

PARK ON THE HILL

# Integrated Marketing Campaign

— BY —

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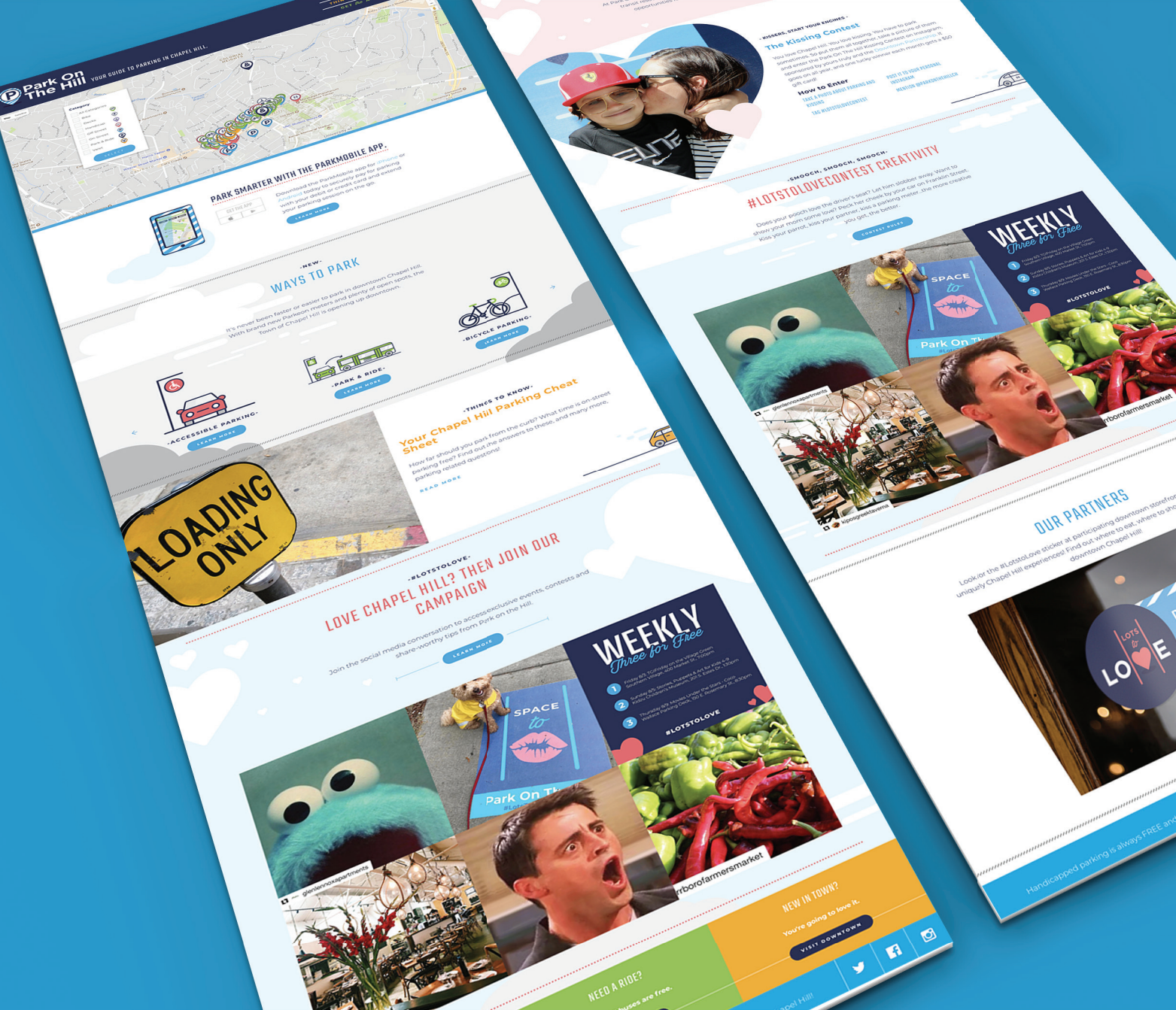
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# Website

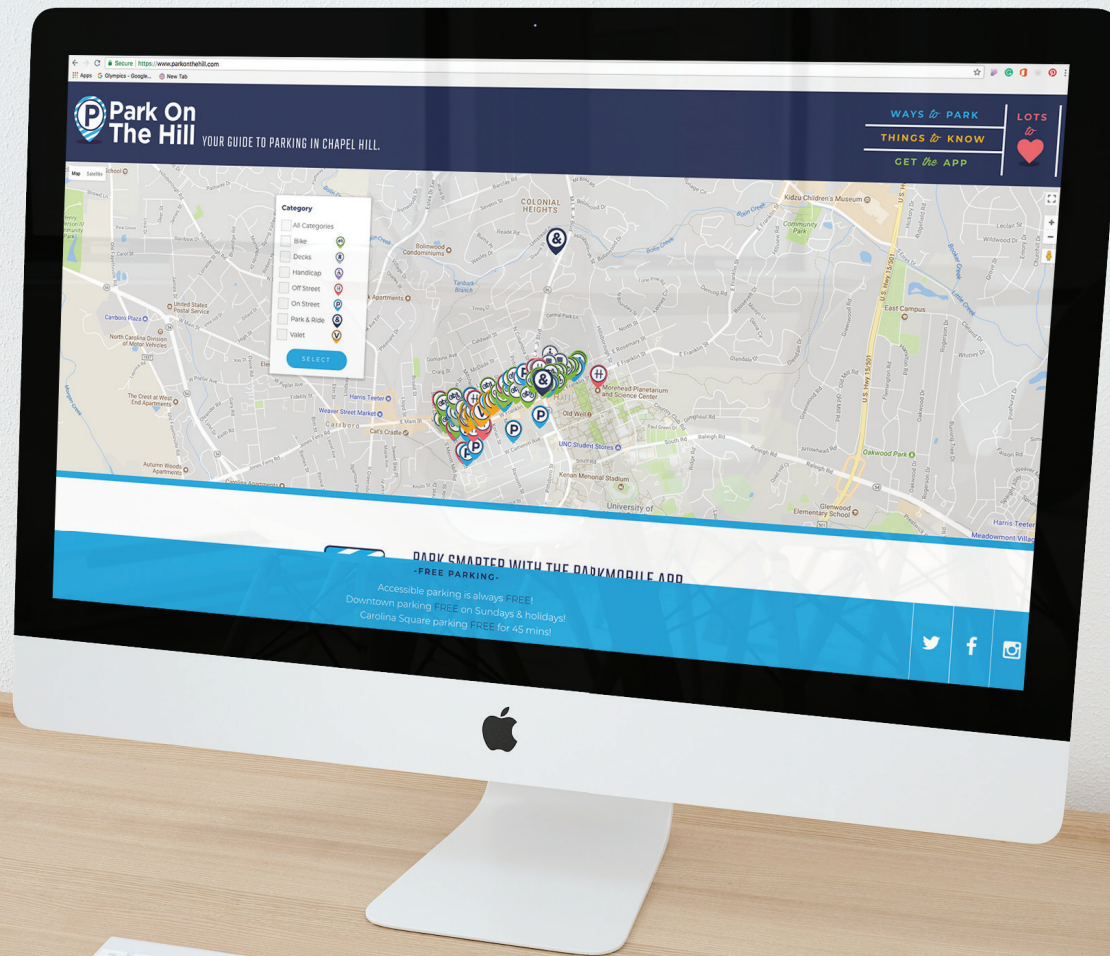
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**Integrated Marketing Campaign - Website**

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# Social Media Assets

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## Integrated Marketing Campaign - Social Media Profile and Cover Images

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**Integrated Marketing Campaign - Social Media Posts**

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**Integrated Marketing Campaign - Sidewalk Vinyls**

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# Lots to Love Kick-Off Event

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## Integrated Marketing Campaign - Lots to Love Kick-Off Event

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# Lots to Love Social Media Contest

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**parkonthehillch** • Follow

Ladies and gentlemen, we have a winner! Congratulations to our #LotsToLoveContest July gift card recipient: Meet @willis\_doodle, the cutest Goldendoodle we've met. We're pretty sure he gives the most adorable kisses of the summer, and he (well, his humans) have just won \$50 to go enjoy on a Franklin Street puppy-dog-date! Want to try it yourself? Have a puppy who gives great kisses, too? Then check out #LotsToLoveContest posts or www.parkonthehill.com/lots-to-love, and come join the fun. #lotstolove #chapelhillinc #chapelhill #goldendoodles #puppypics #adorable #Repost @willis\_doodle with @get\_repost

Kiss me in the rain @parkonthehillch

17 likes  
17 HOURS AGO

Log in to like or comment.

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Town of Chapel Hill

We love all our #LotsToLoveContest entries...like this one from @chelatu Keep 'em coming, and show some love with likes and comments below! #LotsToLoveContest rules:  
1. Take a pic about parking and kissing.  
2. Tag #LotsToLoveContest  
3. Mention @ParkOnTheHillCh

ParkontheHill.com/lots-to-love #chapelhill #nc #lotstolove #chdpnership #RTP #lotstolove

karleighbullard8 Is this a contest every week? When does it end?

parkonthehillch @karleighbullard8, it's monthly! It's called the Kissing Contest, and it's going on all year. Just take a pic about parking and kissing — be as creative as you want! Then post it, follow and mention us, and tag #lotstolovecontest

11 likes  
JULY 18

Log in to like or comment.

**Chela Tu (for Two)**  
@chelatu

it's a beautiful evening for a walkin  
#datenight 🥰 #lotstolovecontest  
Hill, North Carolina  
[instagram.com/p/BkWZrRTAJW](https://www.instagram.com/p/BkWZrRTAJW)

7:14 PM - 22 Jun 2018 from Chapel Hill, NC

4 Likes

Log in to like or comment.

**parkonthehillch** • Follow

Remember: there's a CONTEST on! Come try to win a \$50 gift certificate to a #downtownchapelhill business. Just take a pic about parking and kissing, post it, tag #lotstolovecontest and follow us! Easy peasy. (Bringing back this #die-but-goodie pic from @downtownchapelhill to remind you!) #chapelhill #lotstolove #winning

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**Integrated Marketing Campaign - Social Media Engagement**

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# Business Partnerships

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**Integrated Marketing Campaign - Business Pa**

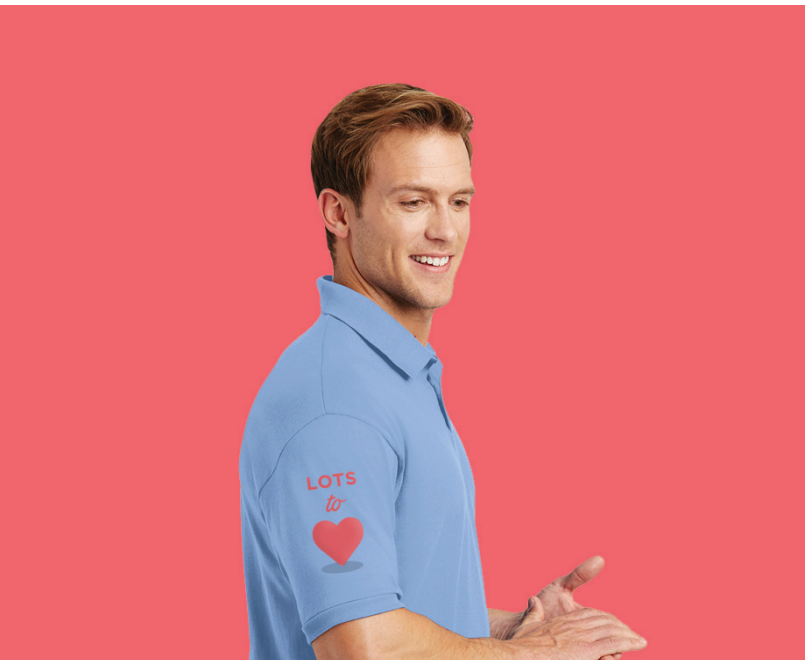
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# Downtown Ambassadors

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## Integrated Marketing Campaign - Downtown Ambassador Uniforms

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