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REVIVEMARKETINGGROUP

# HELLO!

Revue Marketing Group is a full-service marketing firm based in Pittsburgh, PA specializing in branding, public relations, strategic planning, social media marketing, web and digital, events, and experiential marketing. Revue's mission is to connect our partners to extraordinary opportunities and provide unique client experiences.

**Our clients include:** Hospitality, Food & Beverage, Retail & Luxury Retail, Commercial Real Estate, Non-Profits, Museums & Arts Organizations

So... how did Revue become involved and interested in working with local communities?



# HELLO!

**Eileen French Jordan- Partner & Co-Founder**

We are a marketing and public relations professional with over twenty years of experience. We believe in making our city and region a better place to live, work, and play for *everyone*.

At its core, Reivue's business is all about connecting people to each other and to opportunities.

**Reivue's Core Values:**

Create | Connect | Serve | Amplify

# NEXT 3 DAYS CRITERIA

AFFORDABLE HOUSING STOCK

EMERGING BUSINESS DISTRICT

ENGAGED CDC

# NEXT 3 DAYS GOALS

POSITIVE PRESS / "COLUMN INCHES"

COMMUNITY SHOWCASING

BOOST IN HOME SALES



# N3D: THE PROCESS

Revue approached each neighborhood through our branding process. Along with our counterparts at NEXTPittsburgh, The URA, and the Mayor's Office of the City of Pittsburgh, we identified the universal brand pillars that we would utilize as our program guidelines and storyline/ press pitch criteria.



# BRAND PILLARS

Brand Pillars are the most important features that make up the whole and dictate WHAT you talk to your audience about.

Traditionally, brand pillars explain:

Values	Quality or qualities unique to you
Mission/ purpose	Look & feel/ Vibe
Area of expertise	

Many companies/ organizations boil it down to 4 pillars, but there's no rule on this! You can select as many or as few as you like and narrow your categories based on special projects vs. overall brand.

# N3D NEIGHBORHOOD BRAND PILLARS

Culture

Arts/ Music

Food

History/ Tours



# CULTURE

*Ethnic, popular, and community*

- Showcasing the Bhutanese and Eastern European communities in Carrick
- Garfield Gators game, cheerleading performances, and engagement in Garfield
- Next 3 Fades on the Hilltop



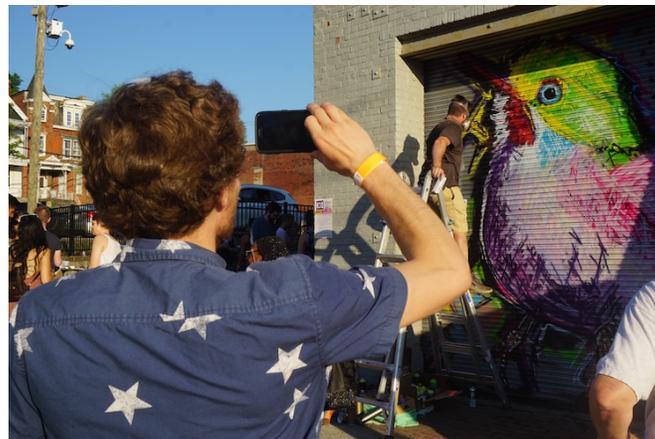
# ARTS/MUSIC

*Cultural, popular, and community*

- Live public art and local musicians  
on the Hilltop

- Next 3 Dancers Get Down Battle  
in Garfield

- Art-making



# FOOD

*Current, cultural, and nostalgia*

- Community bake-offs
- Restaurant pop-ups & food markets within Street Festivals
- Pizza poems in Garfield
- Milk & cookies cocktails in Carrick



# TOURS/HISTORY

*Cultural, community, and nostalgia*

Pedicab Tours with local comedians & neighborhood historians

Community quilt project on the Hilltop

Public art self-guided tour in Garfield

Church bingo in Troy Hill and on the Hilltop



# CREATING OPPORTUNITIES & PROVIDING RESOURCES

## Interview

*Key stakeholders, neighborhood gatekeepers, neighborhood historians*

## Extract

*Key points as they apply.*

## Assist

*What are the obstacles? What are the solutions?*

## Create

*Programming, activations, and storylines surrounding key points as they apply to the project's brand pillars.*

# ENGAGING LIKE-MINDED PARTNERS

Some communities do not have the initial resources or buzz-worthy programming to attract headlines or event-goers. By engaging like-minded partners communities not only further their reach, but provide creative inspiration and opportunities (and blueprints) for successful collaborations.

## Partnership Examples:

- City of Play
- Green Gears Pedicabs
- Rick Sebak & other “Pittsburgh famous” advocates



# WORDS MATTER

When speaking about and to developing communities, the N3D “roots up” approach is what allowed residents, stakeholders, and business owners to trust an outside marketing consultancy.

**Joining us. descending**

- Visuals

**Storytelling**

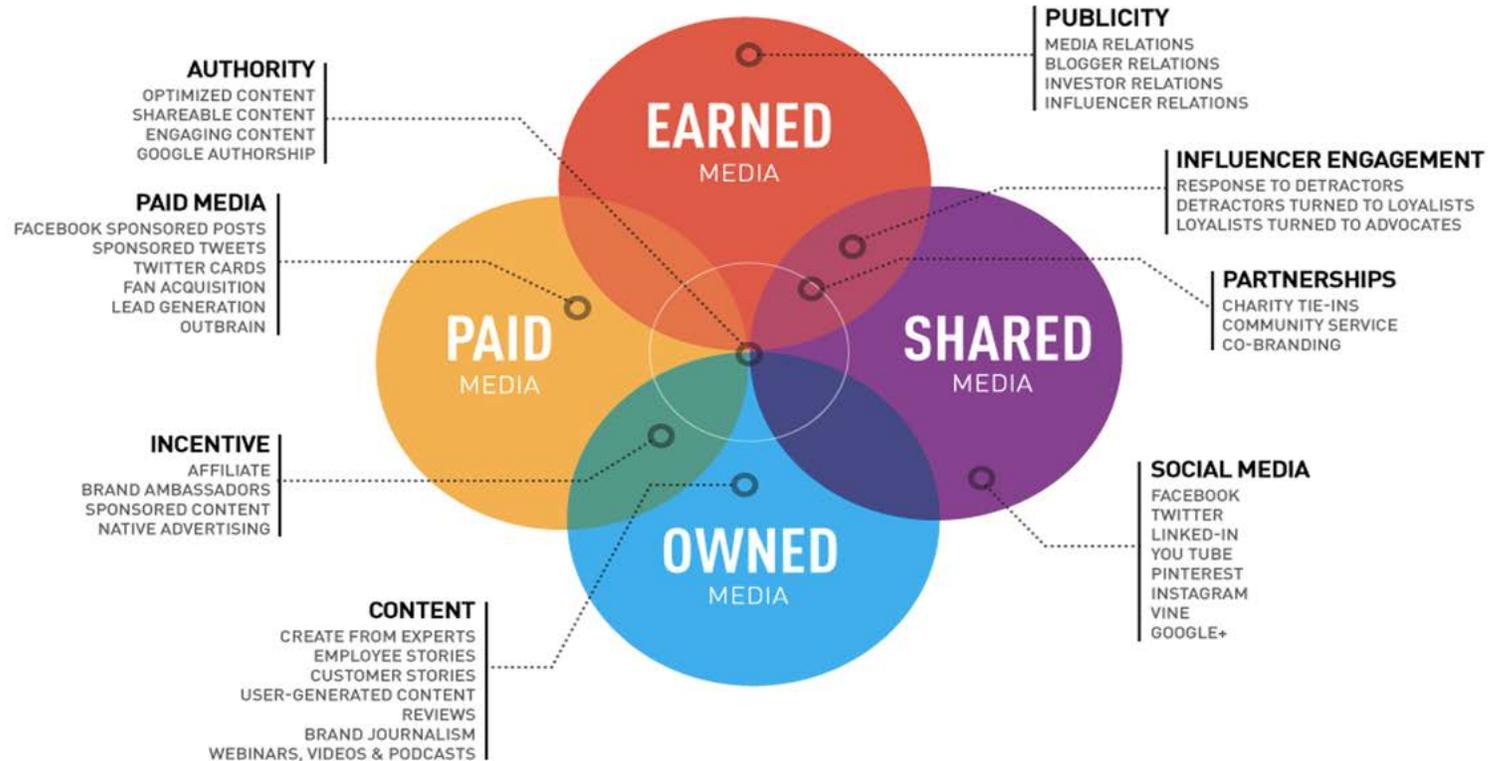
- Allowing time and space

## THE GOAL

is to weave into the fabric of our communities to strengthen us. tear down and rebuild.

# WHY PUBLIC RELATIONS EFFORTS AND TELLING YOUR STORY ARE IMPORTANT AND EFFECTIVE.

## PESO MODEL



**Paid:** exchanging money for distribution, whether an ad or content

**Earned:** trading valuable content for an established authority's audience

**Shared:** amplifying content through your own audience

**Owned:** aggregating an audience that seeks you out for content and then distributing your content to that audience



Onion Maiden, Day La Soul cafe/grocer coming to Allentown's resurgent main street



Pittsburgh's Overlooked Neighborhoods: Allentown



# ONLY IN YOUR STATE

These 10 Extremely Tiny Restaurants In Pittsburgh Are Actually Amazing



Pittsburgh entrepreneur offers healthy versions of traditional soul food

#ShopSmall Saturday Gets Social In #Pittsburgh



Allentown business community gets creative to attract new customers



Diana Nelson Jones' Walkabout: Winner of Mount Washington competition re-envision the Boggs, Bailey corridor

Against Odds, Single Mom Finds Success In Pittsburgh Food Scene



The Breakfast at Shelly's diner is a good reason to visit Pittsburgh's Hilltop neighborhoods

McKinley Park will get greener, with more gathering space



# Pittsburgh 50th

Living Here in Allentown



Commonwealth Press moves production to Allentown warehouse



In city parks, we're showing that green infrastructure works



Food Column: Sample the best of Hilltop at Next 3 Days Festival

# WHY WOULD A FOR-PROFIT MARKETING & PUBLIC RELATIONS FIRM CONTINUE WITH COMMUNITY BASED WORK?

Opportunities

Resources

Connections

Strengthening our city as whole

Creative outlets

Amber Epps

COO, Bloomfield-Garfield Corporation

*Working with Revive to plan and facilitate N3D Garfield made everything so much easier. With an event of this scale, I was relieved to have Eileen and Jack in the lead. They were very open to learning about our needs and wishes for the event and found creative ways to make it happen. The event turned out better than we could have imagined!*

## Don Mahaney

Owner, Scratch Food & Beverage

*"It's a very different thing to run a business in your home community. Very different, at least, from running someone else's business for a downtown dining community circa 2009. Though that may strike someone as obvious, it is a testament to how steep the learning curve was for me, when, reopening the restaurant community after a six-year hiatus, I opened Scratch Food & Beverage. Chief among my learnings in the first two years of operating was how little I knew of marketing. I had no idea how to tell people what Scratch offered, how we were offering it, and (most importantly) why anyone should give a darn. Had I not met Eileen French Jordan and Jack Bellas of Revive Marketing at N3D: Troy Hill, I don't know that I would have ever begun to position the restaurant with those crucial pieces of communication in mind, much less started to cultivate the relationships needed to help my business grow.*

*Due to the same geographic and infrastructure circumstances that make Troy Hill attractive as a place to settle quietly into urban life for so many, economic development happens in a manner that I find unique, at least within Pittsburgh. There are no swaths of dilapidated property ready to be raised to make room for medium scale, much less large scale development. There is no wide boulevard to support a large influx of the kind of traffic often seen when a Pittsburgh neighborhood is revitalized. Many properties that had once been zoned commercial are now used for housing, leaving the question of vacant businesses more difficult to solve than in other areas of town. And, this is what attracted me to Troy Hill, first and foremost: these same impediments to traditional forms of development also mean that there will never be a mass displacement of people from the neighborhood in the name of progress.*

*To thrive as a restaurant in this environment requires a nuanced approach at servicing both geographically proximate and farther-flung, socially diverse communities. Without the ongoing support of Revive Marketing, Scratch would never have discovered its own approach, and would never have even begun to find balance, much less experience tremendous growth over our (as of Nov 19th) four-year tenure in Troy Hill."*