

Event Recap: 2013 Whiteout Wednesday

General Information:

Whiteout Wednesday occurs the Wednesday before Thanksgiving and is a unique opportunity to showcase downtown merchants in a downtown-wide sales format. The event is designed to capture an audience of shoppers who seek deals and discounts. Instead of competing directly with big box stores and corporate stores on Black Friday, the event attracts holiday shoppers to unique deals that only downtown Rochester has to offer. This event builds upon the downtown branding campaign: “Downtown Rochester – The Place to Be for Shopping!”

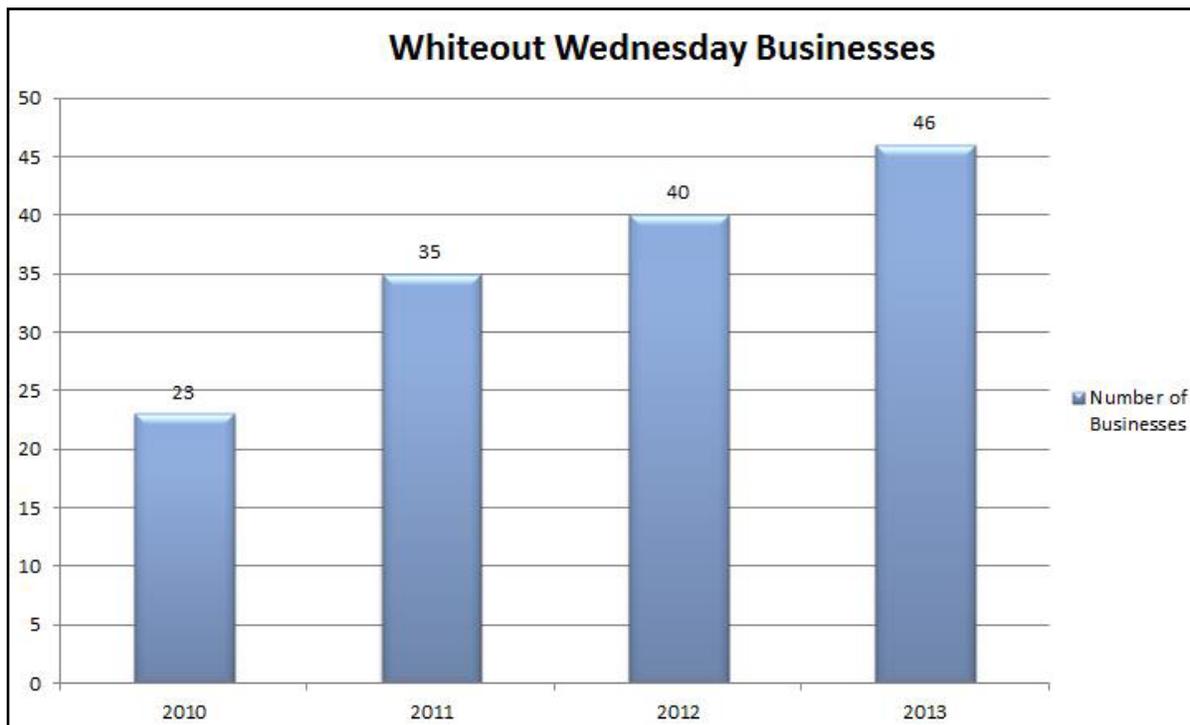
Event Date:

Wednesday, November 27, 2013

Time:

All Day, During Business Hours

Business Participants:



Marketing Information:



WHITEOUT DEALS SO GOOD THEY CAN'T WAIT 'TIL BLACK FRIDAY WEDNESDAY

Wednesday, November 27th • Only in Downtown Rochester!

For a Full List of Sales & Doorbuster Deals Visit:
www.downtownrochestermn.com

*Poster

Post Bulletin Spread:

A 2-page full color spread was printed in the Post Bulletin prior to the event:

* Issue: November 2013

* Section: Holiday Insert, pages 4-5



*Logo

Downtown Upcoming
Holiday Events!



Wednesday, November 27th
ALL DAY
At Participating Downtown Locations

HIDE COMBS SANTA CLAUS

Saturday, December 7th
1:00 - 5:00PM
Peace Plaza, Downtown Rochester



www.downtownrochestermn.com

*Community Connection

Radio Promotion:

Y-105 promoted the event and each participating business. They combined it with a question of the day where listeners could win one of 10 downtown gift cards.

* Paired with new gift card promotion

Evaluation Results:

Whiteout Wednesday Survey Results:

Number of Business Participants = 37

Number of Survey Respondents = 30

Response Rate = 81%

1. How did sales compare to one year ago on the same business day?

Survey results revealed that 60% or 18 businesses experienced an increase in revenues over last year's business day (compared to 47% or 13 businesses in 2012). Some respondents shared percentage increases over the previous year's revenues, which ranged anywhere from 5-30%. Success appears to be directly correlated to the amount of advertising each individual business dedicated specifically to promoting Whiteout Wednesday as well as the special offer (e.g. a strong special offer is more enticing than a weak offer). An example of the special offer-sales increase correlation is that of Hanny's, which offered 25% off all stores' entire stock and experienced a 17.5% increase over 2012 sales. With respect to a decrease in revenues, the correlation is most likely related to the amount of promotion each individual business engaged in, each individual business's special offer or a combination of the two factors.

How did sales compare to one year ago on same day?							
Increase		Same		Decrease		N/A	
2012	2013	2012	2013	2012	2013	2012	2013
47%	60%	22%	17%	22%	17%	9%	6%

*N/A refers to new businesses to the downtown district that are in their first year of operation.

2. How did your Whiteout Wednesday special offer perform?

53% or 16 businesses reported that their special offers performed good or great compared to 57% or 18 businesses in 2012. Various comments were made by those who performed fair or not well noting that their special offers could have been more enticing to attract customers.

How did your Whiteout Wednesday special offer perform?									
Not Well/Poor		Fair		Good		Well Received/Great		N/A	
2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
12%	20%	19%	17%	16%	0%	41%	53%	12%	10%

*N/A refers to businesses that did not specifically track their WOW special offers on the event day or did not answer this survey question.

3. Would you participate in Whiteout Wednesday again next year?

When asked whether they would participate in the event again in 2014, 97% or 29 businesses responded “yes”.
One business responded “unsure”.

Would you participate in Whiteout Wednesday again next year?					
Yes		No		Unsure	
2012	2013	2012	2013	2012	2013
97%	97%	0%	0%	3%	3%

