

LYERLY

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Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

Anne Springs Close Greenway Edition: “April is Love The Greenway Month” Campaign

Since 2011, Lyerly Agency has worked with Anne Springs Close Greenway to help get the word out about the beautiful 2,100-acre nature preserve in Fort Mill, S.C.

Last year, we began a significant endeavor to brand, market and provide public relations and fundraising communication support for the first-ever *April is Love the Greenway Month*.

Branding

Claiming an annual celebration month began with creative branding. Lyerly developed and designed the overall theme of *April is Love the Greenway Month*, setting the initial campaign tone. We also created the accompanying tagline, “Get your selfie outside!”

As event and fundraising ideas developed, so did a need for sub-brands. A bright color palette was used in the fundraising hike-a-thon Blue Star Blitz and an Earth Day celebration with more than 3,100 in attendance (a record-breaker!).

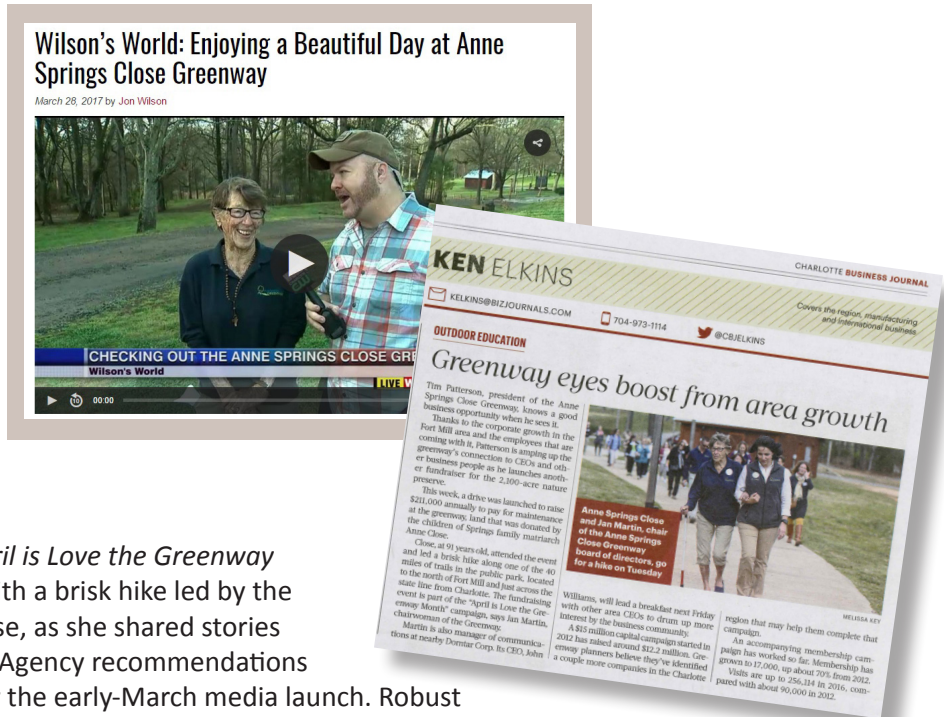




Elaine and Melia Lyerly (Left and far right) take a break on the ASCG hiking trails with namesake Anne Springs Close during a March media event.

Comprehensive Plan

A comprehensive brand marketing plan was written by Lyerly that detailed the goals, objectives, audiences and key messages as well as various strategies and tactics across marketing, advertising, public relations and fundraising. The 40-page plan served as a roadmap for the annual campaign.



Media Event And Coverage

A full-scale media event unveiled the *April is Love the Greenway Month* plans and activities – complete with a brisk hike led by the Greenway’s namesake, Anne Springs Close, as she shared stories about growing up on this beautiful land. Agency recommendations swiftly flowed into a regional strategy for the early-March media launch. Robust coverage of *Greenway Month* occurred in the weeks to follow, including a thorough morning broadcast feature from WCCB Charlotte’s “Wilson’s World” segment as well as an article and photo gallery from *Charlotte Business Journal*. From newsprint to television, the Greenway never received as much media attention – locally and regionally – as they did for their April endeavors.

Advertising

A planned advertising campaign aided awareness and participation efforts across the six weeks of activities. Lyerly Agency used the branded theme and logos to design online ads and a newspaper insert for the *Fort Mill Times* as well as other marketing pieces and branded items. As Earth Day – Sunday, April 22, 2017 – came to a close and the *April is Love the Greenway Month* campaign reached its conclusion, Lyerly and the Greenway looked back on a first year of success:

- Earth Day garnered more new members joining Anne Springs Close Greenway than any other single day in the nature preserve’s history
- The Greenway gained new Friends of the Greenway – those donating \$500 annually
- Corporations stepped up to higher giving levels with the introduction of the new Trailblazer Program
- The online ads earned an unbelievable click-thru rate of 0.20
- Regional awareness for the Greenway grew through extensive media coverage

Only a few weeks since the campaign’s conclusion, both Lyerly Agency and the Greenway are already anxious to bring more ideas and continued success to the 2018 celebration of *April is Love the Greenway Month*.

