



Advertising and Marketing Committee
Meeting Date: 08/17/2021
151 Martin Street,
Birmingham, MI 48009
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ALLINBirmingham.com

NOTICE

The highly transmissible COVID-19 Delta variant is spreading throughout the nation at an alarming rate. As a result, the CDC is recommending that vaccinated and unvaccinated personnel wear a facemask indoors while in public if you live or work in a substantial or high transmission area. Oakland County is currently classified as a substantial transmission area. The City has reinstated mask requirements for all employees while indoors. The mask requirement also applies to all board and commission members as well as the public attending public meetings.

ZOOM MEETING INFORMATION

<https://us06web.zoom.us/j/88366227432>

Committee Members: Pohlod (Chair), Eid, Kay, Knight, and Lundberg

Staff: Sean Kammer, BSD Executive Director; Erika Bassett, Public Relations Specialist

AGENDA

1. Public Comment
2. Fall Fashion Campaign
3. Social media impact report
4. Other items

The next meeting of the Advertising and Marketing Committee is expected to take place on September 16th at 8:30 a.m.



A collage of 15 fashion images. The top left features a man in a brown and blue plaid coat over a dark sweater. The top center shows a group of models in various styles, including a black sequined dress and a bright yellow blazer. The top right shows a man in a dark turtleneck and a woman in a blue blazer. The middle left shows a man in a white coat and sunglasses. The middle center shows a woman in a red turtleneck dress. The middle right shows a woman in a pink and white patterned top and a man in a pink sweater. The bottom left shows a man in a dark suit and a woman in a green and yellow patterned dress. The bottom center shows a woman in a green and white patterned dress and a man in a white and red patterned dress. The bottom right shows a man in a black leather jacket and white pants.

SEEN Media Group
30600 Northwestern Hwy, Ste 105
Farmington Hills, MI 48334
248-729-2406



MEDIA GROUP

BIRMINGHAM SHOPPING DISTRICT 2021 Fall Fashion

PROJECT OVERVIEW

Produce a 7, 15, 30 and 60 second fall fashion video and print spread to be featured in SEEN Magazine's October issue. Additionally, behind-the-scenes photos and fashion shoot photos will be provided to be used for BSD social media.

CONCEPTS

Concept 1 - Fashion + Food

The downtown Birmingham dining scene is top notch. Going out in Birmingham is an opportunity to show off your style, whether it is cozy casual brunch or a fancy night at Flemings. We will showcase different fall fashion trends with a series of "dates" at local dining establishments.

Breakfast/Brunch look – dressy casual at The French Lady, Social, etc.

Office lunch meeting – Sidecar Sliders, Mad Hatter, The Morrie, etc.

Dinner date – Glam night at Flemings Steak House or Adachi

After dinner drinks/dessert: Would love to see black tie. Like the couple just left a wedding, event, etc. and stop for a drink – love the juxtaposition of black tie at a bar.

Concept 2 - But Make it Fashion

Keep it all about the fashion and shoot the looks in a studio. The video will be a behind-the-scenes look at the fashion shoot, highlighting each look, with panning shots of the clothing from top to bottom, as well as close-up shots of the jewelry, shoes, and bags from the stores they were pulled from.

Fashion Trends to Highlight:

Elevated knits, sweater vests, tailored blazers and suit coats, saturated colors, luxurious silks, midi skirts, sequin/sparkles



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TIMELINE

8/30 - Product pulls and model fitting

8/31 - Shoot day

9/3 - Photo choices provided to BSD

9/6 - BSD provides SMG with photo choices for print fashion spread

9/7 - First draft of 60 second video (the shorter lengths will be created after the first draft is finalized for efficiency)

9/9 - BSD provides SMG edits for video, SMG provides fashion spread to BSD for review/edits

9/13 - Final videos delivered (assuming no additional changes) and revised print spread to BSD for final approval

9/16 - SEEN Magazine goes to print with fashion spread in it.

NOTE: This timeline is dependent on all parties providing said deliverables on time. The date the magazine goes to print cannot change, so the priority will be to get the photos and fashion spread approved.

TEAM

Photographer: Boswell

Video: Stephen Oh

Styling: Rachel Schostak / Alexa Kaipo

Models: TBD

PRICING

Fashion Shoot + Video: 11,500

4 Page Print Insert: \$8,000

Total: \$19,500