

LiveWell Colorado Fall Branding Campaign



LiveWell Colorado is launching a statewide multimedia branding campaign the first week of October which will run through the end of January 2010. Themed, "Challenge," the campaign encourages Coloradoans to challenge their loved ones and communities to make healthy eating and active living accessible, engaging and fun. It will help establish LiveWell Colorado's visibility and credibility among Coloradoans and stakeholders and will lay the foundation for a 2010 social marketing campaign.

The campaign will kickoff with two television commercials running statewide. These commercials will also run in movie theatres around Colorado. Outdoor advertising will include billboards, appearing in Denver, Grand Junction, Fort Collins, Colorado Springs and Pueblo, as well as wallscapes in downtown Denver. In addition to traditional advertising, LiveWell Colorado will employ several guerilla marketing tactics in communities across the state. These guerilla tactics will catch people in unexpected places with the "Challenge" message and include things such as "Hopscotch" and "Start/Finish" sidewalk chalk and "Try the Stairs" elevator button stickers.

We will also be doing pre- and post-campaign measurements to identify and track awareness and perception levels of LiveWell Colorado.

LiveWell Colorado Broadcast Campaign



The LiveWell Colorado broadcast campaign launches Sunday evening, October 4th, across the state. The broadcast campaign consists of two spots, "Mall Chase" and "Gromance". The spots have an emphasis on healthy eating and active living and encourage Coloradans to challenge others to live well. The spots will run on network and cable television statewide and will also appear in select movie theatres in Denver, Fort Collins, Grand Junction, Pueblo and Colorado Springs in the fall and winter months. The campaign will be on-air from October-November, take a hiatus over the month of December, and resume in January. A Spanish version of "Gromance" with alternate music and a Spanish voice over will also run on Spanish-language stations. Both spots can be viewed here:

<http://studio.rockyrecorders.com/Clients/Live%20well/>

Username: happyhappy Password: [joyjoy09](#)

TV paid media will be a combination of network and cable and will reach 90% of the state, between 17 and 22 times. Additional, in-kind spots are being negotiated with each station (additional reach/frequency is not reflected in the numbers below).

Denver TV

90% Reach/21.7x Frequency

Colorado Springs TV

90% Reach/17.0x Frequency

Grand Junction TV

90% Reach/17.0x Frequency

The cinema strategy is to reach our audience when we are on hiatus from mass media (during the holidays). We are utilizing holiday feature film release times for maximum audience exposure and impact.

Denver Cinema

8 theaters, 117 screens (November/December), 2,444,510 impressions

Colorado Springs Cinema

2 theaters, 36 screens (November/December), 619,276 impressions

Pueblo Cinema

1 theater, 14 screens (November/December), 32,593 impressions

Grand Junction Cinema

1 theater, 14 screens (November/December), 162,967 impressions

*Numbers are gross impressions and do not take into account duplication.

LiveWell Colorado Broadcast Campaign



“Mall Chase”



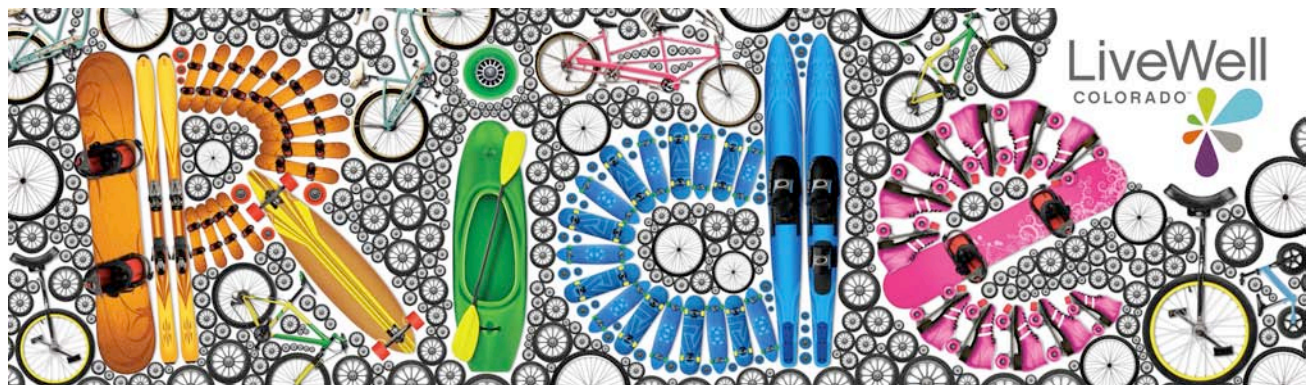
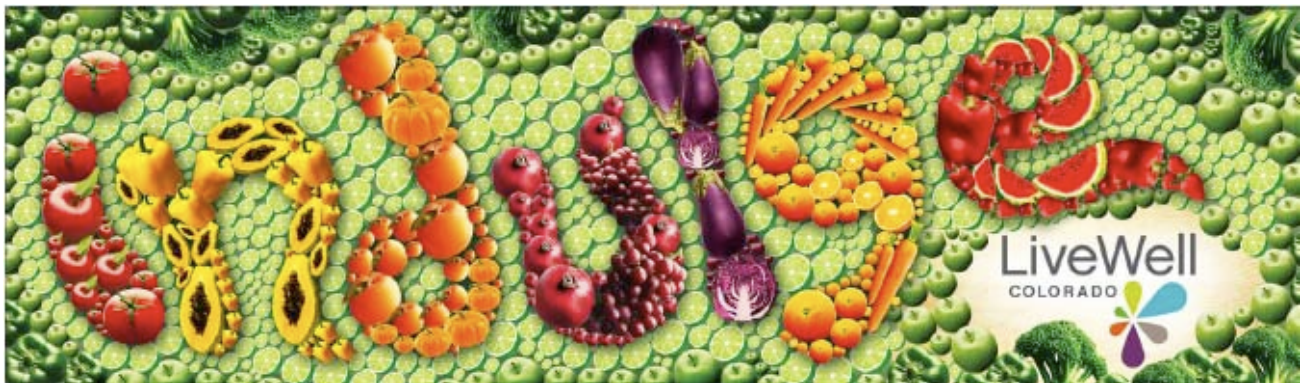
“Gromance”



LiveWell Colorado Outdoor Campaign



The LiveWell Colorado outdoor campaign kicks off in October in Denver, Fort Collins, Pueblo, Colorado Springs and Grand Junction. There are two executions in the outdoor campaign which will be rotated, one with a focus on healthy eating (Indulge) and one promoting an active lifestyle (Ride). Below are examples of the billboards and a partial list of locations where they can be found in the upcoming fall and winter months. Total impressions for Denver Outdoor (October/November/January)=21,636,600. Total impressions for Fort Collins (October/November/January)=3,303,000. Total impressions for C. Springs/Pueblo(October/November/January)=4,916,700. Total impressions for Grand Junction (October/November/January)=1,807,200. *Numbers are gross impressions and do not take into account duplication, or additional ride time (unpaid time) that we receive on the boards.



Denver:
14th and Champa
15th and Stout
Leetsdale and Forest
Federal and Alameda
I-70 and Kipling
I-76 s/o 88th
Hampden and Santa Fe
Colorado and Louisiana
I-70 and Colorado
Alameda w/o I-25
Santa Fe and Florida
Colfax and Roslyn
Colfax and Sheridan

Fort Collins:
I-25 s/o Prospect

Grand Junction:
3070 I-70 Business Loop

Colorado Springs:
Platte Ave w/o Platte Pl
4230 N Nevada Ave
S 8th St s/o Motor City Dr
I/25 s/o Circle Dr

Pueblo:
I-25 n/o Pueblo

LiveWell Colorado Flash Mob Event



The branding campaign will launch with a simultaneous “Flash Mob” in Denver, Greeley and Grand Junction. A flash mob is a large group of people who quickly materialize in a public place, perform a scripted and unusual action for a short while, then disperse just as quickly. In other words, organized, joyous chaos—if only for a few minutes. Our flash mob participants will gather, strip down to retro, 1980’s-inspired workout gear and will aerobicize for a few minutes. After the event, footage will immediately be delivered to the local news stations. A video will also be created, using footage from all 3 markets, which will be distributed to national media outlets and to hundreds of video sharing sites to generate maximum attention for the organization and the cause. Examples of successful flash mobs are noted below.

Frozen Grand Central

<http://www.youtube.com/watch?v=jwMj3PJDxuo>



Michael Jackson

<http://tinyurl.com/ye7uzus>



Hammer Pants

<http://www.youtube.com/watch?v=vCHqLCbb8P4>

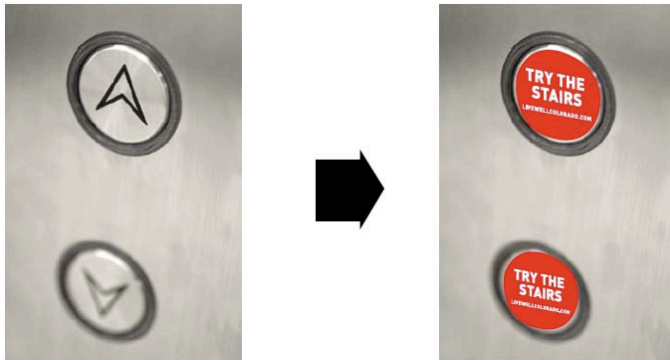


LiveWell Colorado Guerilla Tactics



Guerilla advertising is typically unpaid and the goal is to catch the attention of our target with non-traditional advertising tactics. The following tactics will be kitted and set to Community Coordinators to implement in their areas, and will be placed in cinema lobbies to continue the momentum of the campaign over the holidays.

Elevator Button Stickers



Hopscotch



Start/Finish

