

MARKETING DRIVEN  
STRATEGY

2023

Prepared for:  
**Calgary  
Downtown  
Association**

# Marketing Strategy Proposal for



Submitted to:  
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# Meet The Team



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## Our Mission



To design a Downtown Experience Pass (DXP) that **leverages the existing high-quality experiences** downtown, and **stimulates increased engagement** in the core for post-secondary students.

# Executive Summary

**University students** are a critical target market for downtown businesses in Calgary, but their patronage is unique and challenging due to various pain points such as financial constraints, limited free time, safety concerns, and transportation difficulties.

**Imagin8** has undertaken an extensive analysis of experience enablers globally, thoroughly researched the target demographic, and audited existing assets in Downtown Calgary to create a comprehensive recommendation for a new experience pass. This report summarizes the findings and conclusions of Imagin8 and includes a launch proposal for a Downtown Experience Pass (DXP) encompassing features, positioning, distribution, promotion, budget, and a critical path forward.

Welcome to a new Downtown experience.

Welcome to... **THE HUNT.**



# Global Benchmarking Highlights

We conducted a thorough analysis of 90 cities from various regions of the globe including:

Vancouver	Guatemala City	Miami	Charlotte	London	Seoul	Perth	Buenos Aires	Seattle
Toronto	Panama City	New York City	San Antonio	Paris	Daejeon	Adelaide	Bogota	Portland
Ottawa	Tegucigalpa	Boston	Austin	Madrid	Tokyo	Melbourne	Rio	San Francisco
Montreal	San José	Philadelphia	St. Petersburg	Istanbul	Osaka	Sydney	Santiago	Sacramento
Halifax	San Salvador	Washington	Greenville	Barcelona	Shanghai	Brisbane	Lima	Los Angeles
Calgary	Managua	Atlanta	Louisville	Manchester	Bangkok	Canberra	Sao Paulo	Phoenix
Edmonton	San Pedro Sula	Lakeland	New Orleans	Berlin	New Delhi	Newcastle	Caracas	Salt Lake City
Quebec City	Campeche	Tampa	Natchez	Vienna	Singapore City	Auckland	La Paz	Las Vegas
Winnipeg	Granada	Portland	Nashville	Milan	Hanoi	Wellington	San Juan	San Diego
Kelowna	Mexico City	Jersey City	Memphis	Dublin	Manila	Christchurch	Cartagena	San Jose



## Key insights

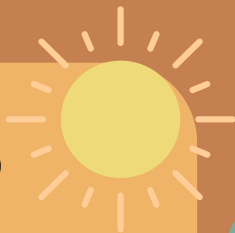
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Imagin8 sought, found, and compiled a holistic view of experience enablers around the world that can be applied to the market in Calgary.

# Benchmarking Key Findings



## Melbourne



The Melbourne *City Pass App* includes various features that target a younger demographic such as a camera to take pictures, an interactive eat/drink map, and an “around me” map. <sup>(49)(76)</sup>

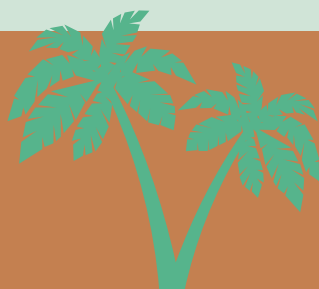
## Lakeland



Lakeland offers a free craft beer pass for Central Florida, where users can check in at the listed vendors to be qualified for prizes! <sup>(5)</sup>

## Miami

Miami offers free scavenger hunts with their sightseeing pass. Users complete challenges to gain points and rank on the leaderboard. <sup>(70)(60)</sup>



## Kelowna



Kelowna offers a scavenger hunt for users to explore Uptown Rutland Murals. Participants are entered to win prizes and can share photos using the hashtags, #exploreKelowna & #UptownMuralProject. <sup>(2)</sup>

## Key Insights

Taking the best features of each of these enablers (*scavenger hunt model, free access, prize incentives, experience map, photo sharing, and brand hashtags*) decreases the risk the CDA will take on.

# Calgary's Total Addressable Market

The total student population in Calgary: **70,000**

**Mount Royal University**  
**15,242** <sup>(37)</sup>

**Bow Valley College** <sup>(9)</sup>  
**3500**

**University of Calgary**  
**33-36,000** <sup>(77)</sup>

**Ambrose University**  
**1,160**

**Southern Alberta Institute of Technology**  
**12,293** <sup>(7)</sup>

**Alberta University of the Arts**  
**1,097** <sup>(7)</sup>

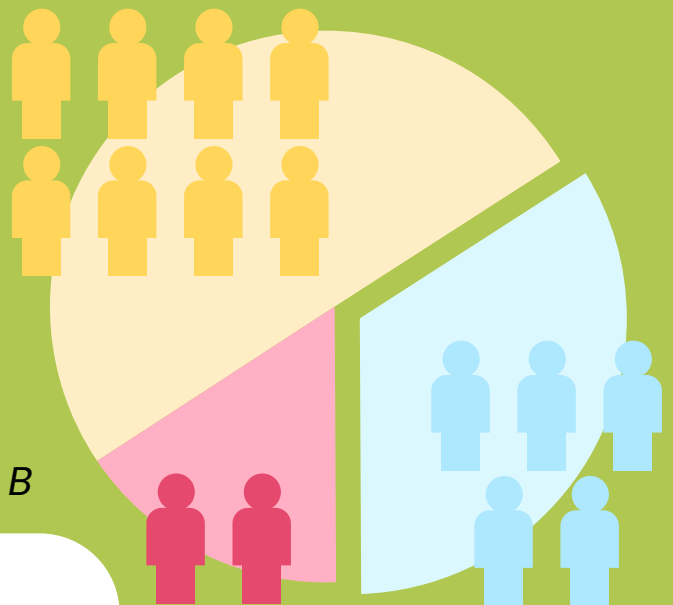
Total full-time student population: **54,226**

Total full-time working student population: **40,724**

*For a detailed breakdown, visit Appendix B*

## Key Insights

The total addressable market provides a starting point for segmenting the population.



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# Segmentation

Our segments consist of "**Work Hard Play Hard**" and "**Active Careerists**". They are in the age range of **18–24**, with Work Hard, Play Hard being **first, second, and some third-year** university students and Active Careerists being **fourth and fifth-year** university students.



## **Active Careerists:**

Primarily reside in Downtown Beltline,  
Panorama & Saddle Ridge <sup>(19)</sup>  
Population Size: **10,000–15,000**  
Appendix B

**Work Hard Play Hard:** Primarily reside  
in Varsity, Edgemont & Brentwood  
Population Size: **25,000–30,000** <sup>(19)</sup>

Appendix B



## **Key Insights**

Imagin8's segmentation research allowed us to understand, in-depth, Calgary's post-secondary student population, without filtering out too much of the CDA's target market.

# Post-Secondary Students



## Work Hard Play Hard

- Like to try new things
- Socialize with friends
- Have slightly more free time compared to Active Careerists but also have time constraints
- Drink more alcohol than their non-student counterparts

## Active Careerists

- Like to hang out with their friends and network with different people
- Maintain active lifestyle by attending gym or walking around parks and pathways<sup>(39)</sup>
- Limited free time, but network heavily

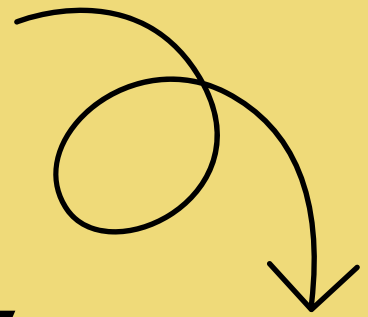
Both segments heavily use **social media** and have **tight budgets** because of rising inflation and low salaries. Both segments also generally **struggle with finding time** and **enjoy socializing**, although they do so in different ways.

## Key Insights

These segments have overlapping pain points that can be collectively targeted:

- **Lack of free time**
- **Concerns about safety**
- **Limited financial freedom**
- **Transportation woes**

# MEET JOEY



## Biography

**Active Careerist:** Joey, lives with his two other roommates in the downtown core. A thrill-seeker, Joey partakes in sports such as snowboarding and Muay Thai. Working an internship for a consulting firm, he is a young professional who enjoys networking for career development but he is unaware of the diversity that Calgary has to offer to meet his goals.

## Profile

**Name:** Joey Jones

**Gender:** Male

**Age:** 24

**Income:** \$27,720

**Occupation:** Human Resources Internship

**Education:** 4th year Human Resource Student at UofC

**Tenure:** Rent

## Motivations

- The need to network <sup>(25)</sup>
- Living an active and healthy lifestyle <sup>(40)</sup>
- Staying up to date and engaging on social media <sup>(25)</sup>

## Frustrations

- Public transportation
- Lack of time <sup>(26)</sup>
- Lack of vibrant downtown experiences

## Personality

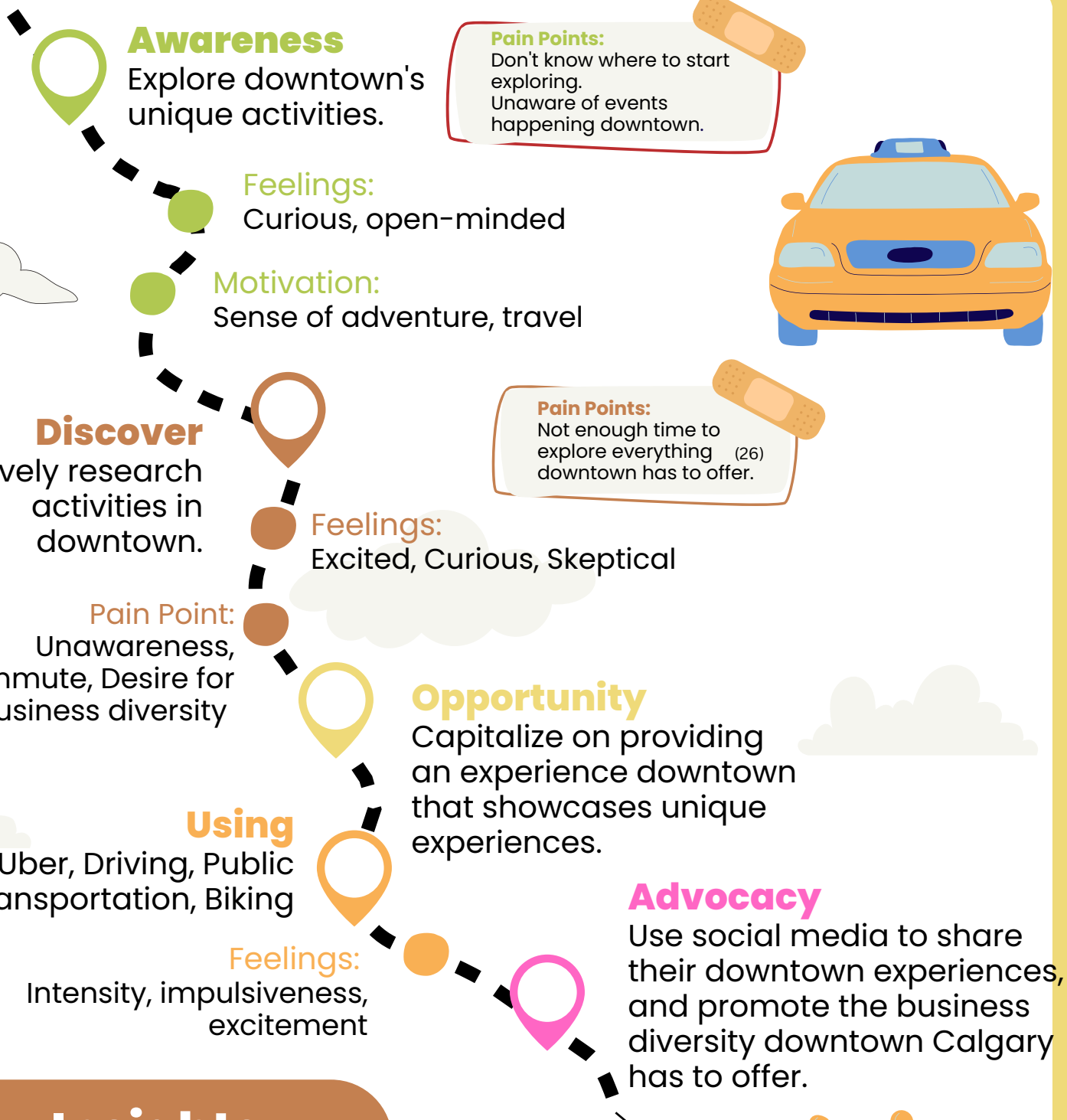
- Hangs out with roommates at bars <sup>(25)</sup>
- A user of LinkedIn to expand his network
- Health-conscious: Shops at supplement stores. <sup>(25)</sup>
- Going to bars with friends <sup>(25)</sup>
- Working out is part of his daily regime.

## Key Insights

Joey will be enticed by experiences which introduce him to the vibrant arts and culture of the city, without requiring excess planning and travel time.



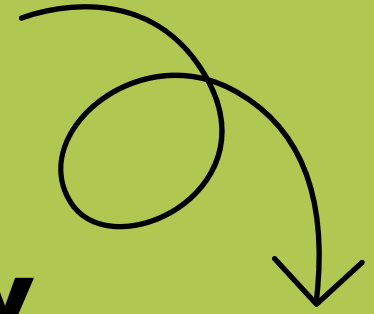
# Journey Map - Joey



## Key Insights

Joey would love a more cohesive journey but isn't quite sure how to achieve this.

# MEET TIFFANY



## Biography

**Work Hard, Play Hard:** Tiffany is a risk-taker. She enjoys trying new things like restaurants and experiences. She is motivated and highly ambitious. She struggles to balance her workload of classes on top of her part-time job which causes financial instability and a general lack of time - this makes it difficult for her to plan trips to the downtown core.

## Profile

**Name:** Tiffany Silva

**Gender:** Female

**Age:** 21

**Income:** \$15,360

**Occupation:** Human Resources Internship

**Education:** 2nd-year Political Science Student at UofC

**Tenure:** Rent

## Motivations

- Having fun and socializing<sup>(48)</sup>
- Leisurely activities and sports<sup>(57)</sup>
- Meeting new people for both professional growth and social benefit<sup>(16)</sup>
- Going out and drinking<sup>(48)</sup>

## Frustrations

- Balancing the workload of classes with her job\*
- Financial instability, high student costs, unaffordability<sup>(63)(35)(38)</sup>
- Unsatisfactory transit services<sup>(4)(61)(38)</sup>  
\*(30)(54)(62)(67)(43)(50)

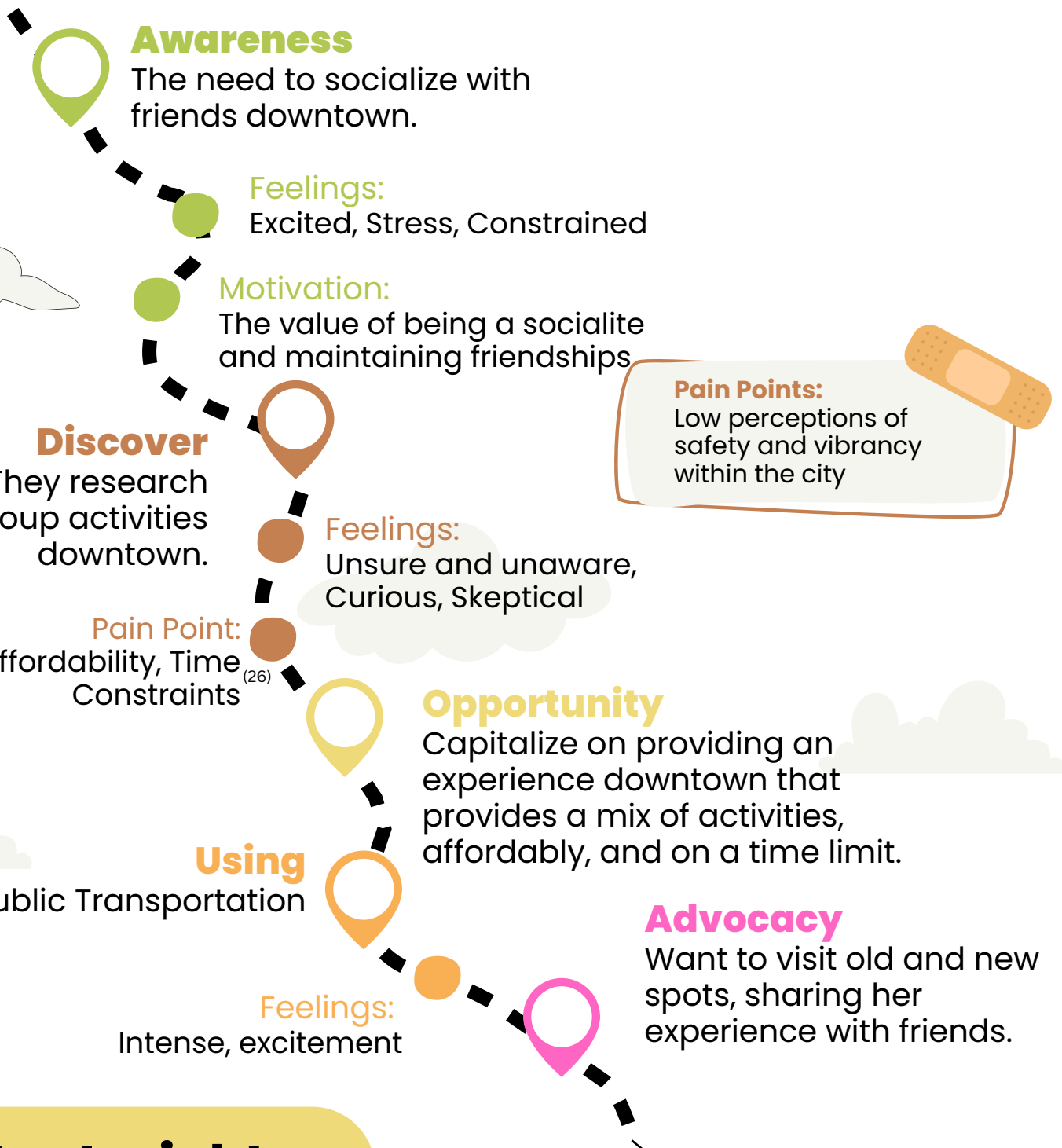
## Personality

- Work hard, play hard<sup>(25)</sup>
- Seeks validation<sup>(25)</sup>
- Impulsive<sup>(25)</sup>
- Desires immediate gratification<sup>(25)</sup>
- Seeks experiences that bring<sup>(25)</sup> intense pleasure and emotion

## Key Insights

Tiffany's interest will be captured by experiences that introduce her to new people and places, without draining her bank account.

# Journey Map: Tiffany



## Key Insights

Tiffany has a desire to explore, but money is holding her back.



# Downtown Audit

Assets that can be leveraged in Downtown Calgary to address the needs of these segments:



## Cafe's and Coffee Shops

**49 locations** with 48.98% being unique local shops

## Parks and Pathways

**23 parks** in Downtown Calgary

## Bars and Restaurants

**More than 5,900** restaurants operating in Calgary

## Festivals and Events

**10-15** major, art, music, and cultural festivals in Downtown Calgary annually

## Arts/Museums

**3** major art-driven establishments in the Downtown BIA

## Entertainment

**Numerous entertainment industries** and establishments such as escape rooms, casinos

## Tourism

**Few tourist spots** in the Downtown BIA. This includes Calgary Tower, Stephen Avenue Walk, Peace Bridge, and Olympic Plaza

## Leisure

**Roughly 17 gym facilities** within the downtown area

## Transit Stops

**8 train stations** that are in the free fair zone

*For more details, visit Appendix C*

## Key Insights

There is no shortage of experiences in Calgary, just a lack of messaging that solves the pain points of post-secondary students.

# Boots-on-the-Ground Interview Takeaways

Our research team went downtown to walk in the shoes of our target market and spoke to various businesses that have insight into their issues operating downtown. We learned:

- Businesses are facing a **lack of accessibility** during the later hours on the weekends.
- **General awareness is low for local chains.** Natural foot traffic is generally low..
- About the **unaffordable** and lack of general parking for patrons.
- There is a **lack of downtown-based festivals and events** that attract younger demographics.

*See Appendix D for full conversations*

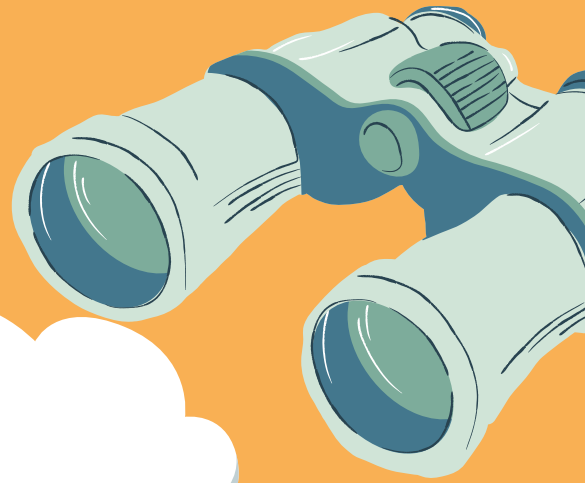


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## Key Insights

Businesses in Calgary recognize the need to improve awareness of affordable and accessible experiences.

**WELCOME TO...**



# THE HUNT



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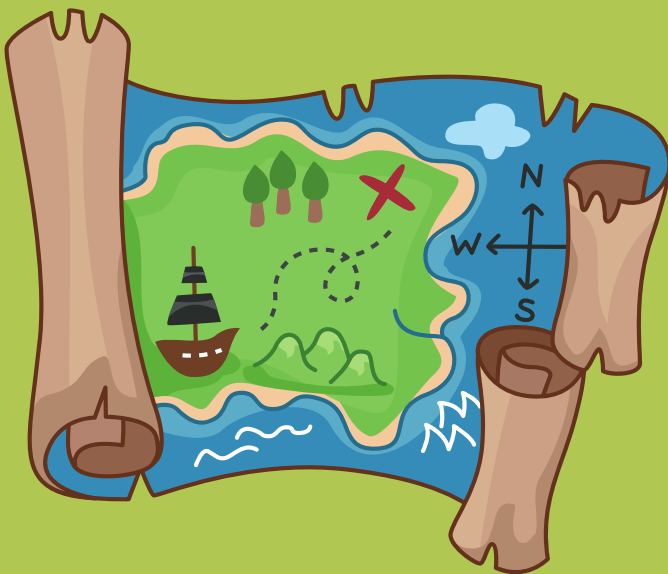


# What is



# THE HUNT?

THE HUNT is a **downtown experience passport** that drives a sense of adventure, exploration, and entertainment into post-secondary students! By designing the program to heal previously identified pain points, THE HUNT will drive post-secondary student foot traffic, spending, and an increased awareness for diverse experiences in Downtown Calgary!



## Key Insights

Imagin8 proposes a scavenger hunt in the form of a continuously updated experience passport.

# Why a scavenger hunt?

Through previous benchmarking research, we have discovered that scavenger hunts are a great way to get students engaged and out and about.<sup>(36)</sup>

## A Scavenger Hunt:

- Creates a better sense of safety with a group dynamic experience
- Allows socialization
- Remains within a budget
- Utilizes transit conveniently
- Budgets time effectively

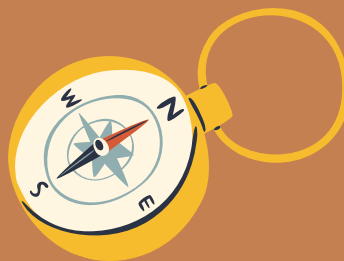


(Refer to Appendix J)

We have also identified that our specified segments consist of risk-takers and thrill-seekers. THE HUNT compliments these traits as it provides constant gratification for users as they complete the experience.

## Key Insights

THE HUNT is a viable solution because it solves the pain points of students and has proven successful in other cities.



# THE HUNT Features

- Interactive map
- GPS task tracking & completion
- Real-time updates for new and existing tasks
- Trackable leaderboards with other players
- Rewards & prize redemption
- Push notifications for task updates & rewards
- Ticket purchasing for events & attractions
- Location-based experiences
- Integration with social media platforms for sharing experiences
- Personalized recommendations based on user preferences
- Individual or group hunts
- Integration with local transportation services
- Advertising for local businesses
- Integration with local event calendar



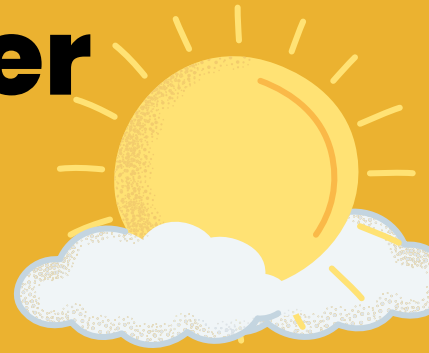
## Key Insights

Though robust in functionality, the DXP employs a simple user experience and makes sequential journeys accessible for students.



# THE HUNT Summer Experience List

June–August (Start of Hunt →End of hunt)



See Appendix E for the winter, fall, spring, and specialized experience list!

## Launch Extravaganza

**START:** Begin your journey by taking the Calgary LRT to Downtown West–Kerby Station and visit **Calgary Conservatory Art Gallery (\$10 dollar Entry)**

**NEXT:** Walk to the **Loophole Cafe** and take a picture with the **Decommissioned Art Bus** and IF you choose, buy a coffee from the Cafe Shop inside.

**NEXT:** Walk all the way up 10th Street to the pathway on the river, follow the path down the river until the **Peace Bridge** and snap a photo halfway across the bridge.

**NEXT:** Continue your journey down the beautiful walkway until you reach **Eau Claire Park**. Now this area is very unique and diverse...so you now have a choice:

- Purchase an Ice Cream from **Moo's Country Ice Cream**
- Grab a drink of your choice at **Local Public Eatery or JOEY Eau Claire**
- Take a picture of the Canadian Geese who reside in the Park
- \*If applicable: Take a video of you dancing to the music of a busker at the **\*Calgary Folk Festival OR** take a picture with someone in a cowboy hat!



**NEXT:** Here you have a choice:

- Begin your journey towards 3rd Street and 4th Ave to the **International Hotel** and maze through the **Plus 15 Skywalk** to the **Bow Building**, track down an E-scooter, and make your way to the **Bow Building**. Find the hidden gnome around the **Wonderland Head Statue!**

**NEXT:** Make your way to the **Olympic Plaza** on **8th Ave** and find the Hidden Key (QR code) to unlock the next step!

**NEXT:** Riddle: What is tall and red, with a spinning glass head, with no arms and no legs, but stands all the same? (**Calgary Tower**). Make your way to the Calgary Tower and Take a photo in front!

**NEXT:** Head to **Kanata Trading Post** at **8 Ave SE**. Find a souvenir you could give to a friend or family member who is not from Calgary. Take a photo with that souvenir. If desired, you may buy the souvenir and give it to a friend or family who is not from Calgary.

**END:** Lastly, you are on your own in the heart of the city! The last challenge here is to find the second gnome...it can be anywhere on the **8th Avenue Walk**...it may be in a bar...he may be in a store...take a walk down the street and explore.

- When you find this item, it is a fan of fun photos...take a stop at **SnapFoto** and claim your prize!

*\*Festivals happen at varying points of the summer, so a  
\*indicates a stage that can be added to an existing Downtown  
Calgary HUNT*



## Key Insights

While just an example of countless possible experience lists, the Summer HUNT introduces post-secondary students to a variety of downtown institutes.

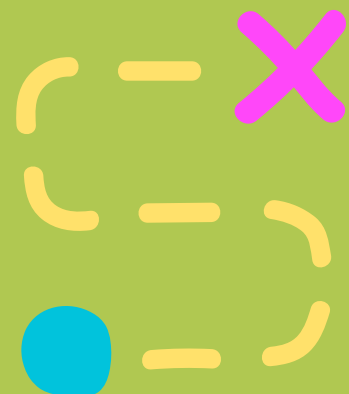
# THE HUNT Positioning

**Unique Value Proposition:** THE HUNT is a unique solution to enabling experiences through longer and more frequent journeys in Downtown Calgary. This platform offers a fun and interactive way to explore the city and its offerings while also addressing transportation, safety, and time constraints.

**Marketing message:** "Discover Downtown Calgary like never before by joining THE HUNT. Explore the city, complete fun tasks, and be rewarded for your efforts. Get ready for a one-of-a-kind experience that will introduce you to the arts, culture, and enrichment the city has to offer."

## Key Insights

Students will want to partake in THE HUNT because it will introduce them to exciting experiences.





# THE HUNT provides value to both of our target segments with its key benefits.

## Key Benefits:

- Eases transportation woes with a map of downtown and task locations, **saving students time and reducing stress.**
- **Improves safety** by providing a structured activity for students to participate in, reducing the chance of wandering into unsafe areas.
- **Boosts foot traffic** at downtown businesses by exposing students to new places and products.
- Builds community among university students through **shared experiences** and interaction.
- Offers prizes and benefits to active users, motivating **continued exploration** of the city.
- Compiles and **enables data for the CDA** and its members.



## Key Insights

Post-secondary students and downtown businesses can have a mutually beneficial relationship, of which THE HUNT can be the beginning.

# Distribution

How will we deliver  
**THE HUNT to users?**



Bandwango is a Destination Experience Engine (DXE) that specializes in creating free and paid programs in the form of experience passes and gamified trails.

## Fast facts:

- **350+** communities served<sup>(1)</sup>
- **900+** passes built in 2015<sup>(1)</sup>
- **35 000+** local businesses onboarded<sup>(1)</sup>

The CDA can utilize Bandwango's advanced program to create THE HUNT. Bandwango's gamified trails product is perfect for the experience we're trying to promote.

## Key Insights

There are already over 350 cities that have implemented a successful experience pass with Bandwango, including Edmonton, Winnipeg, and Toronto!

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# THE HUNT Journey for Students



**Stage 1:** Tiffany/Joey want to go out and socialize...but don't know what to do or where to go!

**Motivators:**  
Need to socialize, leisure, exercise, and see diversity in the city

**Pain Points:**  
Time balance, financial constraints

**Opportunity and Benefits**  
Free pass  
Social activity  
Time-friendly

**Stage 2:** Tiffany/Joey see an advertisement(s) for THE HUNT & it sparks interest...

- They scan the QR code or follow ads to the CDA webpage for information
- They see a gamified experience that is free, socially engaging, filled with diversity, and time flexible



**Stage 3:** Tiffany/Joey share with friends & they all decide to go on Saturday!

**Stage 4:** Tiffany/Joey sign up through the CDA hunt landing page

1. They click "SIGN UP"
2. When signing up, they provide personal information as Bandwango can collect & enable vast amounts of data.
3. This data may also be used for future personalization & recommendations.
4. User receives a confirmation e-mail/text message is sent.
5. Once confirmed, Tiffany/Joey may then add the pass to their homepage like an app.

**Stage 5:** On Saturday, Tiffany/Joey meet up with their group and take the LRT downtown to the station that THE HUNT starts at

**Pain Points:**  
Unsatisfactory transit

**Opportunity and Benefits:**  
Group safety  
Transit convenience DT

**Stage 6:** THE HUNT begins!

**Stage 7:** THE HUNT ends: Tiffany/Joey finish, claim the reward, share on social media, and fill a quick review of the experience!

# THE HUNT Journey for CDA members

**Stage 1:** Member is added to THE HUNT



**Stage 2:** Member promotes THE HUNT with materials provided by CDA, and customized items for the users.

**Stage 3:** Users check into member's business using geo-fencing

**Stage 4:** User data collected using Bandwango (visits, frequency, duration, spending)

**Stage 5:** CDA shares crucial insights with THE HUNT members.

**Stage 7:** Member prepares for next hunt journey, learning from past seasons' ups and downs.

**Stage 6:** Member unpacks and addresses issues/concerns/positives



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# Promotion



Even revolutionary ideas fail if they lack awareness...

The **most important promotion strategies** include a partnership with the student associations of **MRU, UofC & SAIT** to build student excitement, and creating "FOMO" by heavily expanding our summer hunt's prize-pool, and a fun, exciting launch party.

**See Appendix F for a detailed promotional strategy explanation.**

We also plan to continuously grow awareness for THE HUNT by allocating 11.6% of our budget towards SEO strategy development. The benefit of SEO is that it can build trust, loyalty and recognition, and it is active 24/7.<sup>(79)</sup>

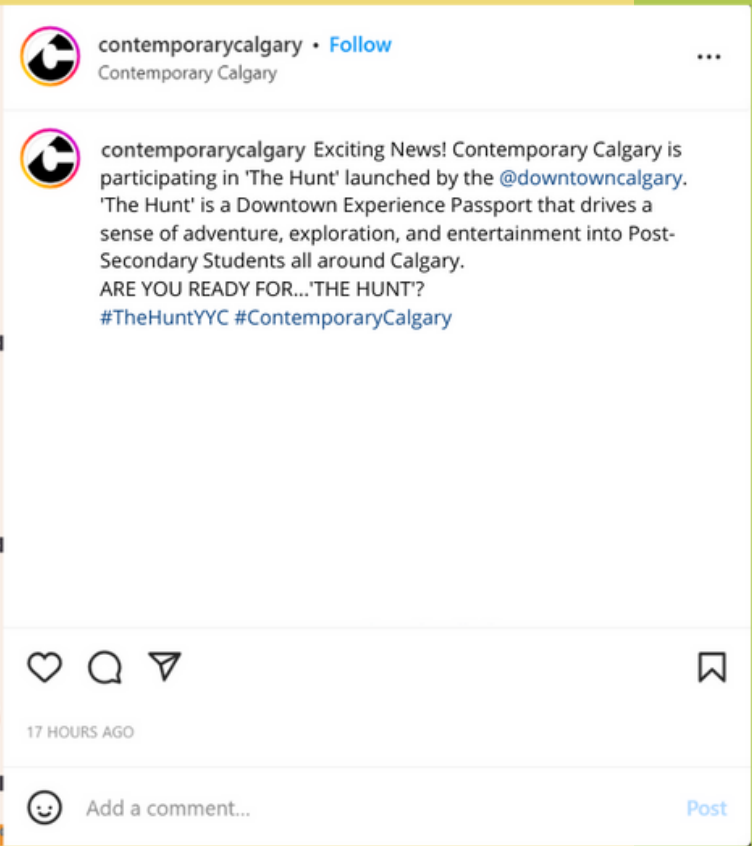
See budget breakdown section for extended information.

## Key Insights

Promoting THE HUNT with partnerships, parties, prizes, and strategic advertising will ensure the CDA's KPIs are met.

# Social Media

## Mock-Ups



## Instagram



## Sticker

## Poster



# Promotions

# Mock-Ups



PERMITS

GETTING AROUND

AMBASSADORS

THE HUNT



## Website Tab



## C-Train Platform



## Info Card



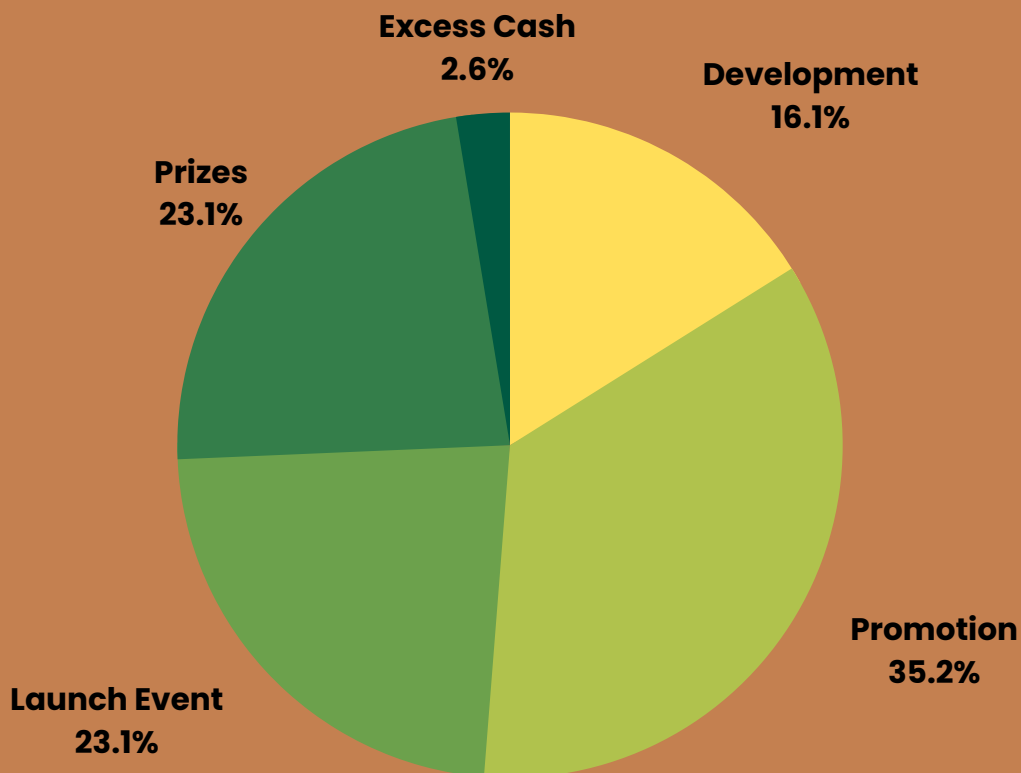
## Banner

# Budget Breakdown

The **promotion** section of the budget accounts for the majority of our proposed spending.

**Key promotional assets** include:

- Stickers, coffee & costumes for student association experiential partnership.
- Advertising on ALL social media platforms.
- Transit advertising.
- Media partnership with Curiosity Calgary.
- Launch Party & event venue (Summer Passes).



- Development: **\$104,440**
- Promotion: **\$228,804**
- Launch Event: **\$150,000**
- Prizes: **\$150,000**
- Excess Cash: **\$16,756**

**Total: \$650,000 / 2 Years**

# Critical Path

See Appendix M for expanded critical path and budget.

## **March–May 2023 (Q1)**



### **Quarter 1 (Q1): Plan**

- Plan & Research "THE HUNT" Pass
- Develop the project with Bandwango
- Provide training & support for member businesses
- Begin early promotion

## **September – November 2023 (Q3)**



### **Quarter 3 (Q3): Expansion**

- Begin Back-to-School campaign
- Begin data collection & analysis
- Continue promotional media posts & partnerships
- Onboard more members to join future season passes

## **June – August 2023 (Q2)**



### **Quarter 2 (Q2): Launch**

- Launch "THE HUNT" to the target audience.
- Host Summer Extravaganza Launch event
- Expand promotion channels
- Begin media partnership

## **December 2023–February 2024 (Q4)**



### **Quarter 4 (Q4) Refinement**

- Implement changes based on data analysis
- Begin Transit Advertising
- Continue promotional media posts & partnerships

## ***March – May 2024 (Q5)***

### **Quarter 5 (Q1): Growth**

- Increase marketing efforts
- Collaborate with universities to promote "THE HUNT"
- Offer exclusive experiences
- Develop partnerships with other companies

## ***September – November 2024 (Q7)***

### **Quarter 7 (Q3): Refinement**

- Implement feedback from users and partners
- Introduce more promotions and incentives
- Develop a customer support system to handle any issues or queries
- Plan necessary updates and improvements

## ***June – August 2024 (Q6)***

### **Quarter 6 (Q2): Expansion**

- Introduce new experiences specific to the region and local culture
- Evaluate the success of the expansion and gather feedback

## ***December 2024 – February 2025 (Q8)***

### **Quarter 8 (Q4): Continuous improvement**

- Monitor and evaluate the success of the pass and user experience
- Introduce new and experiences to enhance the value proposition
- Provide training and support to partners to ensure smooth integration with the pass
- Plan for future growth and expansion

# Conclusion

**THE HUNT** will stimulate a 10% increase in annual downtown visits, and a 15% increase in annual revenues, by enhancing existing physical assets within Downtown Calgary.

Through Imagin8's efforts of researching the potential that **THE HUNT** has to offer, we believe that the city can utilize our proposal to push downtown Calgary beyond the traditional buzz of 9-5, and become a vibrant city centre that people enjoy 24/7.



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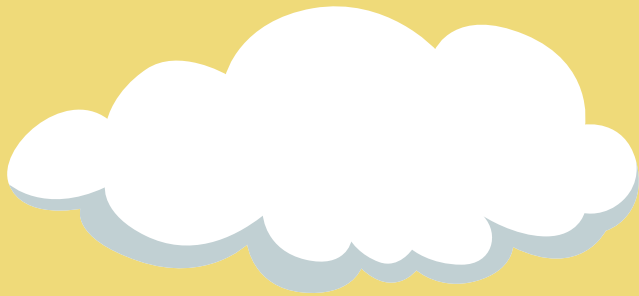
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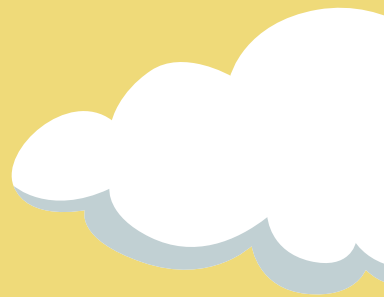
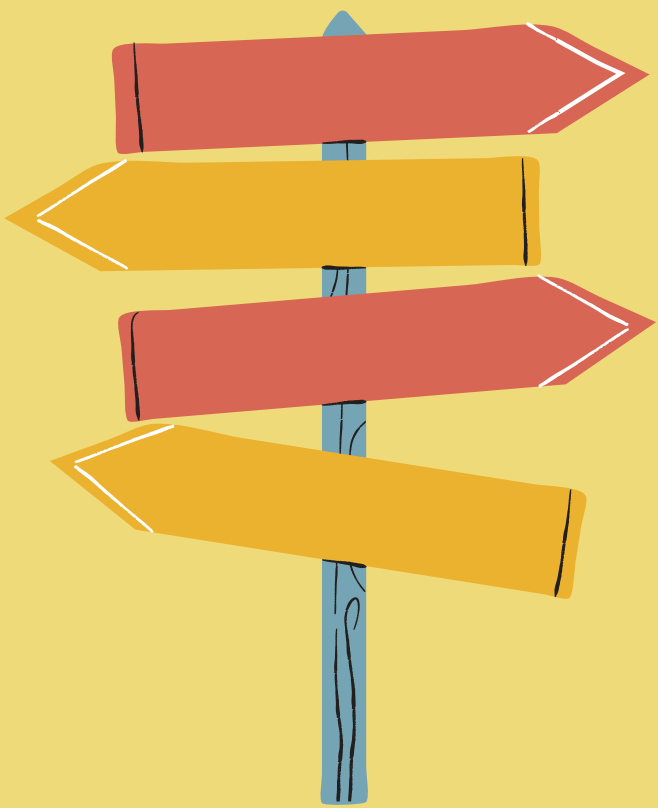
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# Appendix



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# Appendix

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# Appendix A: Bird's Eye View Downtown Experience Journey Map



## Stage 1: Why?

Try New Things.

Interested in the nightlife, events, food scenes, shopping, and education in downtown.

Major Concern: Personal safety.

## Stage 2: How?

Public or Personal Transportation, Bike, Uber.  
Uber, C-Train and buses

Major Concerns: Public transit safety, price of parking, weather.

## Stage 3: How Long?

Depends on the Purpose of the Visit.

2-3 hours for leisure, 8 hours for work.

Major Concerns: Will try to visit after 6 pm or on Sundays because parking is free.

## Stage 4: When?

Interested in exploring all the to dos within downtown throughout the year, but limited by seasonal/time specific activities.

For Example:

- Olympic Plaza ice skating.
- Summer Music Festivals.
- Restaurant's limited "Happy Hours".
- Almost everything closes at 5pm.

Major Concerns: Unable to enjoy favorite activities in downtown whenever.

## Stage 5: Overall Experience

Primarily influenced by transportation experience, perception of the safety of the transit experience, as well as Downtown itself, how much money spent, and the overall cleanliness of the city.

## Key Insights

Perceptions of safety and accessibility are a barrier to trying new things



## Appendix B: Population Segmentation of Calgary Post-Secondary Institutions (Table 1)

<u>Institution</u>	<u>Full-Time Students</u>	<u>Part-Time Students</u>	<u>International Students</u>	<u>Total Population</u>
<b>Mount Royal University</b> <sup>(37)</sup>	<b>10,821 (19.96%)</b>	<b>4,420</b>	<b>300</b>	<b>15,242</b>
<b>University of Calgary</b> <sup>(77)</sup>	<b>27,050 (49.89%)</b>	<b>1,280</b>	<b>*10%; 3600</b>	<b>***33,000–36,000</b>
<b>SAIT Polytechnic</b> <sup>(6)</sup>	<b>11,023 (20.33%)</b> (83% - 2 year programs) (est.4500 2y grads) (est.920 4y grads)	<b>1,270</b>	<b>162</b>	<b>12,293</b>
<b>Ambrose University</b>	<b>1,160 (2.14%)</b>	<b>N/A</b>	<b>N/A</b>	<b>1,160</b>
<b>Bow Valley</b> <sup>(9)</sup>	<b>**3500 (6.45%)</b>	<b>N/A</b>	<b>N/A</b>	<b>**3500</b>
<b>Alberta University of the Arts (AICAD)</b> <sup>(7)</sup>	<b>942 (1.74%)</b>	<b>155</b>	<b>N/A</b>	<b>1,097</b>
<b><u>Totals</u></b>	<b><u>54,226</u></b>	<b>6,970</b>	<b>4,062</b>	<b>69,292</b>

*\*Mathematical Calculation based of MRU takeaways and most up to date data;\*\*Calgary campus staff are unclear to exact number, this was their estimate for 2022–2023; \*\*\* U of C estimates 33,000+ students, other sources say 36,000 based off faculty reports.*

## Population Segmentation of Calgary Full-Time Post-Secondary Students (Table 2)

Employment Rate of Full Time Students August 2022 Alberta	75.1% <sup>(62)</sup>
Full Time Student Population Calgary	54,226
<b><u>Total Full-Time Working Students</u></b> 75.1% x 54,226	<b>40,724</b>

## Population Segmentation: Calculation of graduating student percentage (Table 3)

Post Secondary Student Graduates Alberta 2020	46,827 <sup>(65)</sup>
Alberta Post Secondary Student Population 2020	179,178 <sup>(64)</sup>
<u>Latest Statistical Graduating Student Population Rate (year of study may varies (4th/5th/6th).</u>	<b>26.13%</b>

## Population Segmentation of Calgary Full-Time Graduating Post-Secondary Students (Table 4)

Graduating full-time post-secondary students who are employed in the Calgary area.	10,641
<i>Average graduate student percentage (26.13%) x Total Full-Time Working Student Population (40,724)</i>	
Estimated total of employed full-time post secondary students in their 1st, 2nd, & 3rd Years in the Calgary Area	30,083
<b><i>(40,724) - 10,641 = 30,083</i></b>	

For the sake of considering a margin of error, due to the fact that there are numerous contributing data points but vary in most recent release year, we estimate that our segmented personas population for Joey (upper-year students; 4th, 5th, 6th year) is between 10,000-15,000, and for Tiffany (lower year students; 1st, 2nd year) between 25,000-30,000.

# Appendix C:

## Detailed Downtown Audit

After analyzing Post-Secondary students' patterns and behaviours in the prior research, we have identified events and businesses downtown that can contribute to their leisure, social/networking, creative, and time-balancing activities. The following information identifies the current assets the Downtown Calgary BIA contains within its borders.

**Cafes and Coffee Shops:** There are approximately 49 Locations (33); of which 24 or (48.98%) are unique local shops like Monogram, Urban Bean, Alforno, etc. Loophole is a unique location our researchers visited which works in symbiosis with a public art establishment that's located in a decommissioned LRT car.

**Arts/Museums:** There are about three major art-driven establishments in the Downtown BIA: Contemporary Calgary, Glenbow Museum, and the Art Commons. For the rest of the BIA, there are a significant number of smaller unique establishments, such as Loophole, SnapFoto on 8th, and 13 other spots (32).

**Festivals and Events:** There are 10-15 major, art, music, and cultural festivals in downtown Calgary annually, with a greater number taking place in the summer months than in winter. According to Tourism Calgary, a defining factor of festivals in the city is a lack of awareness and personality (73).

**Parks and Pathways:** There are 23 parks in Downtown Calgary including Eau Claire Plaza, Peace Park and Shaw Millennium Park. Lots of them provide features and activities such as pathways, playgrounds, picnic sites and skating (8). Yet, perceptions of being "safe" walking downtown alone are low for women (69).

**Entertainment:** In the downtown BIA, there are numerous entertainment industries and establishments such as Escape Rooms, Casinos (Elbow River, Cowboys), and Shared Micromobility (Neuron, Bird) (Scooters & Bikes).

**Calgary Tourism Spots:** There are few tourist spots in Downtown BIA. This includes Calgary Tower, Stephen Avenue Walk, Peace Bridge, and Olympic Plaza (71). Numerous festivals and events surround these areas at different times of the year, such as the Stair Climb at the Calgary Tower.

**Bars and Restaurants:** With more than 5,900 restaurants operating in Calgary, many are located downtown which satisfies the needs of many people (28). From cheap fast-food take-out joints to luxury restaurants downtown Calgary has a plethora of options for everyone with diverse tastes and budgets.

**Leisure:** There are roughly 17 gym facilities within the downtown area (34). These include Anytime Fitness, World Gym, GYMVMT, and Goodlife fitness. Additionally, there are plenty of walking paths such as Prince's Island Park and around the Peace Bridge. However, in the winter when it is cold, many people enjoy walking through the vast indoor network of the Plus 15 (73).

**Transit Stops:** In the downtown area there are 8 train stations that are in the Free Fair Zone (23). Additionally, there are around 26 bus routes that travel into the downtown area (11).

# Appendix D:

## Downtown Audit Interview

### Interviewers:

Liam Carson, Sergio del Rosario, Sean Kim

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### Questions:

How long have you worked here?

How much do you value university students as a target market?

What can you say about the young people that come into the store, how often they visit, how much they spend, etc. compared to older generations?

Why do you think foot traffic is slowing down?

What could be improved to get more young people into your store?

Do you enjoy working downtown and do you think it's the best location for your business?

What do you think has the biggest impact on your business: traffic, transit, safety, economy, weather, other?

Do you currently have incentives to generate foot traffic from university students?

What are your thoughts on an experience pass for Downtown?

Would you consider working together with other businesses in the area to generate a seamless DT experience for university students?

What are the top reasons you believe university students are prevented from coming to your store or coming into your area?

**Business and Location:****Key Takeaways:**

<b>Joel - El Furniture Warehouse (Entertainment)</b>	<ul style="list-style-type: none"><li>• Businesses are facing a lack of accessibility during the later hours.</li><li>• Awareness is an issue. Customers go to larger food chains down the street.</li><li>• Cheap food and drinks make this business a key 'jump-off point' to other experiences. (Flames game, night out)</li><li>• Location is a prime spot for this type of establishment, especially during Stampede week.</li></ul>
<b>Anna - Contemporary Calgary (Arts)</b>	<ul style="list-style-type: none"><li>• The challenge is to find ways to drive more traffic into the Gallery.</li><li>• Provide value and awareness to the population downtown.</li></ul>
<b>Michael - Snap Foto Club (Entertainment)</b>	<ul style="list-style-type: none"><li>• Foot traffic is a lot slower now compared to previous years. The issue for them is awareness.</li><li>• Better parking or transportation options so customers can get to their appointments on time.</li><li>• Post-secondary students are a market that they hope to capitalize on.</li><li>• The current demographic this establishment is seeing are young couples and families</li></ul>
<b>Stephen - Calgary Tower (Tourism)</b>	<ul style="list-style-type: none"><li>• A large portion of visitors are from out-of-town. Post-secondary students are not targeted, but they'd love to see more of them.</li><li>• Cultural events at the tower are experiences they want to invest more in.</li><li>• Stair climb events attract a younger demographic, as well as fitness enthusiasts.</li><li>• The tower is hoping to provide more events and experiences for locals during the shoulder season.</li><li>• Sky360 restaurant is where the tower sees the majority of post-secondary students.</li></ul>



# Appendix E:

## THE HUNT Summer Experience List June–August (Start of Hunt →End of hunt)



### Launch Extravaganza

1. **START:** Begin your journey by taking the Calgary LRT to Downtown West–Kerby Station and visit **Calgary Conservatory Art Gallery (\$10 dollar Entry)**
2. **NEXT:** Walk to the **Loophole Cafe** and take a picture with the **Decommissioned Art Bus** and IF you choose, buy a coffee from the Cafe Shop inside.
3. **NEXT:** Walk all the way up 10th Street to the pathway on the river, follow the path down the river until the **Peace Bridge** and snap a photo halfway across the bridge.
4. **NEXT:** Continue your journey down the beautiful walkway until you reach **Eau Claire Park**. Now this area is very unique and diverse...so you now have a choice:
  - Purchase an Ice Cream from **Moo's Country Ice Cream**
  - Grab a drink of your choice at **Local Public Eatery or JOEY Eau Claire**
  - Take a picture of the Canadian Geese who reside in the Park
  - \*If applicable: Take a video of you dancing to the music of a busker at the **\*Calgary Folk Festival OR** take a picture with someone in a cowboy hat!
5. **NEXT:** Here you have a choice:
  - Begin your journey towards 3rd Street and 4th Ave to the **International Hotel** and maze through the **Plus 15 Skywalk** to the **Bow Building**, track down an E-scooter and make your way to the **Bow Building**. Find the **hidden gnome** around the **Wonderland Head Statue!**
6. **NEXT:** Make your way to the **Olympic Plaza** on **8th Avenue** and find the Hidden Key (QR code) to unlock the next step!
7. **NEXT:** Riddle: *What is tall and red, with a spinning glass head, with no arms and no legs, but stands all the same?* (**Calgary Tower**). Make your way to the Calgary Tower and Take a photo in front!
8. **NEXT:** Head to **Kanata Trading Post** at **8 Ave SE**. Find a souvenir you could give to a friend or family member who is not from Calgary. Take a photo with that souvenir. If desired, you may buy the souvenir and give it to a friend or family who is not from Calgary.
9. **END:** Lastly, you are on your own in the heart of the city! The last challenge here is to find the second gnome it can be anywhere on the **8th Avenue Walk**...it may be in a bar...he may be in a store...take a walk down the street and explore.
  - When you find this item, it is a fan of fun photos...take a stop at **SnapFoto** and claim your prize!

# Appendix E:

## THE HUNT Spring Experience List



### Spring – March–May (Start of Hunt →End of hunt)

1. **START**: Start your journey by riding the LRT to 8 Street and walk to the **Peace Bridge**. Once you arrive there, walk around the Peace Bridge and take a photo of yourself on the bridge.
2. **NEXT**: Ride the LRT to Centre Street Station and walk to **Calgary Tower**. Climb the stairs to the top of the tower and take a photo on the glass platform.
3. **NEXT**: Make your way to the **Core Shopping Centre** on **8th Ave**. Once you've arrived, head on over to the **Devonian Gardens** and snap a photo of your favourite plant.
4. **NEXT**: Head to **Showcase in Core Shopping Centre**. Pick an item that you like and take a photo with that item.
5. **NEXT**: Head over to **Stephen Ave** and take a photo with the historic Hudson's Bay mural you'll find there.
6. **NEXT**: Head over to **Globe Cinema**. Take a photo of a movie poster of your choice.
7. **NEXT**: Head back to **Stephen Ave** and find an e-scooter near **Stephen Ave** and take a trip down to **Sweet Tooth Ice Cream at Centre Street**. Grab an ice cream. You deserve a treat!
8. **END**: Once you're done with the ice cream, search for the code at **Sweet Tooth Ice Cream** to redeem your prize!

## Appendix E:

# THE HUNT Fall Experience List



**Fall – September–November (Start of Hunt → End of hunt)**

### **Welcome Back Students Hunt**

1. **START:** Take the train down to City Hall station and walk on over to the **Olympic Plaza**. There you'll find a ton of pumpkins, go carve one! Take a photo when you're done.
2. **NEXT:** Hop back on the train and check out the **CRAFToberfest** happening at the Craft location at **10th Ave** and take a photo with what you get.
3. **NEXT:** Take a trip over to the **Central Library**, and ask about the study space they have available there.
4. **NEXT:** Head to **INS Market** at **7 Ave SW** by riding an LRT at City Hall Station. Once you arrive at **INS Market**, take a picture of yourself in front of the store. Once you finish taking a photo, treat yourself by buying a snack.
5. **END:** Check out **Contemporary Calgary** at **701 11 St SW**. Once you're there, find your favourite exhibition and take a photo! For a bonus, find the hidden yellow box! Once you're done, search for the code to claim a prize!

# Appendix E:

# THE HUNT Winter Experience List



## Winter – December–February (Start of Hunt → End of hunt)

### Smaller Hunts (Weather Dependent and School balance dependent) (2 hours)

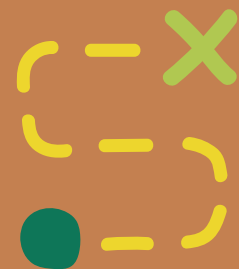
1. **START:** Take the LRT Station to City Hall Station and walk to the **Olympic Plaza**. Walk around and try to find the snowflake ornament. OR Go for a skate for extra points. Take a picture of yourself on the ice or with the snowflake through the platform.
2. **NEXT:** Head to **La Maison Simons** at **8 Ave SW**. Once you arrive there, ask about clothes that are on trend and take a photo of them.
3. **NEXT:** Time to get warm! Head down the street to **El Furniture Warehouse** on **8th Ave** and grab a bite to eat or drink! We hear the Shafts will warm you up.... in addition, find the gnome in the bar and take a photo of the nome.
4. **END:** Cross the street and stop at **SnapFoto!** Take a picture with at least 3 items in the studio and find the code to claim your prize!

### Smaller Hunts (Weather Dependent and School balance dependent)

1. **START:** Since it's cold outside, make your way to a nice warm indoor space: **The Core** right by the **3rd street** train station. Once you are inside click on this map (Map of Plus 15), and complete the **Plus 15**.
2. **NEXT:** Go and grab a hot chocolate at the **Loophole Cafe**. Once you're there take a photo with your favourite piece of art. For bonus points, find the mini Christmas tree!
3. **NEXT:** Head to **Tropicana Gift & Novelties** at **8 Ave SW** and find the most unique t-shirt you can find and take a photo of it.
4. **END:** Head on over and check out the **Glenbow Museum**. Once you're there, take a picture of one of the minerals they have on display. Once you're done, search for the code to claim your prize!

# Appendix E:

# THE HUNT Specialized Experience Lists



## Cafe Hunt:

1. **START:** Start off your morning with a delicious breakfast at **OEB Breakfast co** at **110 222 5 Ave SW!** Take a photo of what you got!
2. **NEXT:** Right around the corner you'll find **Monogram coffee!** Enjoy a nice coffee or baked treat. For bonus points locate the gnome!
3. **END:** After you're done, depending on how you're feeling you could check out another coffee shop called **Lil E coffee cafe**, or go get a bubble tea from **Hi-Tea!** What flavour did you get? Submit your photo to claim your prize!

## Bars & Night Clubs Crawl Hunt:

1. **START:** Start off your evening by going to **The Derrick Gin Mill & Kitchen** at **620 8 Ave SW.** Grab a nice bite to eat, or start your evening off with a nice drink, your choice!
2. **NEXT:** Once you've left, you'll find **Vern's pub** right around the corner. Take a photo of what drink or appetizer you choose to get!
3. **NEXT:** After you've finished your drinks, continue your journey over to **UNTITLED Champagne Lounge!** Here you'll have to locate the white box, but while you're there, have another drink!
4. **END:** End off your night on a good note at **Bridgette Bar!** Here you will have to locate the code to claim your prize!

## Arts/Museums/Culture Hunt:

1. **START:** Start your journey by going to **Contemporary Calgary** at **701 11 St SW.** Once you're there, look around and find a piece of your favourite art and take a picture with that art.
2. **NEXT:** Once you've left, go to **Arts commons** at **8 Ave SE** by riding the LRT at Downtown West-Kerby station. Once you arrive there, go to their galleries and find a piece of art you like and take a photo of it
3. **NEXT:** Head to **Glenbow Museum.** Once you arrive there, find a mineral, art, or sculpture and take a photo of it.
4. **NEXT:** Once you've done your journey at Glenbow Museum, head to the **Calgary Chinese Cultural Centre.** Once you arrive there, you will see and learn about Chinese culture and arts. Find a piece of art or sculpture that you like and that is unique. Once you find it, take a picture of it.
5. **END:** Depending on how you feel, you could check out another museum. Head to **Esker Foundation** at **1011 9 Ave SE.** Once you arrive there, which art or sculpture do you like? Submit your photo to claim your prize!

# Appendix F:

## Promotion Plan Specifics

### 1. Partnership with Student Associations (SA) at MRU, UofC and SAIT.

By strategically coordinating with these student associations, we gain access to reach **75% of our total addressable market** in the city.<sup>(37) (77) (7)</sup> Our plan is to implement a form of guerilla marketing, by having volunteers from the SA dress up in costume around campus, mysteriously holding maps with a QR code, as well as setting up a booth with coffee, branded stickers, business cards, and banners to build brand awareness through visualization. We also wish to place posters around each of these campuses to further promote engagement with THE HUNT. For this strategy to become a successful partnership where both organizations can benefit, we have allocated 6.9% of our budget to pay SA's \$5 for each completion of THE HUNT, up to 3,000 students per institution.

### 2. Summertime hunt event expansion.

By contacting several city institutions who already have an experience pass developed through Bandwango, we learned that the **majority of success comes from creating a limited-time "event"** within the plan, in order to generate a sense of urgency, and "FOMO". As such, we have allocated 27% of our working budget to promote a summertime "Launch Extravaganza", featuring a concert venue, and an extended grand prize (budgeted \$25,000) for the summertime only, on top of the annual budget of \$70,000 for the rest of the prizes. Referencing **data gathered from Tourism Calgary's** limited-time "Beers & Cheers" pass, a limited-time event generated a 20% engagement rate with its users, which was a **9% increase compared to the year-long passes**.

### 3. Sponsored posts through Curiosity Calgary's platform.

**66% of consumers aged 18-29** years old are **more likely to trust content** being promoted by an influencer or trusted popular social media pages (48). Furthermore, 80% of Gen-Z consumers have purchased products in direct response to social media content (3). Considering that out of our total segmentation, 90% use Instagram daily, Curiosity Calgary has the perfect community to extend the furthest reach to our desired audience. Spending for this plan only accounts for 2.5% of our total allocated budget.

### 4. Transit Advertisements.

Due to the fact that our demographic utilizes public transit, this would be a great way to catch their attention. Public transportation advertising can **reach up to 83% of commuters** during weekdays, and 69% on weekends (Rowe, 2021) (See Media Mock-ups section for examples). We have allocated 8.2% of the total budget towards consistent Transit advertising over the course of our 2-year plan.

### 5. Promoting on Social Media:

This includes Instagram, Facebook, and utilizing Google ads. Promoting posts can cost as little as \$0.50 per click (44).

- Social media advertising is crucial for businesses as it allows for:
- Hyper-targeting of distinct users
- Tracking return on investment
- Building an audience database (24)



# Appendix F: Promotion Plan Specifics Continued

## 6. Branded Hashtags for Social Media posts

Some benefits of using branded hashtags are:

- Earning 12.6% more engagement than posts without a hashtag (17)
- Increases reach rate by 11% (21)
- Tracking engagement
- Customizable hashtags
- Localize your audience
- Magnify your brand's visibility and social media success
- Universally applicable (45)

## 7. Prize incentives

Having prizes directly relates to consumer engagement, and how having these types of motivations is seen to directly influence how incentivized people are to participate (56). Providing these prizes for competing in THE HUNT, will help to boost **awareness**, and **engagement**, and provide a compelling **incentive** for people to want to participate. Brands that choose to use competition-based incentives gain an average of **34% of new supporters** (56).

## 8. Posters on PSI Campuses

Being able to promote on post-secondary campuses would be beneficial for targeting our demographic. Typically, **88.3% of students** who are on campus see a large portion of posters per week. Out of those students, **47.1% say they almost always read**, and analyze the contents of those posters (78).

Posters are:

- Easily visible
  - Able to target specific locations
  - Have cheaper costs
  - Able to create a sense of community and engagement (58)
- (13)

## 9. Promotional Item - Stickers

Giving out free promotional items has been proven to be a very efficient, yet cost-effective method of marketing, as it has a 5-year growth rate of 15.1% (12). It was said that 89% of consumers who have received promotional items remembered the company that gifted them the item (12). Furthermore, 85% of those people actually ended up doing business with that advertiser (12). For our promotional item, we decided that stickers would be the most beneficial. One of the many great aspects of stickers is how they are not typically perceived as advertising. This is a really great way to help build a brand and attract more awareness. When gifting stickers to potential consumers, they tend to view them as a gift rather than a promotional item (52).

Stickers are:

- Mobile
  - Affordable
  - A powerful user-generated content strategy
  - Fun and customizable
- (52)



# Appendix G: Budget Chart

	<b><u>2-Year Total</u></b>	<b><u>(%) Proportion of Budget</u></b>
<p><b>Development:</b></p> <ul style="list-style-type: none"> <li>• Bandwango</li> <li>• SEO</li> <li>• Landing page</li> </ul>	<ul style="list-style-type: none"> <li>• \$29,000</li> <li>• \$75,140</li> <li>• \$300</li> </ul>	16.1%
<p><b>Promotion:</b></p> <ul style="list-style-type: none"> <li>• Stickers</li> <li>• Banner</li> <li>• Info Cards</li> <li>• Coffee (Campus event)</li> <li>• Costumes</li> <li>• Posters</li> <li>• Public Transit</li> <li>• Social Media Post Boosting (44)</li> <li>• Partnership with Curiosity Calgary</li> <li>• Student Association Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• \$1,000</li> <li>• \$100</li> <li>• \$1,000</li> <li>• \$3,000</li> <li>• \$300</li> <li>• \$876</li> <li>• \$55,728</li> <li>• \$16,800</li> <li>• \$60,000</li> <li>• \$90,000</li> </ul>	35.2%
<p><b>Launch Event</b></p>	<ul style="list-style-type: none"> <li>• \$150,000</li> </ul>	23.1%
<p><b>Prizes</b></p>	<ul style="list-style-type: none"> <li>• \$150,000</li> </ul>	23.1%
<p><b>Excess Cash</b></p>	<ul style="list-style-type: none"> <li>• \$16,756</li> </ul>	2.6%

# Appendix H: Bandwango Client Interviews

To get a better understanding of Bandwango, we spoke with Sara from Tourism Kelowna and Anam from Tourism Kamloops to get a better understanding of how Bandwango has helped them. This is what they had to say:

## How long have you been using Bandwango?

- Kelowna: Since January 2021.
- Kamloops: 5 years.

## How do you utilize Bandwango for your own pass?

- Kelowna: Passport for members.
  - 5 passes:
    - Locals
    - Wine Trails. \$500 worth of wine as a reward.
    - Meet Me on Benign - Gamified. \$1000 reward.
    - Wetland Murals - Gamified
- Kamloops: Luv'n the Loops - Attractions pass
  - Future projects - Scavenger hunt

## How has Bandwango helped you identify trends in your city?

- Kelowna: Didn't identify trends. Started during COVID. They had an idea, but they used Bandwango to service.
  - Dashboard was used for redemptions and sign-ups. Give back feedback to the business.
- Kamloops: How many people sign up, peoples likes and dislikes.
  - Dashboards are used often.

## Do you have any negative experiences using Bandwango?

- Kelowna: Application was very limited. How it looked on the app.
  - Gamified options were limited as they didn't have a lot of flexibility with the app.
  - Multiple passes were difficult for businesses to operate simultaneously.
- Kamloops: Good experiences.

## What goes into the selection process for choosing merchants that you partner with?

- Kelowna: All of the members are open for the pass.
  - Specific passes - Specific guidelines.
  - Moving forward, guidelines to who can join.

Kamloops: No criteria. Open to all businesses. Businesses had to pay into pass.

## How was the onboarding process with Bandwango? Anything you'd do differently?

- Kelowna: Really good onboarding, the team would change for each pass through.
  - Resend logos, brand image, etc.
  - Wanted more continuity in the past process.
- Kamloops: No experience with Bandwango start-up.

## Has joining as a member of \_\_\_\_\_ Experience pass generated a noticeable impact on your business?

- Kelowna: The local pass was very successful! Engagement was really good. Significant sign-ups and redemptions.
  - Other passes not so much.
- Kamloops: Foot traffic has increased since using the pass. Lots of engagement.

## How did you market the passes once you created them?

- Kelowna: Social media, paid ads, press releases through local media. Merchants and partners are given a toolkit to share on their channel. Toolkit made by Kelowna. Bandwango helped
- Kamloops: Website and social media to promote the pass. Visitor service booths also represent the pass.
  - Merchants are sent QR codes for instructions on how to use it.

## Rate your experience using Bandwango from 1-5. 1 being the worst experience, 5 being the best experience. If below at 4, what would you do differently?

- Kelowna: 4-5. Platform they have is fairly customizable. Multiple passes a year is a big asset. Easy to work with. Helpful to navigate their platform.
- Kamloops: 3.5. Not much use for the pass. Lots of money for a simple pass, but hopefully utilize them more and gain better experiences.

# Appendix I: Bandwango Client Interview Takeaways

Lisa White - Tourism Kamloops: "Bandwango Customer Interview"	Takeaways from <i>Lisa White</i>
Bandwango Functionality and Data Collection	<p>Bandwango really is an all encompassing and very flexible to the type of features you want to add. Editing existing programs is easy and you can run different types of programs at the same time. The data collection is very robust and very insightful. You can create reports really quickly and gain really great insights like engagement, redemptions, foot traffic, and so on (80).</p>
Bandwango Subscribing	<p>Bandwango makes it easy for subscription options. Semi-annually, Annually, etc. Yet, something to be aware of is to remind the businesses you are working with to re-sign up each billing cycle. But onboarding businesses is super quick, easy and responsive, but you have to contact Bandwango to onboard businesses (80).</p>
Bandwango and Scavenger Hunting	<p>It is great, we ran a event called the Pickle Pursuit and it was a massive success. We are planning on running it again. It did involve checking in with location tracking but also verified if they bought a pickle dish from the establishments. Though I can't speak on exact numbers, but revenues did climb and promoted returning customers (80).</p>
Bandwango Marketing	<p>As you probably already know, marketing mainly relies on you to promote and attract, but the whole bandwango system is very efficient in executing the experiences (80).</p>

# Appendix J: Scavenger Hunting Impacts

<p><i>"Scavenger hunts, can be used effectively to engage students in content-based knowledge gathering and, when designed carefully, can support community building, critical and computational thinking and literacy."</i></p>	<p>(76)</p>
<p><i>"Event hunting...with the app, augmented community engagement through increased place attachment, an awareness of neighbours, seeking out new experiences, and providing opportunities for reflecting on historic events."</i></p>	<p>(15)</p>
<p><i>The Café Passport (Edmonton Based) -Launched the Café Passport in Late December, since then they have sold an impressive amount of books in all cities, especially Edmonton and Calgary. The intention is to support local businesses. Spencer says his product is picking up in popularity amongst the 18-25 demographic and University Students.</i></p> <p><i>*specific sales numbers omitted as per request of interviewee.</i></p>	<p>(68)(14)</p>
<p><i>"Scavenger hunts while sounding like they may be focused only on frivolous fun have an important bearing on the lives of both incoming and seasoned undergraduates. If experienced early in the undergraduate career, they can open up a myriad of opportunities to doors that might never be opened... .."</i></p> <p><i>...In that way perhaps they, too, will see the world as a place offering a great many more positive attributes than they thought. Students report that these scavenger hunts have provided them with an opportunity to see the university with different eyes.</i></p> <p><i>They have opened up to activities that they never thought to pursue on campus. These include cultural activities, volunteer functions, and adventures in pursuing new and exciting learning"</i></p>	<p>(36)</p>
<p><i>"Extra-curricular activities, such as socializing in a group dynamic with activities have a positive influence on university students' well-being, especially post-covid."</i></p>	<p>(27)</p>
<p><i>"The Pickle Pursuit Hunt was one of the most successful events in Kamloops's history!" It generated a large amount of revenue for businesses as well as created ongoing returning customers to establishments."</i></p>	<p>(80)(74)</p>

# Appendix K: Bandwango Sales Meeting With KC Anderson



- Bandwango is **NOT AN APP.**<sup>(1)</sup>
  - Bandwango is web-based.
  - White labelled for your organization.
  - Eliminates barrier of app download



- Information collected is for the client **NOT** bandwango.<sup>(1)</sup>
  - **CDA owns all data!**



- 50-60% of people signing up for the pass<sup>(1)</sup> will subscribe for future marketing updates
  - **Consumers consistently return**



- **Don't stress about the numbers!**
- Bandwango handles revenue distribution and accounting.<sup>(1)</sup>



- **Geofencing** and **PIN numbers** for convenient hunt check-ins!<sup>(1)</sup>

# Appendix L: Building the Pass with Bandwango

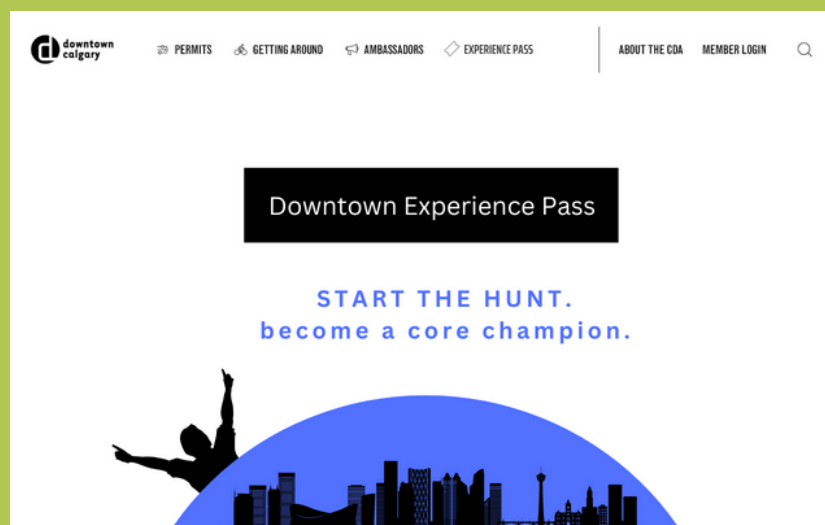
**Step 1:** Plan the logistics of a pass with Bandwango, and start informing potential merchants about the pass.<sup>(1)</sup>

**Step 2:** Within 5 weeks of beginning pass development, Bandwango provides **HTML** and basic **CSS code** to the CDA.<sup>(1)</sup>

**Step 3:** Incorporate Bandwango's HTML and CSS code onto the **website** and start promoting the pass.<sup>(1)</sup>

## **The Benefit?**

Bandwango handles the development aspect of the pass, which saves costs and plenty of time. All the CDA has to do is add it to their website!



March- May 2023 (Q1)

### Quarter 1 (Q1): Plan

- Conduct market research to understand the target audience and their preferences
- Conduct a competitive analysis to understand the offerings from similar apps and experience passes
- Develop a project plan including project scope, budget, and timelines
- Provide training and support to partners to ensure smooth integration with the platform
- Secure the prizes for the next quarter
- Implement SEO strategy
- Partnership with Curiosity Calgary - 2 posts/month
- Quarterly Spending:
  - \$14,500 - Bandwango
  - \$300 - Landing Page Development
  - \$6,000 SEO
  - \$5,000 Sponsored Posts (Curiosity Calgary)
  - Allocate \$75,000 for ALL Year-1 pass prizes

September - November 2023 (Q3)

### Quarter 3 (Q3): Expansion

- Expand the number of experiences and types of hunts offered through the platform
- Back-to-School campaign utilizing the Student Association experiential partnership. This includes having a booth with banners set up on the campuses of MRU, UofC, and Sait where we generate awareness and hand out promotional items such as stickers, coffee, and info cards
- Partnership with Curiosity Calgary - 2 posts/month
- Introduce new features to enhance the user experience
- Onboard more partners and local businesses to increase the number of offerings
- Continue with social media promotion - Instagram, Facebook, TikTok, and utilize the branded hashtag "#TheHuntYYC"
- Evaluate the success of the launch and gather feedback from users and partners
- Secure the prizes for the next quarter
- Quarterly Spending:
  - \$1,250 Social Media Post Boosting
  - \$6,000 SEO
  - \$5,000 Sponsored Posts (Curiosity Calgary)
  - Allocate \$45,000 for Student Association Partnership
  - Allocate \$16,480 for Data Collection

# Appendix M: Critical Path

June - August 2023 (Q2)

### Quarter 2 (Q2): Launch

- Secure the prizes for the next quarter
- Develop the "THE HUNT" platform, including the user interface and experience
- Onboard local businesses and attractions as partners to offer experiences.
- Summer Extravaganza launch party event
- Start partnership with Curiosity Calgary
- Launch "THE HUNT" to the target audience and promote through various marketing channels
- Start social media promotion - Instagram, Facebook, TikTok, and utilize the branded hashtag "#TheHuntYYC"
- Provide training and support to partners to ensure smooth integration with the platform
- Begin putting up promotional posters at MRU, UofC, and Sait to get ready for the Back-to-School Hunt (August)
- Quarterly Spending:
  - \$6,000 SEO
  - \$150,000 Extravaganza party venue
  - \$1,250 Social Media post boosting
  - \$876 Posters
  - \$5,000 Sponsored Posts (Curiosity Calgary)

December 2023 - February 2024 (Q4)

### Quarter 4 (Q4): Refinement

- Implement feedback from users and partners to refine the platform
- As the foot traffic begins to slow down due to the cold weather, begin transit advertising to regain awareness to the new winter Hunts
- Introduce promotions and incentives to increase engagement and usage of the platform
- Partnership with Curiosity Calgary - 2 posts/month
- Plan for any necessary improvements to the app and user experience
- Continue with social media promotion - Instagram, Facebook, TikTok, and utilize the branded hashtag "#TheHuntYYC"
- Secure the prizes for the next quarter
- Quarterly Spending:
  - \$1,250 Social Media post boosting
  - \$1,161 Transit Advertising
  - \$7,500 Sponsored Posts (Curiosity Calgary)
  - \$6,000 SEO



# Appendix M: Critical Path

June - August 2024 (Q6)

## Quarter 6 (Q2): Expansion

- Introduce new experiences that are specific to the region and local culture
- Boost social media promotion - Instagram, Facebook, TikTok, utilize the branded hashtag "#TheHuntYYC", and promote the new Summer Extravaganza Hunt
- Onboard local partners and businesses to offer experiences
- Summer Extravaganza launch party event #2 le. concert venue
- Partnership with Curiosity Calgary - 2 posts/month
- Evaluate the success of the expansion and gather feedback from users and partners
- Begin putting up promotional posters at MRU, UofC, and Sait to get ready for the Back-to-School Hunt (August)
- Secure the prizes for the next quarter
- Quarterly Spending:
  - \$1,250 Social Media post boosting
  - \$6,000 SEO
  - \$1,121 Transit Advertising
  - \$150,000 Extravaganza Party Venue
  - \$876 Posters | \$7,500 Sponsored Post

December 2024 - February 2025 (Q8)

## Quarter 8 (Q4): Continuous improvement

- Continuously monitor and evaluate the success of the platform and user experience
- Ensure social media promotion is constant for all platforms, utilize the branded hashtag "#TheHuntYYC", and promote the mini winter Hunts
- Introduce new features and experiences to enhance the value proposition
- Partnership with Curiosity Calgary - 2 posts/month
- Plan for future growth and expansion to maintain a competitive edge
- Revamp the transit advertising to regain awareness to the new winter Hunts
- Secure the prizes for the next quarter
- Quarterly Spending:
  - \$6,000 SEO
  - \$1,250 Social Media post boosting
  - \$7,500 Sponsored Posts (Curiosity Calgary)

March - May 2024 (Q5)

## Quarter 5 (Q1): Growth

- Secure the prizes for the next quarter
- Increase marketing efforts to reach a wider audience
- Boost social media promotion - Instagram, Facebook, TikTok, utilize the branded hashtag "#TheHuntYYC", and promote the new spring Hunt
- Back-to-School campaign #2 utilizing the Student Association experiential partnership. This includes having a booth with banners set up on the campuses of MRU, UofC, and Sait where we generate awareness and hand out promotional items such as stickers, coffee, and info cards
- Offer exclusive experiences for users and partners to enhance the value proposition
- Develop partnerships with other companies to cross-promote and drive growth
- Partnership with Curiosity Calgary - 2 posts/month
- Quarterly Spending:
  - \$1,250 Social Media post boosting
  - \$6,000 SEO
  - \$1,161 Transit Advertising
  - \$7,500 Sponsored Posts (Curiosity Calgary)
  - Allocate \$45,000 for Student Association Partnership
  - Allocate \$75,000 for ALL Year-2 Prizes

September - November 2024 (Q7)

## Quarter 7 (Q3): Refinement

- Implement feedback from users and partners to refine the platform
- Boost social media promotion - Instagram, Facebook, TikTok, utilize the branded hashtag "#TheHuntYYC", and promote the Back-to-School hunt
- Introduce new promotions and incentives to increase engagement and usage of the platform
- Collaborate with universities and student organizations to promote THE HUNT to students (on campus promotion/email campaign) for the future.
- Plan for any necessary improvements to the platform, and user experience
- Partnership with Curiosity Calgary - 2 posts/month
- Secure the prizes for the next quarter
- Quarterly Spending:
  - \$16,480 Data Collection
  - \$6,000 SEO
  - \$1,250 Social Media Post Boosting
  - \$7,500 Sponsored Posts (Curiosity Calgary)

Note: Quarterly Spending is a suggestive guideline, not specific to the dollar amount.