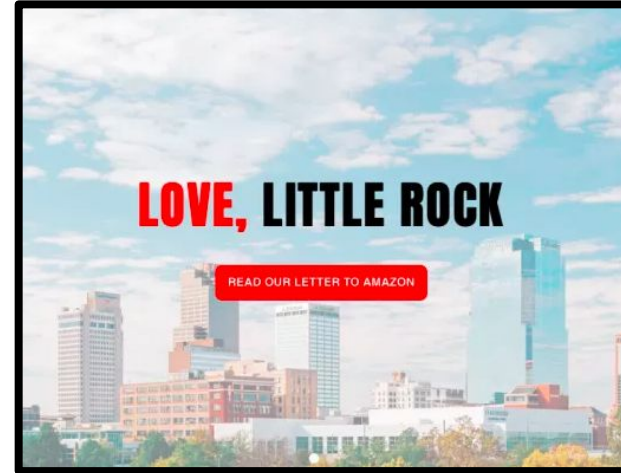


**LOVE,**  
**LITTLE**  
**ROCK**

# #LoveLittleRock Campaign

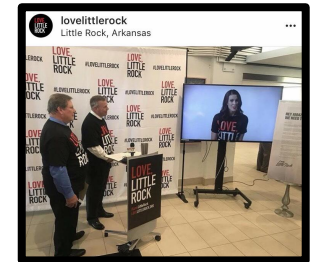
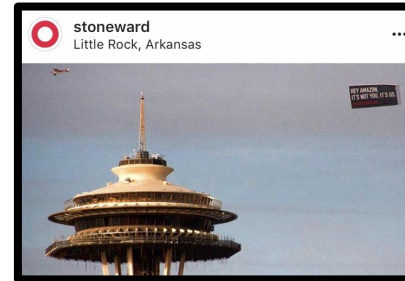
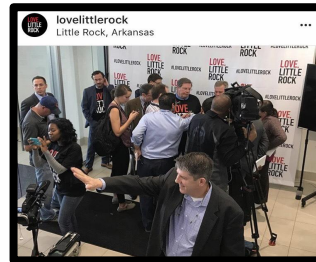
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**LOVE,  
LITTLE  
ROCK**



*Love, Little Rock*

# #LoveLittleRock Campaign



# #LoveLittleRock Campaign

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**Overview:** The **#LoveLittleRock Campaign** initially began as a response to **Amazon's HQ2 RFP**, as the city of Little Rock failed to meet many of the requirements outlined in the request. The campaign soon evolved into a localized movement to **attract businesses** to Little Rock, Arkansas and a **"rally cry"** for the city. Stone Ward Advertising worked with the Little Rock Chamber of Commerce to pen a **"break-up" letter to Amazon** which was published in the **Washington Post** and produced into a viral video. Digital billboards in **Little Rock, Seattle, and New York** flashed the phrase, "Hey Amazon, it's not you - it's us. **#LoveLittleRock.**" The following week a plane flew over Amazon Headquarters in **Seattle, Washington**. Simultaneously, the social buzz grew with anticipation and speculation across Facebook, Twitter, and Instagram. Leading up to the **#LoveLittleRock press conference** positive attributes about the city were posted to the social media channels. With the publication of the letter, news outlets began Tweeting **@LoveLittleRock** for more information. During the press conference "Love, Little Rock" social channels went LIVE with Facebook, Instagram Stories, and Tweets. After announcing the proclamation of "Love, Little Rock" Day and the RFP response - Stone Ward hosted a **Social Media "War Room"** at the local Technology Park, where guests from throughout the city were welcomed to Tweet their thoughts on the news and support for the city.

# #LoveLittleRock Campaign

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- **Objectives:**

- Respond to Amazon's HQ2 RFP in a clever way to garner press and recognition for the city of Little Rock, Arkansas.
- Attract new business to the city of Little Rock and showcase why the city is a viable option for start-up business entrepreneurs.
- Engage with the citizens within and around the community of Little Rock to proclaim October 19th "Love, Little Rock" Day and generate buzz around the proclamation as a constant "rally cry" for the city.

# #LoveLittleRock Campaign

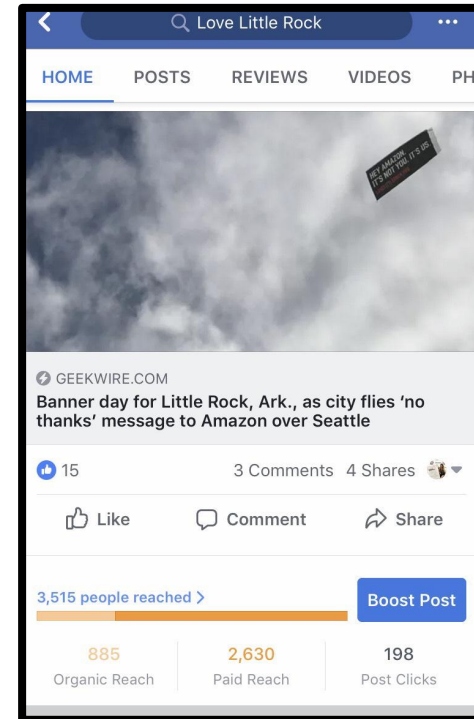
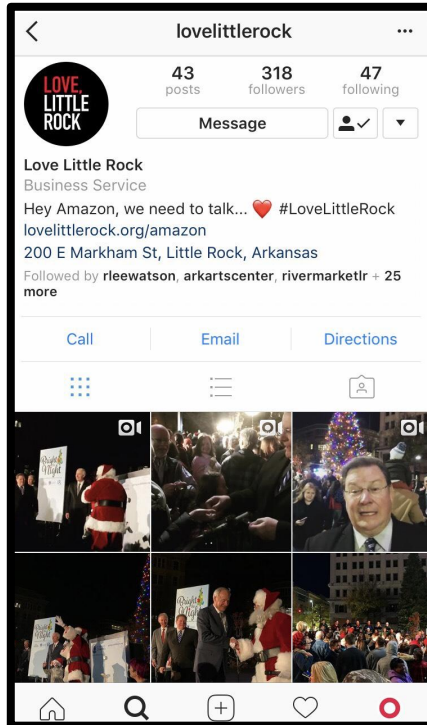
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- **Social Media Implementation:**

- Create and manage Social Media Channels for Facebook, Twitter, and Instagram.
- Produce content (i.e. LIVE Video, Traditional Video, and Photography.)
- Repurpose and share User-Generated Content (i.e. Photos and Videos.)
- Real-time engagement, monitoring, and posting across all platforms.
- Share real-time publications from top news sources including; The New York Times, AdWeek, Fortune, NASDAQ, Fox Business, Bloomberg, The Washington Post, Business Insider, ABC News, and more.

# #LoveLittleRock Campaign

## Social Media Channels: Facebook, Twitter, and Instagram



# #LoveLittleRock Campaign

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- **Social Media Results:** Twitter
  - The “Love, Little Rock” Official Campaign Hashtag, **#LoveLittleRock**, garnered **over 9 Million Impressions** on Twitter **organically** and growing.
    - (Analytic data via Tweet Binder as of 10/20/17 at 12:00 PM CST)
  - **483 people** on Twitter were actively participating in the Real-Time use of the Hashtag, **#LoveLittleRock**.
    - (Analytic data via Tweet Binder as of 10/20/17 at 12:00 PM CST)



# #LoveLittleRock Campaign

October 19th - October 20th, 2017 (24-Hour Period):



#LOVELITTLE ROCK

Reported by @LoveLittleRock

1,456

Total tweets



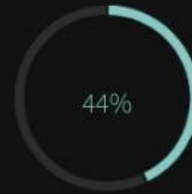
Text tweets



Retweets



Replies



Links/Images

483

People that participated

9,000,003

Impressions of the analyzed terms

# #LoveLittleRock Campaign

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- **Social Media Results:** Facebook
  - The “Love, Little Rock” Facebook Page **reached 185,829 people** within a 24-Hour Period.
  - The “Love, Little Rock” Video posted to the Page garnered a total of **60,848 Video Views** within a 24-Hour Period.
  - Post Engagements reached **6,462** a **percentage increase of 323,000%** within a 24-Hour Period.
    - (Analytic data via Facebook Insights as of 10/20/17 at 12:00 PM CST)

# #LoveLittleRock Campaign

**Post Details**

**Love Little Rock**  
Published by Cassandra Craven · 17 · October 19 at 4:40pm · 48

"Amazon.com's deadline to submit a proposal for its second headquarters ended today, and one city brilliantly navigated the bidding process." - Salon ❤️ #LoveLittleRock



Little Rock says "no" to Amazon. Other cities should follow suit

While dozens of cities offered Amazon subsidies for its second headquarters, Little Rock merely took out an ad VIDEO

SALON.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 5,900 people.

2,831 people reached

Boost Post

Like Comment Share

**2,831** People Reached

**51** Reactions, Comments & Shares

41 Like	38 On Post	3 On Shares
2 Love	2 On Post	0 On Shares
3 Wow	0 On Post	3 On Shares
2 Comments	1 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

**562** Post Clicks

0 Photo Views	274 Link Clicks	288 Other Clicks
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**NEGATIVE FEEDBACK**


0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported status may be delayed from what appears on posts.

**Video Post**

**Love Little Rock**  
Published by Bryan Jones · 17 · 23 hrs · 48

Hey Amazon, we need to talk...



Hey Amazon, we need to talk... #LoveLittleRock

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 5,900 people.

Organic 22,782 Paid 143,325

166,087 people reached

Boost Post

Like Comment Share

**Performance for Your Post**

**166,087** People Reached

**57,645** Video Views

**586** Reactions, Comments & Shares

271 Like	109 On Post	162 On Shares
63 Love	23 On Post	40 On Shares
51 Haha	39 On Post	12 On Shares
1 Wow	0 On Post	1 On Shares
2 Sad	1 On Post	1 On Shares
80 Comments	46 On Post	34 On Shares
119 Shares	113 On Post	6 On Shares

**2,591** Post Clicks

584 Clicks to Play	7 Link Clicks	2,000 Other Clicks
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**NEGATIVE FEEDBACK**


6 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Post Details**

**Love Little Rock**  
Published by Cassandra Craven · 17 · October 19 at 4:38pm · 48

"Arkansas' capital city pre-emptively broke up with Amazon.com today rather than submit a long-shot bid for the e-commerce giant's second headquarters, telling the company in a full-page newspaper ad: 'It's not you, it's us.'" - ABC News ❤️ #LoveLittleRock



Little Rock drops Amazon bid in ad: 'It's not you, it's us.'

Arkansas' capital city pre-emptively broke up with Amazon Thursday rather than submit a long-shot bid for the e-commerce giant's second headquarters...

ABCNEWS.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 5,900 people.

2,674 people reached

Boost Post

Like Comment Share

**2,674** People Reached

**66** Reactions, Comments & Shares

50 Like	18 On Post	32 On Shares
7 Love	2 On Post	5 On Shares
4 Comments	2 On Post	2 On Shares
5 Shares	4 On Post	1 On Shares

**356** Post Clicks

1 Photo Views	136 Link Clicks	219 Other Clicks
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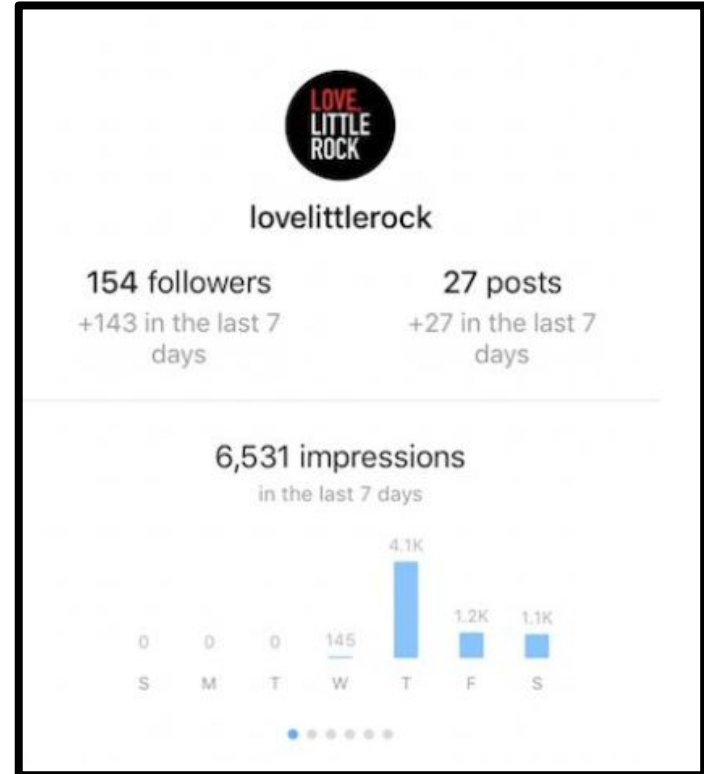
**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported status may be delayed from what appears on posts.

# #LoveLittleRock Campaign

- **Social Media Results:** Instagram
  - Instagram Impressions: **6,531**
  - Instagram Reach: **600**
  - Instagram Profile Views: **533**
  - New Followers: **143**
    - (Analytic data via Instagram Insights as of 10/20/17 at 12:00 PM CST)



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