Community Advertising and Marketing

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

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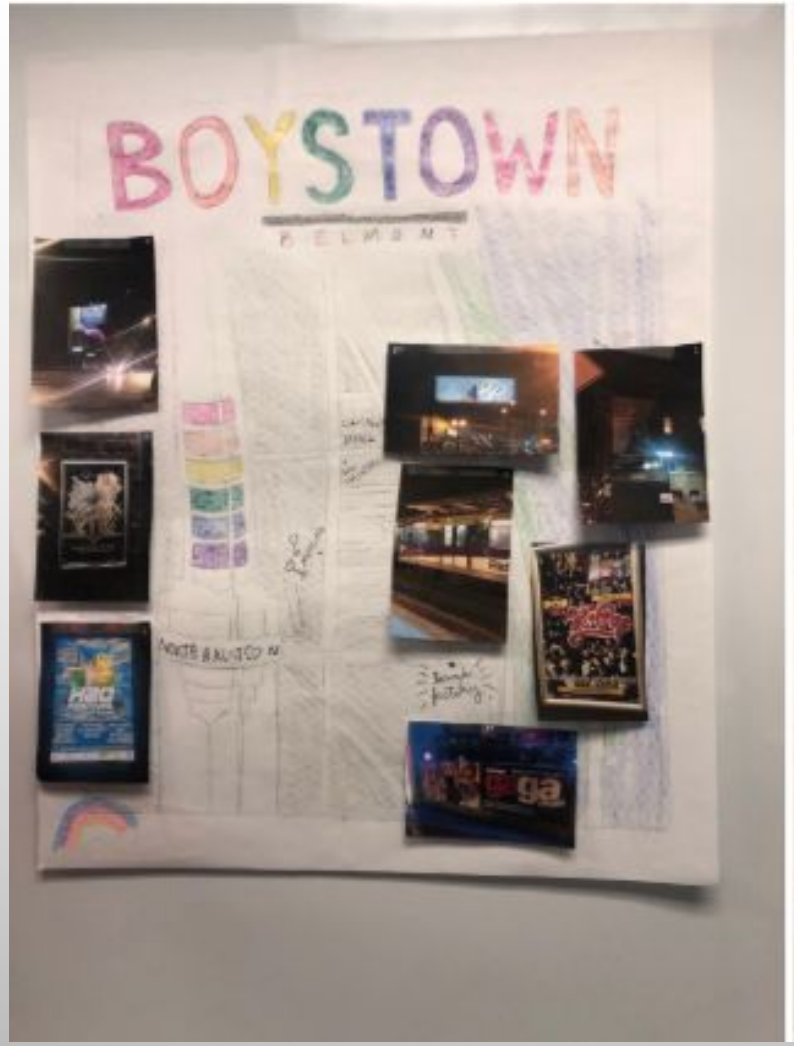
Chicago

77 Unique Neighborhoods
~3mil Residents in City Limits
North Side vs. South Side (and West)
Columbia College Chicago is Center City

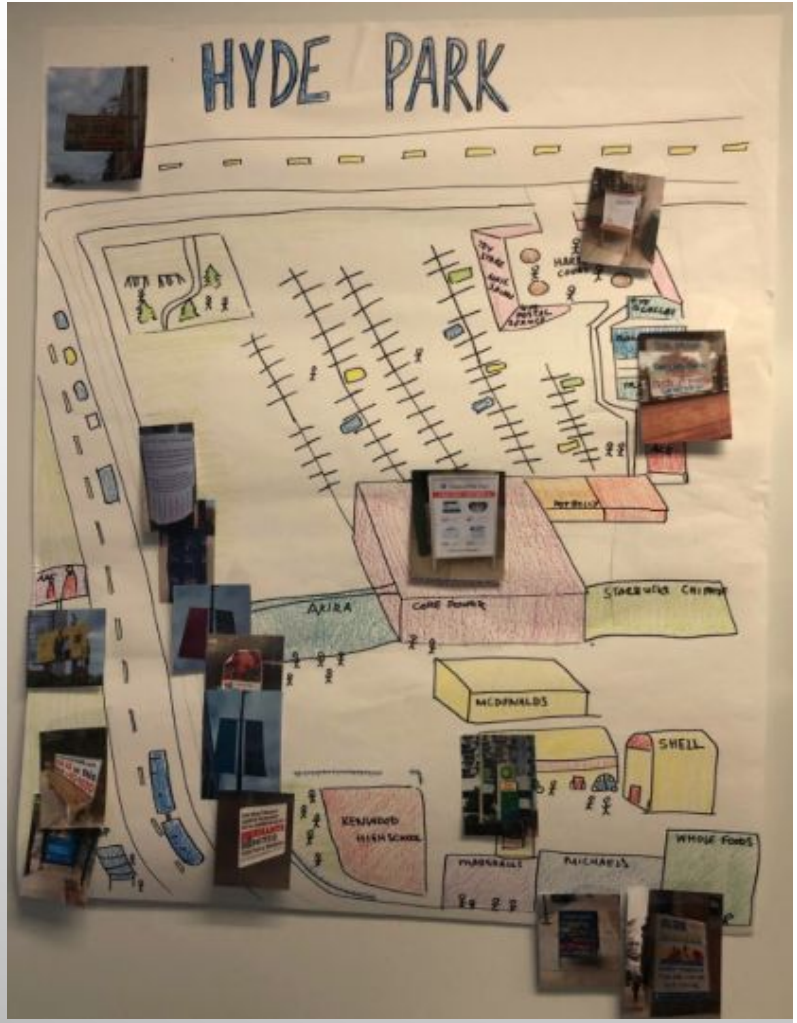
Community Advertising Scope

- **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



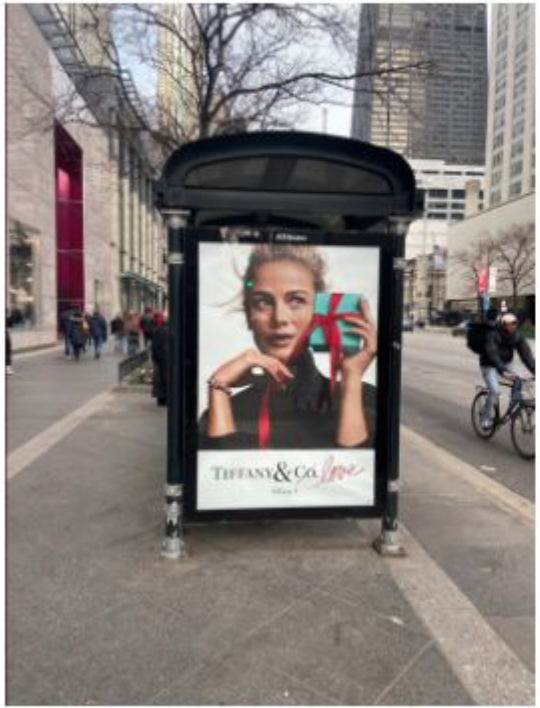
Student Projects

Student Projects: Streeterville

Corner of Eerie 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

Student Projects: Chatham

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"

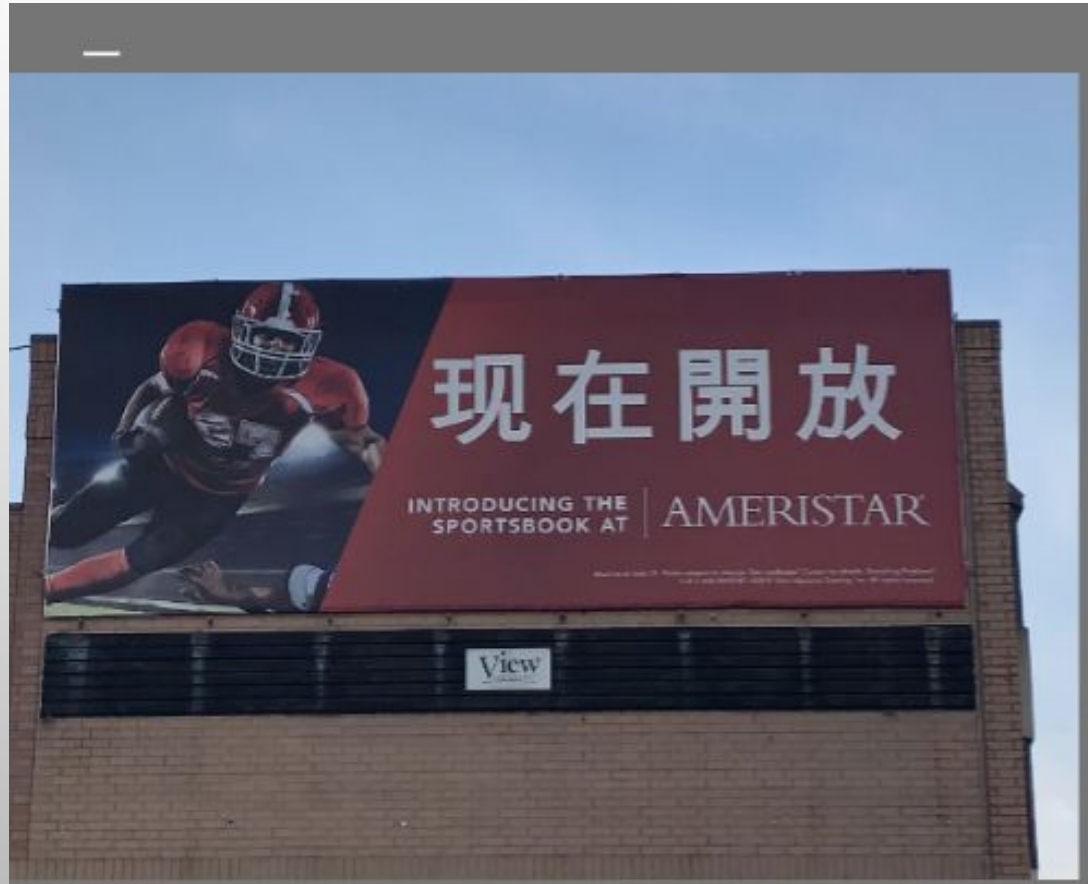
What do you love about your community? - "Everyone helps each other out, very friendly, welcoming. Because we are Chinese-Americans we stick together, its easier to talk to people and everyone understands their upbringing and the family knit community"

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 Luckett

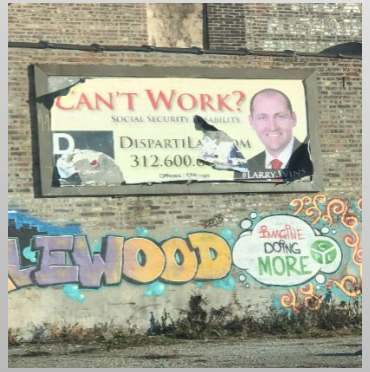
Age: 42

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

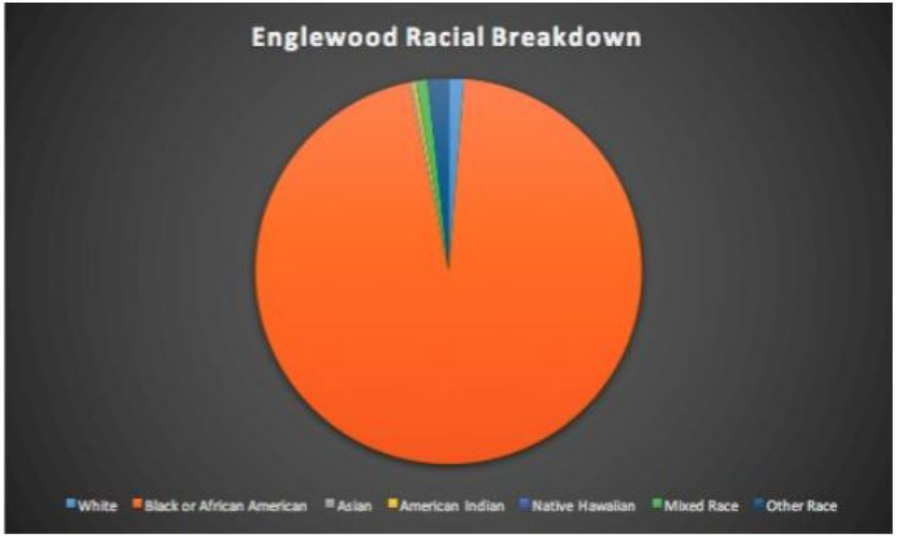
Population: 25,075

Male/Female Ratio: 0.8 : 1

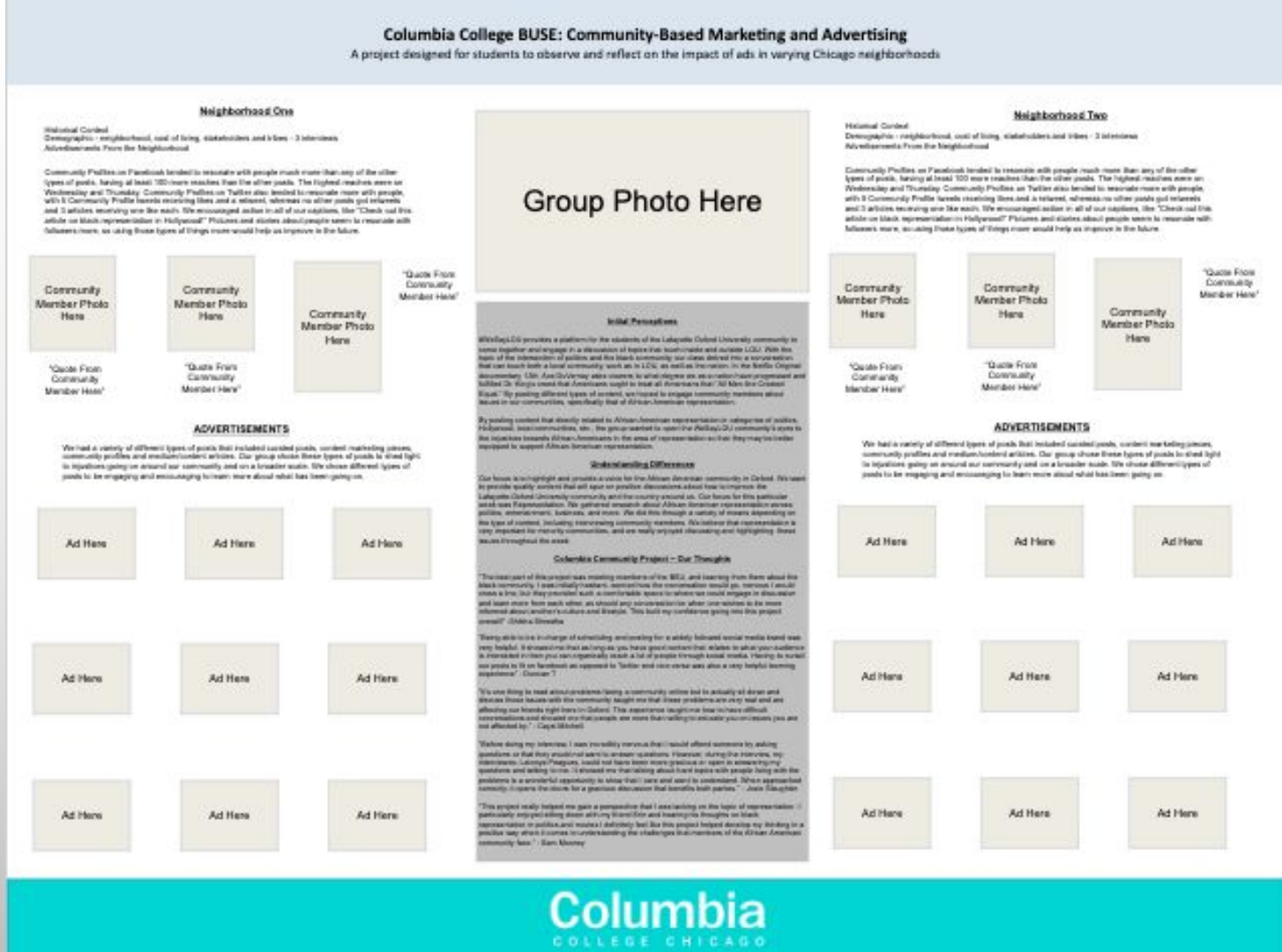
Median Household Income: $19,795

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%



New Project Model



Project Resources

Download the specifics for this project

Jesadler.com/Resources