



Community Advertising and Marketing

G.I.F.T. Presentation: AEJMC
Southeast Colloquium

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Chicago

77 Unique Neighborhoods

~3mil Residents in City Limits

North Side vs. South Side (and West)

Columbia College Chicago is Center City



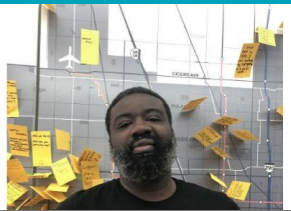
**Resident #1:
Corie Lockett**

Age: 42

Occupation: Owner of Englewood Branded, a clothing store.

What He Loves about Englewood: The people! The people he comes into contact with and the fact that the community is finally trying to work together to make things better. He loves the po

What Could Be Improved a involvement with the city in t includes the streets being po see a stronger connection a community, the residents, ar



- Billboard
- It is selling a look into Ameristar hotel and casino and what they offer.
- It is targeting people who like and watch football, as the picture is placed and blown up for you to see a football player.
- The price of nights ranges from \$69-\$139 it is significant because it is not too expensive and offers deals, especially sportsbook

Advertising/Marketing

Where: Street light

What: House Purchasing

Targeting: Those looking to sell a "not great condition" house quickly

Cost: House



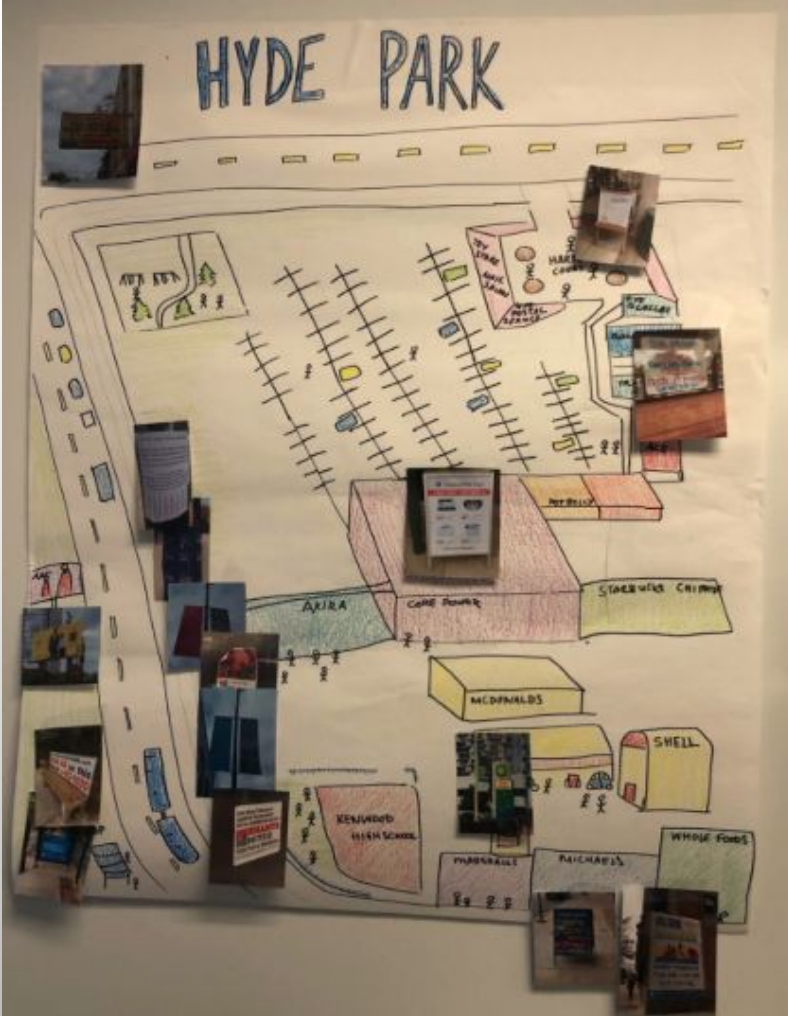
Community Advertising Scope

- **Three Sections:** Community Profile, Stakeholders/Tribes, and Ad Placements
- **Student Teams:** 4-5 people in a group
- **Perception Activity Mid-Project:** During research stage, allow students to see how perceptions dictate community value (data-driven communities)
- **Presentations:** Visual representation of varying ad differences in communities. This is in addition to the written report.

Student Projects



Student Projects



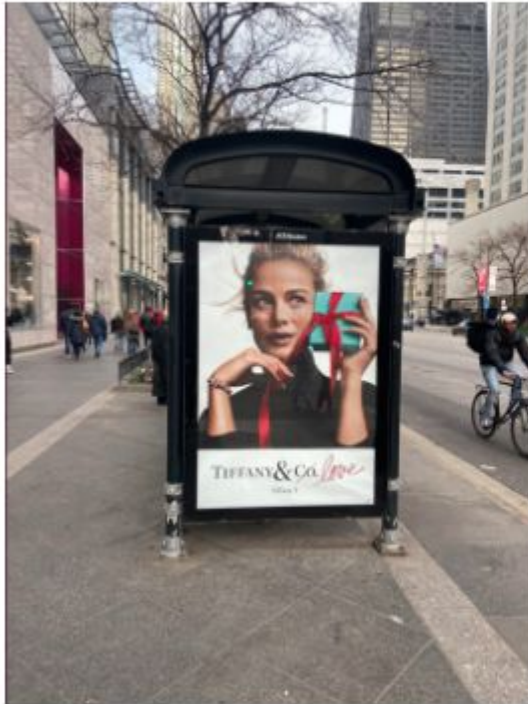
Student Projects: Streeterville

Corner of Erie and Michigan



Student Projects: Streeterville

Michigan Avenue



Student Projects: Chatham

Advertising/Marketing

Where: Side of building

Company: Mcdonalds

What: McChicken Biscuit

Targeting: Those looking for quick, cheap food options

Cost: \$1.69



Advertising/Marketing

Where: Street light

What: House Purchasing

Targeting: Those looking to sell a “not great condition” house quickly and easily

Cost: House



Student Projects: Chinatown



Carrie

Age 19

Job - full time student

What could be improved about the neighborhood? - "More trash cans or public bathrooms"

What do you love about your community? - "Everyone helps each other out, very friendly, welcoming. Because we are Chinese-Americans we stick together, its easier to talk to people and everyone understands their upbringing and the family knit community"

What kind of ads do you see here? - "Mostly posters about acrobats, piano players, or foreign singers coming over here"

Where do you see them? - "In store windows"

How do you feel about them? - "We don't have an opinion but it is nice to hear about it. I didn't hear about these people and I find out they're good at what they do"

Student Projects: Chinatown



- **Billboard**
- It is selling a look into Ameristar hotel and casino and what they offer.
- It is targeting people who like and watch football, as the picture is placed and blown up for you to see a football player.
- The price of nights ranges from \$69-\$139 it is significant because it is not too expensive and offers deals, especially sportsbook
- This ad is placed in the community as it is translated into chinese language.

Student Projects: Englewood

Resident #1: Corie Lockett

Age: 42

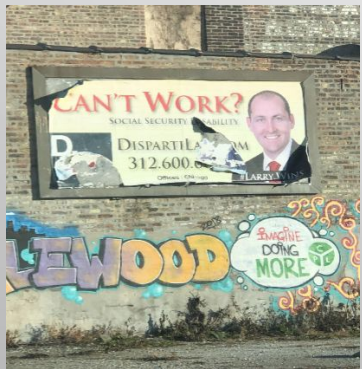
Occupation: Owner of Englewood Branded, a clothing store.

What He Loves about Englewood: The people! The people he comes into contact with and the fact that the community is finally trying to work together to make things better. He loves the potential that Englewood has.

What Could Be Improved about Englewood: Better involvement with the city in terms of support. This includes the streets being paved. He also would like to see a stronger connection and commitment from the community, the residents, and the city.



Student Projects: Englewood



Demographics of Residents

Population: 25,075

Male/Female Ratio: 0.8 : 1

Median Household Income: \$19,795

Education:

- Did not graduate HS: 26.2%
- Highschool Diploma Or Equivalent: 36.3%
- Some College, No Degree: 24.6%
- Associate's Degree: 5.8%
- Bachelor's Degree: 5.3%
- Graduate or Professional Degree: 1.8%

Race:

- White: 0.7%
- African-American: 94.6%
- Asian: 0.27%
- Hispanic or Latino: 3.4%
- American Indian: 0.30%
- Native Hawaiian: 0.04%
- Mixed race: 0.93%

Englewood Racial Breakdown



White Black or African American Asian American Indian Native Hawaiian Mixed Race Other Race

New Project Model

Columbia College BUSE: Community-Based Marketing and Advertising

A project designed for students to observe and reflect on the impact of ads in varying Chicago neighborhoods

Neighborhood One

Historical Context
Demographic: neighborhood, east of Irving, stateholders and 6 lines - 3 interstates
Advertisements From the Neighborhood

Community Profiles on Facebook tended to resonate with people much more than any of the other types of posts, having at least 100 more reactions than the other posts. The highest reactions were on Wednesday and Thursday. Community Profiles on Twitter also tended to resonate more with people with 5 Community Profile tweets mentioning them and a related, whereas no other posts got retweets and 3 articles mentioning were the most. We encouraged action in all of our captions, like "Check out this article on Black representation in Hollywood!" Profiles and stories about people seem to resonate with followers more, so using those types of things more would help us improve in the future.

Community Member Photo Here

Community Member Photo Here

Community Member Photo Here

*Quote From Community Member Here!

ADVERTISEMENTS

You had a variety of different types of posts that included varied posts, content marketing pieces, community profiles and medium/length articles. Our group chose these types of posts to shed light in questions going on around our community and on a broader scale. We chose different types of posts to be engaging and encouraging to learn more about what has been going on.

Ad Here

Ad Here

Ad Here

Neighborhood Two

Historical Context
Demographic: neighborhood, east of Irving, stateholders and 6 lines - 3 interstates
Advertisements From the Neighborhood

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Ad Here

Ad Here

Ad Here

Group Photo Here

Initial Perceptions

Wikipedia provides a platform for the students of the Lafayette College University community to come together and engage in a discussion of topics that touch upon and include LCU. With the topic of the intersection of politics and the Black community our class delved into a conversation that can touch both a local community such as LCU, as well as the nation. In the article Original sinners: US, Asia's legacy after slavery to end slavery as an abolitionist movement and killed 2.5 billion people that Americans ought to treat all Americans fair. All Men are Created Equal." By posting different types of content, we wanted to engage community members about issues in our community, specifically that of African American representation.

By posting content that directly related to African American representation in categories of politics, education, local communities, etc. the group wanted to open the Wikipaedia community's eyes to the important issues African Americans in the area of representation so that they may be better equipped to support African American representation.

Identifying Differences

Our focus is to highlight and provide a voice for the African American community in Oxford. We want to provide quality content that will spark an open discussion about how to improve the Lafayette College University community and the country around us. Our focus for this particular article was Representation. We gathered research about African American representation across politics, entertainment, business, and more. We did this through a variety of means depending on the type of content, including interviewing community members. We believe that representation is very important for minority communities, and we really enjoyed discussing and highlighting these issues throughout the week.

Columbia Community Project - Our Thoughts

"The most part of this project was making members of the BUSE, and learning from them about the Black community. I was really excited to experience the representation itself, even if I could only see it on the way provided such a comfortable space to share our own ideas in discussion and learn more from each other. At least any conversation or after one session to be more informed about another student and friend. This had my confidence going into this project overall." - *Shirley Dineale*

"They were able to change of advertising and posting for a steady balanced social media brand was very helpful. It demonstrates that as long as you have great content that relates to what you're advertising it doesn't matter how you create the brand, but it does matter how you use it. We worked our posts to fit on Facebook as opposed to Twitter and vice versa was also a very helpful learning experience!" - *Quinn T.*

"It was one thing to read about problems facing a community online but to actually do so and discuss those issues with the community taught me that those problems are very real and are affecting our friends right here in Oxford. The experience taught me how to have difficult conversations and showed me that people are more than willing to discuss your issues (as are not affected by)." - *Cory Blalock*

"Before doing my interview, I was really nervous that I would offend someone by asking questions or that they wouldn't want to answer a question. However, during the interview, my interviewee, Latanya Piquette, could not have been more gracious or open in answering my questions and asking mine. It showed me that talking about hard topics with people living with the problems is a wonderful opportunity to show that I care and want to understand. When approached, someone opens the doors for a genuine discussion that benefits both parties." - *Justa Clayton*

"This project really helped me gain a perspective that I was lacking on the topic of representation. I particularly enjoyed seeing how different people and hearing their thoughts on Black representation in politics and media. Additionally, but for this project helped develop my thinking in a positive way when it comes to understanding the challenges that members of the African American community face." - *Sam Mowley*



Project Resources

Download the specifics for this project

[**Jesadler.com/Resources**](https://jesadler.com/Resources)