

VMC Marketing Report

VMC Sub-Committee
May 27, 2020

Background

The marketing and business development tactics presented here were delivered June 2019 - May 2020 and are intended to drive awareness of the VMC as an attractive major commercial office and retail location choice in the Greater Toronto Area marketplace.

Since March 2020, we are promoting where possible and assessing the impact of COVID-19.

VMC Identity Mark

- Part of a new family of identity marks for economic development and tourism.
- Launched in May 2020



Business and Real Estate Events



- RealTrends
- Mayor's Golf Classic
- Mayor's Lunar Gala
- Schulich Perspectives Lecture
- PEO Leadership Conference
- CoreNet REmmy Awards Gala
- Mayor's Luncheon
- FEO Conference
- LandPRO

Arts and Culture Events



- Inspirit
- Music in the Square
- Culture Days
- Italian Contemporary Film Festival (ICFF)
- Architettura and Design
- Movies in the Square
- Next Stop Music and Food Festival

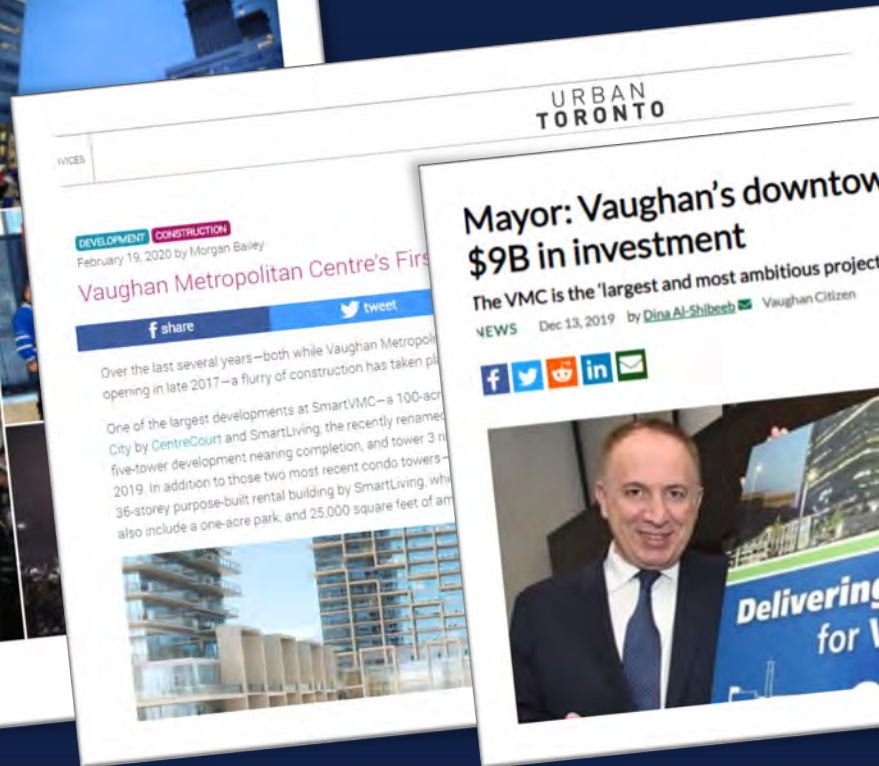
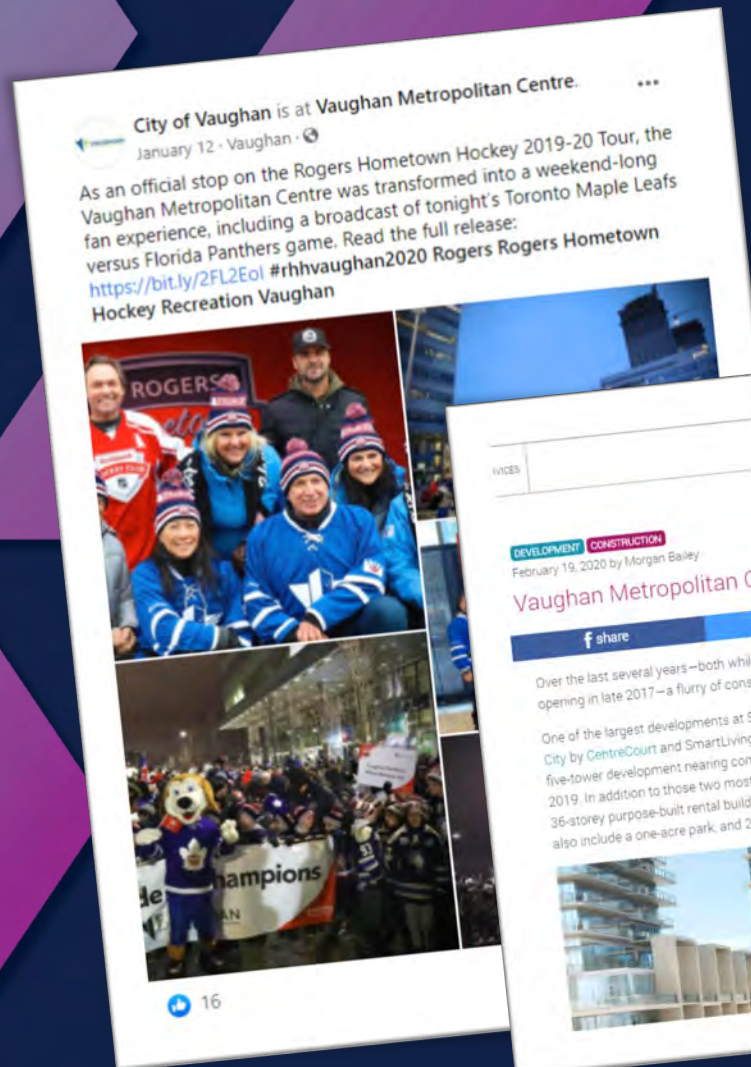
Paid advertising

- York Link sponsored content
- City of Vaughan sponsored content
- Perspective Vaughan
- Globe and Mail Report on Business and LinkedIn Ads
- Perspective Ontario Report



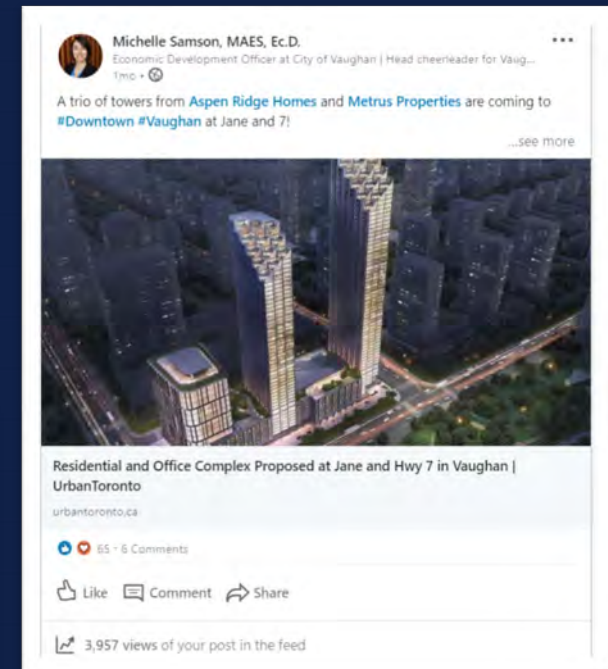
Communications

- 107 posts on City of Vaughan social media channels.
- Earned media



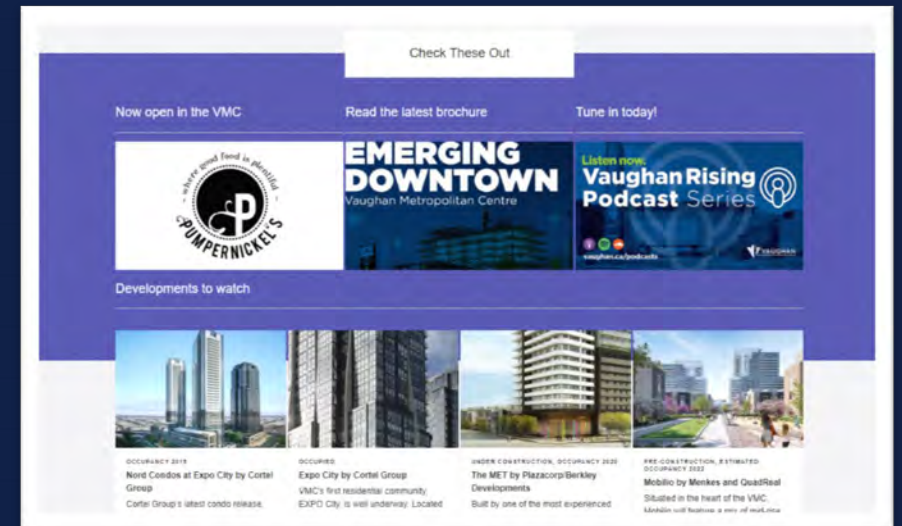
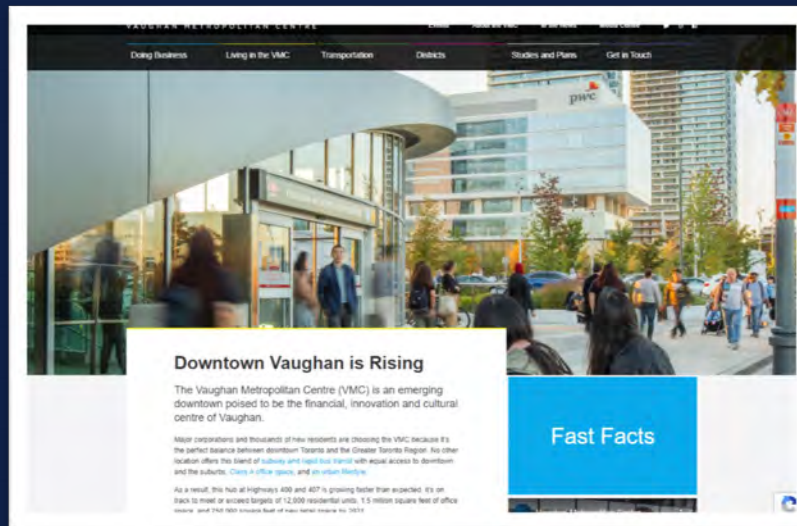
Content Marketing

- Five VMC episodes on Vaughan Rising Podcast
- 360 degree Tour
- LinkedIn personal accounts



VMC Microsite

- Home base for information and news
- Refresh completed in September 2019:
 - New openings, the 360 Degree Tour and other content added to home page.
 - 'About the VMC' and events pages added.



Outcomes

- Exposure to **3,639** event attendees.
- One-on-one connections with **62** members of the target audience.
- More than **105,000** impressions on York Link social media channels.
- More than **124,000** impressions on City of Vaughan social media channels.
- More than **70,000** impressions on ECD staff LinkedIn account.
- More than **101,000** digital advertising impressions.

Outcomes

- Print circulation of **366,000** copies of Perspective Vaughan and the Invest in Ontario report.
- **8,600** podcast episode downloads in more than **30** countries.
- More than **54,000** microsite page views by **9,900** users.
- **8,300** in-person and online views of the 360 Degree Tour.
- An **Award of Excellence** from the Economic Developers Council of Ontario for the VMC 360 Degree Tour.