



Jacksonville Local Business and Restaurant Expo

Special Event Promotion
Sydney Boyd



Creative Brief

To attract Jacksonville residents with a 3-day local business expo, they will be introduced to lesser-known business and restaurants in Jacksonville because of its wide variety of vendors, exciting events, and free admission.



The 5 W's

Who

- Target audience is local residents of Jacksonville (Duval County), ages 18-35

When

- 2 days, March 22-23, 2025, 10 am- 7 pm

Where

- Prime Osborn Convention Center



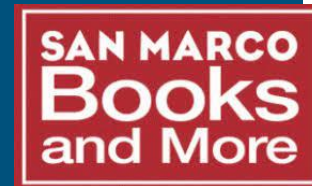
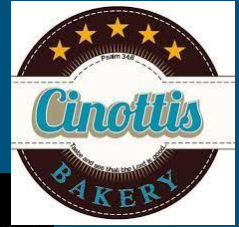
The 5 W's

What

- A large-scale expo in downtown Jacksonville, consisting of 200-300 local businesses and restaurants

Why

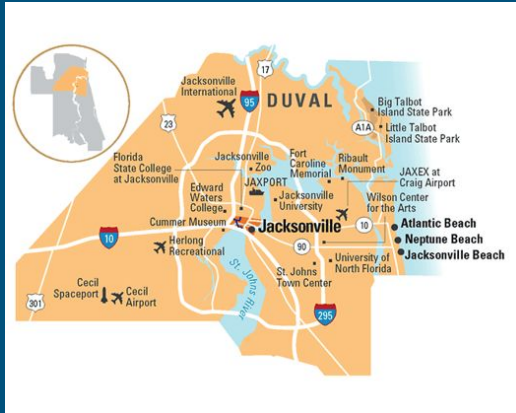
- To introduce residents to new businesses and restaurants in Jacksonville that will increase their business and boost the local economy



Audience Target and Projections

Target audience is local residents of Jacksonville, FL and it's surrounding areas, aged 25-45

Projected number of attendance: 4,000-5,000 people across all 3 days



Visit Jacksonville



Visit Jacksonville's Vision and Mission:

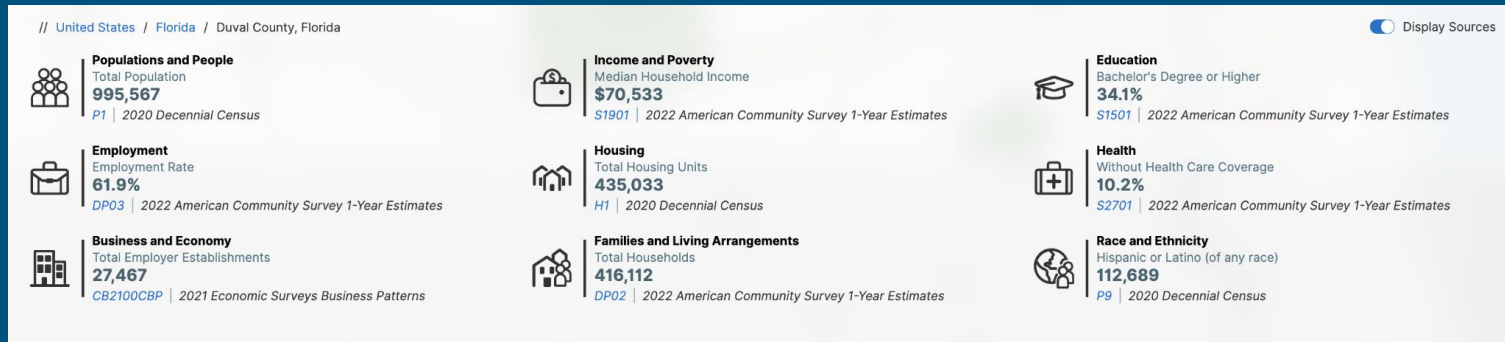
Vision: Visit Jacksonville is the leading DESTINATION resource for visitors and community stakeholders and a powerful economic development engine for Greater Jacksonville.

Mission: To create and globally market, sell and promote an exceptional visitor experience resulting in greater community prosperity, pride and vitality.

I will be representing Visit Jacksonville, and this event will help the city of Jacksonville by introducing residents to new businesses and restaurants they wouldn't have known existed otherwise, which therefore drives new customers to these locations, benefitting the city.

Target Audience

- Local residents of Jacksonville, Florida (Duval County)
- People aged 25-45 years old (Millennials and Gen X)
- Unmarried people without children and married people with children



U.S. Census Bureau. (2022). Age and Sex.American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101. Retrieved October 17, 2023, from <https://data.census.gov/table/ACSST1Y2022.S0101?q=Jacksonville+city,+Florida>

Age and Sex

- In Duval County, FL, men and women ages 25 to 29 and 30 to 34 are the largest population
- The median age in Duval County, is 36.7 (Millennials)
- The event will be primarily targeted towards these individuals, since they make up a large part of Duval County
- Millennials also have different spending habits, unlike previous generations, as they value social responsibility, environmental friendliness, and giving back to society
- Millennials also change their shopping habits to support local businesses, making this a great opportunity for the event

Age and Sex

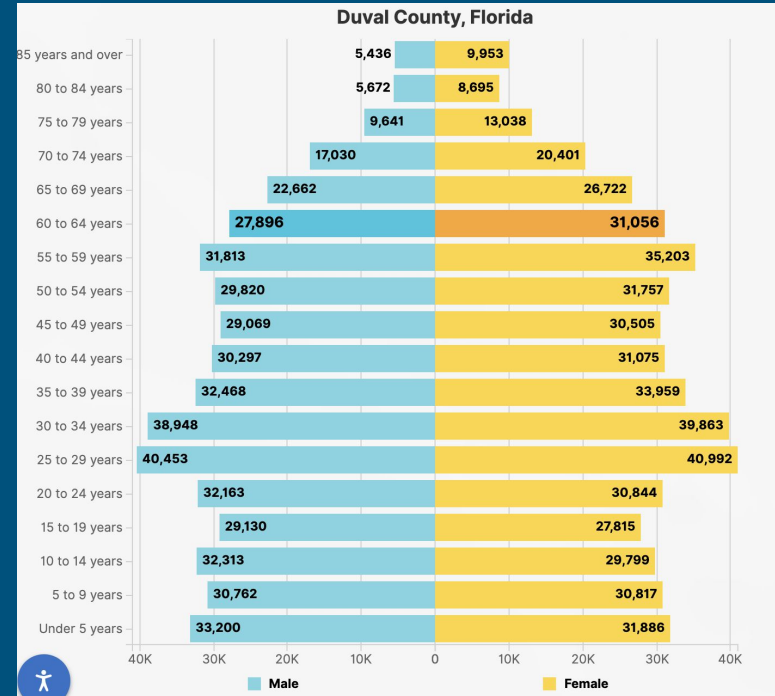
36.7 ± 0.3

Median Age in Duval County, Florida

42.7 ± 0.1

Median Age in Florida

S0101 | 2022 American Community Survey 1-Year Estimates



Successful Event

Goal: To have 250 local businesses and restaurants attend with over 5,000 visitors throughout the event.

Each local business/restaurant will make at least 100 purchases throughout the event and will gain 100 new, interested potential customers.

The event will be successfully promoted through local TV and radio stations, social media, paid advertisements, mailings, and at prominent community events, with a total reach of 20,000 people.

Creative Strategy



Storytelling- This event is an opportunity to discover amazing local businesses and restaurants that will soon be family-favorites and your go-to spots. With a wide variety of vendors, you can discover businesses and restaurants all across Jacksonville, helping support small and local businesses for years to come. Messages will evoke feelings of community, intrigue, and pride.

Sound- A jingle will be used for radio and TV ads.

Taste- Restaurants that attend the event and have a booth will be giving out free samples. Local food trucks will also be provided outside the venue throughout the event.



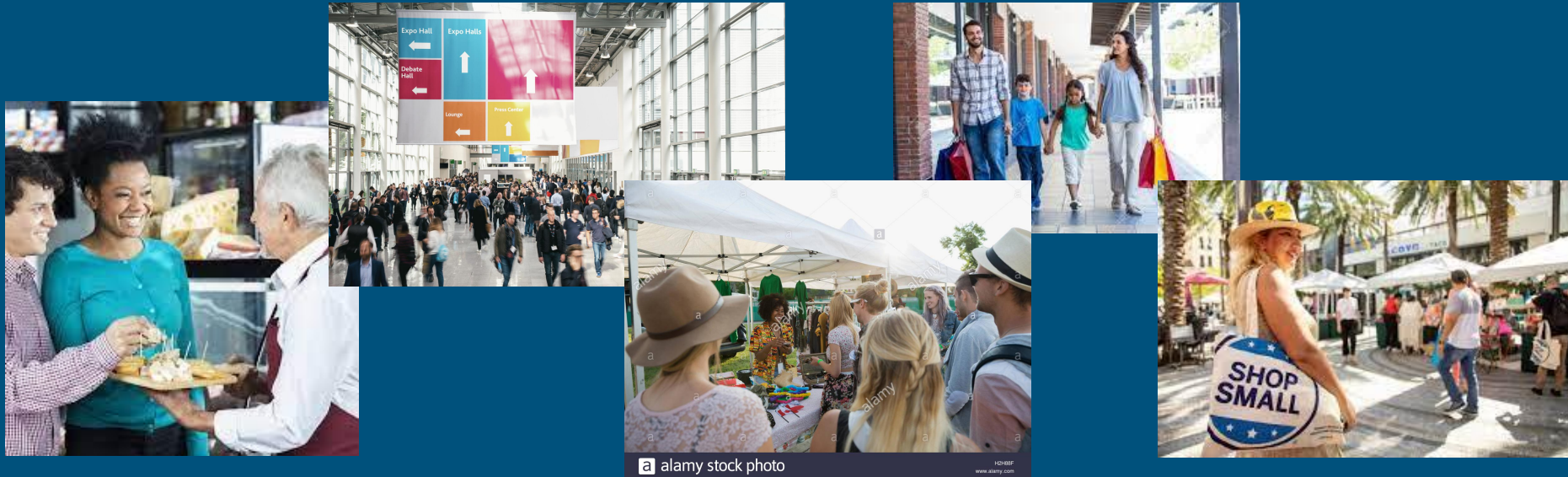
Creative Strategy

Talent- Notable figures will be used in promotional materials, such as Jacksonville Jaguar mascot and player Trevor Lawrence, Jacksonville Icemen players and mascot, and the first woman to be mayor of Jacksonville, Donna Deegan. Example of how they will be used: the talent can make a short video to be posted on social media platforms highlighting their favorite Jacksonville business/restaurant and why



Creative Strategy cont.

Images- Prominent local businesses and restaurants around Jacksonville will be featured in promotional material. Images of people enjoying themselves, trying new food, families having fun, people browsing diverse businesses will also be featured.



Event Logo, Color Palette, & Font



League Gothic
Glacial
Indifference



#36B1BF 

#366D73 

#91D2D9 

#F2F2F2 

#404040 

Event Poster

**904
LOCAL BUSINESS
EXPO 2025**

**MARCH 22
& 23, 2025**

**PRIME OSBORNE
CONVENTION CENTER
10 A.M. - 7 P.M.**

FREE ADMISSION

LOCAL BUSINESSES FROM
SAN MARCO, DOWNTOWN,
RIVERSIDE, MANDARIN,
SOUTHSIDE, ORANGE PARK,
JAX BEACH AND MORE

FROM FAMILY FAVORITES
TO BOUTIQUES TO
HIDDEN GEMS, WE'LL
HAVE IT ALL

**OVER 200 JACKSONVILLE
BUSINESSES AND
RESTAURANTS**

FOOD TRUCKS

**PICTURES WITH JACKSONVILLE
JAGUARS MASCOT- JACKSON
DE VILLE**

SHOP LOCAL

FOR MORE INFORMATION VISIT
904BUSINESSEXPO.COM!

Print Ad

DUUUUUUUUUVAL RESIDENTS

DISCOVER HUNDREDS OF LOCAL
RESTAURANTS AND BUSINESSES AT THE
PRIME OSBORN CONVENTION CENTER



March 22 & 23, 2025

Free Admission | 10 A.M to 7 P.M.

**904
LOCAL BUSINESS
EXPO 2025**

Over 200 local restaurants and
businesses

Food trucks

Pictures with Jacksonville

Jaguars Mascot

Social Media Post

VISIT JACKSONVILLE PRESENTS

OVER 200 LOCAL
BUSINESSES

**904
LOCAL BUSINESS
EXPO 2025**

MARCH 22 & 23, 2025
PRIME OSBORNE CONVENTION
CENTER, 10 A.M. - 7 P.M.

Explore all that
Jacksonville has to
offer while supporting
local businesses!

FOOD TRUCKS,
PICTURES WITH
JAXSON DE VILLE
& MORE

Billboard



JAXSON DE VILLE
SHOPS LOCAL



Media Plan

- Digital Media: Website will be created a year before event, social media accounts will be created (Instagram, Facebook, Twitter, TikTok), social media posts will feature promo materials as well as Jacksonville businesses and restaurants that will be at the expo
- Print Media: flyers will be printed and distributed to businesses attending 6 weeks prior to event, advertisements in local magazines and newspapers (Jacksonville Magazine/ The Florida Times-Union); print ads will also be mailed to residences
- Billboards: 3 billboards around Jacksonville (one each off I-95, I-295, and I-10)
- Television: the week before the event there will be a TV segment on local news stations (News4Jax, First Coast News, and Action News Jax) highlighting one local business/restaurant that will be in attendance and overall promoting the event; there will also be promo videos that play
- Influencers: Jacksonville influencers (@snaxsonville, @sociall.feeds, @stufftodoinjacksonville...) will be partnered with for one social post and stories before, during, and after the event

Media Calendar

Six to Twelve Months Before the Event	
Activity	Details
Content for videos and pictures will be shot	Commerical for TV, pictures for social posts of businesses/restaurants
Six to Three Months	
Activity	Details
904 Local Business Expo Website Published	Logo will be included; formatted with the chosen color palette; as businesses and restaurants decide to join they will be added to the list shown on the website
Create 904 Local Business Expo Socials	Instagram, Facebook, Twitter, and TikTok
First Press Release Published	Introduces the event to the public
First Social Posts	Graphics for all platforms will be posted announcing the event; Same day that press release goes out
Three to Two Months	
Activity	Details
Print Ad in Jacksonville Magazine/Newspaper	Print Ad for the month of January 2025
Billboards	8 weeks before event (In January) the billboards will go up and stay until the event
Social Media Post	1 post per week on all platforms at 10 a.m.
Six to Four Weeks	
Activity	Details
Print Ad to homes	Jacksonville residents will receive a small print ad in the mail
Commercials on TV	Promo video
Print Ad to businesses	Local businesses and restaurants that are participating in the expo will receive 250 print ads and 3 posters to be given to customers and displayed
Radio Ad	Short voice advertisement will start playing on local radios
Social Media Post	1 post per week on all platforms at 10 a.m.

Two Weeks	
Activity	Details
Social Media Post	1 every day on all platforms at 10 a.m. and engagement on stories; will highlight individual businesses/restaurants, fun engaging posts
Instagram Takeover	Two Instagram Influencers will "takeover" the 904LocalBusinessExpo account to share what businesses/restaurants they are looking forward to seeing
Commercials on TV	Promo video
Print Ad	Jacksonville Magazine and The Florida Times-Union will have the print ad for the publication at the beginning of March 2025
Radio Ad	Short voice advertisement will start playing on local radios
Week of Event	
Activity	Details
TV segment on news outlets	3 news outlets in Jacksonville will have a segment about the expo- highlighting/visiting/interviewing a local businesses/restaurant who will be at the expo;
Social Media Post	2 posts per day, morning and night; stories each day; high interaction online (resharing posts/responding to comments/ putting out social media polls)
Partnership with prominent Jacksonville figures	(Mayor Deegan, Trevor Lawrence, etc.) for them to post about the event on their Instagram story
Instagram influencers	Will post at least once on their story talking about the event
Website	Information about the event (time, date, what to bring, businesses/restaurants, schedule, other info.) will all be uploaded
Commercials on TV	Promo video
Press Release	Contains more specific info about the event

Media Calendar

Day of Event	
Activity	Details
Instagram Posts + Stories	Post in the morning before event starts, and once while its underway; Instagram stories very frequently of the event (booth walkthroughs, people having fun, shots of the event, etc.)
Live Twitter Updates	Live updates on schedule of event, what's going on, etc.
Facebook Posts	Post twice in the morning before event starts, and throughout the day
Commercials on TV	Promo video- to be played during the morning news
After the Event	
Activity	Details
Survey Link	Post-Event survey will be distributed through social media as well as around the venue
Social Media Post	Wrap-up event posts

Cost for Items

- Billboard= 3 billboards for 8 weeks each= \$14,100
- Flyers= 6"x6" print ads (200 businesses receive 250 print ads + extras to be distributed= total of)= \$1,400
- Posters= 8" x 10" posters (200 businesses receive 3 posters + extras to be distributed around town= total of 1,000)= \$120
- TV Commercial= for production and broadcasting \$150,000
- Radio ad= \$20,000
- Influencers= \$5,000 per influencer for social media package (1-3 social posts and 5+ Instagram stories)= \$30,000

Press Release 1

Media Contact
904 Business Expo
Sydney Boyd
XXX-XXX-XXXX
904BusinessExpo@outlook.com

Release Date: December 2, 2024



904 BUSINESS EXPO COMING SOON

JACKSONVILLE, Fla., December 2, 2024– Visit Jacksonville is excited to announce a new local event at the Prime Osborne Convention Center this spring. The 904 Local Business Expo will be taking place on March 22-23, 2025, from 10 a.m. to 7 p.m., and features the best local restaurants and businesses from the Jacksonville area. This large-scale expo will host over 200 local businesses and restaurants.

“This is an exciting event for Jacksonville residents to learn about amazing businesses across the county all in one place. Supporting local businesses not only helps boost the local economy by giving money back into the community we care most about, but Jacksonville residents will also walk away with a new favorite restaurant or business,” says the Mayor of Jacksonville, Donna Deegan. “I can’t wait to discover what local businesses are out there.”

Businesses from San Marco, the Beaches, Downtown, Riverside, Mandarin, Orange Park, Southside, and all over Jacksonville will have interactive and engaging booths. You can learn more about the business, browse their products, and sample their food. Food trucks, stands, and booths will provide diverse food and refreshments. This family-friendly event will feature pictures with Jackson de Ville, the mascot of the Jacksonville Jaguars, face painting, and other kid-centered events.

With free admission, everyone is welcome at this event. Life-long residents, those who are new to the city, or out-of-towners can all experience the diversity and greatness that 904’s local businesses and restaurants have to offer you!

For more information, visit 904BusinessExpo.com or VisitJacksonville.com/904Expo

Press Release 2

Media Contact
904 Business Expo
Sydney Boyd
XXX-XXX-XXXX
904BusinessExpo@outlook.com

Release Date: March 10, 2025



904 BUSINESS EXPO COMING SOON

JACKSONVILLE, Fla., March 10, 2025– The 904 Local Business Expo will be taking place on March 22-23, 2025, from 10 a.m. to 7 p.m., at the Prime Osborne Convention Center. This large-scale expo will host over 200 of Jacksonville’s best local businesses and restaurants. Visit Jacksonville is sponsoring this event.

“Since becoming a Jacksonville resident these past few years, this is a great way to learn about new businesses and restaurants all in one place,” says the Jacksonville Jaguars quarterback, Trevor Lawrence. “I’m always eager to support this amazing city, and shopping locally is one of my favorite ways.”

Only two weeks away, you can pre-register for the event here, skipping the line at the doors. With business from all over Jacksonville, stretching from the beaches to Orange Park, get ready for a weekend filled with family fun, diverse food, and local business booths.

With free admission, everyone is welcome at this event. Businesses from all industries, such as apparel, furniture, services, the arts, vintage sellers, and restaurants from varying cuisines will be in attendance.

“I’ve been here for over 40 years and I’m still discovering new spots in Jacksonville that have become favorites in our family,” says San Marco resident Paul Boyd. “This is the first time an event like this has occurred, so I’m excited to walk around and see what’s out there.”

Along with hundreds of businesses, there will also be live music, pictures with Jackson de Ville, and entertainment throughout the entire event. Check the full schedule of events here. Whether you’re interested in discovering new boutiques, sampling from food trucks, or getting iconic pictures with the Jag’s mascot, join us downtown on March 22nd and 23rd.

For more information, visit 904BusinessExpo.com or VisitJacksonville.com/904Expo

Why This Approach Will Work

- Messages will be sent in the morning to capitalize on the lunch buying period (event pre-registration)
- Channels used will successfully target the audience (mom's who watch the news in the mornings, commuters traveling around Jacksonville, customers of local businesses, etc.)
- Channels used will also have a wide reach (TV ads will be viewed by hundreds of thousands, social media influencers will reach thousands, etc.)
- Social media platforms will reach younger audiences while other forms of media will target older generations
- By having an integrative marketing approach and using many forms of media and channels, everyone in Jacksonville will know about the event and want to attend