

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (July 2017):**

### **PUBLICITY:**

#### **Press materials that have been prepared & sent out in June 2017:**

- Vlastic & Roth Opening
- Oversized games in Town Square
- July/August calendar

#### **Upcoming press materials:**

- September/October calendar
- Northville Yoga Room opening in Downtown Northville

#### **Press Coverage Received & Upcoming (Highlights/major press hits):**

- Between the Lines (July 13) – Preview of Browndog National Ice Cream Day Fundraiser
- Detroit Free Press (July 13) – Best of the Best inclusion of Browndog National Ice Cream Day Fundraiser
- Crain's Food Column (July 14) – Preview of Browndog National Ice Cream Day Fundraiser
- Fox2 (July 14) – Delivery and Anchors chatted about the Browndog National Ice Cream Day Fundraiser
- WJR AM (July 15) – Browndog National Ice Cream Day Fundraiser
- Fox2 (July 16) – Browndog National Ice Cream Day Fundraiser
- Channel 7 (July 16) – Browndog National Ice Cream Day Fundraiser

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements

### **PAID ADVERTISING:**

- Ad in Tipping Point Theatre 10<sup>th</sup> Anniversary Season Programs
- June 2017 Hour Magazine

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- HOUR 1/2 page ads in the following issues:
  - August 2017

- September 2017
  - November 2017
  - December 2017
- Ad in Tipping Point Theatre 10<sup>th</sup> Anniversary Season Programs
- Ad in Parks & Rec Fall Brochure

**ADDITIONAL:**

- Consumer Videos (July 28 taping)
- New Photography (Date TBD)