

# Smart Strategy for a Destination Shopping District



Legacy Village, a premiere shopping and dining district in Lyndhurst, Ohio, offers a destination style experience. With a cool vibe and open-air feel, the district has crafted the perfect shop/eat/play outing for its visitors and collection of carefully curated retailers.

Perfect for relaxation, at Legacy Village visitors find a blend of traditional retail, unique, boutique-style shops and services, a grocery, a pharmacy, and exquisite dining experiences ranging from fast casual to elevated cuisine. The on-campus Hyatt Place Hotel completes the collection, offering weary shoppers the perfect respite. A long-term partner of ours, this destination is responsible for marketing the collective interests of the businesses on site, driving traffic to the website, location, and ultimately, its businesses.

In the past, this client appropriately selected a variety of print solutions throughout The Plain Dealer. Over time, the strategy has grown into a model that maintains consistent branding while amplifying special events and other planned promotions episodically. This model serves them well, maintaining awareness of the destination

through 2020's unique challenges and driving traffic to specialty experiences, notably outdoor dining and music offerings. As Q4 approaches, plans are underway to move from marketing these experiences to promotions around gift cards.

## HERE'S HOW LEGACY VILLAGE HAS SHAPED THEIR SMART STRATEGY



## Always On – Branding

With a consistent “layer” of always-running branding messages, Legacy Village keeps their audience close. These impressions offer reminders of the business, and strong branding, keeping the sense of community at its peak for those with the great propensity to visit. These audiences are targeted geographically to the areas considered most influential to regular traffic for the site, as well as with particular behavioral attributes. Together, these **audience targeting** measures ensure that the right people see the branding messages at the right time, on the device they are holding right now.

## Short Term, Mini-Campaigns, Driving Traffic to an Event or Promotion

These episodic campaigns are highly tactical, targeting audience groups with a higher frequency and more specific message. It’s important to note that the “always on” audience overlaps some with this audience, further driving brand recognition and action. With a steady stream of outdoor events that attract shoppers and diners to the district, these tactical campaigns influence what area audiences might consider doing “this Saturday” or “this holiday season.”

These campaigns offer more brief flurries of activity for the site, and feature only the “rationale for visiting,” not the stores or restaurants themselves.

## Lead Generation

While Legacy Village has long since used email newsletters as means to connect with their clientele, it’s important that they engage in lead generating activities to keep their list fresh and growing. In the past, Legacy Village used give-aways to generate this interest, collecting names and contact information at the point of entry. The tactic worked! However, over time, the same audience was being cycled through their giveaways, reducing the benefit each time.

Recently, Legacy Village has determined to use our **Sweepstakes product** and the opt-in audience that has connected with sweepstakes across our publishing eco-system. This will provide a definitive boost in new opt-ins, refreshing an already proven tactic for this client.



DIGITAL DISPLAY



SOCIAL MEDIA



VIDEO IMPRESSIONS



DIGITAL DISPLAY



SOCIAL MEDIA



HIGH-IMPACT  
FIXED  
PLACEMENTS ON  
CLEVELAND.COM



SWEEPSTAKES



DIGITAL DISPLAY



EMAIL

## A Proven Strategy in a Competitive Marketplace

Our client has a considerable competitive set in the market. During a year of uncertainty like 2020 in particular, attracting retail spending for its vendors is critically important. This layered approach has offered Legacy Village a method for remaining connected with their current audience, while attracting visitorship **and growing their marketable list**. It’s been a win/win for all involved, and continues to reap rewards for their brands.