

THE IDEA  COOPERATIVE

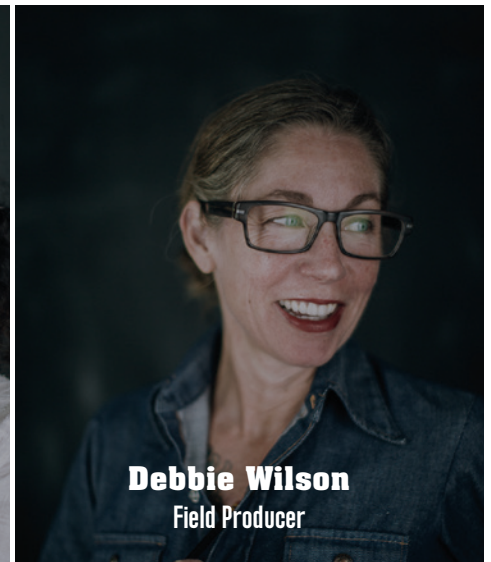
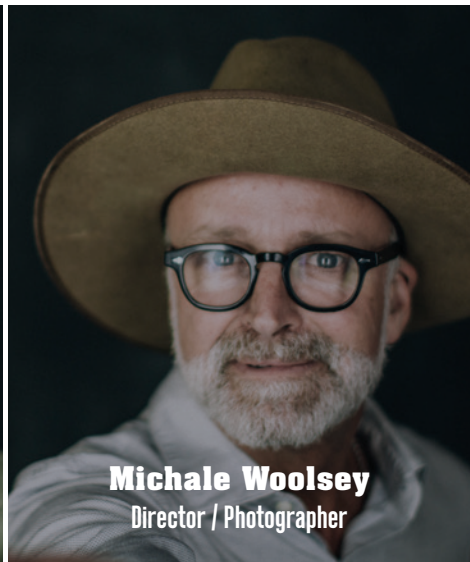
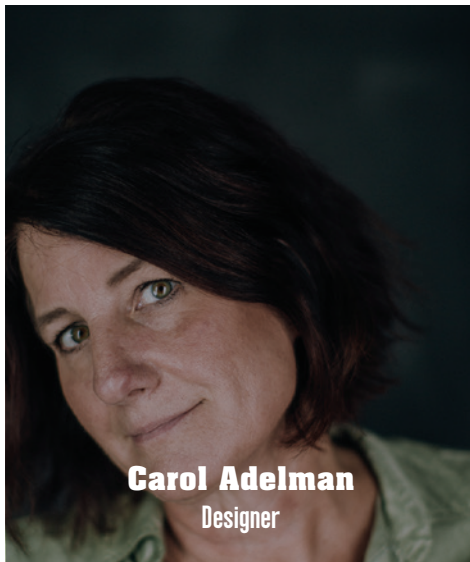
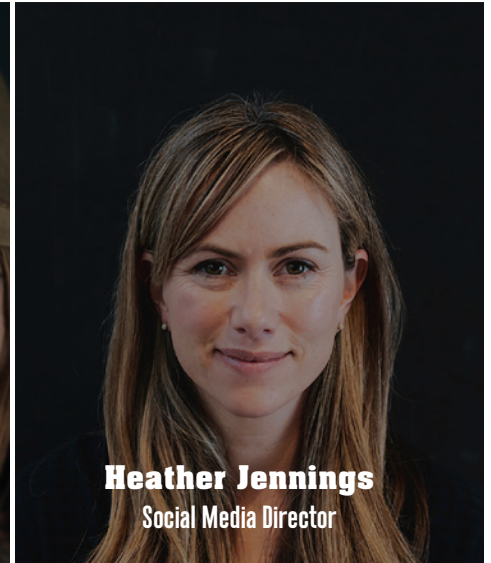
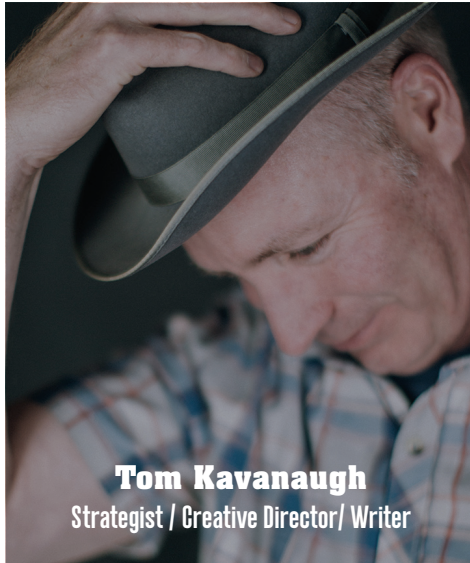


NOVEMBER 25, 2019

**THE IDEA:**

**A Creative Thinking Collective**

# Cooperators

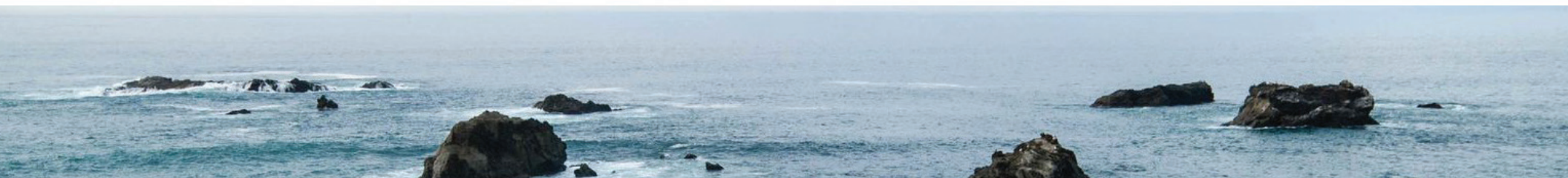


# Our Places



# The Process

- Review & Audit
- Analytics & Integrated Marketing Strategy
- Strategic Positioning Concept
- Creative Concept Development
- Creative Execution & Production
- Ongoing: Social Media Execution & Metrics



# The Timeline

## DECEMBER

### Current Campaign Maintenance

w/o 12/2

- Project Roadmap Completed
- Communications Audit Completed
- Begin Analytics & Integrated Marketing Strategy

w/o 12/9

- Location Visit & Messaging Workshop Conducted

w/o 12/16

- Begin Strategic Positioning Concept Development
- Integrated Marketing Objectives Presented
- Social Media Plan Presented
- Paid Media Plan Presented

w/o 12/23 (holiday week)

- Strategic Positioning Concept Development
- Integrated Marketing Objectives Approved
- Social Media Plan Approved
- Paid Media Plan Approved

w/o 12/30 (holiday week)

- Strategic Positioning Concept Presented
- Begin Creative Concept Development

## JANUARY

### Ongoing Social & Promotions

w/o 1/6

- Strategic Positioning Concept Approved
- Begin Creative Concept Development
- Initial Deliverables Presented
- Integrated Marketing Strategy Presented

w/o 1/13

- Creative Concept Development
- Initial Deliverables Presented
- Integrated Marketing Strategy Presented

w/o 1/20

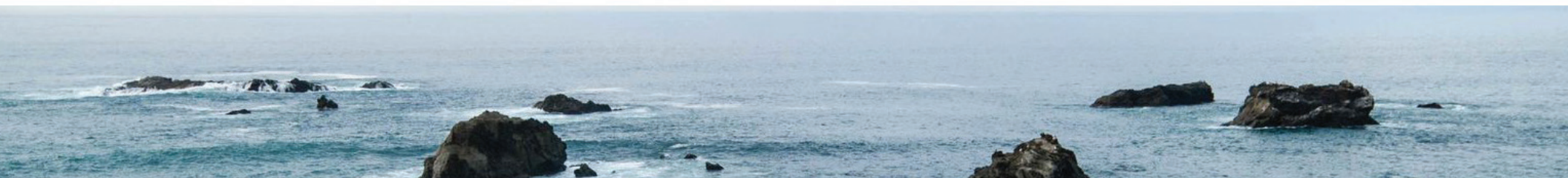
- Creative Concept Presented
- Initial Deliverables Approved
- Integrated Marketing Strategy Approved

w/o 1/27

- Creative Concept Approved
- Begin Execution of Approved Assets
- Metrics Month 1

## FEBRUARY > JUNE

- Execution of Approved Assets
- Ongoing Social & Monthly Metrics



# Ongoing: Social Media Execution & Metrics

## Content Calendar

## Campaign Metrics




Facebook Social Stats 10.1.19 - 10.31.19

- 10 organic posts
- Highest engagement/reach from organic posts: Mostly Python and Shady Oak Shindig (non-paid)
- Paid social initiated to promote Shady Oak Shindig v. organic reach, paid social boosted organic performance.
- Reach was down in the first week of October, but was up on the month of September in total.




Oct 26 Postponed - 1 Public, Hidden by

We ran two targeted ads for the Shady Oak Shindig, the first directed at follower page, the other smaller campaign pointed at Men 24-48 (beer enthusiasts). We event responses and 100 link clicks.

Instagram Social Stats 10.1.19-10.31.19

- 8 organic posts
- Top posts: Pumpkin Nights / Coyolxauqui and Ballet Folklórico at Mus
- 9 stories, with an average of 230 views
- Link Tree now active with full offering of recent posts
- Paid boosted Shindig post reached 3,330 users (targeted to followers an





100 Fourth Street | Petaluma | CA | 415 459 1060 | www.theideacoop.com

**September Content Calendar**

- 91: Chris Isaak | 1 comment
- 92: Last October Screening | 1 comment
- 92: Parks and Rec Trivia Night | 1 comment
- 93: Camen's Bistro Bar | 1 comment
- 94: John Courage et Shady Oak | 1 comment
- 95: Fridays on 4th | 3 comments
- 96: Santa Rosa Fangs | 14 comments
- 95: Tour of CannaCraft | 2 comments
- 95: Skate Camp Orientation | 1 comment
- 96: Sept 13 - Kansas - Point of Know Return Tour | 1 comment
- 97: Grass Roots: Cannabis from Prohibition to Prescription | 1 comment
- 98: National Heirloom Exposition | 3 comments
- 99: Seed Swap at The National Heirloom Expo | 1 comment
- 99: Steely Dan at The Luther Burbank Center | 1 comment
- 910: National Heirloom Expo - Article
- 910: Cyanotype Workshop at Pepperwood Preserve | 1 comment
- 912: Fleetwood Macrame | 1 comment
- 913: Unnamed Festival Project | 1 comment
- 913: 5th Annual Sabores de Wine Country Latino Food & Wine Festival | 1 comment
- 915: Tetris Tournament at Brew Coffee & Beer | 1 comment
- 915: Festiva de Independencia | 2 comments | Kevin King
- 915: Hops and Beer Pairing at Fogbet | 1 comment
- 918: 33 Arts Artists Garage Sale | 1 comment
- 918: Octoberfest at 3 Disciples Brewing | 1 comment
- 919: A Few Years of Rosa Park | 3 comments
- 922: Wings Over Wine Country Air Show | 2 comments
- 923 Sultry Sultana at 3 Disciples | 5 comments
- 924: Festival de Cosecha | 1 comment
- 923: The Natural Disasters : MAKE YOU LAUGH! At 6th Street Playhouse | 1 comment
- 925: Dia de los Muertos Opening Reception and Family Day Hosted by Museum of Sonoma County | 1 comment
- 926: The Spindles/Sorry Not Sorry | 1 comment
- Possible Feature on the Rise of Comedy in the N.Bay ... ?
- LBC presents: 44th Annual San Francisco Comedy Competition Semi-Finals 9/21 | 1 comment
- 3 Disciples Beer Fest 9/21 | 2 comments
- 929: Emerging Pomo Artists | 1 comment

[Add a to do](#)

# SANTA ROSA



Downtown Santa Rosa wraps itself around the



## THE IDEA:

Out There.  
In The Middle  
of Everything.

## THE MANTRA:

Santa Rosa is the unbeaten path to all that's well known and yet still undiscovered about Northern California. Endless outdoor activities under pristine, sea-to-sky, Northern California sunshine. A handcrafted culture at the leading edge of everything from microbrews to maker fairs. The hub of American cycling, on road and off. A foodie paradise without the pretense. In the heart of wine country, but with an active urban sub-culture. Santa Rosa is a place for those whose cravings for adventure go beyond the conventional.



# SONOMA COUNTY AG+O



## THE IDEA:

It's Our Nature

## THE MANTRA:

Sonoma County Agricultural Preservation and Open Space District, or Ag & Open Space for short, is a team of experts and innovators in preserving land to nurture healthy communities. We work for you, bringing together scientists, environmentalists, farmers, economists, urban planners, community activists and educators to protect our most valuable natural assets.

Because we believe that preserving local farms and open spaces goes far beyond keeping Sonoma County beautiful. It's in the air we breathe. The clean water that refreshes us. The local food that nourishes us. The wildlife, and wild places, that offer us so much joy. **It's not just where we live. It's who we are.**

# TOWN OF WINDSOR



150,000  
SQUARE FEET OF MIXED USE DEVELOPMENT  
APPROVED WITHIN CITY LIMITS

STATE OF THE ART  
**WINDSOR HIGH**  
COMPLETED IN 1995

HIGHEST  
MEDIAN  
HOUSEHOLD  
INCOME  
IN SONOMA  
COUNTY  
\$77,205

50 WINERIES  
WITHIN 5 MILES OF



**THE IDEA:**  
**Founded Now**

**THE MANTRA:**  
Here in the heart of Sonoma County is a small town still finding itself. A young community of people committed to creating an environment for starting something good. People and businesses looking not only for a place to live, but a place to live up to their potential.



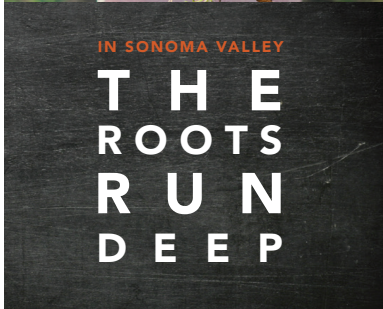
TOP 50  
INCLUDED IN  
THE TOP 50  
SAFEST CITIES  
IN CALIFORNIA

200  
YEAR  
OLD

4.5  
ACRE  
SIZE OF OUR  
TOWN GREEN  
AT THE HEART  
OF DOWNTOWN

BLUE AND VALLEY  
OAK TREES GRACE  
THE TOWN GREEN

# SONOMA VALLEY WINE



IN SONOMA VALLEY  
**THE TIME  
REQUIRED TO  
CRAFT WINE  
IS COUNTED IN  
GENERATIONS.**



## SPICE OF LIFE

Everything that makes Sonoma one of California's, if not the world's, preeminent wine regions comes together in Sonoma Valley. At the county's southeastern most tip, and encompassing four very distinct AVAs — Sonoma Valley, Bennett Valley, Sonoma Mountain and Carneros — Sonoma Valley wines radiate the region's remarkable natural diversity. The vast palette of terrain, soil and microclimate is revealed in wines of nearly limitless depth and complexity. But the wide variety of growing conditions also allow Sonoma Valley winemakers to craft a remarkably diverse range of varietals and styles. Big, bountiful Cabernet Sauvignon from the hillside and benchlands. Pinot Noir and Chardonnay that ripens to delicate perfection in the cooler areas close to the San Francisco Bay. Zinfandel, with vines dated in the triple digits, have been perfected in the lowlands. Everything an oenophile could ask for, in one fascinating region.

114  
WINERIES  
76  
TASTING  
ROOMS  
13,000  
VINYARD  
ACRES

## THE IDEA:

The Roots Run Deep

## THE MANTRA:

Great wine takes time. In Sonoma Valley, that time is counted in generations. In the world-class wines, the inspiring natural environment and the embracing community of caring people, Sonoma Valley is a destination for those who thirst for something a little deeper. Whether you visit in person or enjoy its wines from afar, Sonoma Valley offers an experience you'll always cherish.

# Engagement-Building Promotions

- Santa Rosa Out There Outings
- Sonoma Valley Extended Family



SANTA ROSA PRESENTS  
**THE OUT THERE OUTINGS**  
SHADY OAK SHINDIG  
OCT. 26 1-10

Sat. Oct. 26  
1PM - 10 PM

420 1st Street  
Santa Rosa

**MUSIC**  
Schlee  
Francesco  
Echo  
Michael J.  
O'Connor  
Lenkadu  
Banjo  
Boombox

**ART GARDEN**  
**OUT THERE BEER FLIGHT**  
Photo booth

OUT THERE  
IN THE MIDDLE  
OF  
*Everything*  
OUTTHERESR.COM

SANTA ROSA  
SONOMA COUNTY  
**SR**  
CALIFORNIA



SONOMA VALLEY | VISIT | WINERIES | EVENTS | EXTENDED FAMILY | STORE | BLOG

SONOMA VALLEY WINE

The SONOMA VALLEY  
**EXTENDED FAMILY**  
VALLEY

TOM KAVANAUGH

**WELCOME TO THE FAMILY**  
Consider this your Sonoma Valley Extended Family Virtual Home. The image above is your badge to show that you're an official family member. Below is an ongoing, ever-changing directory of exclusive benefits, special offers and much more. So check back often to see what's new in the Extended Family.

SPECIAL OFFERS INSIDE ACCESS MEMBER EVENTS FIRST DIBS FUN CONTESTS LOCAL INSIGHTS

**EXTENDED FAMILY OFFERS**  
Family-Member-Only offers from Sonoma Valley wineries and other merchants. [CLICK FOR ALL OFFERS](#)

**THE FAMILY ROOM**  
News, announcements and insights from the Sonoma Valley Extended Family. [CLICK TO SEE ALL](#)

**LOCAL'S CORNER**  
Tips and insider information from Sonoma Valley neighbors and businesses. [CLICK TO SEE ALL](#)

**SUMMER FAMILY GATHERING RECAP!**  
A TRANSCENDENT EVENING WAS HAD!

**NEW MEMBER WELCOME CONTEST**  
AND THE WINNER IS...

**THE LAND REMEMBERS**  
By John Macleod  
of Macleod Family Vineyard / Indian Springs Ranch

**PIZZA + PINOT**  
By Lori McGovern  
of Sonoma Valley Vintners & Growers

**WELCOME TO THE EXTENDED FAMILY**  
Yes, there are benefits to having

**TAKE THE POLL: TELL US YOUR FAVORITE SONOMA VALLEY VARIETAL**

**THE VISIT: PART 2**  
By David Wells

**THE VISIT: PART 1**  
By David Wells

**Thank You**