

HOMESICK PHILLY® MARKETING RECOMMENDATIONS

REMINISCING, RECONNECTING, REDISCOVERING

Background

Research shows that brands that were present during the consumers' childhood will be remembered and are of particular attraction to them. Nostalgia advertising needs to utilize a variety of media to tap into **past memories** and activate **positive emotional resonance** to have a significant impact.

Anything that reminds people of their childhood memories acts as a bridge between the past and the present. Destination marketing should promote a place that "recaptures a time". This past memory should activate a positive emotional resonance and speak to people on a personal level. Go to visitphilly.com/homesick-philly for more.



Research Findings from Homesick Philly Survey

The homesick survey was conducted in March 2018. Results were gathered from 292 homesick respondents from the 2017 social media survey as well as 1,496 Facebook custom audiences similar to the homesick respondents. These are the people who used to live here, went to college here, or have family/friends here in Philadelphia. Here are four questions and answers from the survey that show what resonates with the homesick audience.

1. Establishing your property as another home to the guests.

Below are some meanings of "home" from homesick audiences. Capitalize on things that repeat guests are familiar with and emphasize Philadelphia as where they belong - it's in their roots.

1. Family/friends/people
2. Place
3. Feeling/comfort
4. Love/heart
5. Food/pretzels/cheesesteaks
6. Memories
7. Eagles
8. Connection
9. Familiarity
10. Belong
11. Roots

"Going back to my roots"

"Home means my roots, my teams and my childhood."

"The place where I have loved ones, memories, with which I am familiar, where I have experienced growth."

"Philadelphia is always home. From friends and family still living there, I visit as often as I can and eat all of the food I miss so much there!"

"Home means being at ease - knowing you're liked and understood, knowing you don't need to pretend to be anything you're not, knowing the people around you have your back when things go down."

2. Re-live the positive childhood memories, with your guests.

It can be a piece of old music, traditional food or attraction that exist in people's childhood and has not changed. It can be an escape from everyday life to "return to a better time" or "a place in time you only imagined".

Q. What's your favorite Philly memory? (n=1,869)

1. "Festivals on the Parkway with my Dad. Going to the Art Museum hundreds of times."
2. "Loved the Christmas show, met my husband there. He worked as a chef for the Crystal Tea Room, the oral history we could give!"
3. "Seeing the city in the Philadelphia Marathon."
4. "Going up Billy Penn's hat when I was a kid. Viewing the liberty bell back when you could touch it. Talking to Ben Franklin on the street."

3. Have a presence when your guest are feeling nostalgic.

Below are the things people do to connect with their homesickness. Be a part of their conversations, the stories they read and the things they do.

Q. What do you do when you miss Philly? (n=1,967)

1. Reach out to **friends & family**
2. Read **online stories** about Philly
3. Seek **food** that reminds of Philly
 - Mainly cheesesteaks and pretzels, but people also mentioned hoagies, pizza, Wawa, tasty cakes, Reading Terminal Market, Italian market
 - Specific brands of cheesesteak, such as Jim's, Tony Luke's and Geno's were mentioned frequently.
4. Look up **Philly sports events**

4. Themes that Resonate with Homesick Audiences

1. **Defined seasonality.** Seasonality by itself isn't unique, but when combined with top-of-mind Philly activities, has the potential to generate strong engagement on social media. In short, attractive seasonality content with people doing the activities they love.
2. **Walkability.** Visitors repeatedly mentioned they miss the walkability in Philly. Probing further, they miss the neighborhoods that are in walking distance to each other - Old City, South Street and Center City in general. Another relevant topic is neighborhood festivals - familiar, local, and recurring neighborhood festivals such as block parties and beer gardens can make people feel like home and stimulate nostalgia after visitors leave the city.
3. **Authenticity.**
4. **Art & Culture.** Below are Philly attractions and museums that homesick audiences miss the most about. These items have the most potential in connecting with repeat, loyal guests. For example, capitalize on holiday events such as Mummers' Parade to drive up hotel demands. Remind guests of special exhibitions, concerts and sports events when the opportunity presents itself.

Top Attractions

1. Art Museum
2. South Street
3. Center City
4. Boathouse
5. Sports/Eagles game
6. Liberty Bell
7. Franklin Institute

8. Skyline
9. Reading Terminal Market
10. Events
11. Mummers' Parade
12. Rittenhouse
13. Parks
14. Old City

Top Events

1. Special Events
2. Concerts
3. Holiday Events
4. Professional Sports
5. July 4th Celebration
6. Mummers' Parade

Suggested Social Media Posts

For your own social media push, feel free to use any of these suggested messages. You may also modify them to fit your brand, add images and/or link them to our landing page (www.visitphilly.com/overnight) or your own webpages.



A screenshot of a Twitter post from Visit Philly (@visitphilly) dated July 12. The post features a large, appetizing cheesesteak sandwich on a long roll, topped with melted cheese, onions, and peppers. It is served on a white paper wrapper with 'Luke's' branding. Accompanying the sandwich are a small bowl of green pickles, a small bowl of red sauce, and a side of sliced pickles. The text of the post reads: 'Home is where the cheesesteak is. Book your visit back to Philadelphia today! www.visitphilly.com/overnight'.

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A screenshot of a Facebook post from Philadelphia -- visitphilly.com, dated August 27 at 5:00pm. The post features a photograph of four people (three men and one woman) gathered around a large grill at an outdoor event. They appear to be cooking and socializing. The text of the post reads: 'Calling all homesick Philadelphians: reconnect with and rediscover the neighborhoods, food, arts, culture, history and sports you've adored and loved. Book your stay now! www.visitphilly.com/overnight'.

 @visitphilly

- Calling all homesick Philadelphians: come take a trip back to home sweet home. Book your stay now at (insert link).
- Home is where the cheesesteak is. Book your visit back to Philadelphia today!
- Homesick for Philadelphia? It's even better than you remember.
- Calling all homesick Philadelphians: reconnect with and rediscover the neighborhoods, food, arts, culture, history and sports you've adored and loved. Book your stay now!
- Any homesick Philadelphia Eagles fans out there? You know, the kind that bleed green no matter where life has taken them? Now's the perfect chance to fly back home!

Photo Contact Sheet

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