



West Allis 2019 Recap & 2020 Direction

December 5th, 2019

A white geometric pattern consisting of thick lines forming a series of overlapping triangles and diamonds, resembling a stylized architectural or crystalline structure, set against a light grey background.

2019 Recap

2019 Goals

1. Bring people to the City of West Allis
2. Bring businesses to the City of West Allis
3. Engage the community





Brand & Design

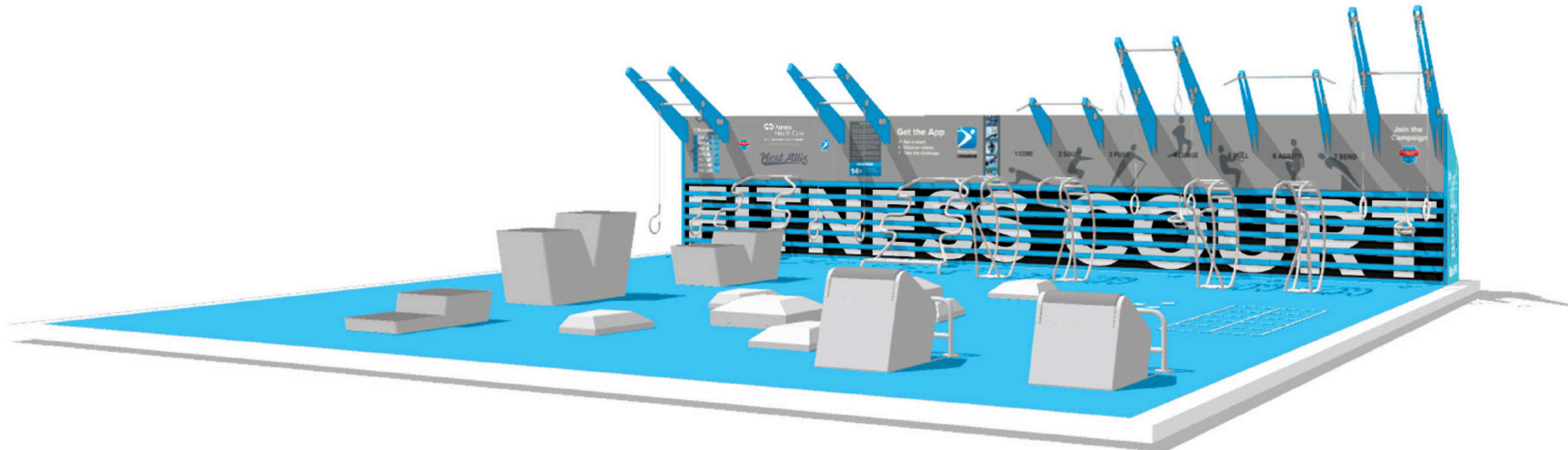
WEST  ALLIS
Farmers Market
SINCE 1919



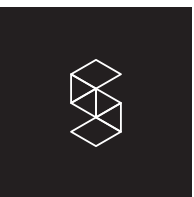
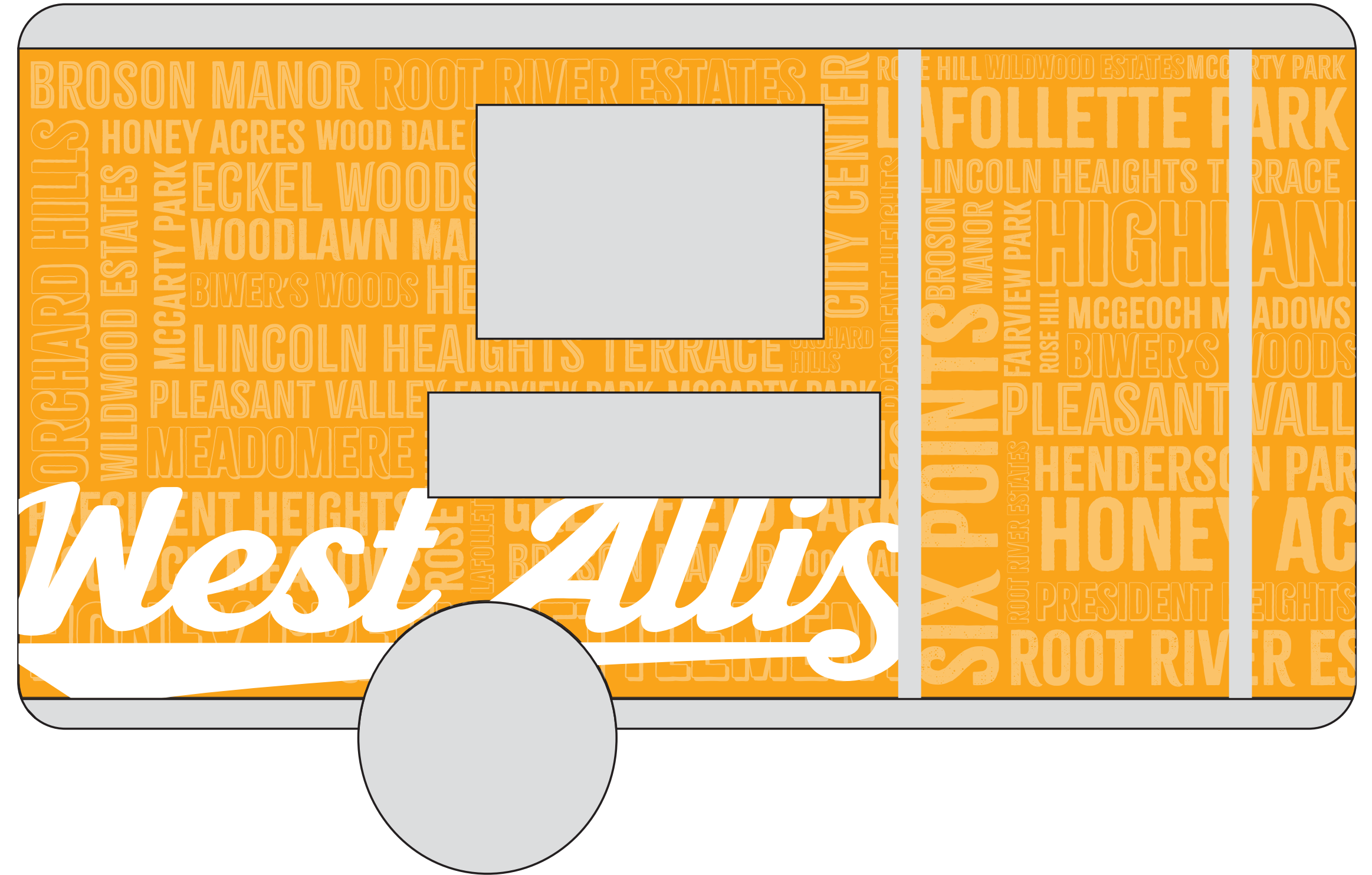


WEST ALLIS
Dog Park











Advertising

MEDIA TRAFFIC	TIMING	ESTIMATED IMPRESSIONS	ACTUAL IMPRESSIONS	% DIFFERENCE
Brewers Baseball	April 15–Sept 29	81,000,000	81,000,000	0%
Radio Milwaukee	May 27–Sept 29	303,300	303,300	0%
WUWM-FM	June 3–Aug 18	200,000	2,000	0%
WTMJ-AM	Remote on 7/13	10,000	10,000	0%
Downtown Static Outdoor Board	May 6–June 16	6,097,020	6,986,992	+14.6
City Hall Static Outdoor Board	Jan 1–July 21	929,600	1,568,700	+68.8%
Pre-Roll Video	July 1–Oct 6	400,000	460,800	+15.2%
Milwaukee Magazine	Jan, June, Sept	120,000	120,000	0%
		89,059,920	90,649,792	+1.8%



Social Media Advertising

Impressions: 5,781,379

Reach: 414,513

Spend: \$20,311

 **That's Why West Allis**
Sponsored · 🌐


"The city of West Allis is amazing; I see it as up-and-coming. I think it's a very popular location, but it doesn't get enough recognition."
Watch the video to find out why Migdalia loves having her salon spa & boutique in West Allis!




THATSWHYWESTALLIS.COM
That's Why West Allis
Kater2Kidz Salon Spa & Boutique [Watch More](#)

👍❤️👍 61 4 Comments 10 Shares

👍 Like 💬 Comment ➦ Share

 **That's Why West Allis**
Sponsored · 🌐


"There are amazing people here and I would never, ever want to be anywhere else."
See why Wendy loves running her candy shop out of West Allis!




THATSWHYWESTALLIS.COM
That's Why West Allis
Freese's Candy Shoppe [Watch More](#)

👍❤️👍 Lisa Johnson Krickeberg and 130 others 6 Comments 9 Shares

👍 Like 💬 Comment ➦ Share

 **That's Why West Allis**
Sponsored · 🌐

"I can see West Allis coming back, and being the place to be. There are so many cool things about the city that get overlooked. It's just a cool place to be."
Learn why Josh and Lisa opened their skate shop in West Allis!



THATSWHYWESTALLIS.COM
That's Why West Allis
Transaction Skate Shop [Watch More](#)

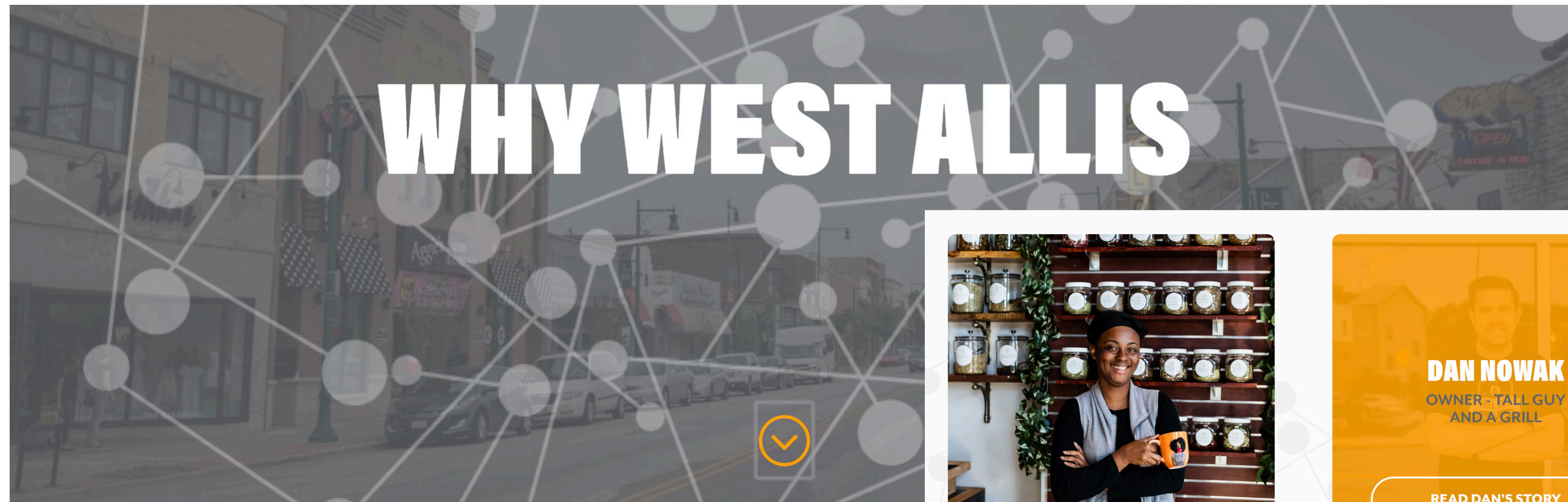
👍❤️👍 Cory Savage, Joel Vega and 366 others 55 Comments 41 Shares

👍 Like 💬 Comment ➦ Share



Website Performance

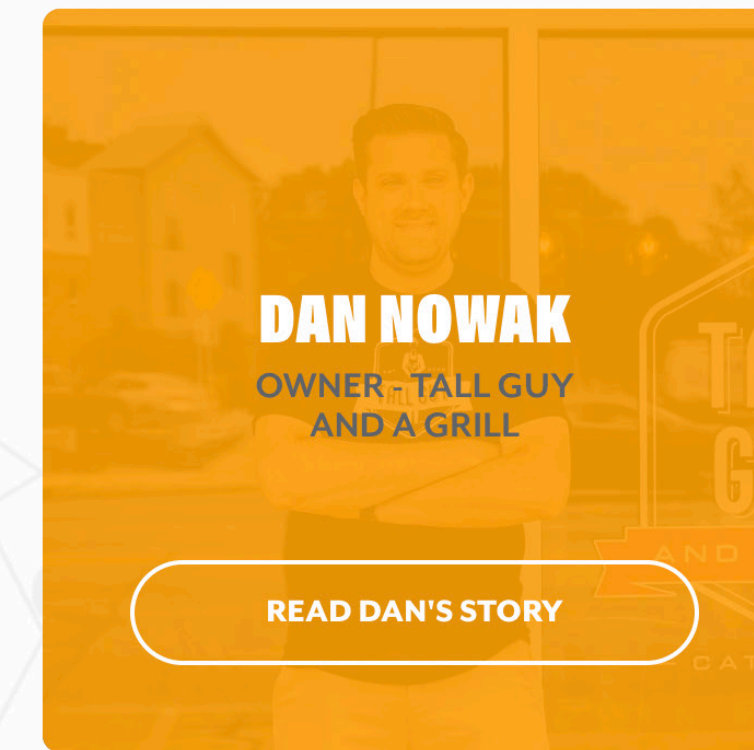
That's Why West Allis



Sessions: 26,487

Users: 23,754

Pageviews: 39,395



Instagram Performance

That's Why West Allis



thatwhywestallis • Following
West Allis, Wisconsin

thatwhywestallis Gather with great food and great friends.
20h

thatwhywestallis
#thatwhywestallis #westallis
#doublebsbbq #eatwestallis
#bbqseason #comfortfood
#eatlocal #gather #eatmeat
#bbqseason

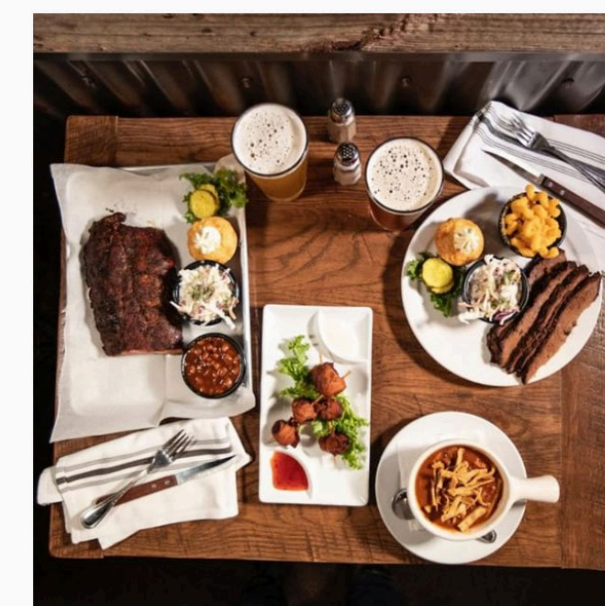
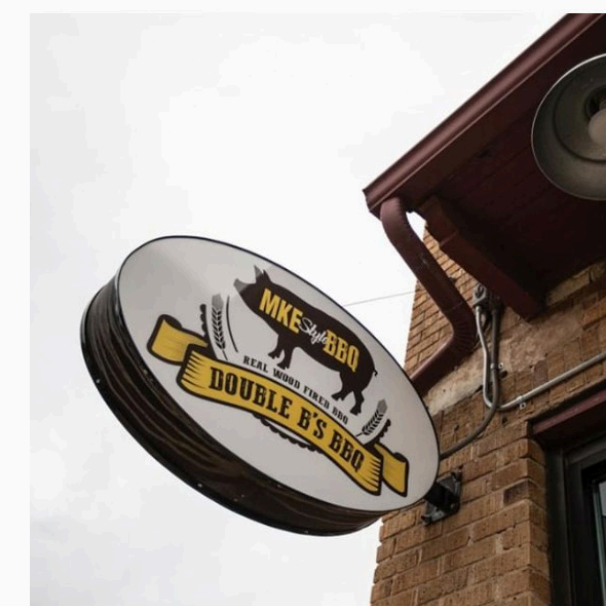
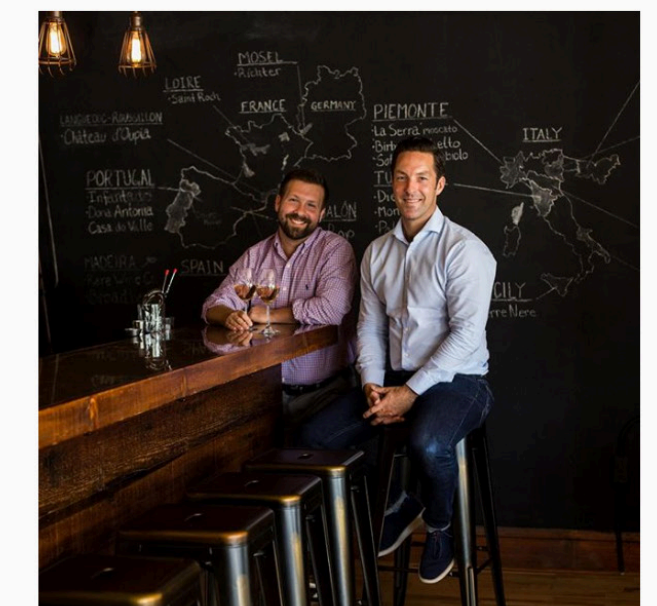
Liked by mark_hungsberg and 23 other
20 HOURS AGO

Add a comment...

Followers: 996 (+71%)

Posts: 129

Engagements: 4,271 (+15%)



Studio

That's Why West Allis Video Campaign

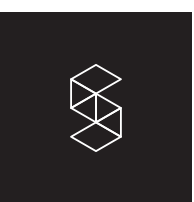
A CONNECTED COMMUNITY

A community connected to the Greater Milwaukee Area, learn why West Allis is blossoming into a destination for families, young professionals, and business owners.



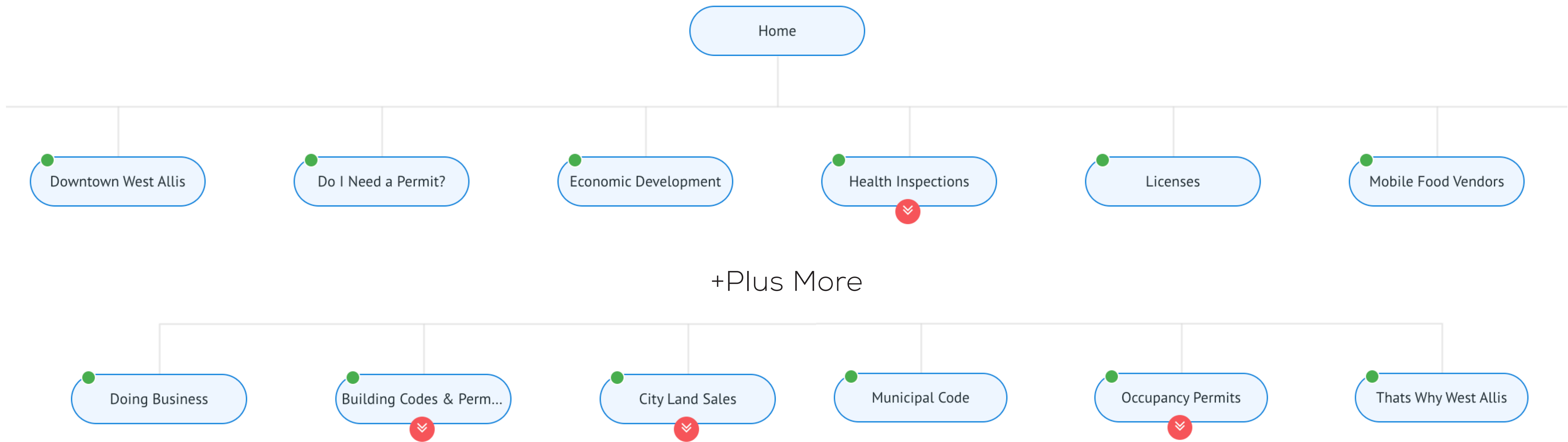
Studio

Photography



Business Strategy

Information Architecture: **Current**



Business Strategy

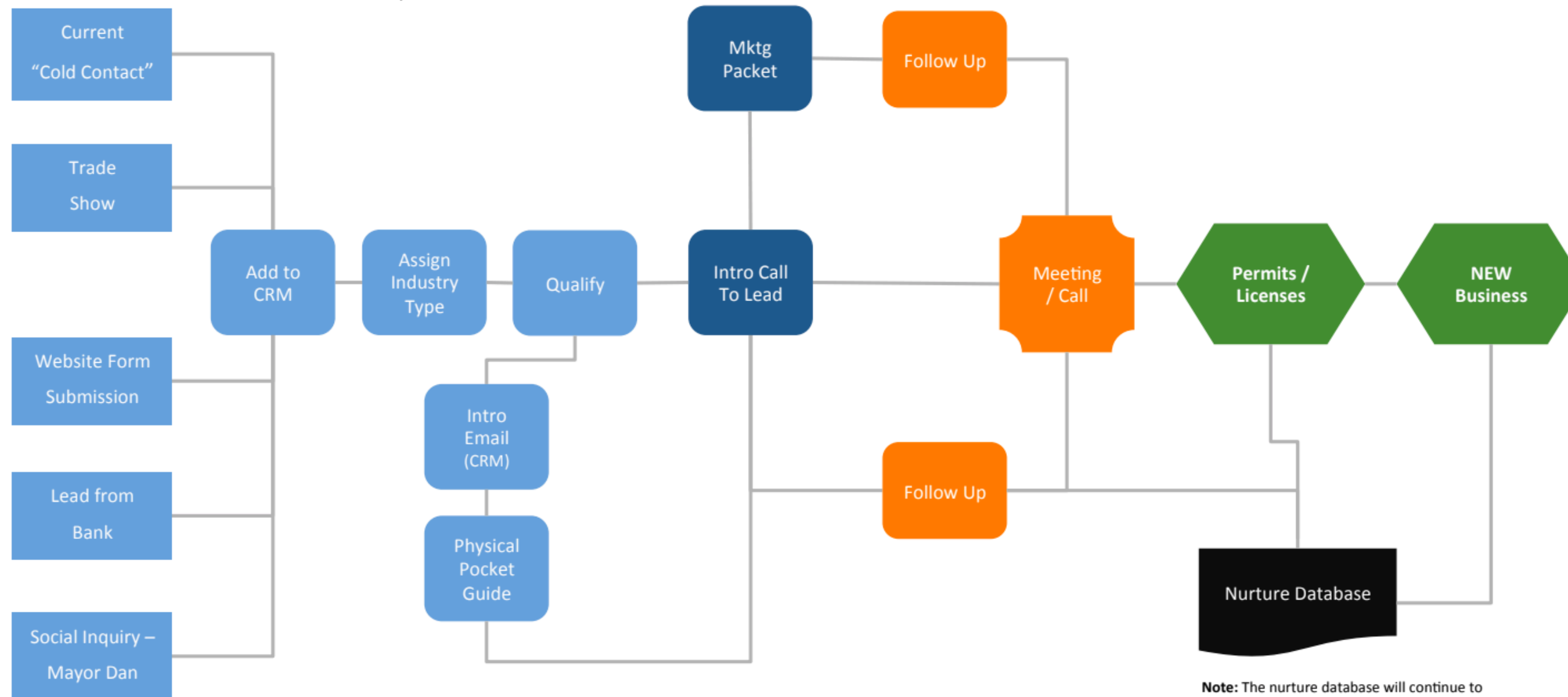
New Information Architecture: **Proposed**



Strategy for Sales Process



Note: At any time during the process, sales reps can expedite the conversion via sales process.



Note: The nurture database will continue to receive email marketing messaging and can re-enter the process at any time.





2020 Plan

2020 Goals

1. Drive new businesses to the City of West Allis
2. Attract consumers to the City of West Allis (via food)
3. Rebrand the City of West Allis beyond downtown West Allis



Strategy

- Shift focus from general brand awareness to awareness with purpose
- Use ad dollars to reach businesses and consumers
- Leverage dining and events as key piece of marketing message



Objective 1: **Advertising**

- OTT
- Radio
- Outdoor
- Social Media

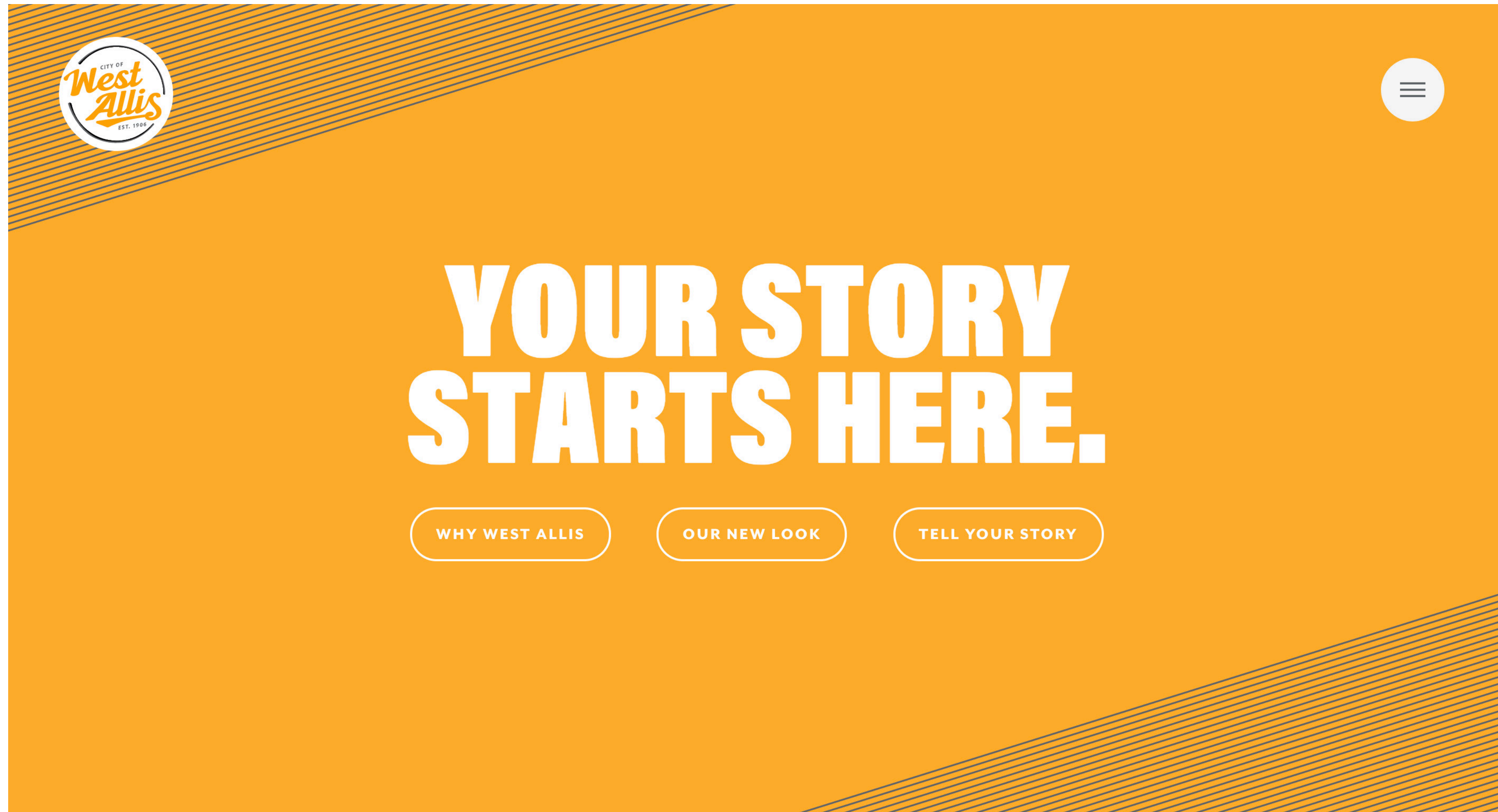


Objective 2: Digital Experience

- Evolution of **thatswhywestallis.com**
- Curated Instagram feed

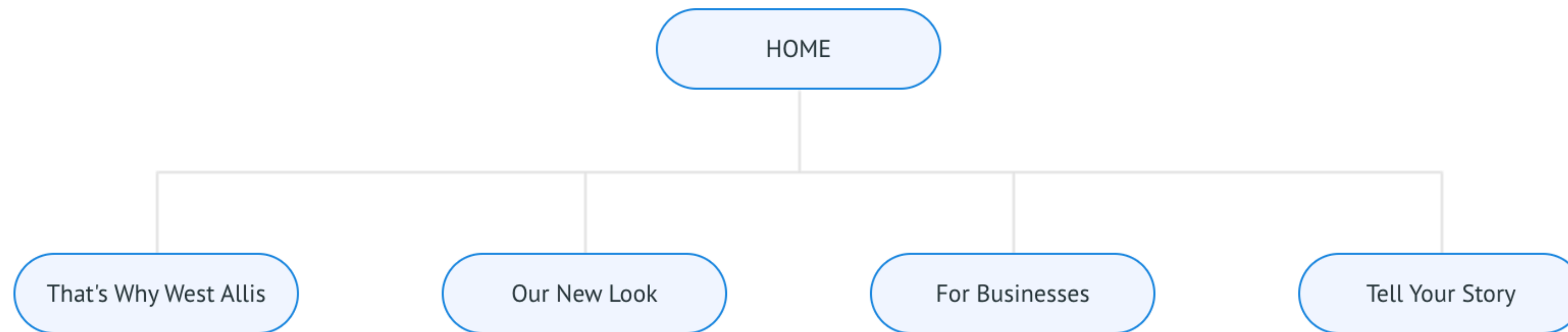


Digital Experience



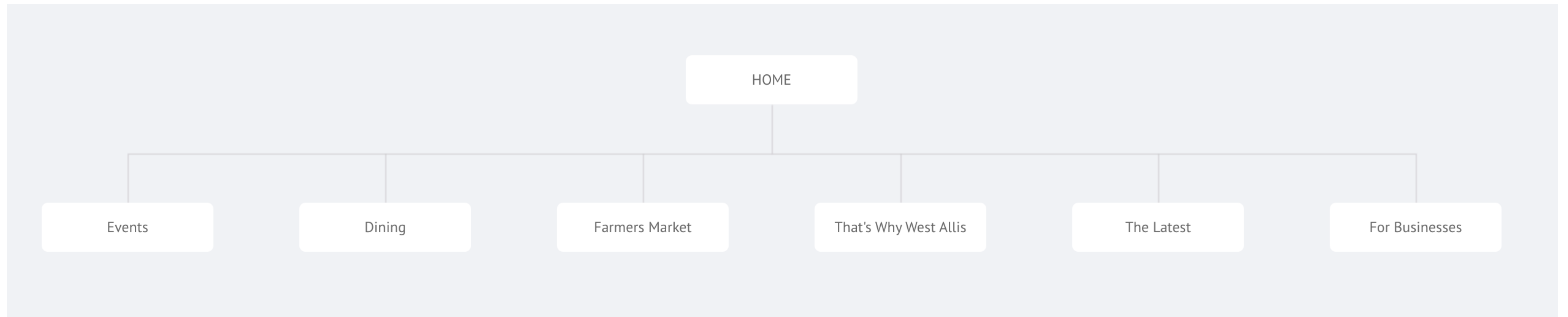
Digital Experience

Information Architecture: **Current**



Digital Experience

New Information Architecture: **Proposed**



Objective 3:

Business Recruitment Support

- Collateral creation
- Social media advertising
- Video



Objective 4: **Rebrand Eat West Allis**

- Naming & visual identity
- Marketing plan
- Integration to digital experience



Objective 5: **Event Curation & Marketing**

- Taste of West Allis
- Promotion of city + community events



Objective 6: **Wayfinding**

- Design

