

Seasonal Columbus Subscription Box/Event Series

Brand:

614 Media Group

Brand Info: From entertainment to lifestyle and culture, our magazines, websites and events play an important role in bringing our city together.

Challenge:

Develop idea for new event that feeds into next generation of revenue-generating events for the company.

Deliverable:

A primarily virtual “experience” that highlights Columbus businesses through a curated collection of events, info, discounts, and merchandise.

Overview: Imagine receiving a distinctive box - with cool 614 branding - in the mail. You don't know what exactly you'll find inside, but you know it's going to include samples, coupons, or even full-sized products from your favorite Columbus brands and businesses. It's also going to include something more immersive; as soon as you open the box, a QR code is inside the lid. You scan it and are linked directly to exclusive video content, such as POV tour of a new distillery, a “cooking class” with a top area chef, or an exciting workout class hosted by your favorite fitness studio. You don't even have to leave your home to get a taste of all the wonderful gems Columbus has to offer. The best part is, when you subscribe to 614's quarterly box, you can look forward to four surprises like this every year!

Objectives:

1. Promote 614 as a steward of Columbus lifestyle and hometown pride
 - Strategy: 614's take on a popular trend: subscription boxes
 - Enticing local content included
 - Virtual event/experience included
 - Strategy: Involve and highlight local businesses of all types
 - Businesses sponsor or provide content for boxes
2. **Generate revenue for 614**
 - Strategy: Customers subscribe to receive box
 - 1. Discounted if purchasing all four for the year
 - 2. Can also purchase individual boxes (while supplies last)
 - 3. Virtual events/experiences will be available for purchase separately
 - Strategy: Market the subscription box series through email, social, and website home page to drive sales and sharing

Campaign Details:

This idea targets the goal for unique new “events” and also aligns with the desire for new merch ideas.

The 614 subscription box (title TBD) is a perfect way to give customers that feel of going out and about in Columbus while adhering to demands of the COVID world. Four boxes will be curated per year, and each will be filled with **quality** sample products, discount coupons, vouchers, or even full-sized items. The primary focus is the virtual event/experience also included in each box, and there could be more than one. There is a QR code in the box that links to exclusive video content that subscribers can access on their own time, in the safety of home. The box would also include a postcard with details or story on this season's video event.

In lieu of or in addition to the virtual event, boxes could include admission to an actual upcoming local event.

Subscription boxes are trendy and generate highly shareable content. They also make great gifts. This can easily and creatively be promoted through any of 614's channels.

The boxes would be quality, well-branded, and visually appealing. They would not include purely promotional swag items. It is imperative that they feel valuable, desirable, and exclusive. They could be seasonally themed. Something to consider for the future would be accepting submissions from the community for box designs, or featuring local photography.

1. **Physical content might be things like:** Free scoop coins from Jeni's, Cheryl's packaged cookie, Anthony Thomas chocolates, a small print from a local artist, mini samples of local honey or maple syrup, a fabric mask from a brand like Where I'm From, coupons for new restaurants, discounts on venues like the Zoo or Cosi...
2. **Examples of virtual events/experiences:** A brewery or distillery tour, a cooking or baking class, behind the scenes experiences, workout classes lead by an instructor, ribbon cuttings, new restaurant or store unveilings, etc. Alternatively, or additionally, boxes could include admission tickets to an actual local event, dependent on the state of COVID.
3. **Subscription tiers:**
 - a. Yearly subscription to receive all four boxes when they are released (desired action) There would be limited yearly subscriptions available.
 - b. Purchasing individual boxes once they have been released to yearly subscribers. Individual price is higher than when purchasing all four. Limited individual quantity available.
 - c. Access to virtual events can be purchased separately once box is released. This is obviously the cheapest option, and does not include the physical box content
4. **Business involvement:**
 - a. The goal is to leverage business relationships so they will sponsor and provide the box content. 614 sets limitations for and approves of what the businesses would like to contribute.
 - b. For the virtual video experiences, more details for production and business selection are TBD, but it could be a pay to play type of spot. Again, this portion of the box will be the "main attraction".

Timeline: Four boxes released per year: Spring, summer, fall, winter is ideal.

Media

- Email marketing with links to subscribe
- Social media: Links where possible; organic content to promote shares; Engage through "hints" about box content
- Website: Subscribe through website; link on home page
- Print?