



MORRISTOWN

WASHINGTON'S WALK • DOWNTOWN MARKETING PROGRAM

6.23.10

 V1. **VITADIGI**

 V2. **DOWNTOWN STRATEGY**

 V3. **COMMUNITY WEBSITE**

 V4. **GAMEPLAN**

V1. VITADIGI • STRATEGY



V1. VITADIGI • PRECEDENTS

1. GATEWAY
LONG BRANCH



2. SEAPORT VILLAGE
BELMAR



3. HAMILTON SQUARE
JERSEY CITY



4. FOREST HILLS
THE SHOPS AT ATLAS PARK

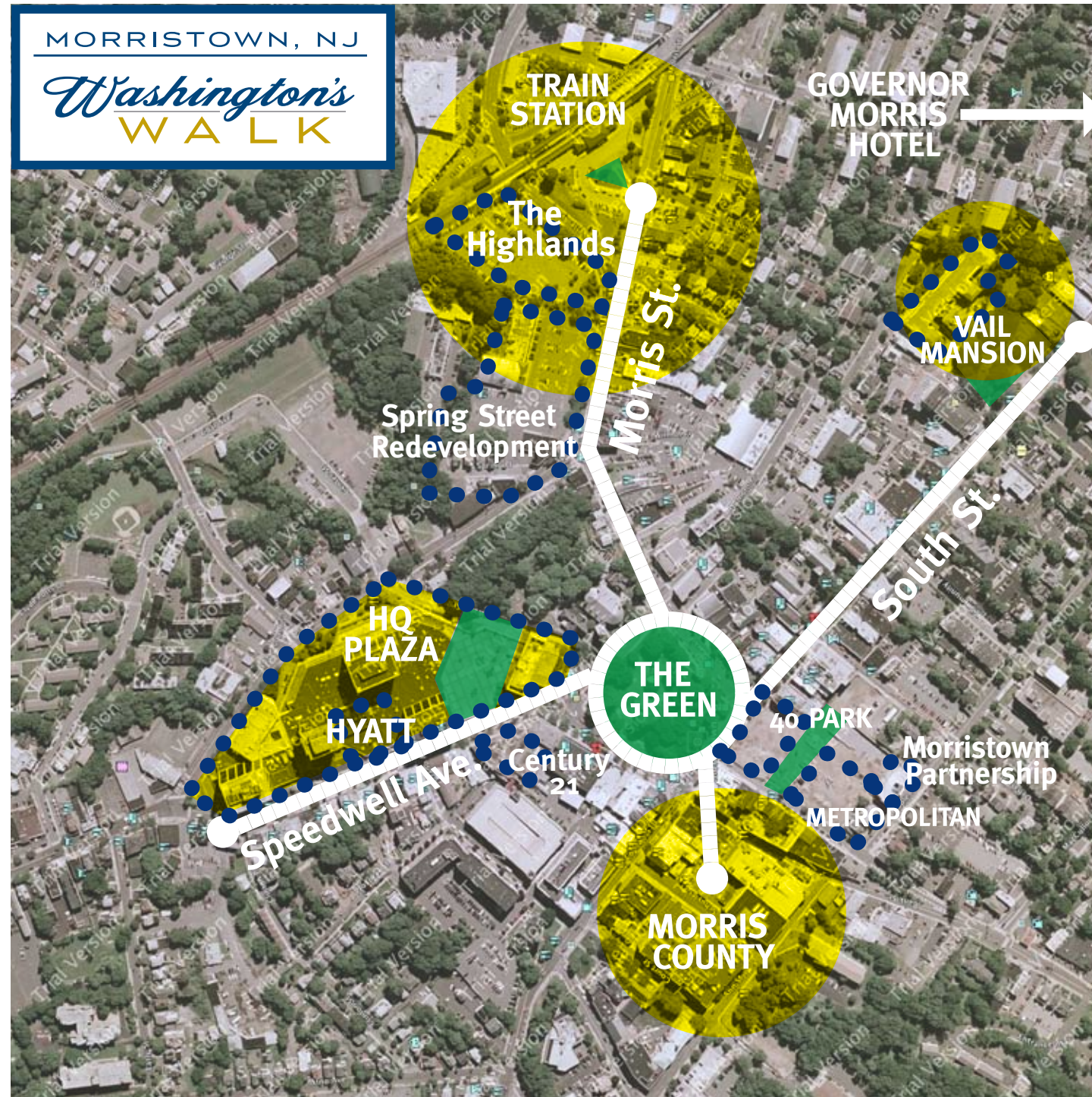


V2. DOWNTOWN STRATEGY • BRANDING

MORRISTOWN, NJ

Washington's
W A L K

V2. DOWNTOWN STRATEGY • THE "WALK"



V1. DOWNTOWN STRATEGY · MERCHANDISING



V3.

COMMUNITY WEBSITE · HOME PAGE

ANCHORS Neighbors Vendors Promoter Register/Login Sponsor Register/Login Home

SUPERPOWERED BY VITADIGI
Washington's WALK Morrystown, NJ SMALL ONLINE RETAIL

What's Happening Around Morrystown?

Hyatt Morrystown |
Billabong Bikini Extravaganza Poolside
Saturday, September 4th

Spring Street Plaza |
Revolutionary Troop Muster & Festival
Sunday, September 5th

Westin Governor Morris |
Copeland's Anniversary Benefit for Wounded Soldiers
Saturday, September 11th

Headquarters Plaza |
The Verizon Wireless Corporate Classic 5k
Thursday, July 15th

EVENTS AROUND TOWN

Century 21
48 Hour Shopathon
This Friday 6:00 - Sunday 6:00

40 Park
Win a free 3D TV
Register Now

The Office
Frozen Cappuccino Sample
White Supplies Last

Interfaith Food Pantry
Lend a hand
Sign up this Sunday

The Sushi Lounge
DJ Price
Saturday Night

Così
New Grill Fried Salmon Salad
\$6.99 lunch special

Jos A. Bank
Buy 2 suits get 3rd free
Today only

See more events >>

How Do You Feel?

Hungry?
Find what's hot in culinary Morrystown.
Read >>

Sleepy?
Insider tips for the weary traveller
Read >>

Thirsty?
Our guide to Motown's cool sophisticated lounge scene.
Read >>

Bored?
We've got plenty to do.
Read >>

Pumped?
Want to amp it up? We understand...
Read More >>

Stressed?
Let us cure what ails you
Read More >>

Romantic?
Already with the one you love? Follow our lead...
Read More >>

Excited?
Learn how you can fit in
Read More >>

Friends

Nicky Lucy Richard Philip Scott
Jeff Chaitanya Shannon Dustin Fred

Connect

Related Tweets

Twitter: Love Morrystown! Had a great dinner at Copeland last night...
Read 2 hours ago from user: [User Name]

Twitter: [User Name] really enjoy your blog & love seeing you with friends, have you tried the...
Read 2 hours ago from user: [User Name]

Twitter: [User Name] for [User Name] birthday...
Read 2 hours ago from user: [User Name]

Twitter: [User Name] just received my Morrystown [User Name]...
Read 2 hours ago from user: [User Name]

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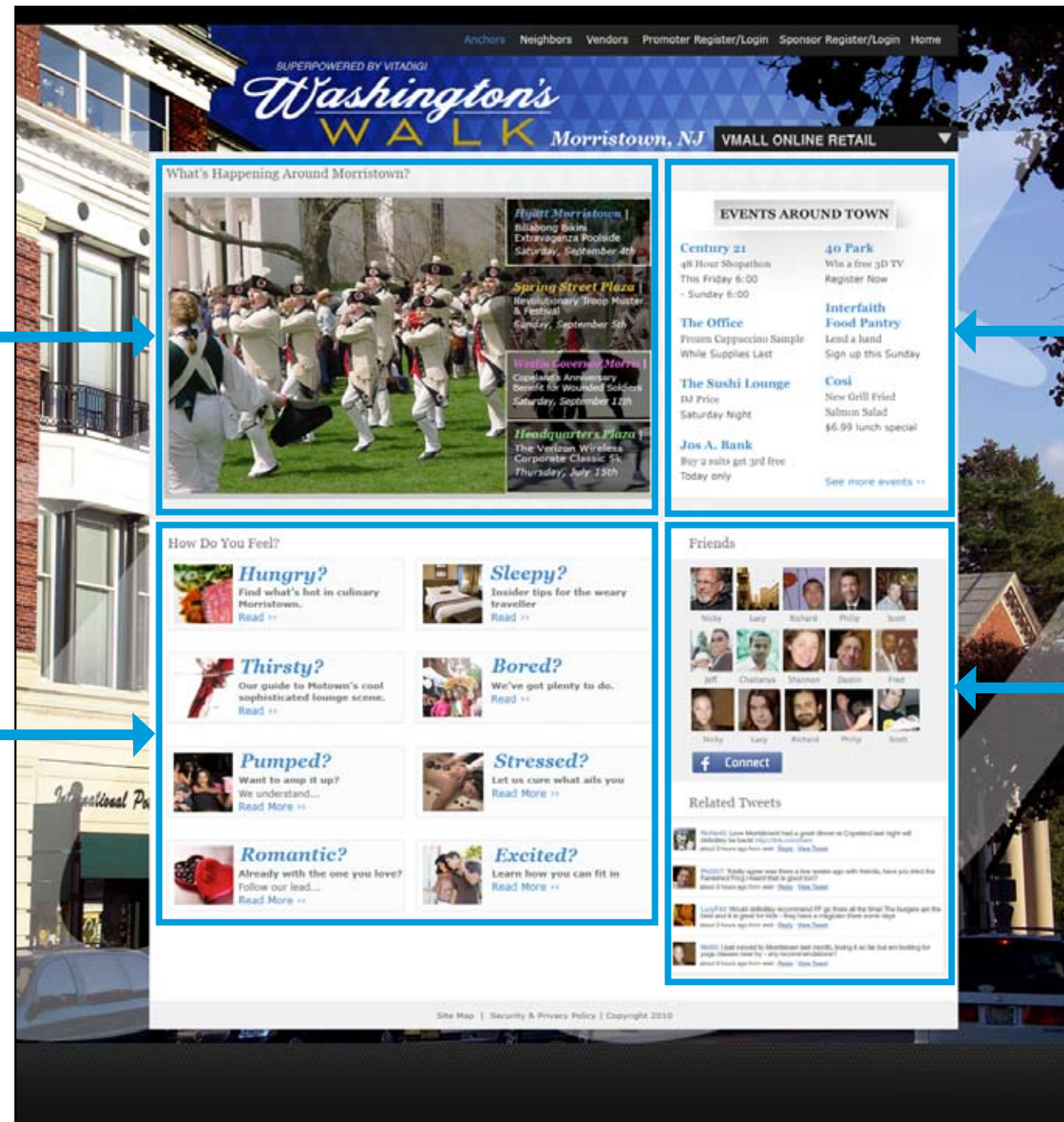
V3. COMMUNITY WEBSITE • HOME PAGE

MEDIA SCREEN
ANCHOR

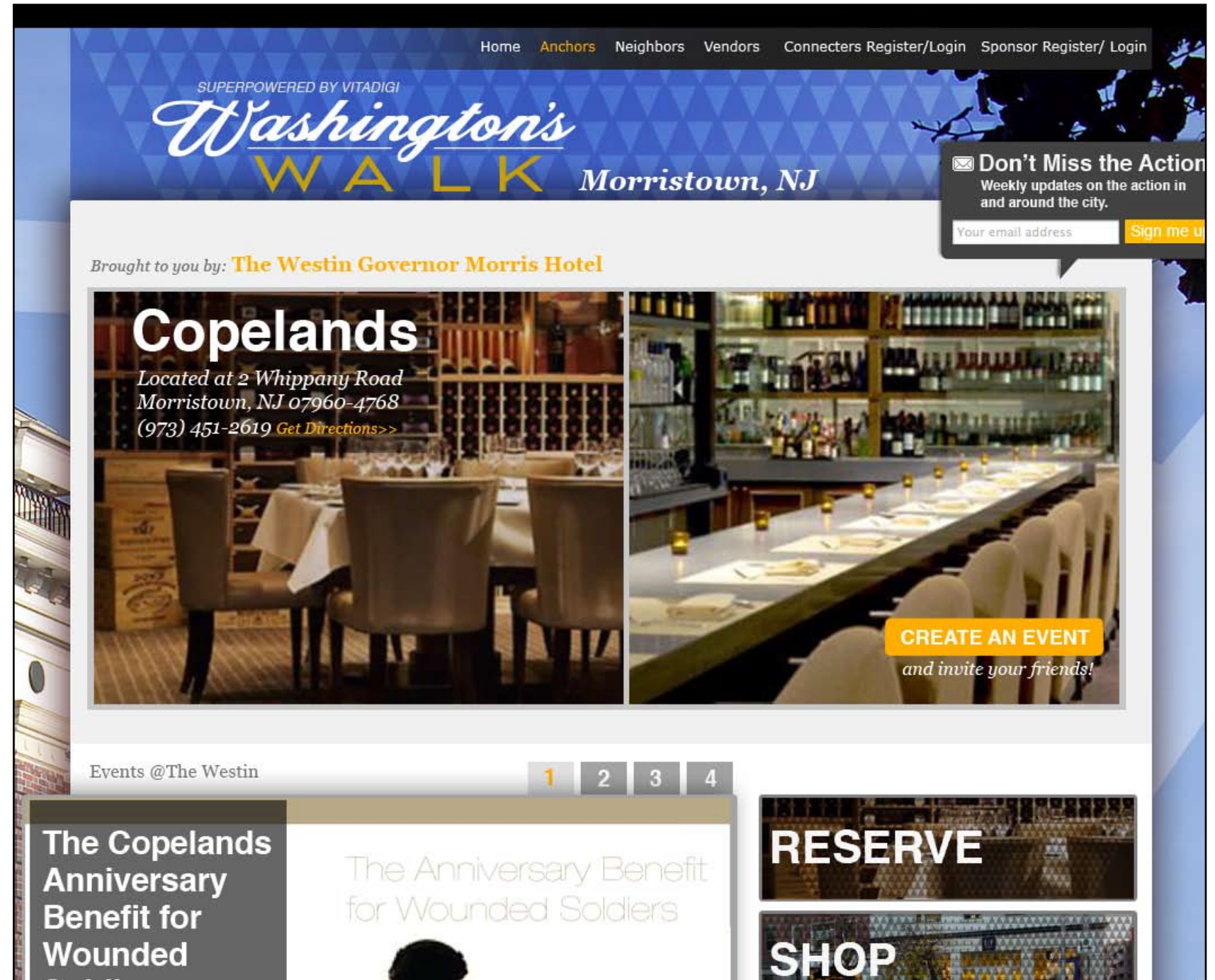
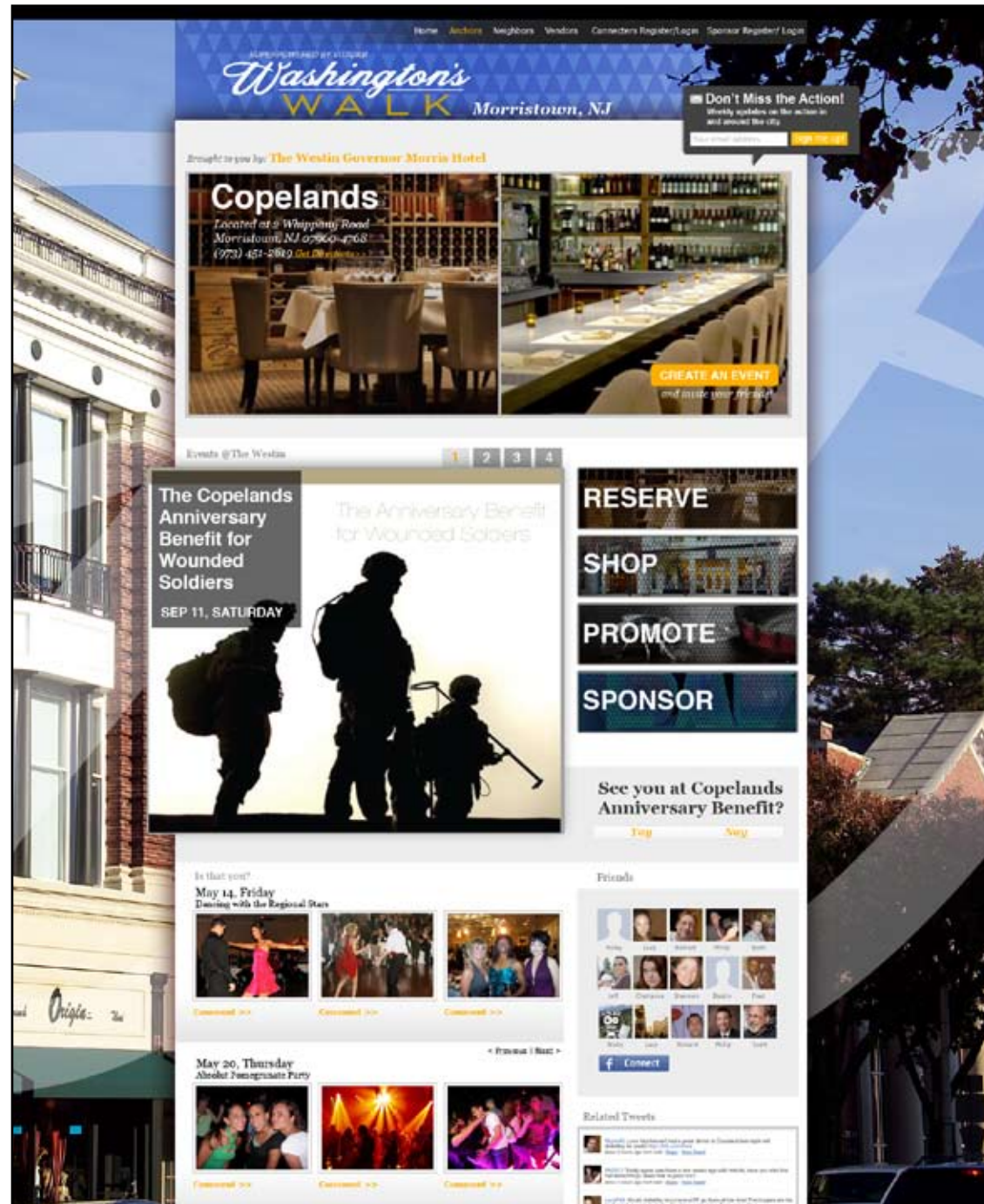
LIFESTYLE BLOG
ANCHOR
NEIGHBORHOOD

CALENDAR OF EVENTS
ANCHOR
NEIGHBORHOOD
VENDOR

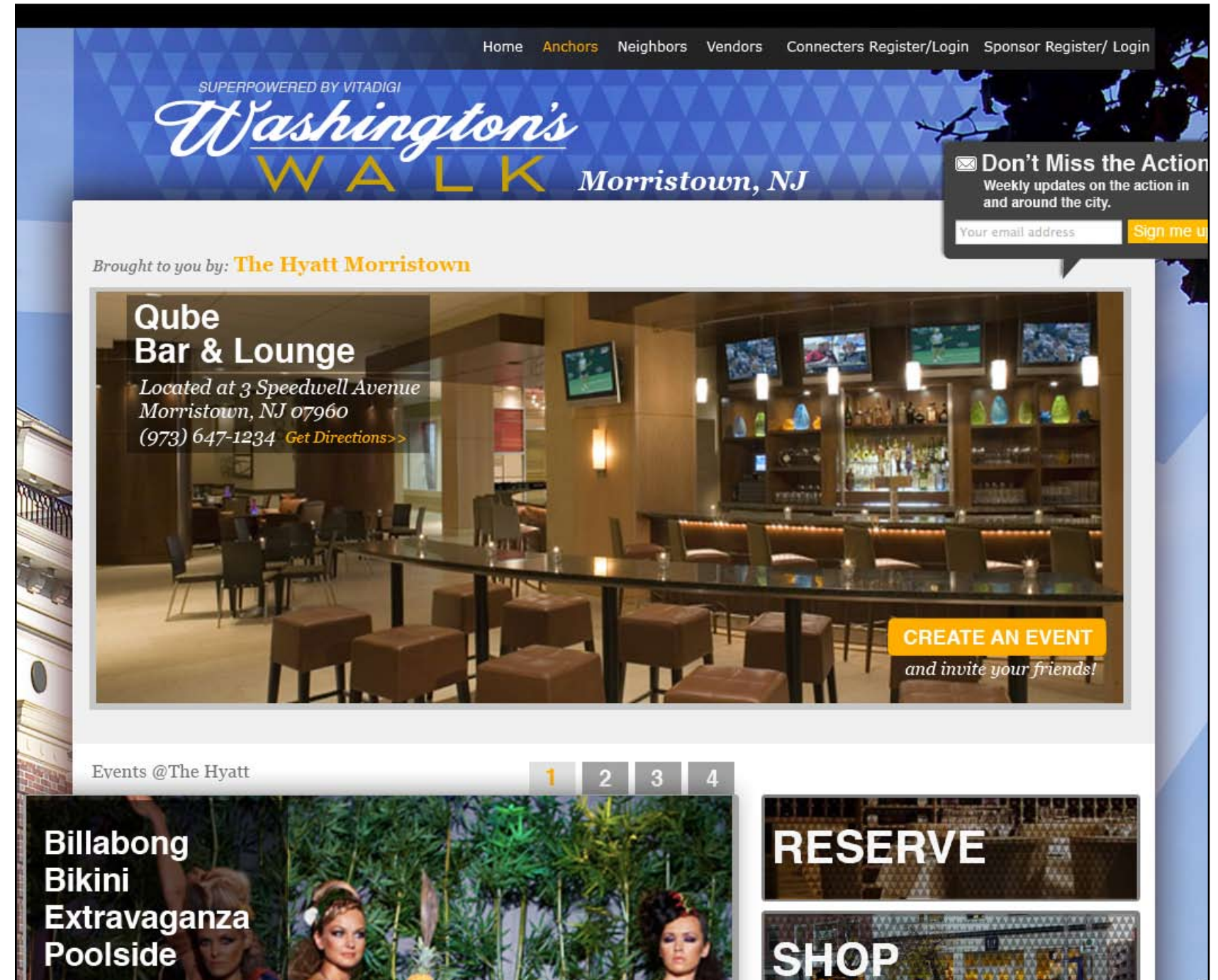
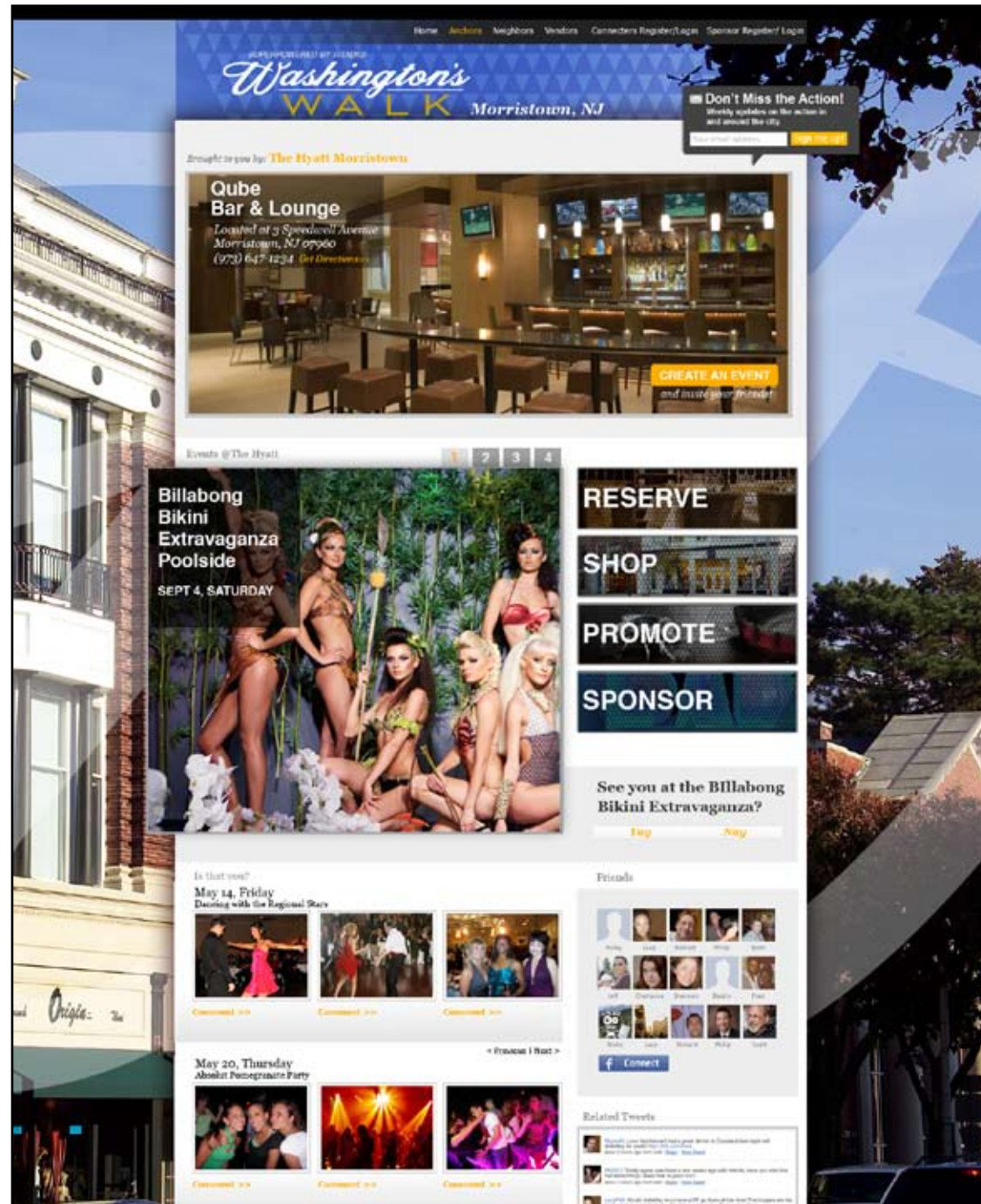
SOCIAL MEDIA



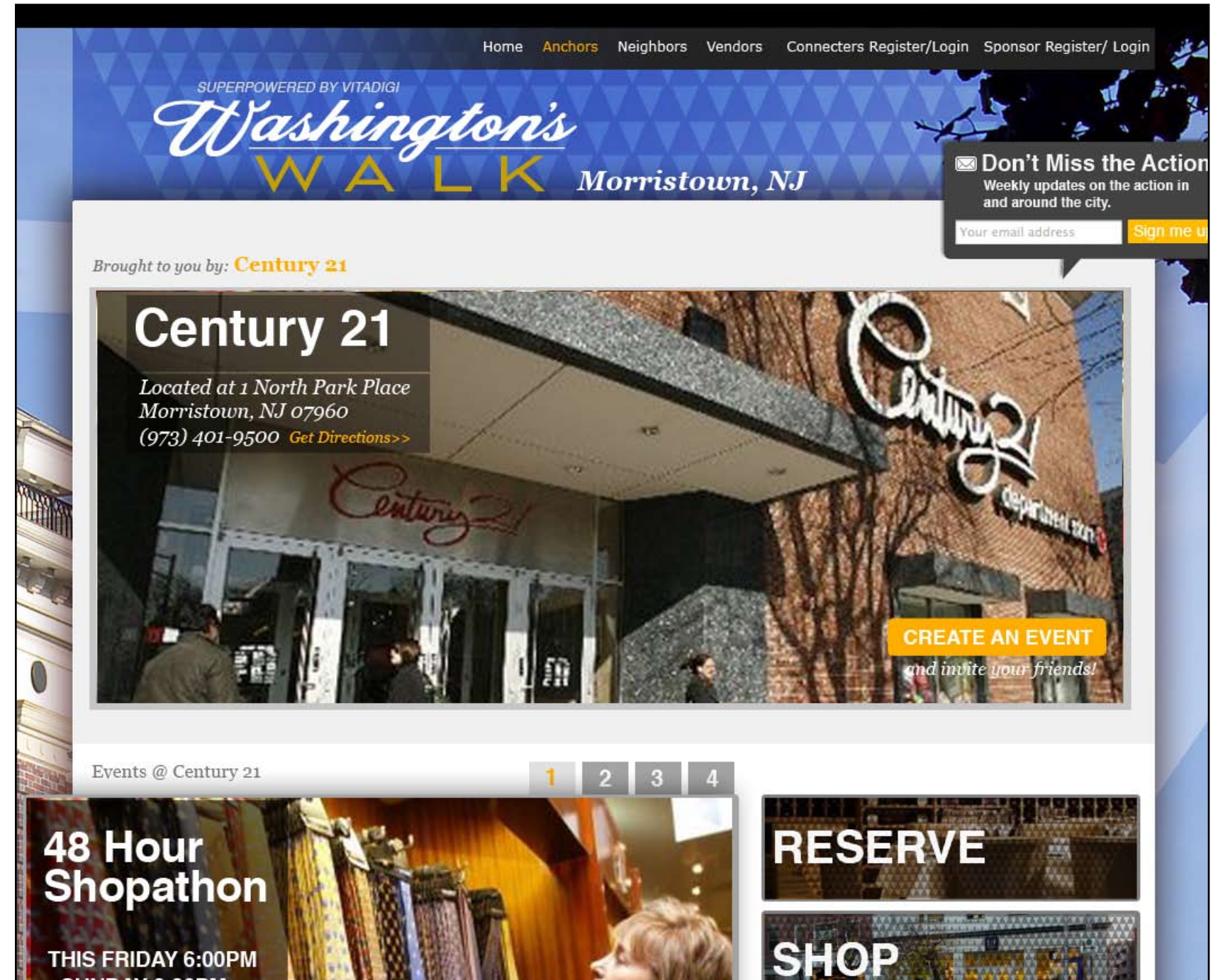
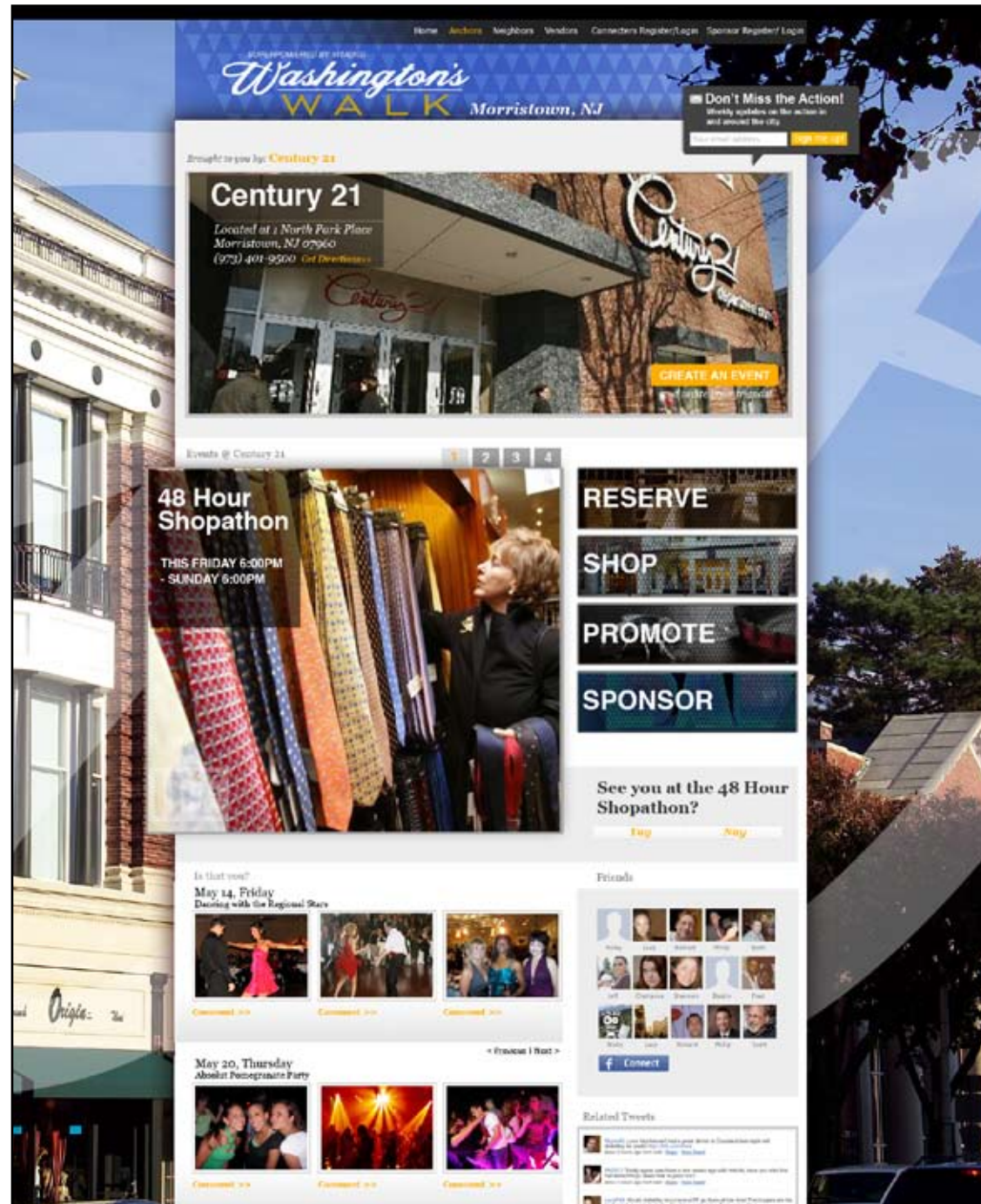
V3. COMMUNITY WEBSITE • PARTNER PAGES



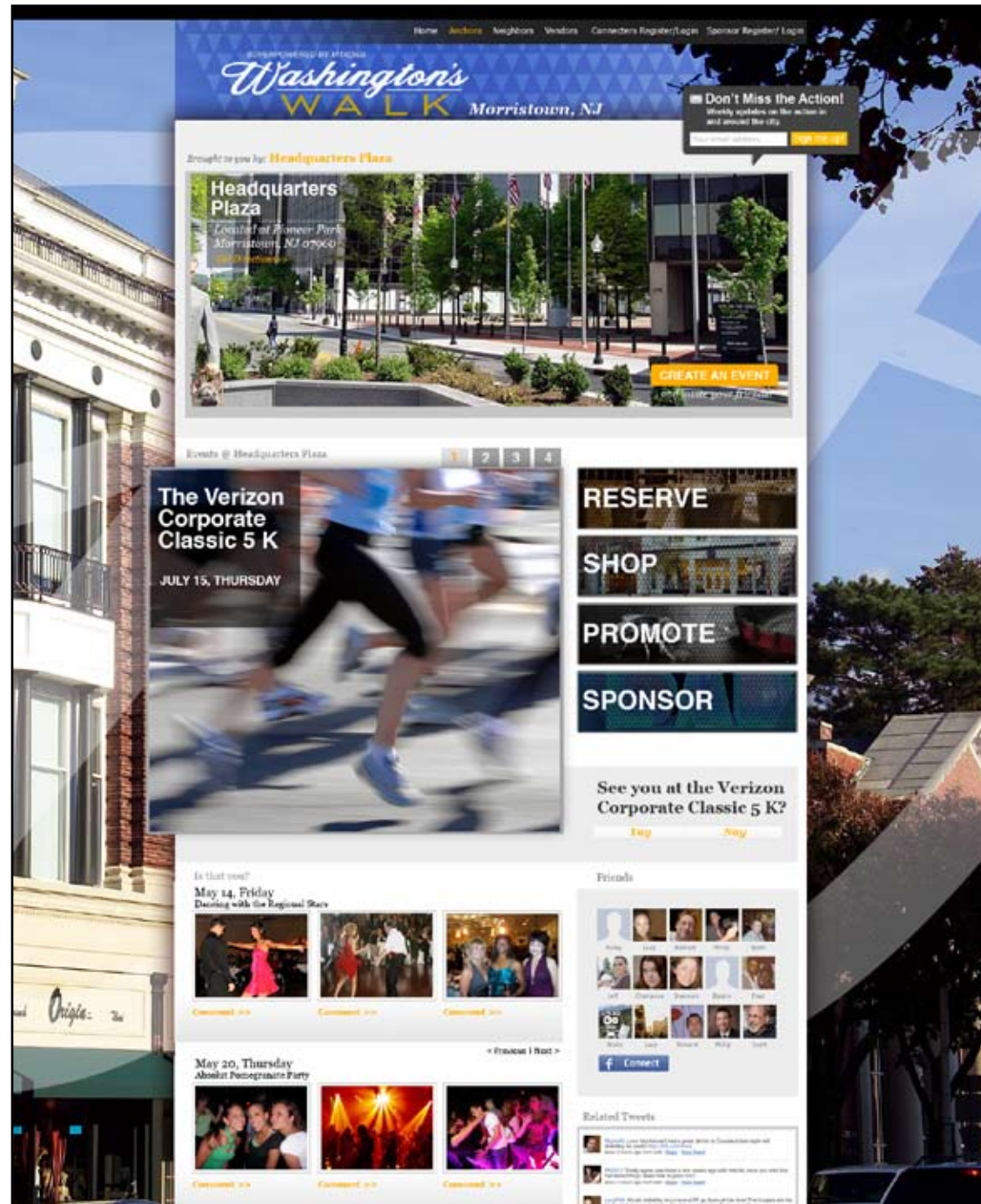
V3. COMMUNITY WEBSITE • PARTNER PAGES



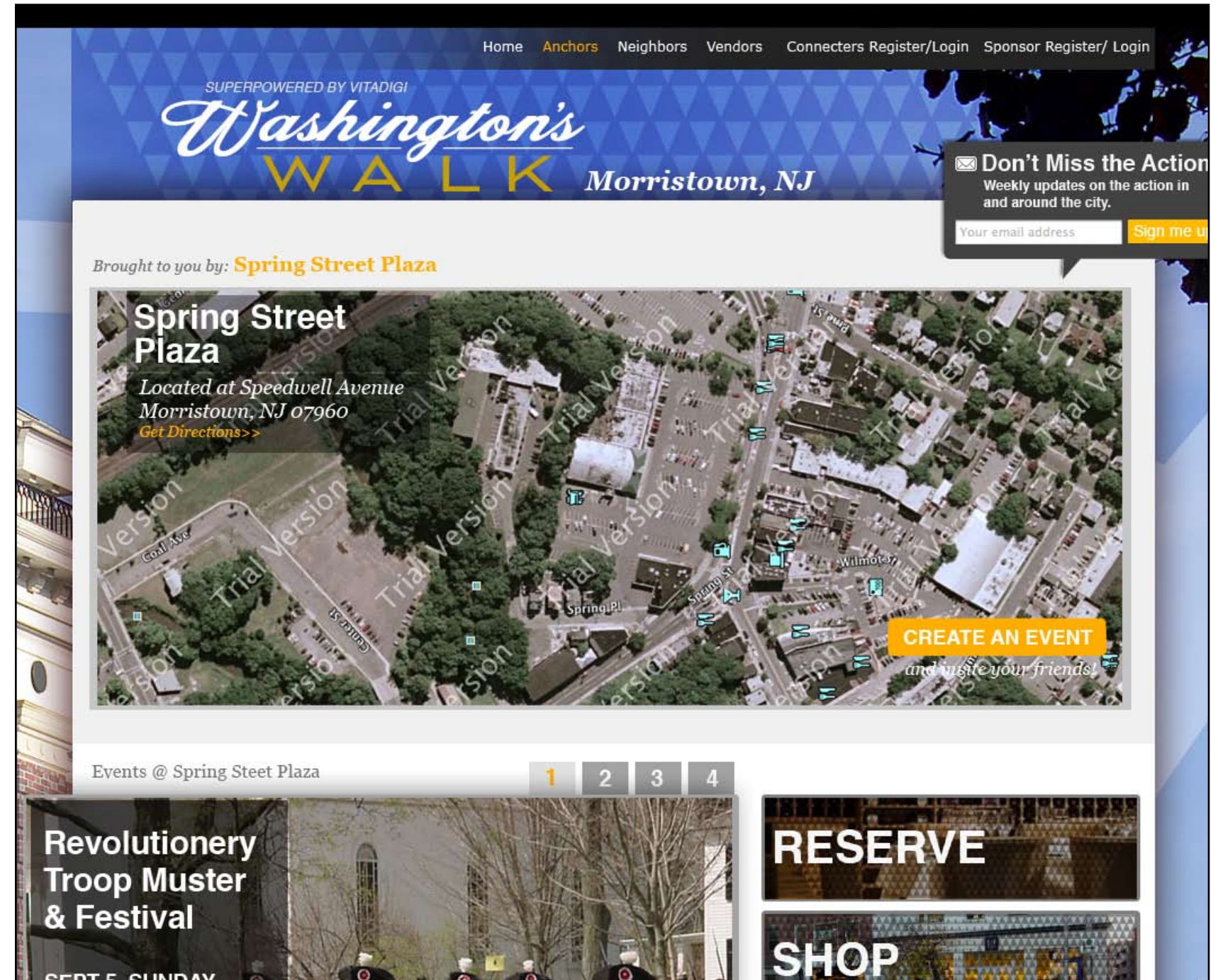
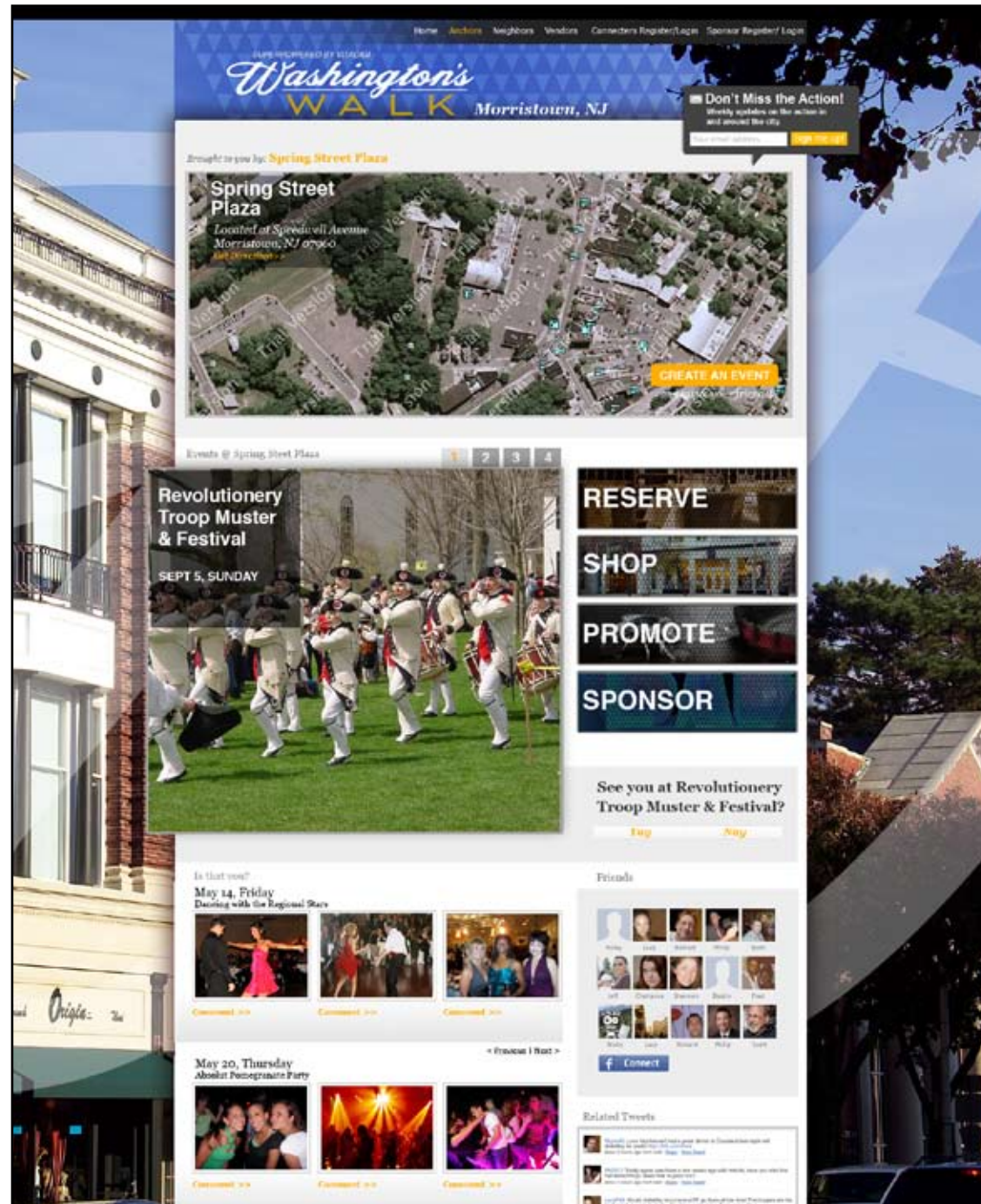
V3. COMMUNITY WEBSITE • PARTNER PAGES



V3. COMMUNITY WEBSITE • PARTNER PAGES



V3. COMMUNITY WEBSITE • PARTNER PAGES



V4. GAME PLAN • DELIVERABLES

1. ANCHOR PARTNER:

- Venue Web Page – profile
- Drop-down menu navigation
- 1 blog per week
- Event/activity calendar “highlight” listings
- 1 promotion per week including digital flyer, Daily social media blasts/campaign Facebook, Twitter, Foursqaure
- event strategy
- Online Mall
- Paid search
- Secure web login
- Weekly web analytics summary

2. NEIGHBOR PARTNER:

- Venue Web Page – profile
- Drop-down menu navigation
- 1 sponsored blog per week +
- Event/activity calendar “highlight” listings
- Local news feed
- Daily social media blasts(excludes content)
- Online Mall
- Event calendar
- Secure web login
- Monthly web analytics summary

3. VENDOR PARTNER:

- Web site link
- Event Listings
- Map Listing with links to their website
- Online Mall
- Monthly web analytics summary

V4. GAME PLAN • COST & TIMELINE

1. ANCHOR PARTNER:

- 5 anchor partners
- \$1750 month
- 1 month set up
- 12 month contract

2. NEIGHBOR PARTNER:

- 10 neighborhood partners
- \$ 750 month
- 1 month set up
- 12 month contract

3. Vendor Partner:

- 20 vendor partners
- \$ 250 month
- 1 week set-up
- 6 month contract