**Seattle Channel Outreach Campaign**

The Seattle Channel is starting an outreach campaign that is designed to increase awareness of the Seattle Channel, establish a market position and increase engagement with existing and new audiences. The goal is that a targeted, coordinated, and consistent campaign will get residents of Seattle, especially those from diverse communities, curious enough to tune in. This campaign will also help drive traffic to our new redesigned website (seattlechannel.org).

**Some of the campaign elements will be:**

* A high-level marketing strategy document for target audiences that includes methods to reach minority and underserved populations.
* A campaign tagline, print and online ads, transit and billboard ads, two video spots (:30 &:15)
* A media plan, including timing, mix and estimated budget

**Some of the metrics will be:**

* Track and compare annual campaign metrics for Comcast online ad
* Compare website visits and online video views before, during and after the campaign
* Measure social media page growth and engagement
* Measure online “share of voice” against competitors and/or other PEG channels (TVW, UWTV, SccTV, etc.)

**A version of the: 30 sec video spot is included here:**

<https://vimeo.com/116380433>