



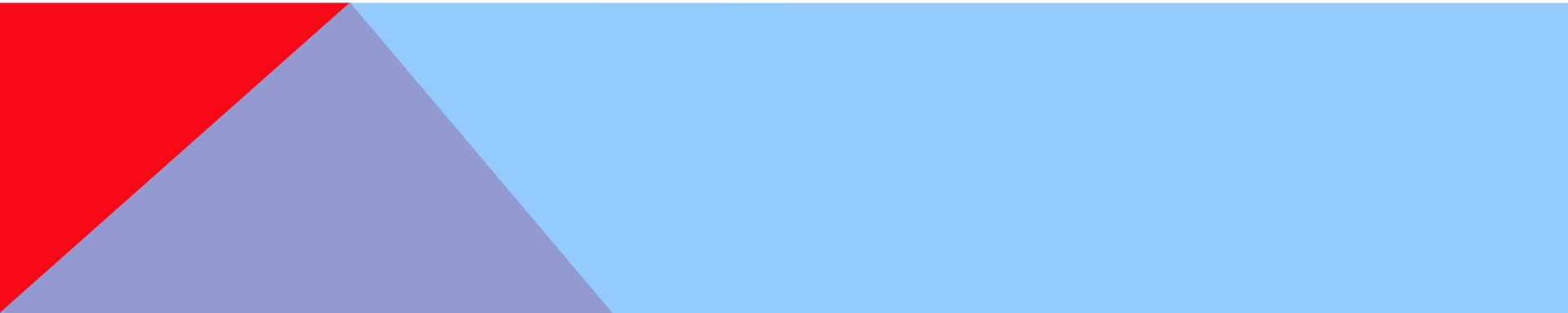
CivicLab

Campaign Proposal

Type A Advertising, Inc.

EXECUTIVE SUMMARY

Co-working spaces are becoming more and more prevalent across the city of Chicago. This prevalence draws an increased need to distinguish oneself from competitors. Through this explanation, we will show how Civic Lab is a unique entity, capable of creating a narrative and a dialogue with its community. In doing this, Civic Lab will be able to attract new clients, new ideas, and new revenue to thrive in a challenging professional environment.



SITUATION ANALYSIS

- CivicLab has existed less than 18 months
- Initial business success relied on having an anchor business attached to CivicLab
- Past marketing relied on personal contacts, word of mouth, and tactile materials (paper, flyers, etc.)
- Future plans must take advantage of enterprising new business to account for the outgrowing of CivicLab's space



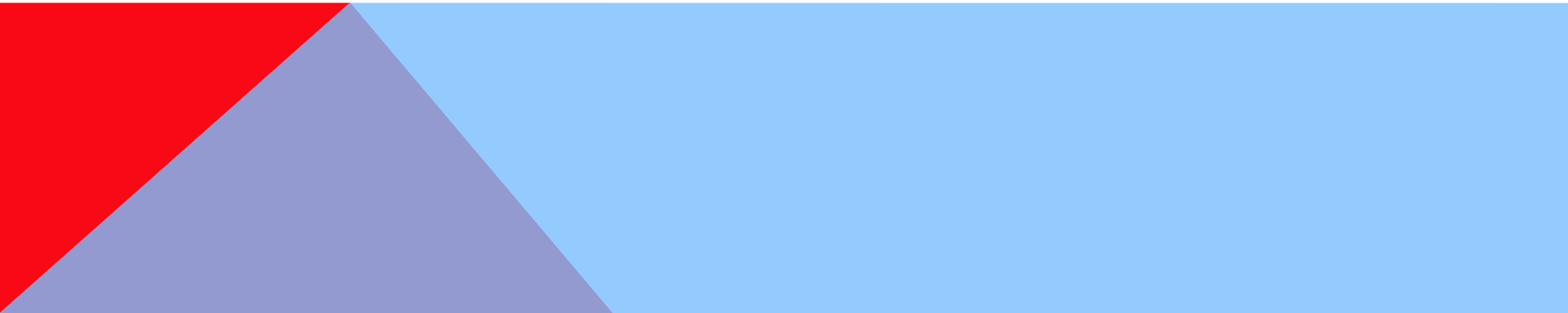
CivicLab

SITUATION ANALYSIS

	Positive	Negative
Internal Factors	<p><u>Strengths</u></p> <ul style="list-style-type: none">•Appeals to all interests•Costs less than competitors•Tom's networking connections•Wide variety of workshops	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">•Lack of professional feel to the space•Weak social media presence•Lacking in technology and equipment•Lack of awareness
External Factors	<p><u>Opportunities</u></p> <ul style="list-style-type: none">•Focus on networking and togetherness•Utilize social media to interact with clients•Central/populated location	<p><u>Threats</u></p> <ul style="list-style-type: none">•Competitors have more of a professional feel to their spaces•Competitors have more technology and equipment available

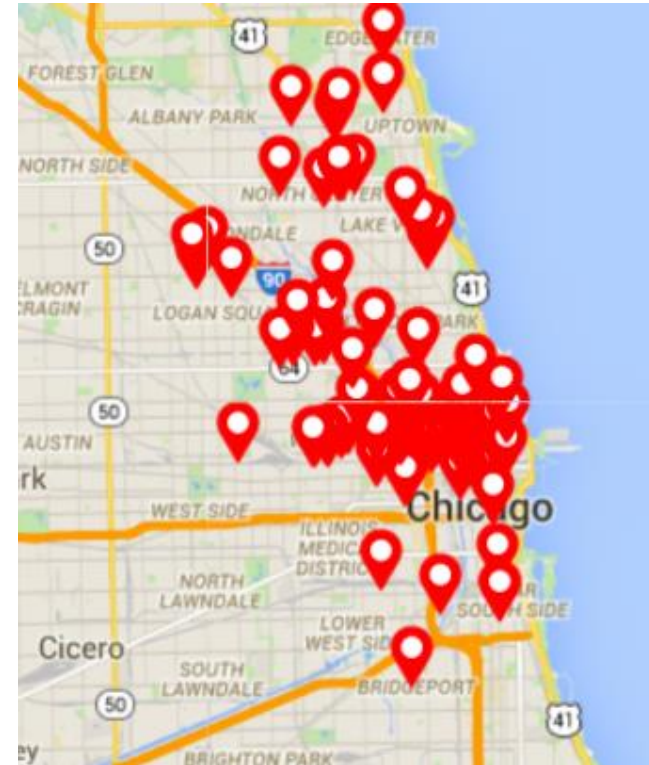
SITUATION ANALYSIS CONT.

- Many of the co-working spaces throughout Chicago do not situate themselves as “networking” spaces, but CivicLab does
- CivicLab encourages networking and collaboration but also gives the opportunities for members to work independently (i.e., “head-down” working)



MARKET ANALYSIS

- “Co-working spaces are the front lines of Chicago’s new economy” – *Chicago Tribune*
- 100+ shared workspaces throughout Chicago
- Daily space rental prices range from \$15 - \$1,000
- Monthly space rental prices range from \$50 - \$2,050



Desktime, 2014

COMPETITORS

ONWARD COWORKING – Morgan St. & Washington Blvd.

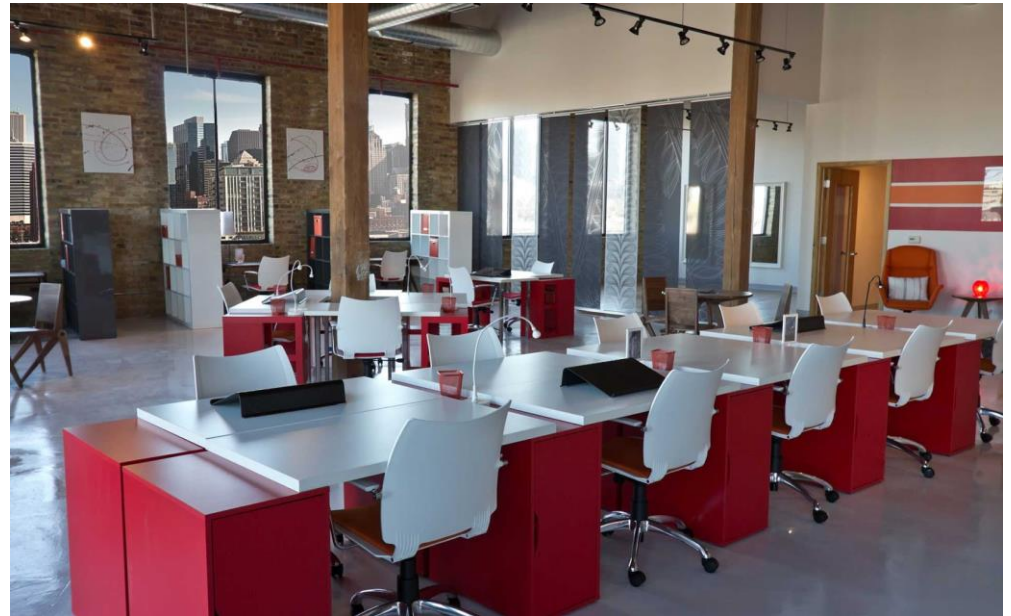
- Open 24/7 for members
- Accommodates independent West Loop professionals
- Does not offer daily membership rates
- “...networking isn’t the point at Onward, but it is a perk...”
- Rates: \$250/month for open desk, \$395/month for reserved desk & storage area, \$795/month for private office



COMPETITORS CONT.

ENERSPACE – 1046 W. Kinzie St. Suite 300

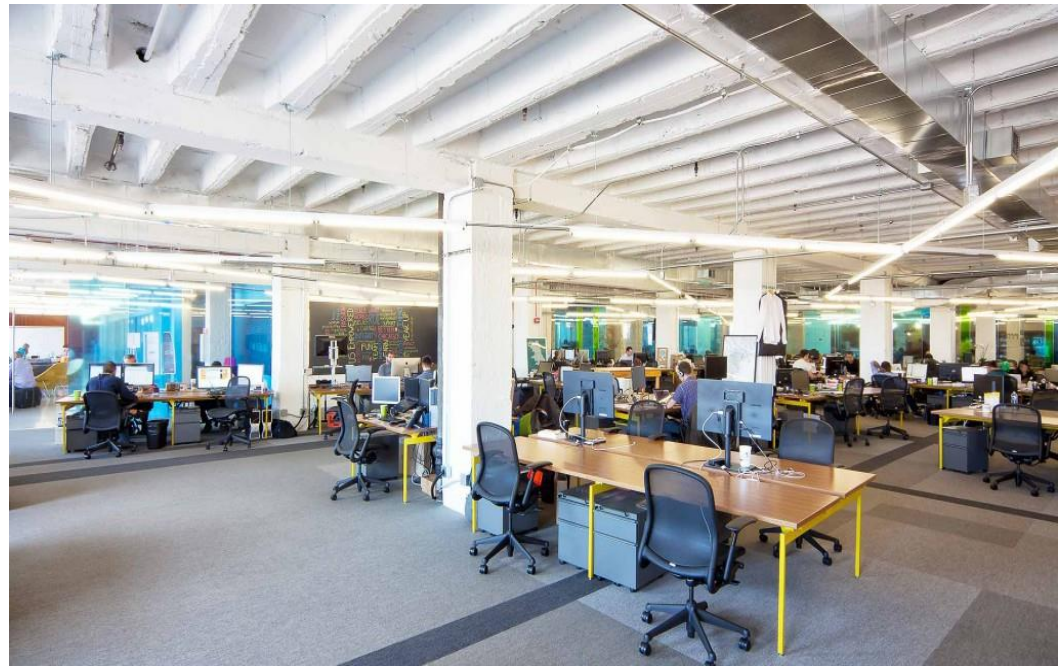
- Open 24/7 for members
- Attracts entrepreneurs, small business owners and freelancers
- Business workshops
- Monthly member networking events
- Rates: \$20/day, \$300/month, \$300/month for reserved desk, \$390/month for private office, \$49/month for virtual office



COMPETITORS CONT.

1871 – 222 W. Merchandise Mart Plaza 12th Floor

- Accepts applications on a rolling basis
- Attracts designers, coders and entrepreneurs
- Members have access to hundreds of classes, seminars, lectures and programs
- Rates: \$425/month for reserved membership, \$300/month for shared membership, \$150/month for night/weekend membership



GOAL & OBJECTIVE

- Our goal is to increase awareness of CivicLab.
- Our objective is to increase the number of contractual clients and workshop/class attendees by 10% in the next 6 months.



TARGET AUDIENCE

- Ages 18-45
- Males and females
- Reside in the West Loop
- Wish to be more active in their community



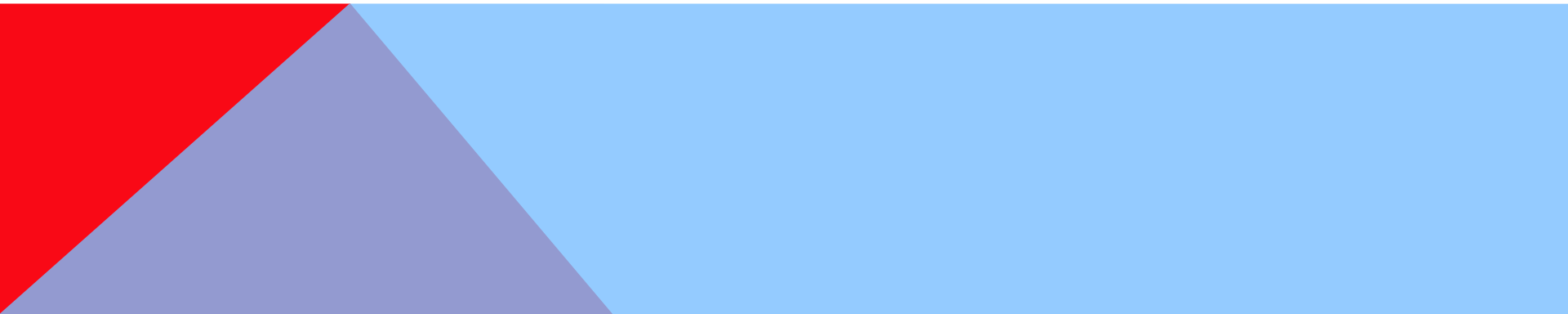
WHY?

- These are the people that are in close range to CivicLab
- These are the people that are involved in their community
- Therefore, this is the most beneficial group right now to CivicLab

City-data.com, 2014

BRAND POSITION

- **CivicLab features a wide-range of co-working opportunities, ranging from personal desk spaces to interactive group workshops**
 - CivicLab hosts a variety of interests rather than one specific industry focus
- **CivicLab's competitive advantage is that it encourages interaction between co-workers**
 - CivicLab takes advantage of the networking opportunities via its co-working space
- **Consumers must have the frame-of-mind that “your world is malleable”**



BRAND POSITIONING STATEMENT

To West Loop residents, CivicLab is the brand of co-working spaces that focuses on networking opportunities because it encourages members to connect and interact with fellow co-workers. The brand character is someone who believes their world is malleable.

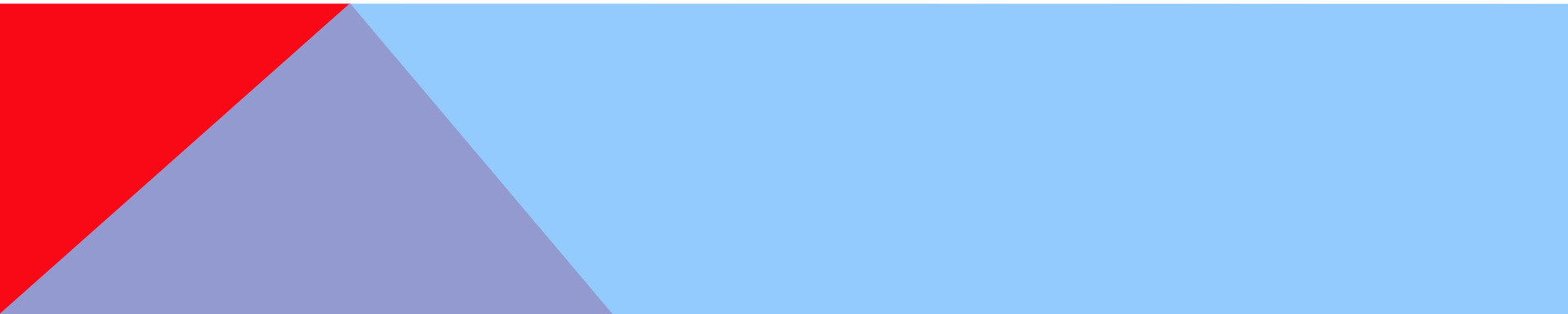


MESSAGE STRATEGY

- To increase the number of clients, we plan to execute a “Networking Night” once a month hosted at CivicLab by CivicLab.
 - This will bring people into the co-working space allowing CivicLab to present its features and benefits to create potential new clients.
- Neighborhood celebrity should guest speak to increase desire to attend event
 - For the first event, a panel will be arranged from the Guzzardi campaign winners. Former co-working clients worked on this campaign, allowing the networking night to connect back to CivicLab
- 7-9pm on a Thursday
 - After business hours, and during the week to avoid weekend plans
- 50-200 people coming and going
 - All past clients are invited and are encouraged to bring a guest
 - Everybody is welcome
- Food and drink should be provided



MEDIA STRATEGY



CALENDAR FOR COMPLETION AND IMPLEMENTATION

December 1	Start discussing and recruiting panel from the <u>Guzzardi</u> campaign winners to guest speak at the networking night.
December 15	Secure panel members. Start creating the advertisement with the names of the panel, the date, time, place, and who is invited.
December 19	Advertisement should be completed. Start distributing advertisements on community boards throughout the West Loop. Start posting the advertisement on all social media pages. Email invites to past and current <u>CivicLab</u> clients.
December 22	All advertisements should be posted. Continue to encourage West Loop residents to stop by for the Networking Night.
January 19	Start preparing the space for the Networking Night. Purchase all food and supplies for the Networking Night.
January 22	Networking Night

CONCLUSION

Once the “Networking Night” is successful in bringing in potential new clients, CivicLab must retain new clients by utilizing social media:

- **Tell your story**
 - This will encourage clients to tell their success stories with CivicLab
- **Post pictures of events**
 - This will encourage clients to post pictures of the events as well creating a conversation about CivicLab on the internet
- **Feature spotlight stories of clients, campaigns, etc.**
 - This showcases the benefits of CivicLab’s collaborative space

