

PRESS & GUIDE

Results of Welcome Home Dearborn effort released

July 30, 2008

City officials, realtors and media along with representatives from local businesses, service organizations, schools, neighborhood associations and other key stakeholders were recently invited to a results' overview of the City of Dearborn's Welcome Home Dearborn marketing campaign that is winding up a year of promotional activities and strategically-placed advertising to attract homebuyers to Dearborn.

JCI Group Dearborn, the marketing team spearheading the City's campaign, reported on results gathered to date, at the campaign's "Encore" presentation hosted by the TPC Michigan, which served as a major sponsor along with Comerica.

Before the results were presented, Mayor O'Reilly thanked everyone who had participated in some way by visiting the WelcomeHomeDearborn.comTM web site, displaying campaign window clings, serving as sponsors and prize donors and readily spreading the word about all the great things Dearborn has to offer.

Based on research prior to the campaign, marketing efforts were focused on attracting young professionals and early empty nesters to purchase homes in Dearborn. The primary messages about Dearborn were the city's ideal, central location, superior City services and amenities, excellent housing values, attractive well maintained neighborhoods, a safe place to live, the friendly community spirit and innovative school programs.

WelcomeHomeDearborn.com was created as the official web site to help visitors locate homes for sale in Dearborn as well as find valuable information and links to resources about where people live, work and play in the community. Since the site was launched in early December, it has attracted more than 23,000 unique visitors, locally and from around the world. In addition to the home page, the most frequently visited pages included the "for sale" section, testimonials about Dearborn, job information and neighborhoods. During the same period, nearly 4,000 website visitors signed up to receive eNews updates.

A three-month media campaign was launched in March to coincide with the home buying season and included poll banners located throughout the City; outdoor billboards on major

thoroughfares; print ads in local newspapers, real estate sections and relocations guides; along with radio ads, online banners on three TV station websites and commercials aired on Comcast cable.

The JCI Group also reported on results of a random telephone survey of 400 Dearborn households that was conducted in June by an independent market research firm to help measure awareness about the campaign and satisfaction with Dearborn.

Nearly half the residents who responded to the telephone survey indicated awareness of the Welcome Home Dearborn advertising. Approximately 75 percent of the people called said that they would recommend a friend or family member move to Dearborn. It was reported that those surveyed, who were aware of the campaign, had a higher satisfaction level with Dearborn, than those who were unaware.

“Although the actual media campaign was only three months long and ended within the last few weeks, these are very positive results,” said Mayor O’Reilly. “There were a lot of grassroots marketing efforts throughout the year that helped as well.”

Other campaign activities included a “Did You Know?” contest at Homecoming, an online “Why I Love Dearborn!” Sweepstakes which generated heartwarming testimonials, window clings and gas card give-aways, introduction of a MySpace page, regular Enews communications, news releases, continual updates to the web site, presentations to key stakeholder groups as well as participation in various expos including support for the Big Open House, sponsored locally by the Dearborn Area Board of Realtors.

“Clearly, this campaign achieved as much as it did thanks to the participation of so many residents, businesses and organizations” said Mayor O’Reilly. “We can be assured that other communities have taken notice.”

Those attending the presentation also had an opportunity to preview a newly produced video showcasing Dearborn’s business districts, neighborhoods, recreational facilities and cultural attractions. The video also featured testimonials of young professionals and families who call Dearborn “home.”

Following the results' overview, the JCI Group presented the City with two Renaissance awards from the International Association of Business Communicators – Detroit Chapter, for the WelcomeHomeDearborn.com web site.

For more information, visit www.WelcomeHomeDearborn.com.