



An updated marketing program and advertising system

SalemConventionCenter.org/outstanding
Call 503.589.1700

outstanding

Meeting and event space that's central to Oregon. Praised for "no hiccups" attention to detail. In downtown Salem. Walk to dining, history, shopping, more.

Chosen as one of the top three venues in Oregon.

- Easy access from I-5
- 30,000 sq. feet of event space
- Adjoining 193-room hotel
- Amazing technology
- Free parking
- The right choice for 10 to 1500

SALEM CONVENTION CENTER

best 2012 northwest meeting & events MAGAZINE
2013 northwest meetings & events MAGAZINE

This advertisement is made possible in part by funding from City of Salem Transient Occupancy Tax

< Ad targeted to business meeting planners

SalemConventionCenter.org/joy
503.589.1700

joy

flexible space for a crowd of 600

toast

customize décor, menu and staging to fulfill your vision

dance

dazzle here

modern, light filled foyer for intimate ceremonies

SALEM CONVENTION CENTER 10 YEARS 2005-2015

Ad targeted to brides and wedding planners >

wine dine meet greet play stay here

Salem's all-in-one block for business and social, visitors and locals. Easy walking to and from downtown. Free parking. "No hiccups" meetings, delicious dining, extensive wine list, and luxurious rooms for a short or extended stay.

Time for a visit?

SALEM CONVENTION CENTER
503.589.1700
SalemConventionCenter.org

GRAND HOTEL
503.540.7800
GrandHotelSalem.com

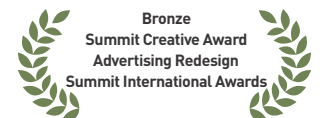
Bentley's GRILL
503.779.1660
BentleysGrill.com

Thank you, Salem, for 10 YEARS 2005-2015

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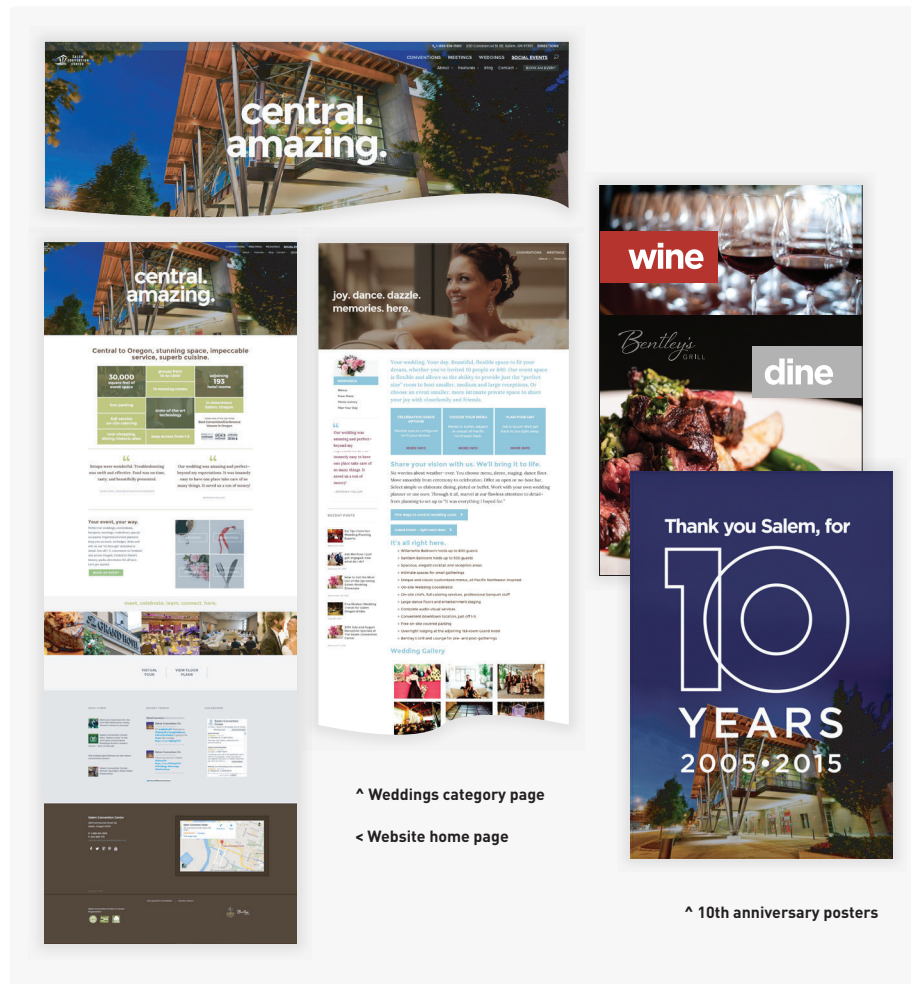
When Salem Convention Center brought in Creative Company to refresh their marketing, we began by identifying the specific attributes that appealed to local, regional and national meeting planners. Those assets were integrated into new advertising to reach different audiences, from businesses to brides.

Ads were simplified to focus on the elements that helped planners choose SCC—from location to size and integrated services and amenities. Photos and bold headlines enhanced the ad messages.



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BUSINESS A meeting and convention center in Salem, Oregon
MARKET Local, regional and national organizations and meeting planners, brides

Central, amazing and outstanding

CHALLENGE

An existing website and broad advertising schedule were not generating the level of inquiry needed. SCC had built a top-notch reputation for events from local business meetings to fund-raising luncheons to multi-day conventions, and weddings. The message of exceptional staff and a location central to Oregon was not getting out, despite the advertising investment. The client noted, "We wanted to have fresh, new ideas to make sure we're relevant and getting the most from our marketing budget."

STRATEGY

After identifying the critical decision factors—capacity, location, amenities for different audiences—scheduled advertising was redesigned to help audiences choose SCC for upcoming events. Ads targeted to brides focused on photos that showed how the venue could be transformed. Supporting landing pages helped visitors navigate the complex website until it could be updated. The new website identifies the four main audience groups—meetings, conventions, weddings and social events—and launched mid-2015.



RESULTS

Ads were redesigned and rebuilt for chosen media. By mid-2015 the new website launched. Ongoing accolades and increased inquiries generate new attention and bigger results.

"After our first meeting it was immediately apparent we could learn a lot from you and that you have the vision and professional knowledge we need. The ads you and your team have created are wonderful, miles ahead of what we have worked with in the past."

—Donna Earley,
 Director of Sales and Marketing
 Salem Convention Center

Website redesign began with an interim landing page titled "outstanding" to link from the media ads. Then the site was reorganized to focus on four primary audiences, each with their own category page. Categories are designated with a color and image and link to content needed by that audience.

Four photo "icons" help identify the four main categories of audiences on the website and in ads.



Meetings



Weddings



Conventions



Social Events

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