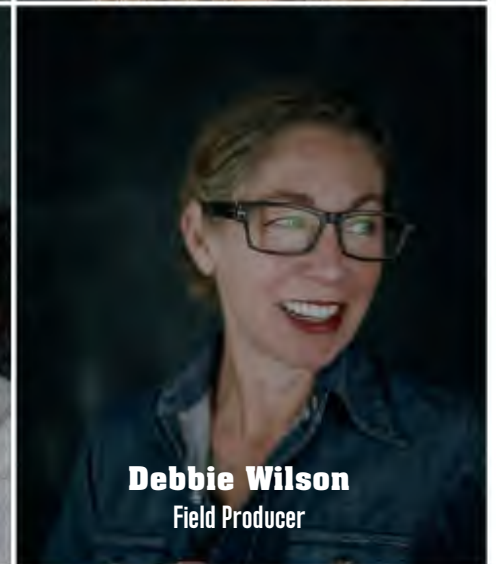
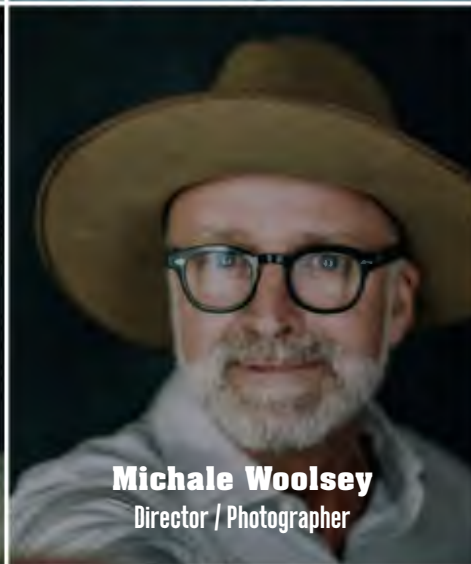
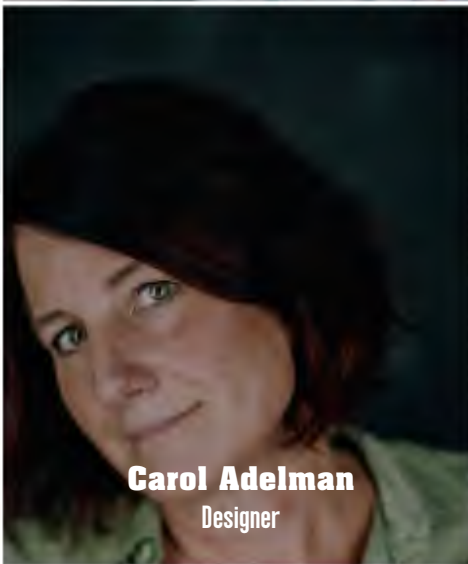
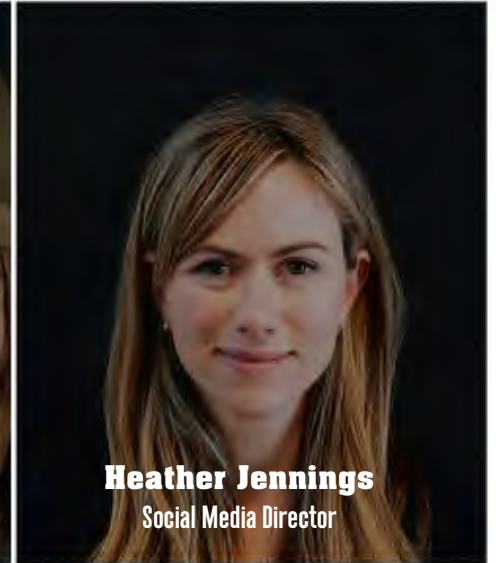
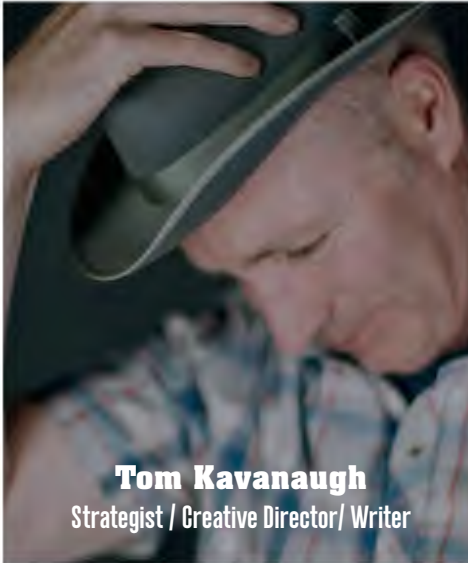


THE IDEA  COOPERATIVE



NOVEMBER 19, 2019

Cooperators



Phase 1 – Review & Audit

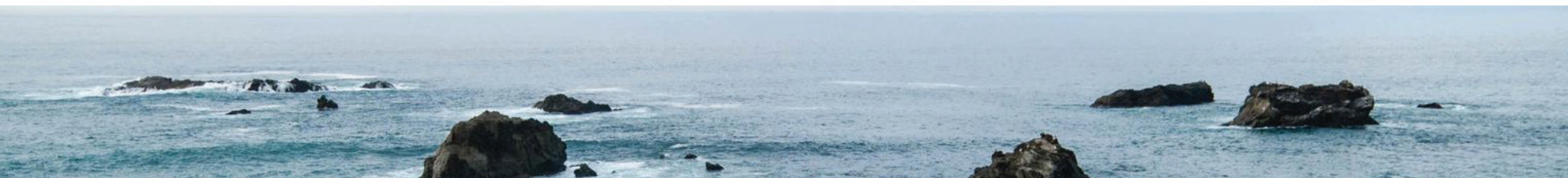
Communications Audit

Location Visit

Messaging Workshop

Current Campaign Maintenance

> Strategic & Creative Recommendations



Phase 2 - Strategic Positioning Concept

Brand Truths

- Rational Reasons To Buy

Target Insights

- Emotional Reasons To Believe

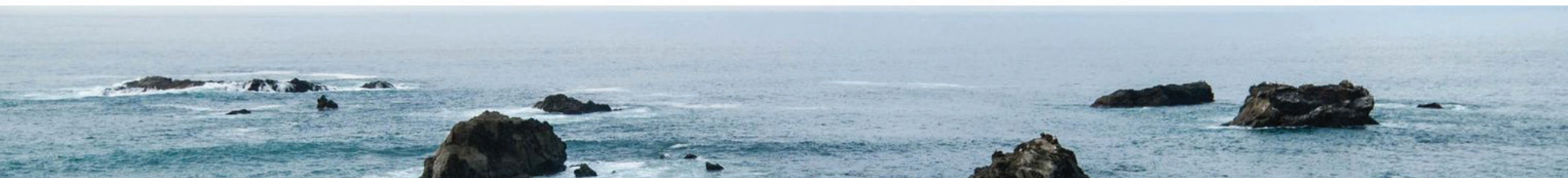
Positioning Concept & Theme

Brand Mantra

Tone of Voice

Current Campaign Maintenance

- > Creative Execution



Phase 3 – Analytics & Integrated Marketing Strategy

Integrated Marketing Objectives

Social Media Planning

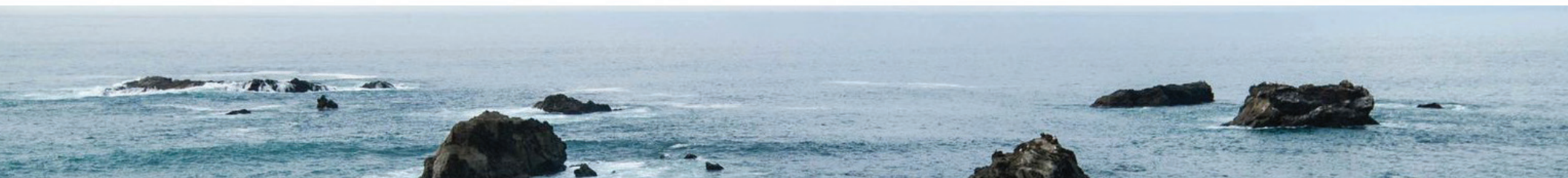
Paid Media Planning

Define Initial Deliverables

Integrated Marketing Strategy

Current Campaign Maintenance

> Creative Execution



Phase 4 – Creative Concept Development

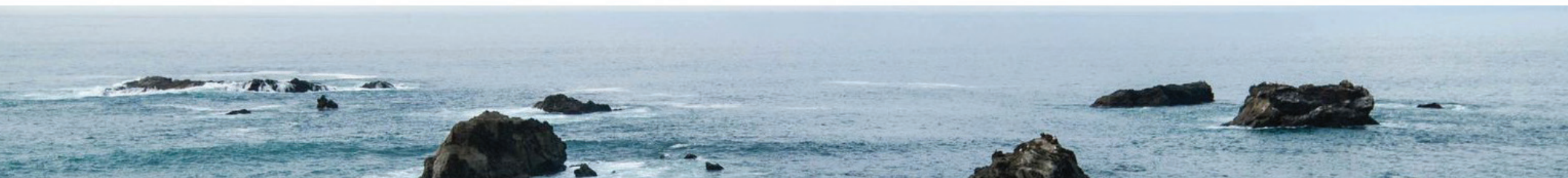
Evolve the current creative direction for Fort Bragg

Two creative concepts, shown as rough layouts

Once approved, provides creative foundation for all materials

Current Campaign Maintenance

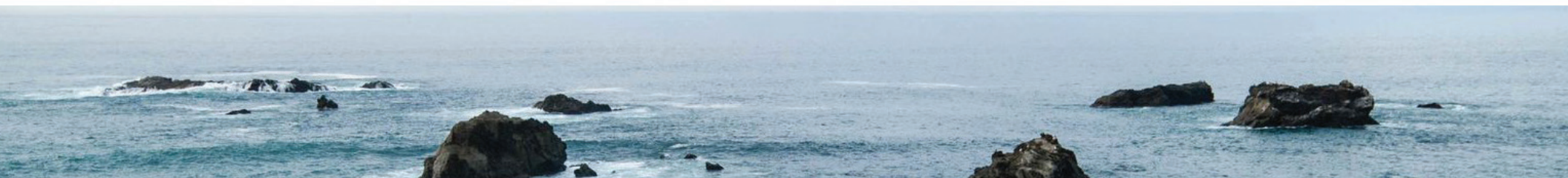
> Creative Execution



Phase 5 - Creative Execution & Production

Execution - Final copy, designs and imagery for all elements

Production - Prepare for, and deliver to, media or printer



Ongoing: Social Media Execution & Metrics

Content Calendar

Concepts

Execution

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.




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 Museum of Art
- 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 and...



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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 CanaCraft [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 Fogbeet [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

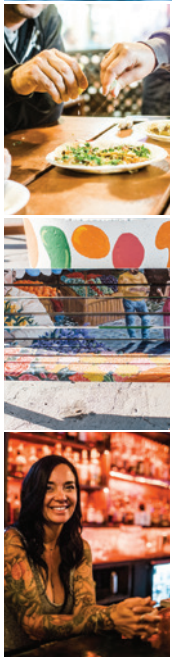


THE IDEA:

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.**

SONOMA COUNTY EDB

SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD

SONOMA COUNTY CONNECTIONS

WORK LIVING ACTIVITIES CULTURE

IDEAL GROWING CONDITIONS

Just Add Water

Country With a City Side

cost of living — a quick comparison

THE SONOMA COUNTY DEPARTMENT OF

FINDING SHORT CUTS

YOUR BUSINESS PARTNER

Some county services repair roads. Some help keep you safe. But the Sonoma County Economic Development Board is here to help make your business successful. Like the business development department you didn't know you had, the Sonoma County EDB is your free resource for the knowledge and expertise to start and grow businesses here in Sonoma County.

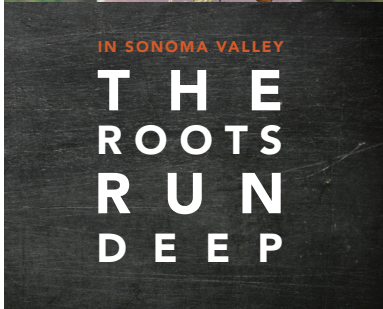
SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD

THE IDEA: Your Biz Dev Team

THE MANTRA:

In case you haven't heard, there are people here in Sonoma County whose only job is to help your businesses succeed. The Sonoma County Economic Development Team brings together the knowledge, resources, services, connections, information and inspiration to move your business forward. And best of all, they work for you. Well, okay, they work for everyone in Sonoma County. But that's a good thing, too. Because your business development team has done their homework. They've helped hundreds of local businesses succeed, so they know what it takes to get things done around here. And yet, they look at your industry, and your company, individually, then assemble the range of services you need most. So now you know. Your Biz Dev Team is here, working to be an invaluable partner in the success of your business, and a driving force in promoting a healthy local economy and community here in Sonoma County.

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
VINETARD
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.