



2023

Marketplaces Capabilities





Nice to meet you



We're COHN, a brand marketing agency founded in retail real estate.

You'll be hard-pressed to find an agency as experienced or knowledgeable in shopping center, marketplace and retail real estate marketing as COHN.

Established in 2000 by retail real estate veteran Jeff Cohn, our agency sees the world from your unique perspective—with more than 20 years of retail real estate experience throughout North America. We speak your language, and we have a deep understanding of how to engage and activate consumers at your properties and across your digital footprint. You create places people love. We create brands people remember.



OUR COMMITMENT TO YOU

Nimble.

The world of marketing moves fast, which means we do too. We make decisions based on strategies, not tactics, which allows for fluidity.

One-stop Shop.

Brand interactions – no matter where or how the interactions happen – are what gets our creative juices flowing. We have built our agency with subject matter experts who can take on the full marketing funnel as well as collaborate seamlessly with partners.



An Extension.

COHN will become an extension of your culture, team and mission to help bring your vision to life.

Passion.

We are stoked about this project, and we can't wait to dive in and know it, love it and live it like you do.

Extensive Expertise.

We have worked for over 23 years providing brand, marketing, advertising, digital, social, PR and other services to all sorts of retail real estate clients.



A GOOD PARTNERSHIP IS SIMPLE

Working relationship with clients.

RESPECT

It is our job to bring something different to the conversation. That means we aren't going to be order takers, but we will give our best all the time, every time. Having open, productive, creative and exploratory discussions requires respect and trust.

Let's have each other's backs.

Actionable feedback and revisions.

CLARITY

Good ol' Winston said, "Perfection is the enemy of progress." It won't always be perfect the first time, and it's not possible to progress without clear feedback. "I don't like it" doesn't fuel progress. "I don't like it *because*" pushes us forward. When there is clarity, revisions are streamlined, and we work hard to keep them to two rounds or less (for the sake of everyone). But we are committed to getting it right, no matter what it takes.

Let's collaborate & have fun.

Resetting when things go off course.

FOUNDATION

It's why we talk on repeat about distinction, brand, data, strategy and a North Star. Alignment. Shared vision. Clear goals. These are the foundational elements that keep us on track.

Let's rally around a shared vision.

Celebrating your successes.

HIGH-FIVES & BEERS

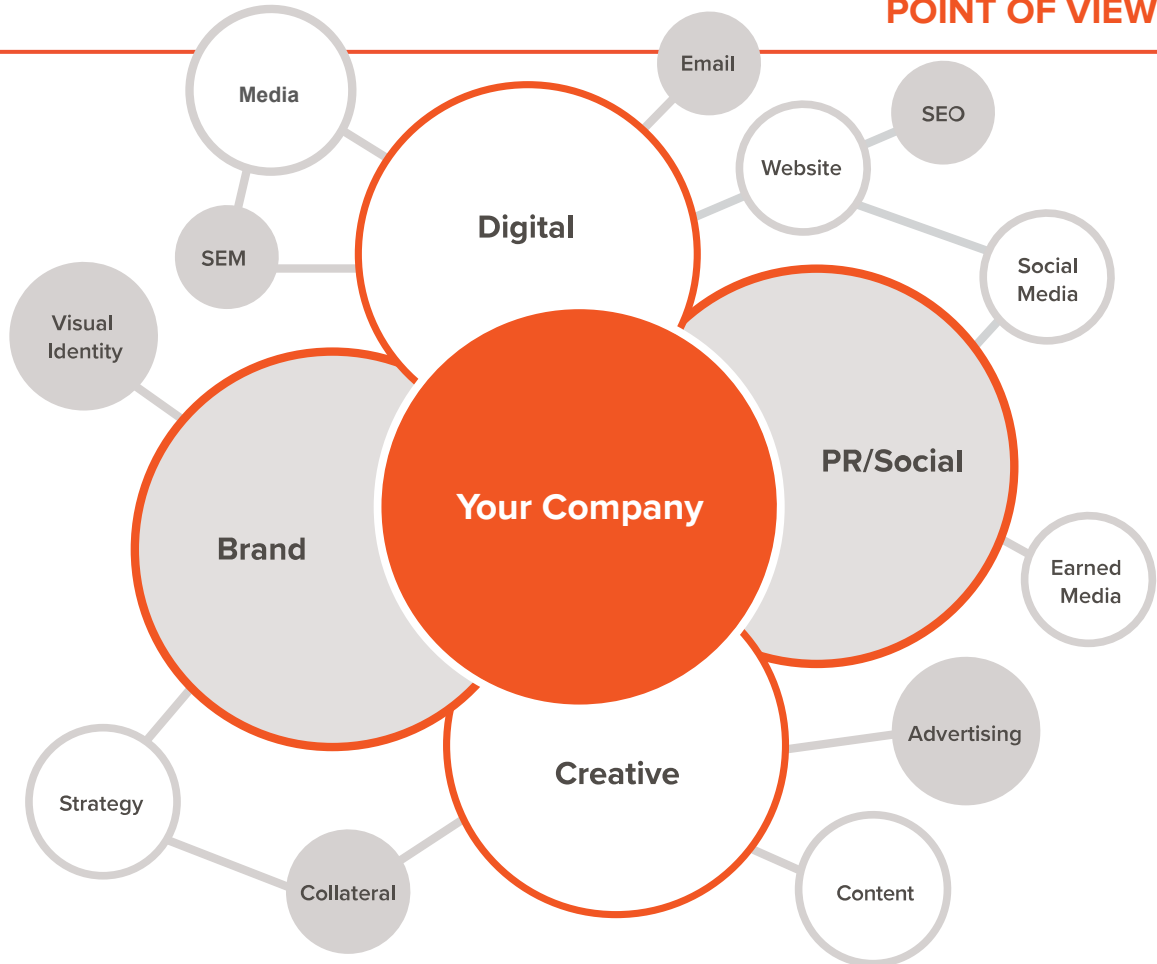
Celebrating success together is actually our favorite part of the job. When you succeed, we succeed.

Let's high-five 'til our hands hurt.



Every Interaction Matters

We believe that marketing, media and PR form a thriving, interconnected ecosystem. Each strategy is intertwined, and each tactic feeds off of another. When every interaction is connected under a single entity, the results just come together more organically and yield stronger outcomes.





Client Work



ONE DAYTONA

One for all.



THE

SPOT THAT
FULFILLS
YOUR INNER
FOODIE.

ONE DAYTONA is a mecca for foodies, the ultimate destination for shoppers, a movie-lovers dream, and the vibrant hub of our community. And with world-class hotels, it's also the perfect place for visitors to rest their heads and rejuvenate from all the fun. It all adds up to a great day.

DAYTONA BEACH'S EPICENTER FOR SHOPPING, DINING, ENTERTAINING, CONNECTING AND MORE.

ONE FOR ALL | ONEDAYTONA.COM

ONE DAYTONA

PF CHANGS | SUNGLASS WORLD

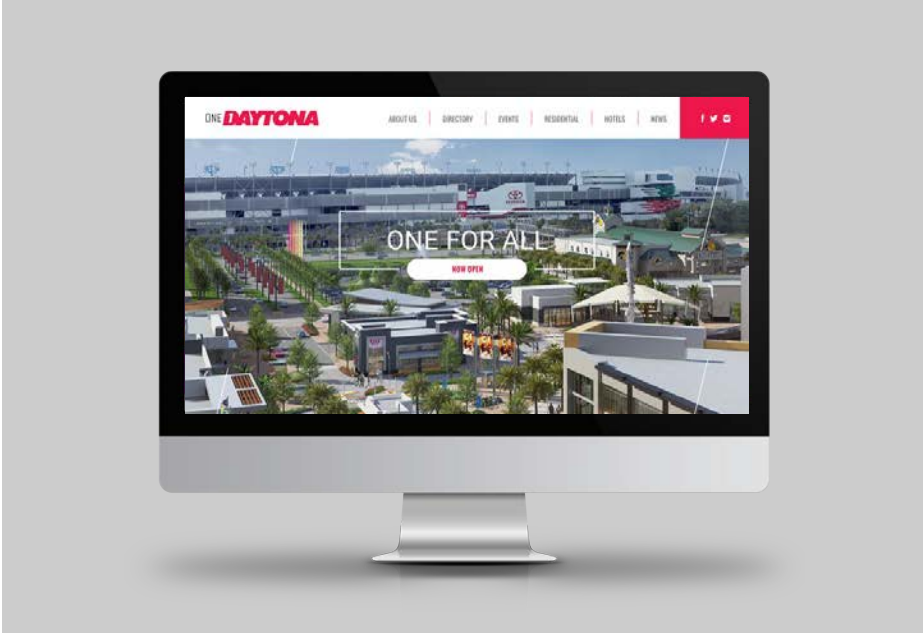
IT'SUGAR | VENETIAN NAIL SALON

Client Challenge

ONE DAYTONA is one of the country's most anticipated retail destinations to happen in a decade. With a built-in core of Daytona 500 Speedway and NASCAR enthusiasts, the Central Florida tourist market, close daytime-drive proximity to Jacksonville and Orlando and the ever-growing Greater Daytona Beach Area, you couldn't ask for a bigger retail entertainment opportunity, anywhere or anytime. But, as is often the case with real estate, telling this story when only dirt exists is the primary challenge of marketing. ONE DAYTONA needed an experienced partner to help articulate its brand story and messaging throughout the pre-launch period, including marketing, website, sales collateral, and public relations tactics.

COHN Solution

ONE DAYTONA is not just any lifestyle center—and COHN immediately recognized this unique distinction. Only ONE DAYTONA seamlessly blends the energizing spirit of Daytona Beach and destination placemaking to form a new and original gathering place. Inviting spaces, unique retail, and a powerful collection of dining options and cinemas create the ideal gathering spot for locals, visitors and race fans – each of whom will take away their own unique and invigorating experience.





Real Results

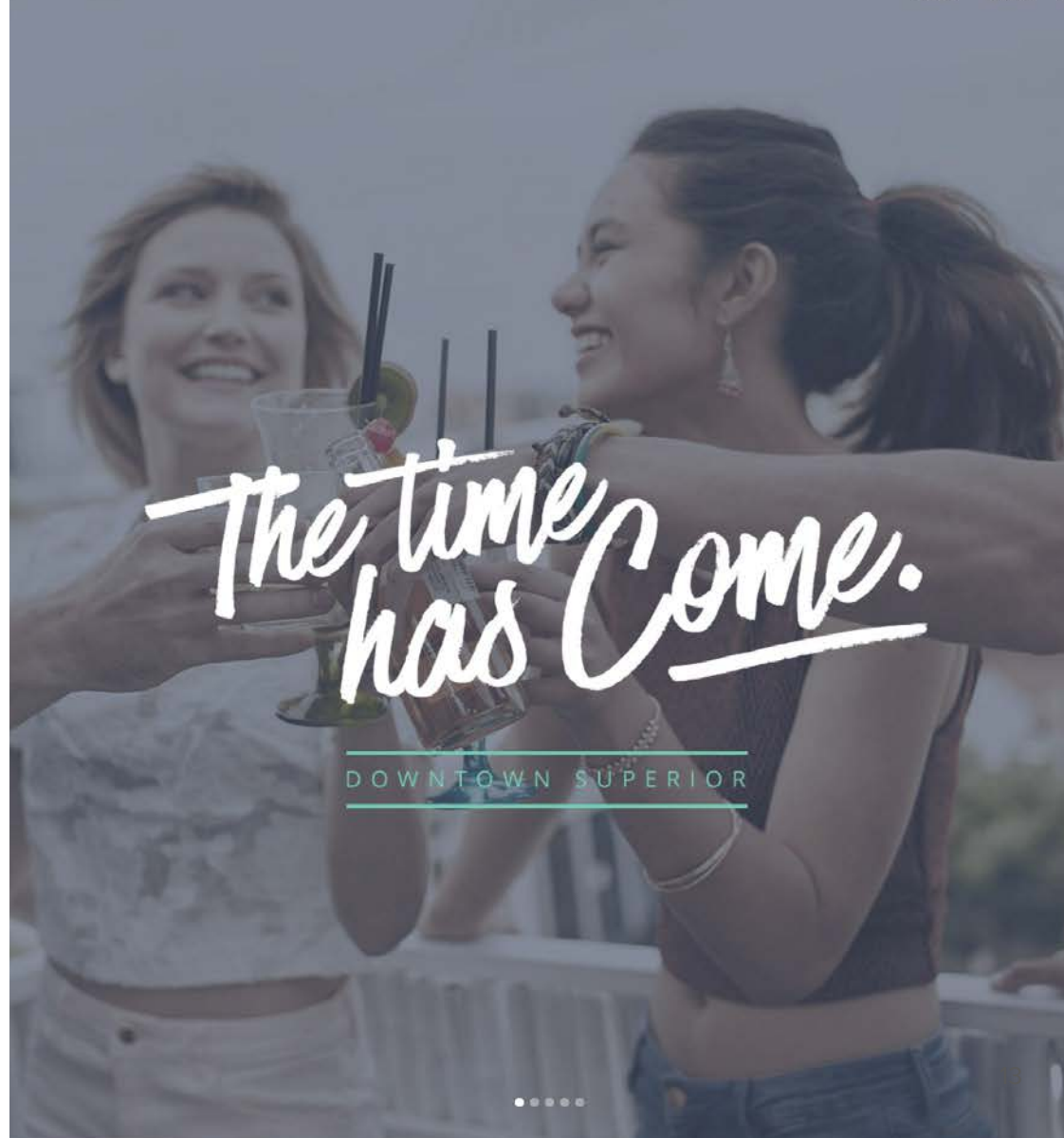
AWARENESS & ENGAGEMENT CAMPAIGN

The brand rally cry—FEEL THE ENERGY—has reverberated through every touch point to date, giving ONE DAYTONA's audiences a tangible feeling of what a special place ONE DAYTONA truly is.



Downtown Superior

A place where people
come first.



Client Challenge

Ranch Capital Real Estate owned a large parcel of land in Superior, Colorado, a growing community that lacked a central hub for retail, dining and entertainment options, and it planned to develop the land into a thriving mixed-use community located in the prosperous Boulder Valley. The site will include high-density residential, over 800,000 square feet of commercial, hotel and retail uses in addition to over 150,000 square feet of indoor recreation. To round out the unique offerings, office space, abundant open space and a community promenade will position the site as a true multi-experience destination in the South Boulder Valley. But while Ranch Capital Real Estate had a strong vision, it lacked a brand and name.

COHN Solution

COHN partnered with Ranch Capital Real Estate to define the distinct brand and identity with a key deliverable of a project name, logo, brand identity and website for ICSC's RECon in May 2023. Through the brand discovery, COHN helped Ranch Capital define its project as "Downtown Superior," a new 157-acre mixed-use development conveniently located between Denver and Boulder.





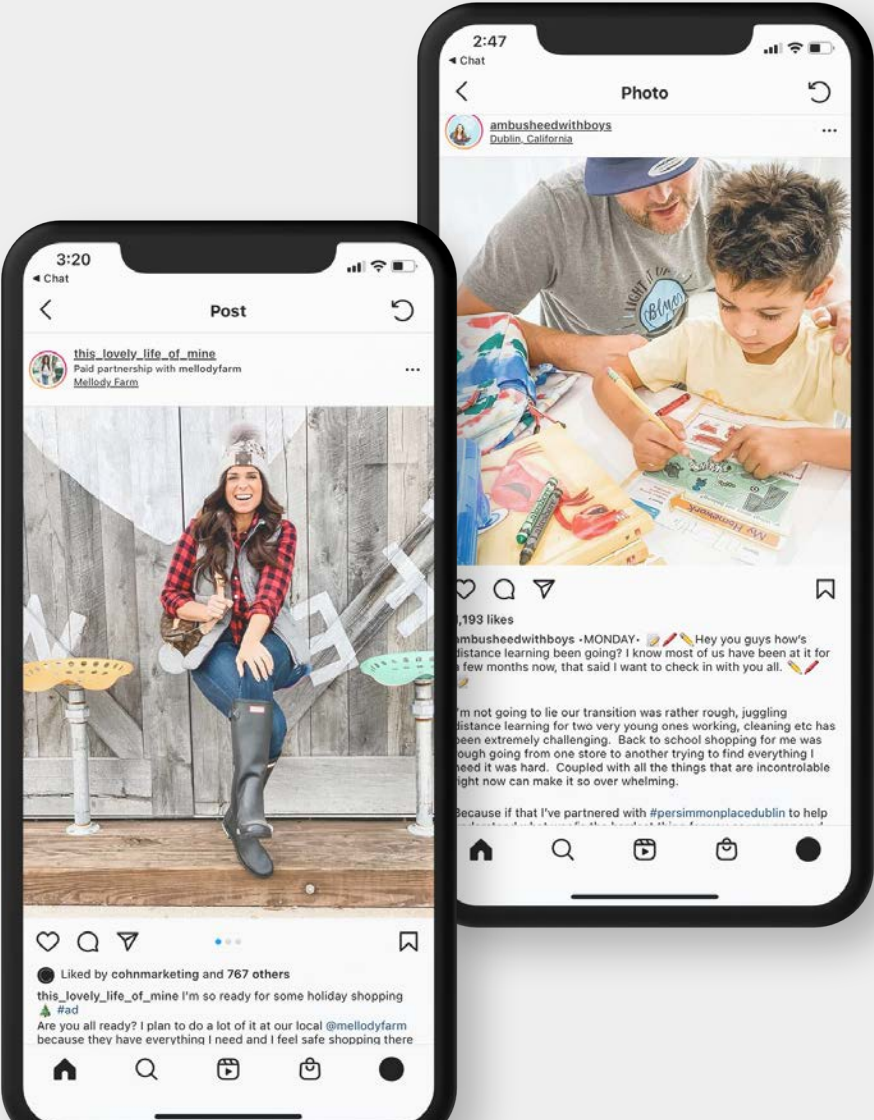
Real Results

Ranch Capital Real Estate has positioned Downtown Superior with much attention garnered at RECon with development partners in the retail, residential and office space sectors. Next steps include developing a strategic marketing plan to continue with the momentum established.



Regency Centers

When you don't have all the
answers... ask.



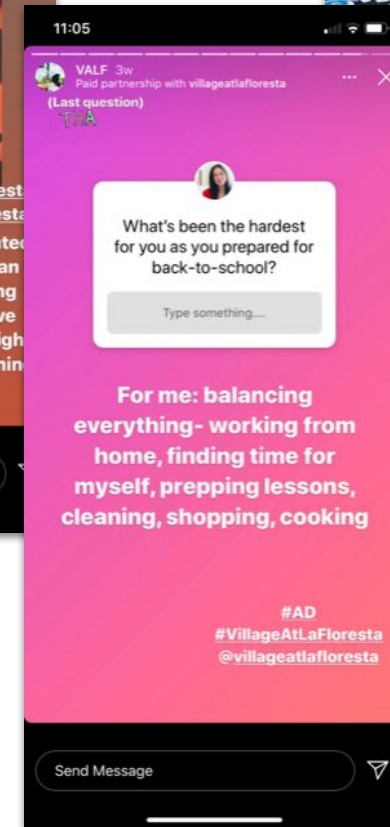
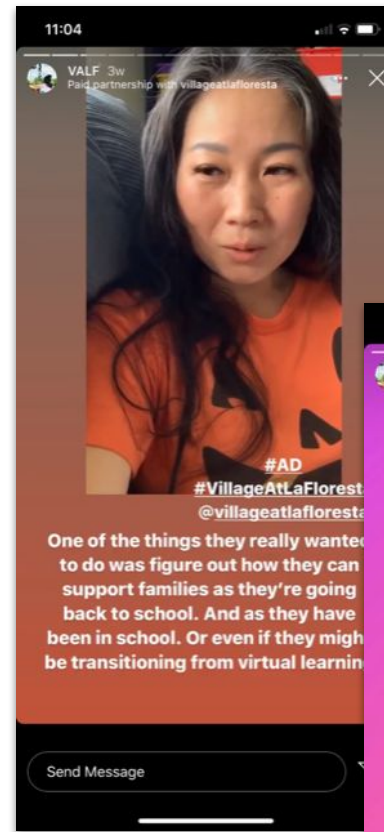
Client Challenge

For over 50 years, Regency Centers has sustained a leading presence in the REIT industry, with a growing catalog of over 415+ preeminent shopping centers and best-in-class merchants. As the owner, operator, and developer of a national portfolio, they're no stranger to a confluence of ideas and innovations. But what had promised to be a strong year for retailers, grocers, and restaurants alike, the COVID-19 pandemic derailed Regency Centers in-person experiences and urged them to seek new opportunities with the help of COHN Marketing.

Regency Centers

GOALS:

- Encourage local influencers to start a conversation with their highly engaged, tuned-in audiences to learn more about the current wants and needs during the back-to-school season.
- Employ the influencer to both facilitate and moderate discussions about the joys and challenges and everything in between that they've experienced during the 2023 transition.
- Review responses and conversations to then package information into a detailed report.
- Use consumer data to both support leasing (conversation starters for dealmaking) as well as provide current small businesses at the local property with ideas and opportunities to better meet their customers' needs.



COHN Solution

With the retail landscape upending by COVID-19, and no clear timeline for a return to normalcy, it was time to ask our consumers: *How can we help?* Knowing one of the best ways to gauge consumer sentiment is through conversation, COHN Marketing enlisted a select group of nationwide influencers to run a data-driven campaign aimed at hearing directly from our current shoppers, and then applying those valuable insights to improve Regency Centers' property experiences and service through the pandemic and beyond.





Real Results

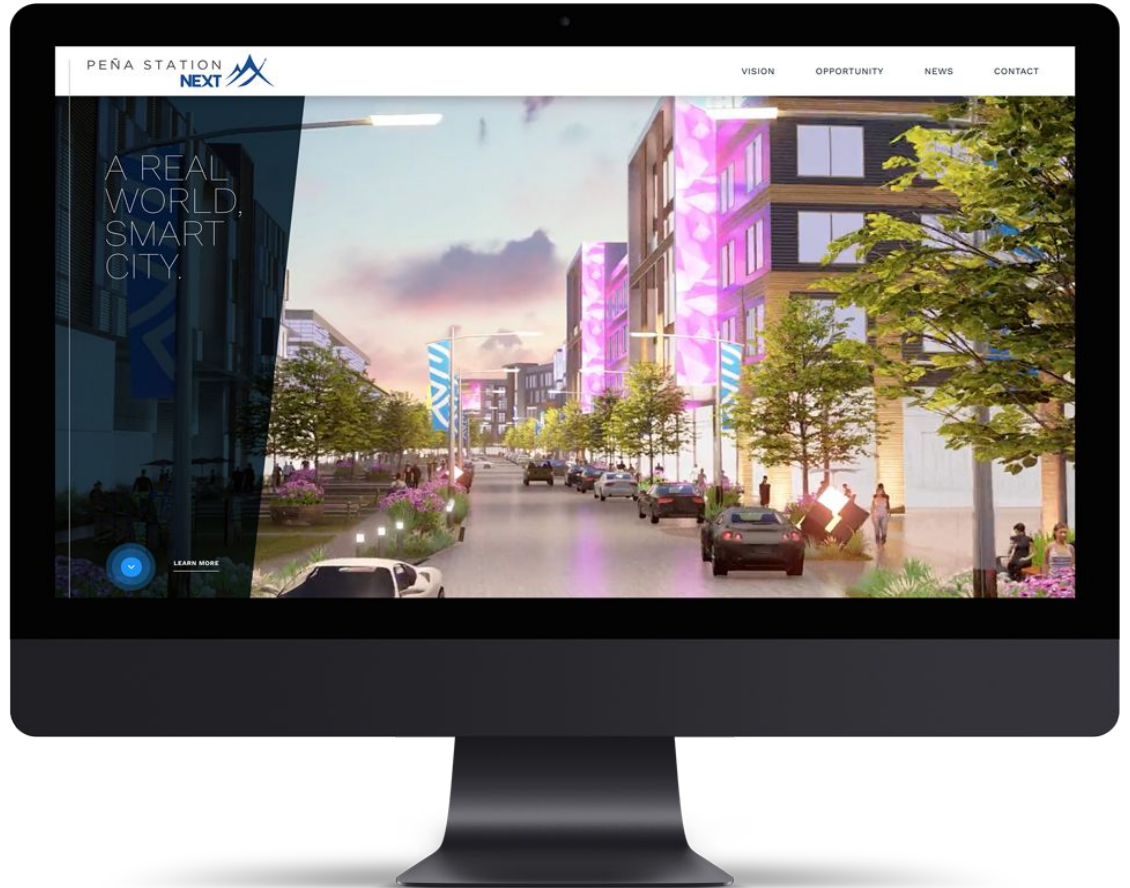
NAMING → BRAND → MEDIA PLAN → CAMPAIGN

COHN tasked six micro-influencers, spread across the nation, to engage their various social channels and talk directly to their audiences and try to understand their needs. From asking about shifting expectations, concerns about safety, and even bright spots in the experience. Our goal was achieving customer centricity that could lead to action, and our influencers delivered. In total, this campaign reached 17,793 shoppers nationwide, gathered over 7,695 responses, and lead to the development of new leasing materials that are guided by our data-driven, regional shopper personas.



Peña Station NEXT

A real world smart city.



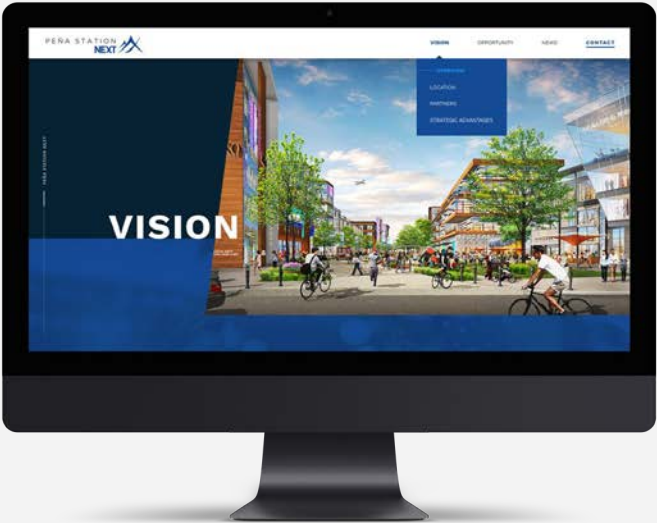
Client Challenge

When you're building a real estate development that will be truly cutting-edge in technology, sustainability, clean energy and wellness, you need a website that looks and feels as state-of-the-art as the project itself. That was the challenge facing Fulenwider, Inc., a Denver land developer that is bringing the first "smart city" concept to North America with Peña Station NEXT.

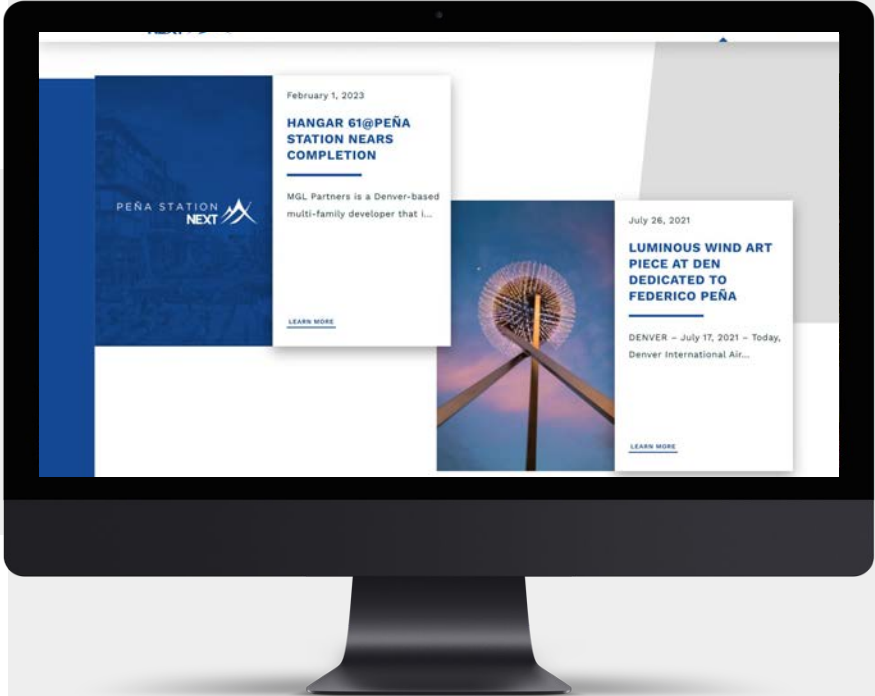
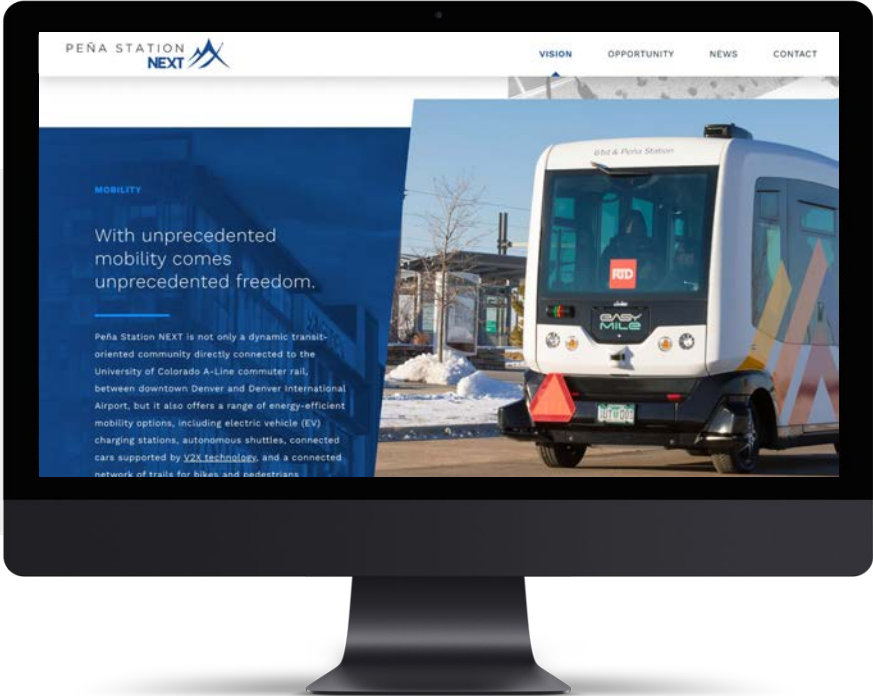
COHN Solution

We started with the headline, concepting something short, unique and audacious. COHN chose “A Real World Smart City” because unlike other smart city concepts in Europe and Asia, Peña Station NEXT is a smart city “for the real world.” Next, we tackled the hero image and opted for an embedded 3D rendered video of Peña Station NEXT as a property, provided by the architect. The video is hypnotizing and illuminating on what a dynamic place Peña Station NEXT will be at build out.

The design is striking, playing off the ascendent peaks of Denver International Airport and the white and blue of the property’s logo.



[View Website](#)



Real Results

WEBSITE DESIGN + DEVELOPMENT

The primary (and essentially only meaningful) goal was to create a platform that would reflect the cutting-edge, innovative, state-of-the-art “cool factor” that the project itself did.

Launched in January 2023 (right on schedule), PenaStationNext.com truly does “check all the boxes” for the client and its target audiences. During the initial reveal to the client, people in the room claimed they got the chills from seeing the property vision in real life, which is one of the highest compliments we hoped to receive.



WORK

Phillips Edison & Company

Grocery Focused. Retailer Centered.



Client Challenge

Pick up a copy of *Shopping Centers Today*, and you'll see a dozen ads that only show one thing: the shopping center itself. Phillips Edison & Company, an owner of 400+ grocery-anchored shopping centers across the country, engaged COHN to conceive a better approach.

COHN Solution

Using custom photography and clever wordplay, “Grocery Focused. Retailer Centered.” made grocery the hero of the print series. The idea was to directly connect PECO properties to the visceral beauty of grocery. The campaign won several industry awards, including the prestigious MAXI Award at the International Council of Shopping Centers annual conference.

AWARDS:

- BMA Colorado - Brand Campaign
- MAXI Gold - Marketing B2B
- MAXI Silver - Social Media B2B



OUR PORTFOLIO IS ON THE RISE

GROCERY FOCUSED. RETAILER CENTERED.

It's no coincidence that we have the nation's fastest-growing portfolio dedicated to grocery-anchored centers. We combine our focus, energy, expertise and resources with our fully integrated platform to maximize the potential of each property.

We are shopping for more grocery-anchored centers.
Visit our newly redesigned website to learn how you can rise with us.

PHILLIPSEDISON.COM | 800.875.6585 | FOLLOW US    



Real Results

BRAND → MEDIA PLAN → CAMPAIGN

Following the success of “Grocery Focused. Retailer Centered.” Phillips Edison wanted to evolve the campaign and see what else might be possible visually. Even more than making grocery the hero, PECO wanted to make it visually stunning and truly beautiful. The second iteration of the campaign—“Engage the Senses”—relied on striking, 3D-rendered images with even bolder headlines. Still centering on grocery, this evolution of the original took the idea concept to new heights, and it won even more acclaim and awards, including “Best Creative” (top overall honors) at the 2023 BMA Fourteeners Awards.

AWARDS:

- BMA Colorado - Brand Campaign - Best Creative
- MAXI Gold - Marketing B2B
- Communicator Awards - Print Advertising
- Hermes Creative Awards - Gold
- SIA Awards - Gold





OUR EYES ARE WIDE OPEN FOR GROCERY OPPORTUNITIES.

PECO has the nation's fastest-growing portfolio dedicated to grocery-anchored centers. That's because we focus on grocery. That focus lets us hone our energy, expertise, resources and integrated, innovative technology to maximize the potential of every property.

Let's meet for a Cup of Joe at ICSC RECon, at Booth 5232 G Street.

GROCERY FOCUSED. RETAILER CENTERED.
PHILLIPSEDISON.COM | 800.875.6388

FOLLOW US:
in m t f p



LIKE TWO PEAS IN A POD.

We take special care in making sure our grocery-anchored shopping centers fit perfectly in the neighborhoods they serve. With more than 340 grocery-anchored properties in our nationwide portfolio, our leasing team has spaces across the country to suit any retailer's taste and position them for long-term success. How's that for peas of mind?

And speaking of pods, we invite you to listen to our Retail Intel Podcast at phillipedison.com/podcast.

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KNOW HOW OUR TEAM GETS ALL THE COOLEST INSIGHTS?

Staying up to speed in the ever-changing retail market can be a Rocky Road. But our Emerging Trends team—built on strong partnerships with our retailers and frontline intel at our properties—keeps Phillips Edison cool and ahead of the curve. It's pretty much the cherry on top.

To get the scoop on our grocery-anchored centers, visit phillipedison.com/properties.

GROCERY FOCUSED. RETAILER CENTERED.
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WORK

Phillips Edison & Company

Real people, real experiences.



Can a coffee shop be the hottest place in town because it's next to a grocery store? And vice versa? Absolutely. That's why we're all about matching up the perfect retail partners in our properties and creating experiences that bring consumers in and entice them to stay, shop, spend, and connect. We love featuring our real-life customers. Follow them on Instagram at #PECOExperiences.


See you at NY Deal Making, Booth 2641

Client Challenge

As one of the nation's largest owners and operators of grocery-anchored shopping centers, Phillips Edison & Company (PECO) has partnered with COHN for the last five years to develop visceral print campaigns that break through the noise with clever word play and attention-grabbing visuals. These award-winning campaigns took the industry by storm and firmly established PECO as *the* leader in grocery. PECO was eager to evolve its brand even further and entrusted COHN to once again develop an entirely new campaign, this time focused on a more holistic mission: real shoppers' experiences.

COHN Solution

At its core, PECO is passionate about creating “community centers.” Its properties feature a diverse portfolio of grocery, restaurants, salons and other “necessities,” all in one convenient location, so that errands become efficient and enjoyable. COHN knew that PECO centers are a place that people both need and want to come to, and across a portfolio of 340+ properties, there had to be passionate PECO shoppers willing to share their stories. Little did we know that those shared experiences would ultimately become the inspiration behind our next great brand campaign.




coffeevschai

1394 Likes


This is my favorite spot for flower power.

#SuccessBloomsHere #PECOExperiences

 PHILLIPS EDISON & COMPANY

You know what blooms at our grocery-anchored destinations? Just about everything. Our experts work with retailers to help their businesses blossom. And our properties spring to life with the most desirable combination of retailers, restaurants and services. We've been growing for almost 30 years and we're always sprouting exciting new ideas. Check out our real-life customers on Instagram at #PECOExperiences.

ICSC RECon is almost here. Plant yourself at Booth S233 Q Street or visit [Phillipsedison.com/RECon](https://phillipsedison.com/RECon) to schedule a meeting.

phillipsedison.com | Grocery Focused. Retailer Centered. | 800.975.6585 | 



elleisalwayshere

3,149 Likes

This is my favorite spot for date night recipe goodies.
#GroceryRocks #PECOExperiences


PHILLIPS EDISON & COMPANY

Grocery-anchored centers are all we do. Our retailers appreciate the communities we create. Our shoppers love the experiences. And we're proud to feature our real-life customers sharing their favorite PECO spots. Follow them on Instagram at #PECOExperiences.

See you at ICSC NY Deal Making, Booth 2641

phillipsedison.com | Grocery Focused. Retailer Centered. | 800.975.6585 | 📞 📧 📱 🌐

Print Ad in Shopping Centers Today / Dec 2023



amyadamcik

145 Likes

This is my favorite spot to kick off a healthy new year.
#GroceryStrong #PECOExperiences


PHILLIPS EDISON & COMPANY

Grocery-anchored centers produce success. Our 330+ properties are filled with retailers who bring in more shoppers and offer multiple reasons to stay, explore and spend. Whether to stock up on healthy food options or stop by the gym, our centers are like a wellness plan for success. Check out our real-life customers on Instagram at #PECOExperiences.

Meet us at the Red River States Conference & Deal Making, Booth 1919.

phillipsedison.com | Grocery Focused. Retailer Centered. | 800.975.6585 | 📞 📧 📱 🌐

Print Ad in Shopping Centers Today / Jan 2023



ejohs

265 Likes

This is my favorite spot to play Cupid.
#GroceryLove #PECOExperiences


PHILLIPS EDISON & COMPANY

People love our grocery-anchored centers for everyday errands and picking up just the right thing for special occasions. And that's why retailers love our centers, too. Our properties are filled with exceptional grocery stores and retailers who bring shoppers in an average of two times per week, making us the heartbeat of the community. Feel the love of our real-life customers on Instagram at #PECOExperiences.

Let's connect at ICSC Mid-Atlantic, Booth 1012, and Carolinas Conference & Deal Making, Booth 406.

phillipsedison.com | Grocery Focused. Retailer Centered. | 800.975.6585 | 📞 📧 📱 🌐

Print Ad in Shopping Centers Today / Feb 2023





errands at my local @phillips.edison means to get some yummy treats. #ad • • #gototish #cltblogger #charlotteblogger #PECOexperiences #hbtsp



My little foodie ready to pick this week's purées! Homemade purées have been much easier than I expected and this little foodie makes it fun to try new combinations. I simply love that there are so many organic food options in a store such as @publix brought by @phillips.edison really close to my house. Check out my direct link in bio to see @phillips.edison stores in your area 🍷... #pecoexperiences #hbtsp #ad #groceries #groceriesshopping #organicgroceries #buyorganicfood #eatorganic #eatorganicfood #youarewhatyoueat #fitness #fit #healthy #health #babyfoodie #baby #breastfeedbaby #foodies #foodiesofinstagram #breakfast #lunch #dinner #babyboy

65 2 6 months ago

Real Results

BRAND → MEDIA PLAN → CAMPAIGN

Partnering with leading influencer management platform, Heartbeat, our agency launched a month long nano-influencer campaign that collected hundreds of stories under the custom hashtag #PECOExperiences. This story-driven initiative allowed us to zoom out and look at the unique, real experiences of our shoppers across the nation. Using this new lens of our everyday shoppers, COHN took the opportunity to extend this campaign across multiple touchpoints including website integration, paid media, leasing materials, trade shows, as well as developing monthly print and social media advertisements.



WORK

Regency Centers

Reaching the heart
of communities.



RETAILER NEWS | AUGUST 16, 2021

Mellody Farm Makes Top 10 Retail Experiences List by Chain Store Age

Client Challenge

In the face of an ever-evolving retail landscape, the quality and relevance of tenants matters more than ever. As the largest grocery-anchored REIT, Regency Centers' prioritizes regional communities through placemaking and securing retailer partners are relevant to local shoppers. While media has touted that brick and mortar retail landscape is dead, Regency needed to build trust in communities to earn entitlements during redevelopments, garner excitement throughout construction of new shopping centers and garner community acceptance for retailer partners entering the market.

COHN Solution

Whether it is a national placement sourcing Regency Centers or leveraging a new merchant, understanding how media cover retail is key to keep top of mind and relevant from the first shovel hitting ground to building foot traffic post-opening.

We scouted story opportunities from the front line, communicating with the project's partners; keeping apprised of the dynamic nature of ground-up or redevelopment pipelines; understanding how to best align stories with regional trends/markets where projects are situated; and keeping a keen eye on what is happening in the practice areas and macro-industry trends.



'Instagrammable' moments

While her daughter, Nicoletta, painted a free pumpkin, Laura Butera of Mundelein said her family routinely drives into Vernon Hills to shop and they're impressed with the latest offerings.

"I'm surprised by all the modern touches, like the giant words and wings (mural) on the wall for pictures," she said. "The decor makes everything a little more fun." -Chicago Tribune Reporter, Rick

Kambic

Regional Media Savvy

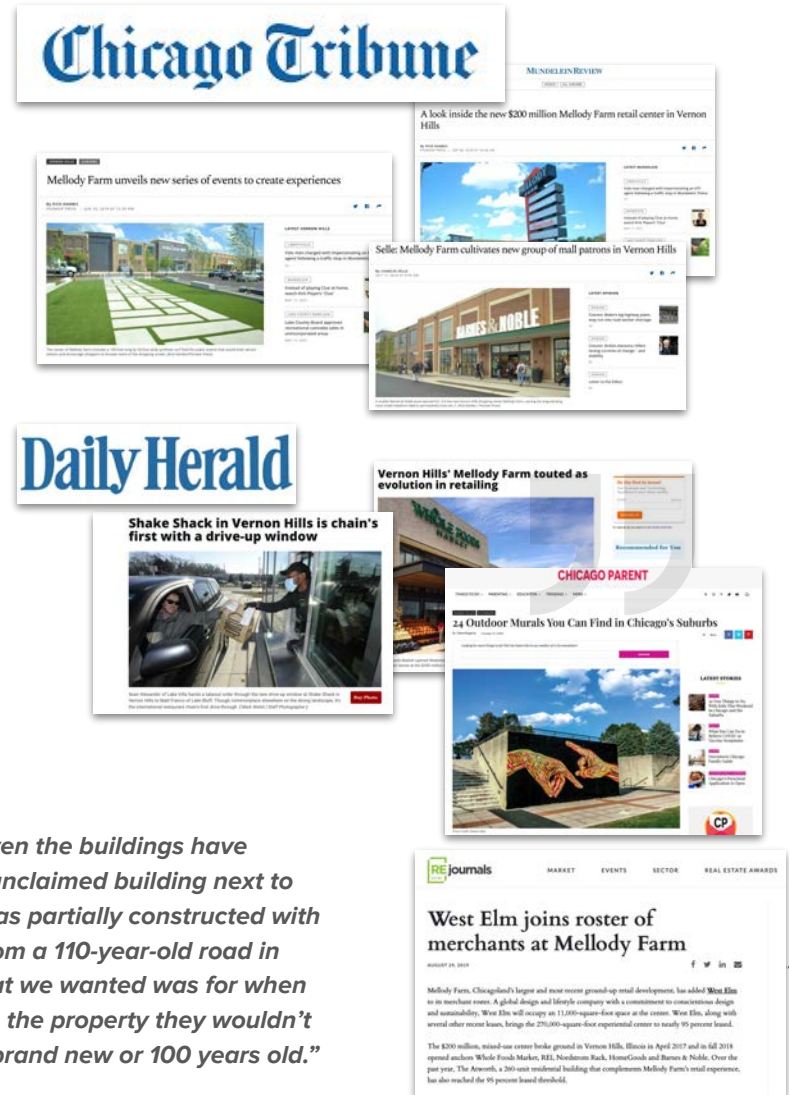
As one of the Midwest's largest ground-up retail center developments and one of the region's most anticipated shopping centers, Mellody Farms faced inherent challenges of a prolonged phased opening that required unique solutions. We began by actively engaging the community and creating compelling reasons for shoppers to visit and explore, as Mellody Farm's experience unfolded, phase by phase.

COHN also worked with our partner to establish a sense of shared ownership with the community and created opportunities to be a part of shaping the outcome of the project.

The project relied on communicating the design and authentic experience of Mellody Farm to media and influencers to draw foot traffic during the 15-month phased opening period.



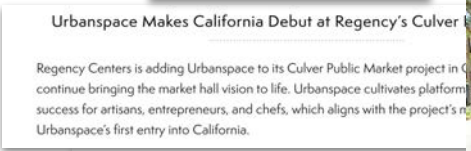
"Hendy said even the buildings have meaning." An unclaimed building next to HomeGoods was partially constructed with bricks taken from a 110-year-old road in Hinsdale. "What we wanted was for when people walk on the property they wouldn't know if it was brand new or 100 years old."



Regional Media Savvy

While we rely on proactive outreach and not solely on releases, we often work in concert with project engineers, merchants and partners to announce updates or **create news such as a signage photo opp or securing a high-profile partner.**

In this case Urbanspace focused on painting a picture on what is to come by highlighting its approach to working with “the most talented chefs in Los Angeles and providing them with the ultimate stage to do what they do best serve—delicious food, beverages and theater with this great new destination in Culver City.”



Regency Centers

Social Dialogue - Authentic conversations to help facilitate a “new normal” for retail.



Regency Centers

SOLUTION

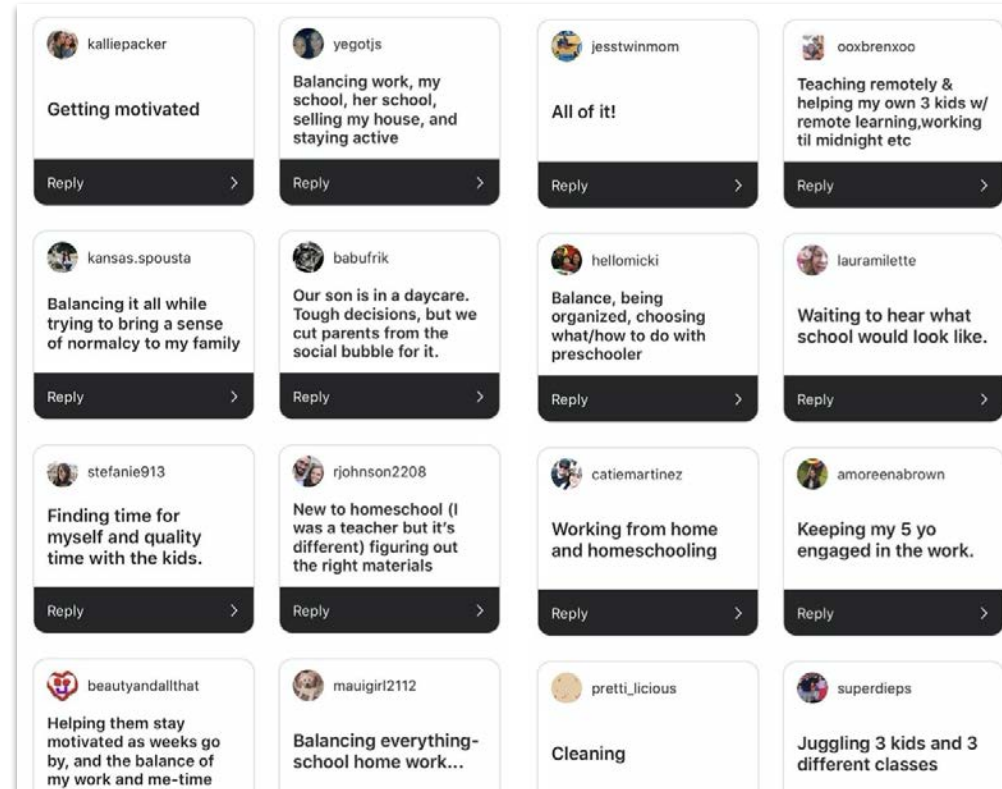
We asked influencers to...

- Create Instagram stories with a call-out for audience engagement.
- Questions revolve around shopping habits, pain points and current expectations from retailers and grocers during the COVID pandemic.
- Integrate conversation-starters asking what shoppers look for in a community center.

RESULTS

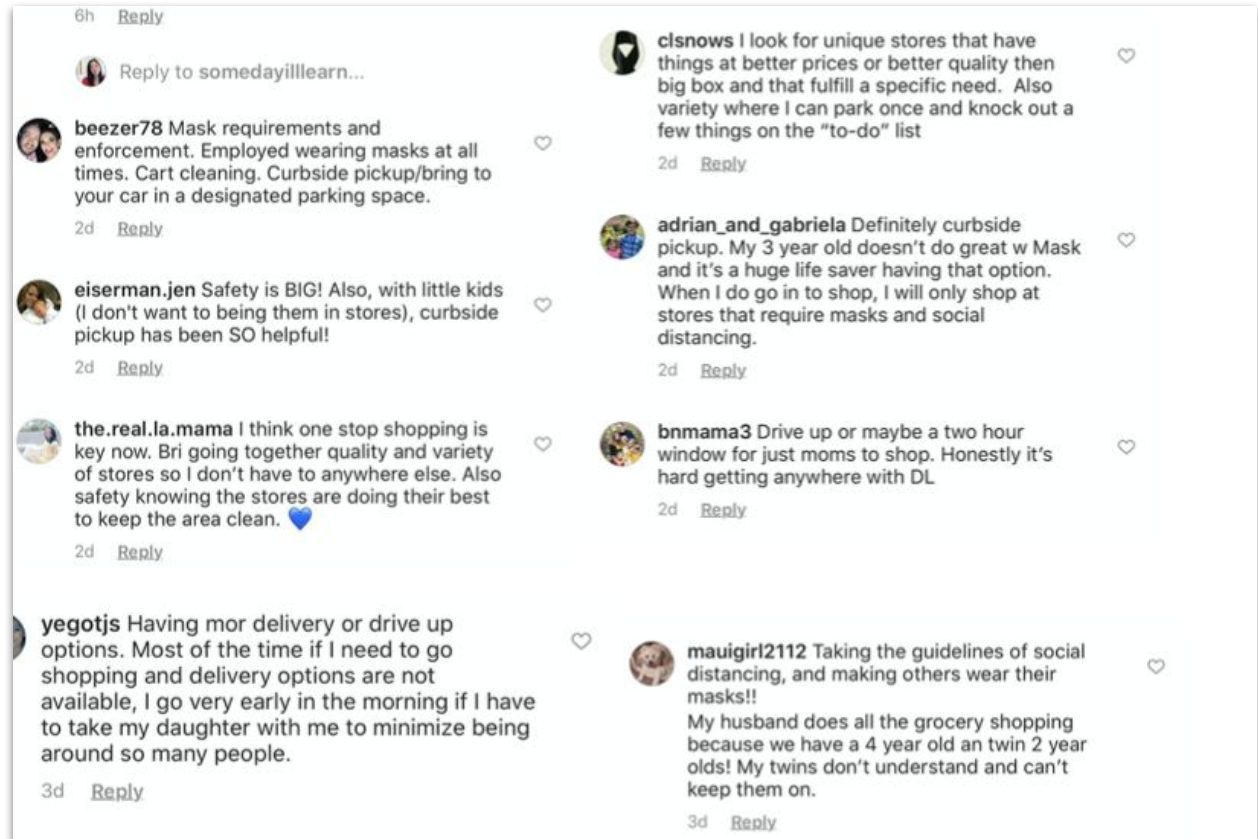
- 2,296 quality engagements - DMs, comments, poll responses, shares (11%). 21,391 impressions and a total reach of 17,600.
- Initial “back-to-school” test was so valuable to the leasing team and small businesses at this particular location that we expanded the program to 10 more locations to engage in social dialogues around Holiday 2023.

“What has been the hardest thing for you as you prepared for back-to-school?”



Regency Centers

“How can a local community center help families?
What do you now look for in a shopping center?”



Old Town Lafayette

Peer success is my success.



Client Challenge

Old Town Lafayette is a small, tight-knit community of artists, entrepreneurs, advocates and passionately loyal residents all mixing together in one downtown district. After years of declining sales and the lasting impact of a global pandemic, it was time to take a more organized approach to unifying the businesses and getting them the marketing support they needed. The challenge, however, was marketing a destination that doesn't want to feel like it's being marketed. This campaign needed to ring true to the organic, artisan vibe of the community and steer clear of any signs of perfection. It couldn't feel too planned or purposeful, and most importantly, the people of Lafayette needed to stay at the heart of the project.

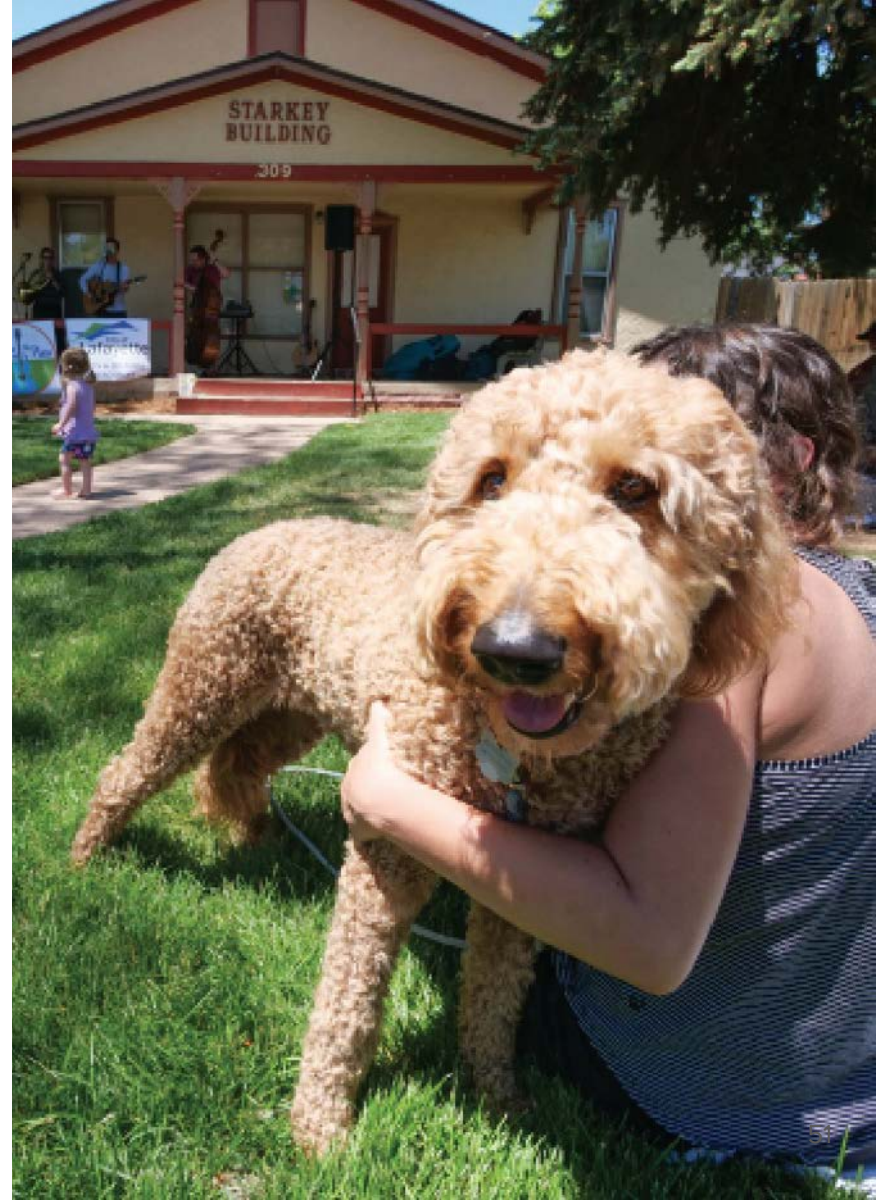
WORK

RESEARCH AND STAKEHOLDER OUTREACH

To get to the core of the community, we conducted interviews and surveys with over 60 local businesses spanning retail, experiential, professional services and hospitality to ensure everyone in the district who wanted to be heard had an opportunity to voice its ideas, opinions and concerns.

Research Findings:

- Business owners felt disconnected from one another.
- The physical location included “dead zones” that impeded visitors from further exploration.
- “Artist/Artisan/Art” felt too “contrived” as a descriptor for the community.
- Inclusion and focus on the Hispanic community was critical.
- Owners wanted visitors to have impromptu, unexpected and unplanned experiences throughout the downtown.



COHN Solution

We always start with an overarching insight to guide our strategy. In this case, it was simple: interconnectivity.

This fueled our strategic approach to focus on:

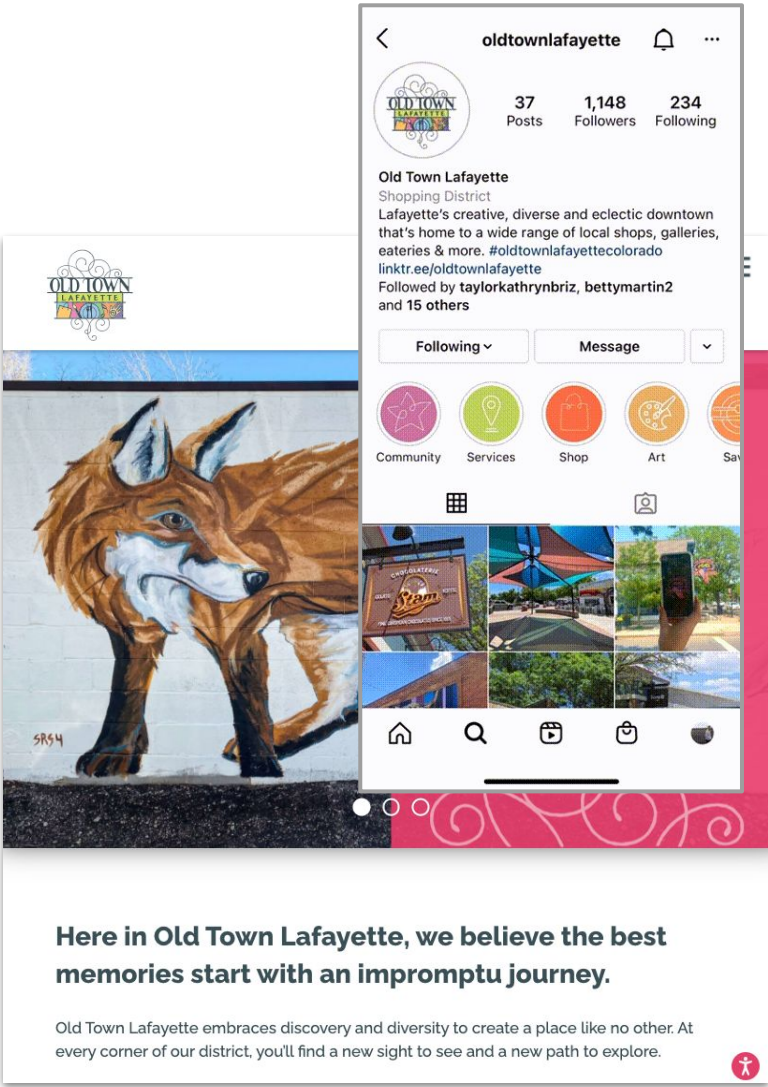
- Lean into the impromptu, spontaneous, welcoming and unexpected spirit
- Fuel collaborations between businesses, residents, local artists and the greater community
- Pursue happiness as a lifestyle
- Facilitate wayfinding and exploration
- Prioritize the people of Lafayette



DIGITAL INTERCONNECTIVITY

Despite its stronghold as a unique downtown community, Old Town Lafayette never had an online presence that was dedicated to the businesses, events or experiences possible there. To help boost awareness and begin telling the story of its uncommon streets, COHN launched two social channels from scratch in June 2023 and grew followers (REAL, authentic followers) from 0 to 1,000+ in a few short weeks. These accounts included a variety of franchised content initiatives, such as “shoppable shows” that allowed business owners to share their passion and inspiration behind their businesses, paired experiences between different merchants, and a bird’s-eye view of the district to help visualize how all the businesses are interconnected.

Additionally, we recommended building out an ADA-compliant website that could serve as a central hub of information for all Old Town Lafayette happenings, such as a business directory, an events calendar, a trails map, a walking tour and a historical overview of the city. Together, these online entities brought the vision of community under one brand.



Here in Old Town Lafayette, we believe the best memories start with an impromptu journey.

Old Town Lafayette embraces discovery and diversity to create a place like no other. At every corner of our district, you'll find a new sight to see and a new path to explore.

EXPERIENTIAL INTERCONNECTIVITY

Old Town Lafayette is a multifaceted destination, so we wanted to get people out and exploring. Using merchant feedback, brand attributes and some global trends, including “people miss spontaneous activities” and “nostalgic comforts are expected to rise,” we worked to create a uniquely Lafayette experiential campaign:

Project Hopscotch: *Old Town Lafayette is a place to slow down and just embrace whatever you happen to stumble upon, from alley art to potlucks to spontaneous live music. You don’t need a plan. You don’t even need to know where you’re going. Just hop, skip and jump from spot to spot.*

The integrated campaign merges wayfinding, nostalgic activities, a local charitable component, a passport initiative and unified in-store marketing materials to encourage natural exploration and impromptu discoveries throughout the district.



Ten locally-designed hopscotches will be printed on sidewalk clings and dispersed throughout the community to “surprise and delight” guests as well as encourage movement through the district.

PROJECT HOPSCOTCH CONTINUED...

As the first-of-its-kind event in Lafayette, Project Hopscotch relied on the participation and promotion from multiple entities and stakeholders. To ensure this marketing effort truly rooted within the community, our team engaged the city government, the arts commission, business owners, library and public school staff members, local ambassadors and influencers to help spread the word.

Components of this promotion included:

- A custom map design of the downtown to encourage exploration
- Reusable shopping bags printed with the illustrative map
- Posters and flyers distributed throughout various city locations
- Press release distribution and regular postings to NextDoor
- “Hop, Skip & Jump” content series, which paired different merchants and businesses to create one, uniquely Old Town Lafayette experience
- Local scholarship donated to a Lafayette high school student pursuing a career in the arts



Real Results

AWARENESS & ENGAGEMENT CAMPAIGN

COHN installed 10 hopscotch sidewalk clings around Old Town Lafayette that were designed by various local artists. Each cling had a QR code on it, and for each QR code scanned, a \$1 donation was made toward a local student pursuing a career in the arts. The community raised \$1,640 from September 15 to October 15, 2023. COHN secured earned media placements in The Denver Post, Colorado Hometown Weekly, Daily Camera and Macaroni Kid. Our landing page had over 3,000 visitors in the four-week period.

“Project Hopscotch” lets you hop, skip and jump across Lafayette



By Sophia Moncalcano
Colorado Hometown Weekly

Lafayette artist Denise Chaudhari said that growing up summers were all about playing hopscotch.

With just a piece of chalk in hand, any sidewalk could be transformed into a quick game for her and her friends to enjoy. “What I loved about it was how accessible it was,” wrote Chaudhari in an email. “We could draw a board anywhere as long as we had some chalk and then we could play instantly.”

“It was so easy and fun for anyone to play no matter how old we were.”

Chaudhari’s hopscotch courses have now become a little more detailed. For the first time, Old Town Lafayette is

inviting the community to hop, skip and jump through the downtown district through the launch of “Project Hopscotch.”

Through this project, people can embrace old childhood memories by playing on 10 custom hopscotch courses featured in the area created by local artists, including Chaudhari. Other artists include Tiff Choate, Ingrid Husby and Ruth Meere.

“I think this is a great way to bring the community together and I am excited about projects that get people engaged in art in unexpected ways,” Chaudhari wrote.

The courses are open to the public through Oct. 15. For more information and a map of the courses, visit hopscotchlafayette.com/

Old Town Lafayette introduces Project Hopscotch featuring hopscotch courses created by local artists. This one is outside Festival Plaza.
Cliff Grassmick, Daily Camera



**We stand ready and excited to be your
long-term partner for excellence.**
Together, we will deliver meaningful results.

Chris Thomas / Creative Director / chris@cohnmarketing.com

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