

Marketing Insights

Marketing & Public Relations Strategies from Bay Marketing Consultants

Motor City Offers Marketing Opportunity

For many years, headlines around the country portrayed Detroit as a crime ridden, decaying city. This reputation, despite the positive and affluent image of surrounding areas, was a drain on many companies as they attempted to market themselves to potential customers and employees.

But today, Detroit's business district matches other major cities in potential with world-class casinos, modern sport stadiums, new and thriving theatres and entertainment venues, a soon to be linked river park and a billion-dollar office complex. Additionally, Detroit's residential community is undergoing a monumental change. More than 2,100 new homes have been constructed in the last decade and over a thousand additional ones are in the works.

The positive momentum can provide companies located in Southeastern

Michigan with an opportunity to tie their marketing to a community on the upswing.

Events Can Help to Create Marketing Bang

Companies and their marketing firms can research Detroit based events and venues (see list at right) to determine if the demographics of the participants and supporters line up with their target audiences. Sponsorships can generate community goodwill as well as exposure to customers.

Although the current and future events offer exposure to customers, tying into events from Detroit's history can generate positive feelings as well. Consider incorporating one of these fun facts into your next marketing campaign or special event.

- *The Motown sound was founded in Detroit by Berry Gordy Jr. in 1957.*
- *The United State's first mile of paved concrete road was installed in 1909 just north of the Model T plant, on Woodward Avenue between McNichols and 7 Mile Roads.*
- *The country's first traffic light was installed in downtown Detroit in 1915.*
- *The nation's first urban freeway, the Davison, was constructed in 1942.*

- *Michigan's State Fair, the first in the nation, was held in Detroit in 1849.*
- *Detroit is home to Vernors ginger ale, Sanders hot fudge, Better Made Potato Chips, Faygo soda pop and Stroh's Ice Cream.*

Source: Detroit Metro Convention & Visitors Bureau, City of Detroit.

Popular Detroit Area Events and Entertainment Venues

- Detroit Historical Museum
- Detroit Zoo
- Downtown Hoedown
- Festival of the Arts
- Fisher Theatre/Masonic Temple
- Fox Theatre, State Theatre and Gem Theatre
- Greenfield Village and Henry Ford Museum
- International Jazz Festival
- Michigan Opera Theatre/Detroit Opera House
- Museum of African American History
- North American International Auto Show
- Praisefest
- Riverfront Festivals
- SecondCity
- Tastefest
- Thanksgiving Day Parade
- The New Detroit Science Center
- Comerica Park/Ford Field
- Woodward Dream Cruise

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Downtown Detroit is lit up with the spirit of Christmas as Detroit A glow transforms the city into a holiday wonderland

Photo by Cornell Stubbs, City of Detroit.





Justin deMatas, Holiday 2003



Bay Marketing Consultants wishes all of our friends and clients a very happy holiday season and continued success in the New Year. We also thank our partners in graphic design, printing, photography and collateral material production for their hard work and support.



Invitations Can Make a Difference in Event Attendance

So much time and effort goes into planning a special event, much of it spent developing an attractive invitation design and making sure it is sent to the right people. Bay Marketing Consultants recently helped several clients develop invitations that helped to generate interest in the client and attendance at their events.

Bay Marketing Consultants assists with all facets of event planning, including catering, giveaways, signage, generation of mailing lists, invitation design, printing, mail house services and compiling RSVP's. For more information, please call 586-757-2177 or email Teri@baymarketingconsultant.com.



This invitation to an open house used artwork that was also used in other hospital marketing materials, allowing for consistency and enhanced recognition.



Similar artwork was created for a flyer that was faxed as a follow up just days before the event.

The invitation included a perforated self-mailing response card for attendees.



Rehabilitation Institute of Michigan hired Bay Marketing Consultants to create an invitation that built on the concept of opening the doors to a new facility.

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