



Falls River Town Center: Back to School Safety Fair

Client: Vanguard Property Group

SUMMARY

Vanguard Property Group, a commercial real estate development and management company, secured Articulon to create a community event to drive traffic and increase awareness of one of its premiere shopping districts, Falls River Town Center. Since nearly 50 percent of area households have children, Articulon developed a safety fair involving key community organizations, parents and local media. Held just days before school started, hundreds of families were exposed to unique retail offerings at Falls River Town Center.

EVENT

Articulon drew in community residents by catering to the surrounding neighborhoods through family-centric activities. Using branded materials and a strategic media relations campaign, our approach was three-fold: bring people within a five-mile radius to the event, secure media attendance, and familiarize people with Falls River Town Center.

PROGRAM ELEMENTS

Developed the event theme and promotional package, Falls River Town Center Back to School Safety Fair.

Brand activation across the five-hour event including:

- Canvas bag giveaways
- Balloons/pencils
- Shopping center pole banners
- Event announcement ground signs
- Fair attraction maps
- Collaborated with more than 20 retailers in regular event communication

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Partnered with key community organizations:

- WakeMed Injury Prevention
- NBC 17 Meteorologist, Bill Reh
- Raleigh Police and Fire Departments
- Wake County Public School System
- Durham Bulls Mascot, Wool E. Bull
- Raleigh Recycling
- North Carolina Department of Transportation
- Executed a media relations campaign including a heavy line-up of press releases, media advisories and grassroots efforts within the surrounding Bedford and Falls River communities
- Created newspaper and online banner ads for both North Raleigh News and Midtown News sections of the *News & Observer*
- Distributed event promotional materials to seven local elementary and middle schools, and two neighborhood homeowners associations.

TESTIMONIALS

“I liked the fact that the safety fair had a lot of activities for my three-year-old son. I learned about businesses that I didn’t even know were in the Falls River Town Center.”

— Falls River Parent

“You did a great job! I would like to see more community activities.”

— Safety Fair Participant

“Promotion of the event went very well!”

— FRTC Retailer

“Good return and exposure for the money.”

— FRTC Retailer

RESULTS

- Event garnered more than 650 participants, exceeding expectations
- News coverage received from the *News & Observer*, WTVD-TV (ABC), WNCN-TV (NBC), WRAL-TV (CBS), and WRAL-TV (FOX) news
- Media coverage created nearly 103,500 true impressions
- Media coverage had a publicity value of more than \$10,000

