

CLIENT OVERVIEW

The King Farm Village Center, owned and operated by Regency Centers, is located in the heart of King Farm, a planned community in Rockville, Maryland. The Center includes a convenient mix of retail, restaurants and service-based businesses..



CHALLENGE

Regency Centers tasked On The Marc Media to plan a December outdoor event on the King Farm Village Center's village green to celebrate the holiday season. The free event needed to appeal to people of all ages and faiths, attract families from surrounding neighborhoods and towns in Montgomery County— and be accomplished within a limited budget.

The center was recently renovated and has a number of new restaurants and businesses. Our objective: Attract past customers who haven't visited the King Farm Village Center in a number of years and encourage them to rediscover the shopping center as a new destination. We sought to capitalize on attendance and foot traffic to drive business and increase sales and awareness for the various merchants and retailers at the King Farm Village Center throughout the event.

On The Marc Media focused on creating an innovative and exciting evening that would successfully compete with other holiday-season events and religious observations scheduled for the same night. Our event also had to compete with frigid temperatures that threatened to keep prospective attendees from venturing outdoors, which required us to prepare a contingency plan for inclement weather.

SOLUTION

On The Marc Media conceptualized a laser light animation and special effects show at the King Farm Village Center. We worked with a local company to design a holiday laser light show with dazzling animations and special effects set to classic holiday songs that would appeal to a diverse crowd and demographic. We planned an evening full of entertainment, free giveaways, and dining and drink specials centered around the show to entice families.

Guests were able to enjoy live music with performances by local bands and a high school choir. Disney characters from Frozen greeted guests and handed out free King Farm Village Center-branded holiday glowsticks to light up the night. Festive complimentary beverages and sweet treats such as hot chocolate, eggnog, brownies and cookies were provided to warm up guests during the event. With On The Marc Media's encouragement, restaurants and retailers offered specials as an incentive to visit before, during and after the event.



BUDGET

On The Marc Media developed a detailed budget accounting for every single line item from start to finish, including vendors, deposits, taxes, gratuities, giveaways, postage, marketing fees, merchant fees, advertisements, printing and more. We updated and adjusted costs as needed, not to exceed the allotted budget, and to account for any last-minute emergencies or increased costs.

LOGISTICS

On The Marc Media worked with the City of Rockville to ensure that proper documentation and permits were obtained for large crowds and loud noise. A thorough run-through of the site and sound system was performed ahead of time to ensure proper placement of the screen and scissor lifts for an optimal view. We encouraged King Farm residents to walk, and those coming from surrounding towns to carpool, as parking was limited. Six event signs were placed throughout the property to direct guests coming from various entrances.

We emceed the event to energize the crowd and provide information about the evening's entertainment and special offers. We introduced each performer and announced the winner of a shopping spree to the center. While we reminded visitors to dress warm in layers and stay hydrated, we rented heaters at the last minute to combat the sudden temperature drop and provide a place to warm up during the event.

COMMUNICATIONS STRATEGY

On The Marc Media created a comprehensive plan incorporating public relations, marketing, and advertising for maximum event exposure and attendance. We designed a number of graphics with event details and merchant specials including the following:

- Animated website slider
- Social media graphics
- Facebook cover photo
- Boosted Facebook posts
- Postcard
- Digital advertisements
- Posters
- Email blasts
- Snapchat filter
- Signage
- Flyers

On The Marc Media created an animated website slider for the King Farm Village Center homepage that led to an event page. The event page was the central place to drive traffic from Facebook, event listings and advertisements. The page included all of the event details, giveaway rules and regulations to enter to win a \$500 shopping spree at the King Farm Village Center. Through the entry form, we were able to collect information about visitors such as names, email addresses, ZIP Codes, ages, and phone numbers.

On The Marc Media sent a 6 x 9 inch direct-mail postcard to 12,000+ residences spanning a two-mile radius from the King Farm Village Center. We provided merchants with flyers and posters to hang in their storefront windows and placed A-frame signs around the property. We also provided merchants and retailers with event graphics to promote the evening on their social media platforms.



We updated the cover photo on Facebook and created a Facebook event page to drive attendance and provide awareness. We boosted the event along with a number of Facebook posts and teasers to increase reach and engagement. We placed a full-color print advertisement in the King Farm Chronicle. The event was also included multiple times in the weekly King Farm email bulletin. We reached out to local media outlets and event listing sites for inclusion. On The Marc Media sent numerous email blasts with event updates and set up a custom Snapchat filter to be used during the event.

RESULTS

5500+ people including those from surrounding towns braved the freezing temperatures to attend the first holiday laser light show at the King Farm Village Center. More than 1,500 people expressed interest on the Facebook event page. The Facebook event page was shared 415 times by those who expressed interest or planned on attending. We were able to increase website traffic, and grew the email list by 275+ subscribers, as people entered to win the shopping spree. The Rockville Patch included the holiday laser light show in its holiday event roundup in Montgomery County.

Visit Maryland and other local websites and newsletters also included the event as a must-see holiday activity.

The laser light show, holiday glow sticks and Frozen characters were a huge hit among both kids and adults — and generated a lot of selfies and other photos by participants. The heaters and complimentary hot beverages and sweet treats were enthusiastically appreciated. Restaurant owners were thrilled, since they were fully booked, and store owners were excited to get lots of new foot traffic and customers. During a busy holiday season that held many competing attractions for area residents, On The Marc Media delivered increased awareness of and business for the King Farm Village Center.