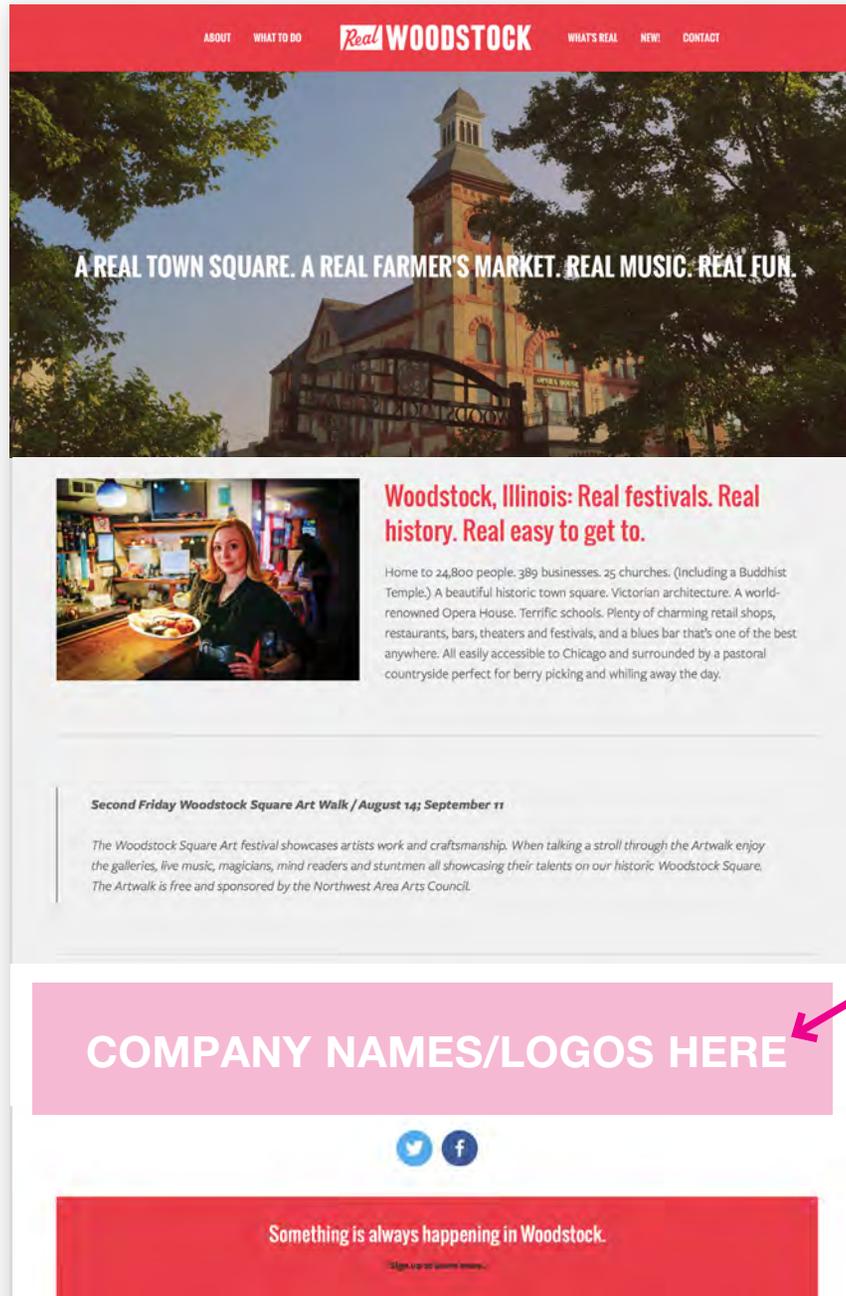
**RealWoodstock.com**

**COMPANY NAMES/LOGOS HERE**

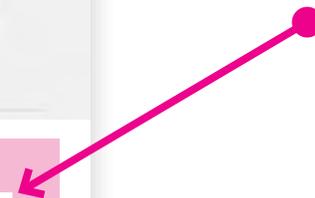
*Co-Op Opportunity*



# CO-OP ADVERTISING: MICROSITE



Co-Op  
Opportunity



COMPANY NAMES/LOGOS HERE



Something is always happening in Woodstock.

[Sign up for more news.](#)

*Real* WOODSTOCK

a5

[a5inc.com](http://a5inc.com)