



Anglia Ruskin  
University

Will Langmead  
Lisa Kotsch  
Johanna Sajonz

16/12/2013

# Mill Road Project

Marketing Consultancy

# Introduction

GWYDIR STREET MILL ROAD CAVENDISH ROAD TENISON ROAD KINGSTON STREET HOPE STREET





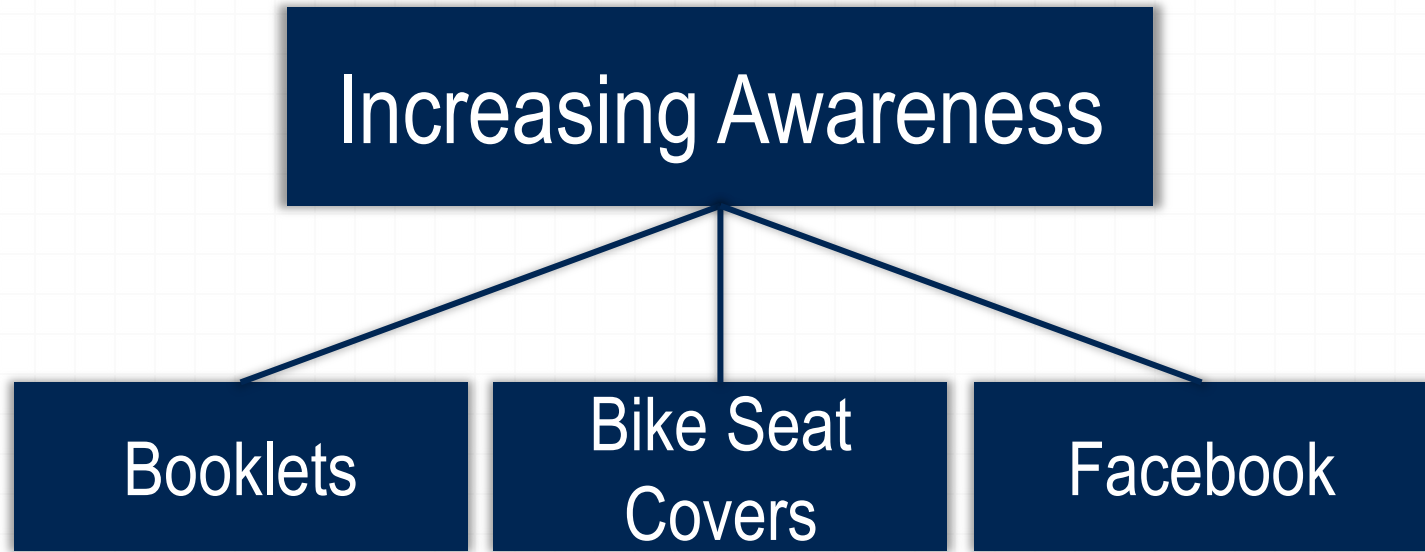
Improve Mill Road  
Experience

Increasing  
Awareness

Creating Loyalty

Obtaining Funding

# Increasing Awareness







**CITYSCAPE**  
COPENHAGEN

**Værnedam**

**SWEETIE PIES**

**1903**

**1915**

**Artist Malene Koch (above) is well suited to working at Summerbird, the super-smart chocolate shop, where beautiful presentation is a major part of their appeal. A must-try is the speciality Fladestikker: mini-mounds of chocolate filled with marshmallow foam on a marzipan base. [summerbird.dk](#)**

**Class Fladestikker are usually covered in chocolate but also come in liquor or rosemary.**

**As the street was named after the 19th-century brewer Werner Dam, it can't be fitting that Juul's Vin og Spiritus has been established here since 1926. It has the large array of liquor in Scandinavia, with 60 single-malt whiskies, 200 rums, all the traditional Danish shots and wines from everywhere. [juul.dk](#)**

**easyJet**

A MAGAZINE FOR PEOPLE WHO LIKE TO TRAVEL SMART

# TRAVELLER

FREE TO TAKE HOME

OCTOBER 2013



**THE BRIGHT IDEAS ISSUE**

Meet the innovators, entrepreneurs and inventors who will be shaping your world in 2014

• STOCKHOLM BY SMARTPHONE | FUTURE ARCHITECTURE | MALTA'S 21ST CENTURY MAKEOVER

REGULARS

# 2/3

**SAMSØE & SAMSØE**

**1916**

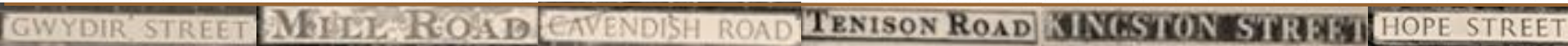
**1910**

By day, it's a chilled-out restaurant/bar where their cool mums sip coffee in the sun, but come evening, Copenhagen's trendies make their way through Falernum's wine list and pick at small dishes such as fried sardines. It's one of the coolest and hippest wine bars in the city. [falernum.dk](#)

**Samsøe & Samsøe is what? Get it? Well, help you shop.**

Founded by brothers Claus and Perban Samsøe in 1991, **Samsøe & Samsøe** has since grown into a fashion brand. Shops across Denmark, Sweden and Norway so it their own and other brands of mens and womens wear. [samsøe.com](#)

# Booklets



- Product:** coloured A5 booklet, 8 pages
- Content:** introducing traders, shops, events etc.
- Target Group:** Cambridge residents (all ages)
- Distribution:** train station, city centre, Mill Road residents
- Frequency:** semi-annually
- Price:** for free



# Booklets

GWYDIR STREET MILL ROAD CAVENDISH ROAD TENISON ROAD KINGSTON STREET HOPE STREET

Costs per unit	Quantity	Total costs
£ 0.325	8,000	£ 2,600
£ 0.32	10,000	£ 3,200



CITYSCAPE  
OF PERMIAER

## Mill Road

Did you know?  
There has been a street here since 1703. Local natural calling it 'Marsdening' after the 1703 abandoned mill owner Werner Carl, that, though, the name is both a mispronunciation and an spelling of his name.





**Artist Makene Koch** (above) is well suited to working at Summerbird, the super-smart chocolate shop, where beautiful presentation is a major part of their appeal. A must-try is the speciality Fiadabollar: mini-mounds of chocolate filled with marshmallow foam on a marzipan base. [summerbird.dk](#)

**Class Fælledor** are usually covered in chocolate but also come in liquor or wine. [classfelledor.com](#)

**As the street was named after the 18th-century brewer Werner Carl, it seems fitting that Juul's Vin og Spiritus has been established here since 1926. It has the largest array of liquor in Scandinavia, with 600 single-malt whiskeys, 200 rums, all the traditional Danish shots and wines from everywhere. [juul.dk](#)**



**Sophie Holbrard Stub** (above) is a whiz on her sewing machine, transforming mainly Liberty fabrics into children's clothes and toys. She's been selling her cute creations at Tout Petit for 14 years and, being French, as summer's fasts that she ended up in Little Paris. [toutpetit.dk](#)



Carsten has been keen to see more shops that might attract a new breed of local.

REGULARS

# 2/3





People come from across Zealand (the island this city sits on) to get their shoes repaired by Carsten, who has picked up a loyal client base for **Carsten's Shooservice** (in English: 'shoe repair') over the past 11 years. As well as new soles, he cuts boys and engraves name plaques of the sort that all the city's apartment-dwellers display on their front doors. +45 3324 1999

**Falernum's** has a little dish on the menu that's a bit like a **carrot cake**. [falernum.dk](#)

**Carsten & Carsten** is a bit like a **shoe shop**. [carstenandcarsten.com](#)



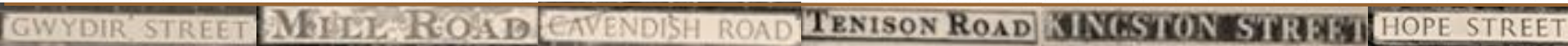
Founded by brothers **Glaus and Pribon Samsøe** in 1991, **Samsøe & Samsøe** has since grown into a fashion brand. Shops across Denmark, Sweden and Norway so if their own and other brands of jeans and women's wear. [samsøe.com](#)



# Bike Seat Covers



# Bike Seat Cover



- Product:** bright coloured bike seat cover
- Target Group:** cyclists in Cambridge
- Print:** Mill Road, Facebook, Milly Card, App
- Frequency:** one-off
- Price:** for free

# Bike Seat Covers



## Distribution:

Train Station  
Universities  
City Centre



# Bike Seat Covers

GWYDIR STREET MILL ROAD CAVENDISH ROAD TENISON ROAD KINGSTON STREET HOPE STREET

## Costs:

Costs per cover	£ 0.44
Printing costs per cover	£ 0.67
Total costs per cover	£ 1.11
Recommended quantity	2,000
<b>TOTAL COSTS</b>	<b><u>£ 2,220.00</u></b>





facebook  Suche nach Personen, Orten und Dingen   Lisa Kotsch



**Mill Road History**  
1.091 „Gefällt mir“-Angaben · 9 sprechen darüber

 Gefällt mir  Nachricht senden 

Gemeinschaftliche Organisation  
A community project to capture the history of Mill Road using local volunteers. The project is supported by Heritage Lottery Fund.

 Info – Änderung vorschlagen



Fotos

 **1.091**  
„Gefällt mir“-Angaben



facebook



Suche nach Personen, Orten und Dingen



Lisa Kotsch



**Mill Road  
Coordinator**

▼ Freunde ▼

Nachricht senden \* ▼

Chronik

Info

Fotos 1

Freunde

Mehr ▼





facebook  Suche nach Personen, Orten und Dingen   Lisa Kotsch



**Mill Road Winter Fair**  
695 „Gefällt mir“-Angaben · 361 sprechen darüber

Gefällt mir Nachricht senden

Gemeinschaft  
The official page of the Cambridge winter fair that celebrates the local talent, food and creativity of the Mill Road and greater Cambridge area <http://millroadwinterfair.org/>

Info – Änderung vorschlagen



Fotos

 **695**  
„Gefällt mir“-Angaben



# Facebook



facebook  Lisa Kotsch

Milly Card Mitglieder Veranstaltungen Fotos Dateien  Benachrichtigungen + Gruppe gründen

Beitrag Foto/Video Frage Datei

Schreib etwas ...

AKTUELLE BEITRÄGE

Info 131 Mitglieder

Offene Gruppe

Milly is the symbol of our card scheme for Mill Road in Cambridge  
We want to support Mill Road





facebook

Suche nach Personen, Orten und Dingen



Lisa Kotsch



There's something about

## There's something about Mill Road

224 „Gefällt mir“-Angaben · 15 sprechen darüber

✓ Gefällt dir

Nachricht senden \* ▾

Gemeinschaft

Musings from Mill Road, Cambridge. For more info please visit the blog: <http://theressomethingaboutmillroad.wordpress.com/> and Twitter page: @MillRoadCams. You can also like this facebook page, if you like :D Website coming soon!



224

Info – Änderung vorschlagen

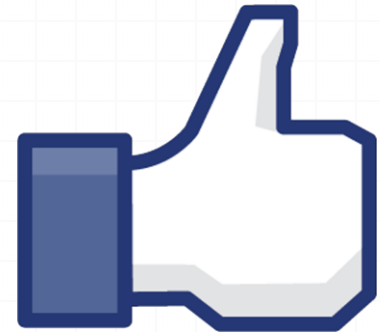
Fotos

„Gefällt mir“-Angaben



## Improving suggestions:

- Merge Facebook pages
- Create Mill Road Fan Page
- Provide daily posts
- Motivate people to like, share and check in



## Post content suggestions:

- Current offers / Milly Card
- Events on Mill Road
- Introducing Mill Road Traders
- Photo / Statement contest
- Pictures guessing games







**Lisa Kotsch**

2. Dezember

Best way to start a new week. — mit Johanna Sajonz hier: Hot Numbers Coffee.

Foto markieren Bearbeiten

Gefällt mir · Kommentieren · Beitrag nicht mehr folgen · Teilen · Bearbeiten

Hendrik Baasen, Imke Tiedemann, Nina Freitag und 12 anderen gefällt das.

3 weitere Kommentare anzeigen



**Steven Bichat** It's coffee, isn't it? Anyway I want this cup!!! Now!!!

2. Dezember um 17:15 via Handy · Gefällt mir nicht mehr · 2



**Julia Herberger** Lecker elferflower 😊

2. Dezember um 17:36 via Handy · Gefällt mir



**Nina Freitag** Oh great! 😊

2. Dezember um 19:58 · Gefällt mir



**Vika Hellwig** Black gold, simply delicious

3. Dezember um 07:20 · Gefällt mir · 2



**Julia Herberger** I also like the jumper in the back!

3. Dezember um 10:47 via Handy · Gefällt mir



**Lisa Kotsch** 😊 thanks, its mine

3. Dezember um 13:23 · Gefällt mir · 2



Schreibe einen Kommentar ...





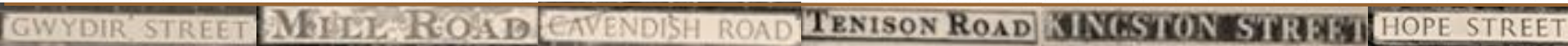


## Costs for Social Media:

$\frac{1}{2}$  - 1 hour per day



→ Social Media Dashboards

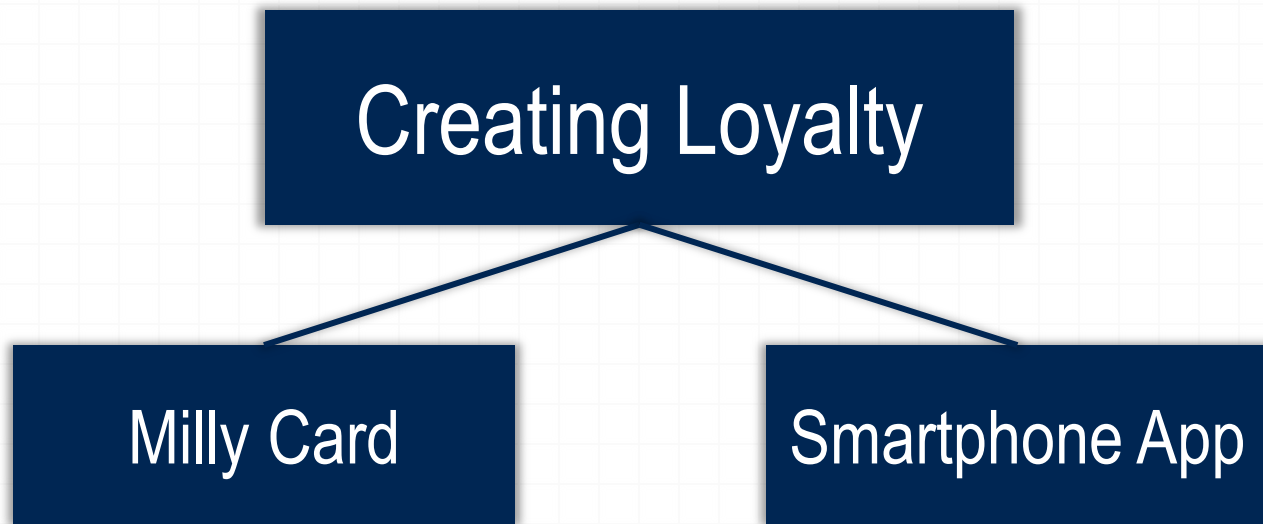


## Objective:

Creation of more than 12,000 contacts to Cambridge residents by June 2014.

- 8,000 Booklets
- 2,000 Bike seat covers
- 2,000 Facebook likes





## Current Situation:



- Low awareness of Milly Card
- Two selling points on Mill Road
- Milly Card website expired
- Price: £ 2.00 per Card
- Varying discounts



## Improving suggestions:



- Online + POS purchasing opportunity
- Annual subscription
- Increase price to £ 10.00 per card
- Promotion of Milly Card at large events
- Layout of new website

# Smartphone App

GWYDIR STREET MILL ROAD CAVENDISH ROAD TENISON ROAD KINGSTON STREET HOPE STREET

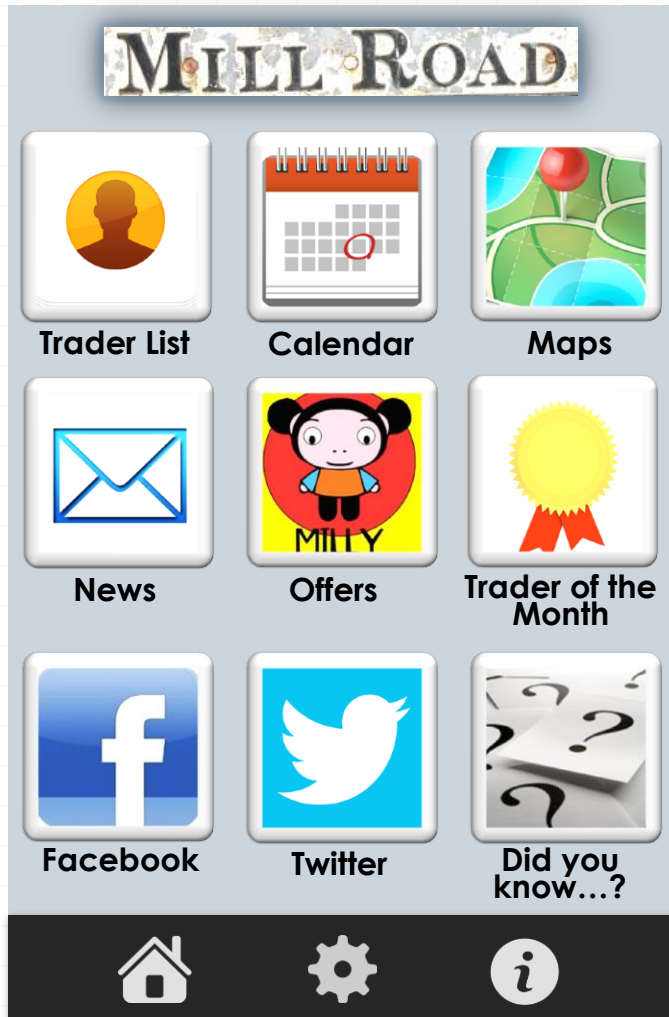




- Product:** Smartphone App
- Target Group:** Cambridge residents (18 – 60 years)
- Content:** Complete overview of Mill Road
- Promotion:** Social Media, Traders, Booklet, Newsletter

# Smartphone App

GWYDIR STREET | MILL ROAD | CAVENDISH ROAD | TENISON ROAD | KINGSTON STREET | HOPE STREET



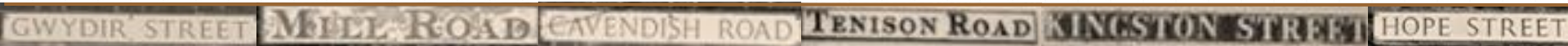
£ 15,000 – £ 22,000

~~Trade Journalist~~  
~~Did you know...~~

Did you know...?  
 Facebook  
 Twitter  
 Did you know...?  
 "Did you know...?"  
 community



# Creating Loyalty

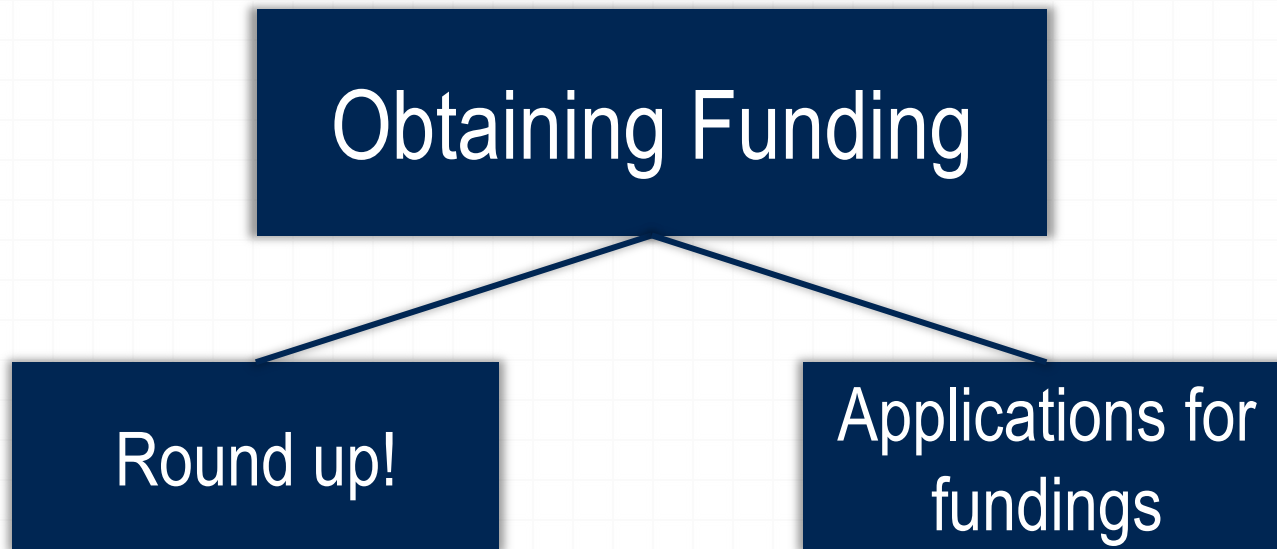


## Objective:

Generating more than 1,000 purchases of loyalty building products (Milly Card or App) by June 2015.



# Obtaining Funding



# Round up!



Average donation per purchase	£ 0.50
Quantity of donations per day	50
Donation amount per week	£ 175.00
<b>TOTAL DONATIONS PER YEAR</b>	<b><u>£ 9.100.00</u></b>



## £ 10 m High Street Innovation Fund

Pilot

**CLOSED**

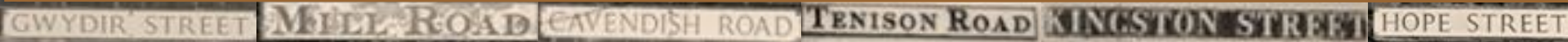
Future High Street  
X-Fund

**CLOSED**


SI

**CLOSED**






## Alternative suggestion: Spacehive

 MansfieldBID wants to create a Something Different project in Nottinghamshire

Summary | Project promoter | Costs | Funders



**£36,850**  
raised by 27 funders!


Our goal: £36,363

We made it happen!

This project's social reach: 1,630 [Boost](#)

[Share](#) 3225 [Tweet](#) 4 [Follow](#) 48

Top funders ...



# Obtaining Funding



## Objective:

Raising £ 10,000 of joined funding by March 2015.





- Defining your customer
- Marketing Mix
- How to market research
- Market strategy
- Marketing Plan Template





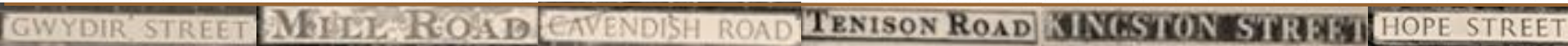
**→ COHESION, COHESION, COHESION!**



# Thank You

GWYDIR STREET MILL ROAD CAVENDISH ROAD TENISON ROAD KINGSTON STREET HOPE STREET





- Deutschland-rundet-auf.de,2013.*Kleine Cents. Doppelte Wirkung.* [Online] Available at: <<http://www.deutschland-rundet-auf.de/>> [Accessed 12 December 2013].
- Easyjet.de,2013. *eMagazine-October 2013.* [Online] Available at: <<http://traveller.easyjet.com/emagazine/1471/october-2013/>> [Accessed 12 December 2013].
- Inkylittlefingers.co.uk,2013.*Promotional Printing.* [Online] Available at: <[www.inkylittlefingers.co.uk](http://www.inkylittlefingers.co.uk)> [Accessed 12 December 2013].
- Oomf, 2013. *How much to make an App.* [Online] Available at: <<http://howmuchtomakeanapp.com/>> [Accessed 12 December 2013].
- Statista,2013a.*Number of mobile app users in the UK.* [Online] Available at: <<http://www.statista.com/statistics/277672/forecast-of-mobile-app-users-in-the-united-kingdom-uk/>> [Accessed 12 December 2013].
- Statista,2013b.*Share of mobile phone users that use a smartphone in the UK.* [Online] Available at: <<http://www.statista.com/statistics/257051/smartphone-user-penetration-in-the-uk/>> [Accessed 12 December 2013].
- Water4fish.co.uk,2013. *Bicycle Cover.* [Online] Available at: <[http://www.water4fish.co.uk/dep/631/health\\_and\\_fitness/item/5292/bicycle\\_cover/product.php](http://www.water4fish.co.uk/dep/631/health_and_fitness/item/5292/bicycle_cover/product.php)> [Accessed 12 December 2013].