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# Touchstone Energy Partnership

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2002 – Focused on Branding

*28 February 2003*

*Submitted by the Saint Paul Arena Company on behalf of the RiverCentre Authority  
Mary Sienko, Director of Marketing*

## KEY AUDIENCES

- Meeting and event planners
- Clients
- Community
  - Minnesota residents
  - Touchstone Energy® customers
  - Downtown Saint Paul Neighbors, including The Ordway, Landmark Center, The Science Museum, St. Paul Companies, etc.
  - City partners including Capital City Partnership, Saint Paul Chamber of Commerce, Saint Paul Riverfront Corporation, the Port Authority, etc.
- Media
  - Local and regional print and broadcast (general and business)
  - Convention and meeting trade publications

## THE APPROACH

Branding the convention center continued to be the #1 challenge for 2002. As in past years, all marketing and promotion for, and communication about the convention center prominently featured the name Touchstone Energy Place. All references to the convention center continued the practice initiated the previous year, that of using “Touchstone Energy Place” instead of “Touchstone Energy Place at RiverCentre”.

One major focus of the joint marketing plan between SPAC and Great River Energy, was to develop a highly visual way to increase brand awareness amongst the media. We turned to an outside creative source to cultivate a novel approach. They came up with the idea to send a stone paperweight to key media contacts as “*a little reminder...you can use on your desk*”, thereby physically and visually reinforcing the name, Touchstone Energy Place. On the outside of the accompanying box, we asked, “*Are you “stone cold” sure you know the NAME of the CONVENTION facility at RiverCentre?*” The project produced immediate results, both in acknowledgement of a clever idea, but more importantly, in the correct name being used with greater consistency.

Another major tactic of the marketing approach was the culmination of an all-out team effort to create new sales collateral for the convention center. Substantially more pages than the previous brochure, the TEP sales piece consists of an introduction section and the “working” section along with technical information inserts that slip into a back pocket. In response to today’s business communication modes, all inserts were adapted for faxing and emailing directly to the client.

An integral part of our plan for another year, we maintained our efforts to continually monitor the proper use of the Touchstone Energy Place name. We sustained our continual communications with both clients and the media, thereby reinforcing our branding tactics.

The marketing summary is presented in two areas, branding and visibility.

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# Branding

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## GOAL

To ensure the name *Touchstone Energy® Place* is consistently utilized on every communication and marketing piece whenever the reference was for the convention building. To accomplish this, a joint action plan was drafted by Carole Nelson of Great River Energy and Mary Sienko of SPAC.

### MARKETING AND COMMUNICATIONS STRATEGIES

- Media promotion – TEP stone mailed to metro and state media contacts. Audience Delivery: 450
- List events occurring in Touchstone Energy Place under its own heading in RiverCentre’s newsletter. Audience Delivery: 96,000
- Touchstone Energy Place banner on Wilkins northeast façade. Audience Delivery: 15,000/day; 5,475,000/year
- Client Hosting for MCTA in TEP, 4/11. Audience Delivery: 150
- Client Hosting for prospective clients in TEP, 11/19. Audience Delivery: 95
- Incorporating Touchstone Energy® Place into the RiverCentre web site. Audience Delivery: the web site generates 19,130 hits per week or 76,522/month or 918,264/yr.
- List Touchstone Energy® Place on the faxed calendar of events. Audience Delivery: 1,200
- List Touchstone Energy® Place on fax cover pages. Audience delivery: 28,800
- List Touchstone Energy® as a RiverCentre partner on the Rice Park marquee. Audience Delivery: 390,150 per year
- List Touchstone Energy® Place on Rice Park marquee as directional location.
- Sponsor of a Lucy statue in the City of Saint Paul *Looking for Lucy* promotion. Lucy was placed in front of the main entrance to TEP along Kellogg Boulevard and remained for 105 days. Lucy was then auctioned off at the Mall of America event. The auction garnered extensive publicity, both local and national. Audience Delivery: An estimated 700,000 people visited Saint Paul for the *Looking for Lucy* promotion.
- Purchase chocolates in the form of the Touchstone Energy Place logo. These will be used at tradeshows and as gifts.
- Used the Touchstone Energy Place name in the “filler ads” in the Rice Park Corridor.
- Replaced the old tradeshow booth with a newly designed banner featuring Touchstone Energy Place.
- In partnership with the Saint Paul Convention & Visitors Bureau, staffed a booth at the following tradeshows (used the new Touchstone Energy Place banner at Quest and IAEM):
  - > MPI Vendor Showcase; Twin Cities, 2/20. Audience Delivery: 175
  - > GWSAE Springtime in the Park; Washington DC, 6/12. Audience Delivery: 3,000
  - > MSAE Annual Convention; Minnesota, 6/11. Audience Delivery: 240
  - > MPI WEC Expo; Toronto, 7/21-23. Audience Delivery: 988
  - > ASAE; Denver, 8/17-20. Audience Delivery: 2,800
  - > Quest Minnesota; Minneapolis, 10/11. Audience Delivery: 200
  - > IAEM Expo; Orlando, 12/11-12. Audience Delivery: 380Total Audience Delivery for tradeshows = 7,783

- Produce marketing collateral which features Touchstone Energy Place:
    - > A new sales brochure. Audience Delivery: 5,000
    - > Business stationary. Audience Delivery: 10,000
    - > Business folders. Audience Delivery: 1,000
    - > Complex diagram sheets. Audience Delivery: 1,000
    - > Parking Guide. Audience Delivery: 10,000
    - > “Summer Sales” cards. Audience Delivery: 150
    - > “Getting to RiverCentre” bookmark. Audience Delivery: 5,000
- Total Audience Delivery for marketing collateral = 32,150

***Other impressions resulting from the communications effort***

- Numerous mentions through feature articles, calendar listings, highlights, photos, client ads, etc; Star Tribune daily newspaper. Audience Delivery: 168,523,000 (368 appearances)
- Numerous mentions through feature articles, calendar listings, highlights, photos, client ads, etc; Saint Paul Pioneer Press daily newspaper. Audience Delivery: 22,806,793 (107 appearances)
- Location listing in quarterly calendar of events distributed by the Saint Paul CVB. Audience Delivery: 135,000 per year
- Mention in numerous client marketing pieces and communications.
- Mention in numerous Touchstone Energy® Cooperative publications.

***Advertising***

Building on the opening of the RiverCentre Connection, the theme for 2002 was “Make Connections”. The design incorporated a number of images, primarily focusing on individuals interacting within Touchstone Energy Place. In past years, the theme and images concentrated on either an abstract feeling or venue features. The “Make Connections” theme zeroed in on the human aspect and the importance of how our staff and structural spaces can serve our clients.

We also created an ad entitled “Summer Special” to support a sales department initiative. In addition, the marketing department designed two special ads, a congratulatory ad for placement in the Hobe Baker Awards programs and a TEP/XEC “World Class Facilities” ad for placement in the NARCh publication.

Below is the chart for the ads that were place as part of the joint marketing plan between Touchstone Energy and RiverCentre. Investment: \$12,878

<b>PUBLICATION</b>	<b>SPECS</b>	<b>TYPE</b>	<b>AUDIENCE DELIVERY</b>
MSAE 2003 Member Directory Placement: Divider Tab	Full page, color	Regional	2700
Minnesota Black Pages Directory 2002	½ page, bw	Local	120,000
Minnesota Hispanic Directory 2002-2003 Placement: page 131	½ page, bw	Local	85,000
Minnesota Meetings & Events, Spring Placement: page 1	Full, color	Regional	69,000

Minnesota Meetings & Events, Annual Resource Guide Placement: Convention Center section & Banquet/Meeting section	Two listings	Regional	75,000
Twin Cities Business Monthly, Feb issue Placement: page 74, 102, 107	½ page, color Listing	Local	76,981
Twin Cities Business Monthly, Aug issue Placement: 79	½ page, color	Local	76,981
<b>TOTAL</b>			<b>505,662</b>

In addition to the ads placed as part of the joint marketing plan with Touchstone Energy, SPAC partners with the Saint Paul Convention & Visitor's Bureau in placing ads in the convention and meetings industry. These ads naturally feature Touchstone Energy® Place. Investment: \$66,260

<b>PUBLICATION</b>	<b>SPECS</b>	<b>TYPE</b>	<b>AUDIENCE DELIVERY</b>
ASAE Assn Magazine, May issue Placement: page 61	2/3, color	National	25,073
ASAE Assn Magazine, Aug issue Placement: page 83	2/3, color	National	25,073
Executive Update (GWSAE), March issue Placement: page 89	2/3, color	National	10,500
Executive Update, May – Resource Guide Placement: page 84	2/3, color	National	15,000
Expo Magazine (July/Aug) ASAE & SISO show distribution Placement: page 40	2/3, color	National	14,000
Facilities Magazine (Nov/Dec) IAEM & PCMA show distribution Placement: page 62	½ page, color	National	23,694
MPI Magazine, June issue Placement: page 85	2/3, color	National	17,000
PCMA Convene Magazine, Feb issue Placement: page 42-43	Full, color w article	National	30,198
PCMA Convene Magazine, Aug issue Placement: 104-105	Full, color w article	National	30,198
Tradeshow Week Major ExHall Directory	½ page, color TEP diagram	National	24,000
Midwest Meetings, Fall/Winter Placement: page 57	Full, color	Regional	29,000
Minnesota Meetings & Events, Fall issue Placement: pages 22-25	Full, color Feature article	Regional	69,000
<b>TOTAL</b>			<b>312,736</b>

The following are ads placed solely by SPAC to promote Touchstone Energy Place. Investment: \$29,000

<b>PUBLICATION</b>	<b>SPECS</b>	<b>TYPE</b>	<b>AUDIENCE DELIVERY</b>
Asian American Directory 2003 Placement: 90	¼ page, bw + listing	Local	46,000
The Business Journal, Book of Lists Placement: opposite Banquet & Meeting Facilities	½ page, color	Local	68,000
The Business Journal, Growth Guide – p. 66	½ page, color	Local	60,000
The Business Journal, 5/24 – page 11	¼ page, bw	Local	60,000
The Business Journal, 5/31 – page 10	¼ page, bw	Local	60,000
The Business Journal, 6/14 – page 28	¼ page, bw	Local	60,000
The Business Journal, 6/28 –	¼ page, bw	Local	60,000
The Business Journal, 7/12 – page 9	¼ page, bw	Local	60,000
The Business Journal, 7/26 – page 33	¼ page, bw	Local	60,000
The Business Journal, 8/9 – page 9	¼ page, bw	Local	60,000
Hobey Baker Memorial Award Program	½ page, bw	Local	1,350
La Voz, Cinco de Mayo issue Placement: page 20	1/8 page, bw	Local	8,500
MN Chiefs of Police Association, Fall	¼ page, bw	Local	1,500
Minneapolis Chamber of Commerce	Enhanced listing	Local	
Nuestra Gente, (2)bonus w MN Hispanic Dir	¼ page, bw	Local	6,000
Qwest – White & Yellow page listings, Mpls	Multiple	Local	1,064,502
Qwest – White & Yellow page listings, St. P	Multiple	Local	662,202
Saint Paul CVB 2002-03 Meeting Planner Guide Placement: page 1 & 34-37	Full, color Extensive listing	Local	7,500
Saint Paul Chamber of Commerce	Enhanced listing	Local	6,300
SISO on-line virtual booth	Listing	National	810
Wedding Guide, 2002 issue	Listing	Regional	10,000
Wedding Directory, 2002 issue	Listing	Regional	10,000
<b>TOTAL</b>			<b>2,372,664</b>

### ***Enhancements***

To assist our patrons and enhance visibility for upcoming events while reinforcing brand identity for Touchstone Energy Place and the other RiverCentre venues, we placed a wall kiosk in the Skyway Lobby, mirroring the TEP kiosk in the Kellogg lobby. The kiosk melds together backlit advertising panels, a brochure rack, a promotional sign frame and a directional map into one large information focal point. Audience Delivery: 486,952

We also received additional industry coverage at no cost for Touchstone Energy Place:

- Listing plus mention in opening paragraph under the Minnesota section in *The Meetings Guide to the East, 2002-2003 Edition*. Audience Delivery: 29,000

- Inside front cover full page ad in *Meetings*, Fall issue, a new industry magazine. Audience Delivery: 45,000

The new RiverCentre Connection opened in September 2002. Touchstone Energy Place appears on a commemorative sign placed at the east end of the project on skyway level. Audience Delivery: 297,542 (estimate)

Overall, the “Branding Campaign” garnered the following in measurable delivery:

Saint Paul Pioneer Press and Star Tribune coverage = 191,329,793

Trade publication advertising = 3,191,062

Marketing strategy = 7,785,042

Enhancements = 858,494

**Total = 203,164,391**



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# Visibility

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## OBJECTIVE

The goal is to ensure maximum visibility for the name, *Touchstone Energy@Place*, throughout the building. Signs in and around Touchstone Energy Place were placed in key locations to ensure maximum visibility to event attendees and transients moving through the building.

### *Touchstone Energy@Place Signs*

- Kellogg Boulevard main entrance (exterior)
- 317 on Rice Park entrance (exterior)
- Rotunda/main escalator wall
- Exhibit Hall, north wall
- Exhibit Hall, stone columns
- Above upper level escalator, east end
- Above upper level escalator, west end
- Vinyl lettering at Rice Park entrance
- Vinyl lettering at Administrative entrance
- Vinyl lettering at Kellogg Boulevard main entrance

### *Other signage*

- Ad panel, skyway marquee, north side.
- Ad panel, skyway marquee, south side.
- Name listing, Kellogg marquee.
- Podium fronts (13)

### *Impact*

- RiverCentre complex event attendance. Audience Delivery: 2,174,816  
*Largest events in attendance for Touchstone Energy Place:*  
*ACC Craft Show – 10,504*  
*Education Minnesota – 8,000*  
*Festival of Nations – 60,684*  
*Hmong Minnesota New Year – 60,000*  
*Kidfest – 16,983*  
*Mid-America Family Fun Festival – 12,000*  
*Minnesota Home & Patio Show – 20,146*  
*Minnesota Sportsmen's Show – 29,464*  
*National Square Dance Convention – 9,728*  
*North American Roller Hockey Championships – 7,800*  
*World Discount Club Sale – 19,682*
- Kellogg Boulevard vehicle traffic. Audience Delivery: 20,000/day; 7,300,000/year
- Kellogg Boulevard pedestrian traffic. Audience Delivery: not measured
- Skyway traffic from contract parking. Audience Delivery: 510,000 (based on 1,000 clients)
- Skyway traffic from non-RiverCentre events. Audience Delivery: 300,426

**Total visibility in measurable delivery: 10,285,242**

## CONCLUSION

Overall, the three elements of branding, communications and visibility, produced **213,449,633** measurable, marketing impressions – an astounding increase over last year's number of 34,672,662. (Note: A large part of the increase is due to better tracking of exposure in the Star Tribune and Saint Paul Pioneer Press. Media tracking was formally incorporated into the Marketing Assistant job duties in 2002.)

Great strides were achieved in the name recognition and visibility of ***Touchstone Energy Place*** during 2002. We noticed a marked improvement in consistent trade name usage by clients and the media. Challenges do remain and we will continue to aggressively pursue the branding of ***Touchstone Energy Place*** while discovering creative avenues to increasing ***Touchstone Energy @ Place's*** presence in the marketplace.

We value the relationship we have forged with Great River Energy and EnPower and thank you for your commitment to us.