

Mini Video Series  
High Level Data



42,021 Reached  
31,100 Views  
379 Likes  
86 Shares



1,546 Views  
101 Likes



410 Views



591 Page  
Visits



Included in  
Weekly E-Blast  
to 5,900  
Subscribers

# Mini Video Series Recap

The Rochester Downtown Alliance (RDA) worked in collaboration with Downtown Stakeholder, Red Couch Stories to document the wide array of people, place, and experiences that make up the foundational elements of the Downtown brand, a brand that the RDA launched in March of 2015. The media suite took nine months to complete, and in total, produced almost 300 photos and 5 videos.

We released all 4 of the :30 second videos, in the month of March, through multiple marketing channels. Our hope is that these videos have and will continue to spread awareness of the one of a kind people, places, and experiences that Downtown Rochester has to offer.

## Quote from Red Couch Stories

“We ran along RDA’s side in documenting the incredible diversity of “People, Places and Experiences” throughout a nine-month window in 2016-17, creating a deep bucket of visual content for their team to use within their different channels,” said Red Couch Story Co-Founder, Shawn Fagan. “As our city grows, we appreciate the confidence the team at RDA placed in Red Couch Stories to create authentic content. Locally we have such a tremendous and diverse story. It’s an honor to help showcase the community that we love.”

## Video Launch Dates

Wednesday, March 7th: People  
Wednesday, March 14th: Place  
Wednesday, March 21st: Experience  
Wednesday, March 28th: Overall

## Marketing Budget and Targeted Audience

Marketing Budget: \$200  
Rochester + 50 Miles  
Male and Female  
All Ages, With a Specific Focus on 25 to 44

## Additional Promotional Channels

Different Home Page Sliders for Each Video on Our Website  
On-Air Interview on Y105  
Overall 2-Minute Video Running During Our Open House  
Mentioned During Both Ladies Night Out Style Sessions  
Press Release to Local Media

## Questions?

Please connect with Samantha Rossi, Marketing and Communications Manager by phone at 507.216.9886 or [srossi@rdowntownalliance.com](mailto:srossi@rdowntownalliance.com)

To Watch the Mini Videos Series Please Visit  
[DOWNTOWNROCHESTERMN.COM](http://DOWNTOWNROCHESTERMN.COM)