

NEWS FROM:
Cultural Arts and Marketing Department

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City Marketing Department Receives Crystal Eagle Achievement Award
Oakland's Downtown Marketing Campaign Commended by California Downtown Association

OAKLAND, Calif. (September 28, 2006) – The MeetDowntownOAK.com marketing campaign launched by the City of Oakland's Cultural Arts & Marketing Department has been awarded the prestigious Crystal Eagle Achievement Award for Marketing and Communications by the California Downtown Association. Presented on September 28, 2006, during CDA's Annual Conference in Monterey, Calif., the award includes a beautiful crystal eagle statue.

Competing in the Marketing and Communication category, one of four award categories, MeetDowntownOAK.com was launched in July 2005 to promote downtown Oakland as a local and regional entertainment destination with a primary focus on stimulating evening and weekend foot traffic at various venues. Elements of the campaign, including the first-ever four-color brochure on downtown Oakland venues and a searchable website, were promoted using outdoor, transit, print, television and cinema advertising. To encourage participating venues to carry the campaign's message a Marketing Tool Kit containing window decals, posters, magnets, campaign artwork and marketing and publicity tips was provided. The campaign resulted in a modern, hip brand.

In selecting the recipient, judges looked for imaginative and innovative marketing projects that promote and/or enhance the image or economic vitality of a downtown, business district or economic development programs.

Established in 1971, the California Downtown Association (CDA) represents thousands of diversified businesses throughout California within its network of downtown associations, cities, chambers of commerce, business districts, supportive vendors and consultants. A nonprofit corporation, CDA has grown to be one of the strongest downtown organizations in the country. The CDA award comes on the heels of accolades from the International Economic Development Council. IDEC bestowed an honorable mention on the City of Oakland for excellence in Overall Marketing.