

GRANDE PRAIRIE

City Centre Revitalization



Marketing and Education Campaign featuring Construction Carl



Construction Carl, a Communications Star!

Phase 4 of the Downtown Rehabilitation and Streetscapes Project impacted the entire City Centre in 2021 with immediate businesses feeling the primary disruption.

The DownTown Association is proud to have delivered a proactive marketing and education campaign, providing everyone potentially affected with an unparalleled level of information and engagement opportunities. This was made possible by a grant through the City of Grande Prairie.

The intent was to build awareness that our membership focused on the positives of this initiative while recognizing there are frustrations and difficulties associated with any significant construction project.

And this project launched in 2017!

The campaign featured an uber-eager construction character who exuded a big but genuine personality with a curious demeanour. Construction Carl was a hit with patrons, citizens, out-of-town shoppers, children, construction workers, and our membership.

He introduced the community and visitors to our vast variety of businesses, interacted constantly with the public, educated on parking options and route changes, all while demonstrating a close and personal connection to the project throughout the six months.

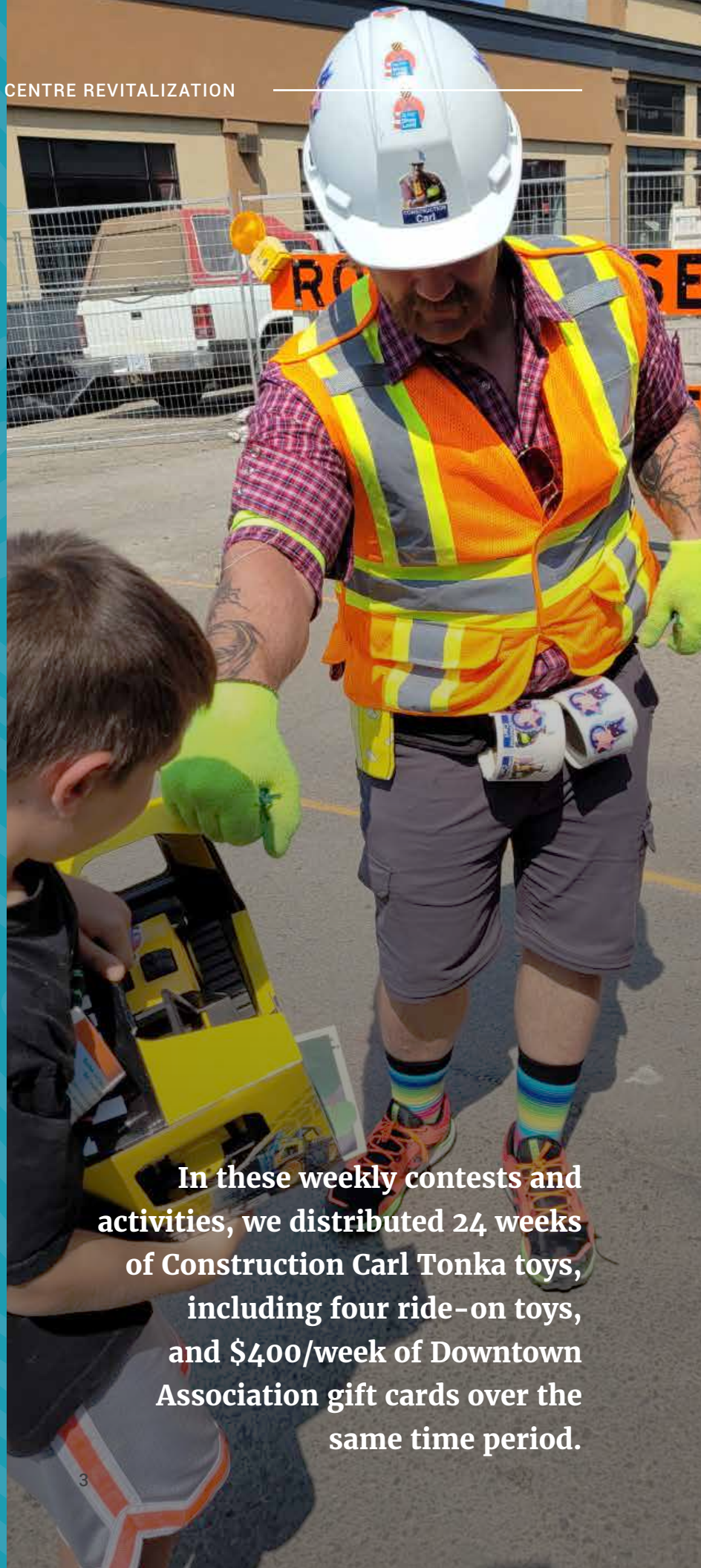
We posted more than 80 videos and frequent illustrative photos on social media, providing consistent, timely and ongoing messaging.

Through a variety of communication and marketing tactics and contests, we gave Grande Prairie and area residents, as well as tourists numerous reasons to come, embrace the construction work – and why it was needed – while bringing a young demographic to the core.

In these weekly contests and activities, we distributed 24 weeks of Construction Carl Tonka toys, including four ride-on toys, and \$400/week of Downtown Association gift cards over the same time period.

Our finale was a \$1,000 New Horizon Co-op shopping spree.

Thank you, Construction Carl, for all your hard work!



In these weekly contests and activities, we distributed 24 weeks of Construction Carl Tonka toys, including four ride-on toys, and \$400/week of Downtown Association gift cards over the same time period.

The Ins and Outs of the Campaign

The Downtown Association worked with imageDESIGN, a local agency now known as Nine10, to create a marketing campaign to spread awareness of the construction phases, how to gain access to their local shops, and draw them to the city core.

Building Connection

3D Characters were modeled and named after a key figure from the prominent companies working on the construction. This included City Centre Wendy, Aquatera Shayne, Knelsen Nick, Construction Carl, ISL Engineering Brian, and Shopper Sue. Using 3D characters that looked similar to the original person allowed the Downtown Association to create content without the physical person always needing to be there and added a sense of playfulness and fun to the marketing campaign.

Giveaways – QR Codes and NFC Tags

Each 3D character was made into a rigid plastic stand around a foot high with QR Codes and NFC tags for scan or tap feature. Unique links were created for each character, making it possible to see how often or when the character was scanned. Every week, a new giveaway was released to the public, and the store location of the character was revealed in a social media post at the beginning of the week.

The purpose of the social media posts and giveaway characters was to attract traffic to both the social media pages and the local businesses. The public normally had around 4-5 days to visit the store location, scan the character, and complete the giveaway requirements - resulting in them being put into a random draw for \$100 or \$200. Weeks were alternated where 4 people would receive \$100 each or 2 people would receive \$200 each in Downtown Association giftcards.

Character Stands



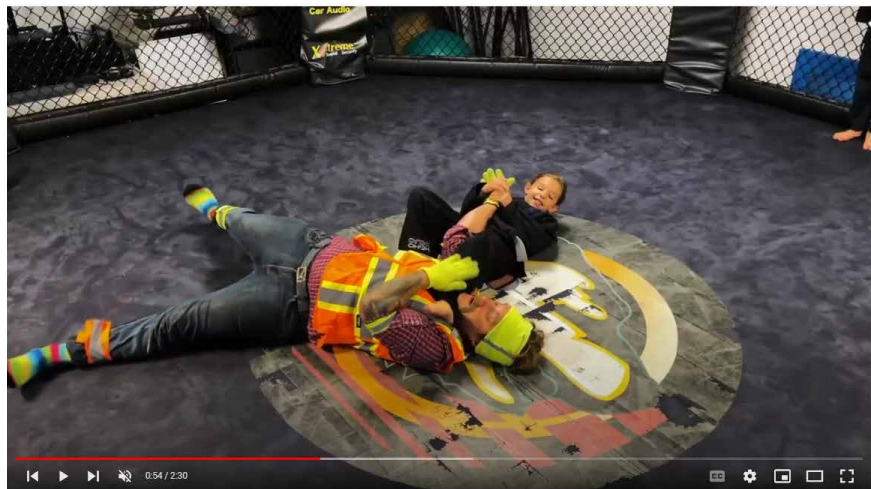
Promotional Videos

Each week, when a new giveaway location was released, it was done by posting a promotional video of the businesses. In order to add humour, lightheartedness, and a sense of play - Construction Carl was the main character who experienced each of the businesses and brought awareness to what each location entailed in a comedic way.

When more educational information needed to be released, another character would be brought in such as Shopper Sue. She represented the general public and City Centre shoppers. In the videos, Construction Carl would direct her where to park during construction and find what she was looking for in our City Centre.



Construction Carl showing Shopper Sue downtown parking locations



Construction Carl experiences Heiho Dojo

Promotional Items

Construction Carl carried around rolls of stickers on his tool belt to distribute to kids, one focused on shopping local downtown during construction and the other one featuring his sidekick cat Salem.





Promotional Face-in-Hole Board

Placed in convenient locations near construction and local businesses, this face-in-hole board was created as one of the giveaways where friends and family submitted their pictures to Downtown Association's Facebook page. But we saw many people stopping to take pictures with it outside of the giveaway, like the Knelsen team here.

What the Public Had to Say

Thanks to your crew for the 30 minute show today 🤩 my son loves watching construction and all the crew were waving and saying hello to him 😊❤️



Awesome for sure construction Carl had my kids in giggles watching him explore downtown lol they thought it was so funny he went to places they been too cute was an awesome summer of adventures in grande prairie can't wait for next year 😊

This construction Carl thing is fabulous! Love it!

34m Like Reply



COngrats to all the winners. It's been fun to watch This page throughout the downtown construction. Great ideas for the community!

2d Like Reply



😊 that cat looks awesome if Luna gets bored of it I know a little man that would enjoy it. 😊

2d Like Reply



Mud Puddle Farm's Rustic Kitchen
Thanks Construction Carl for coming in!

6d Like Reply



Owwww this awesome

1d Like Reply

This is awesome

2d Like Reply

Wow!

2d Like Reply 1



Brilliant! 😂

Awesome 🤩

Grandma was visiting and couldn't wait to join the fun too



Love Reply Hide 40w

Ryker! Age 3, was a construction worker/digger driver for Halloween! 🙌👷🏻👷🏻



Yep I have three little digger crazy kids here whom love their trips down town to watch construction so awesome even the rain wasn't stopping them today



Care Reply Hide 47w Edited

I love the humour 🤩

Awe thanks that makes me less annoyed at the Construction

Like Reply Hide 47w



Congratulations Liam and Drew 🤩 nice to see you helping your Mommy move rocks in your yard 🍷 Have fun with the front end loader ! Thank you to the Downtown Business Association. Construction Carl is a real hero 🌟

Love Reply Hide 1y



Lmao I get such a kick out of Construction Carl 🤩

Love Reply Hide 49w



Revitalization Campaign Moments



