



BuyNWA.biz Campaign Update – November 10, 2008

In July 2008, the Rogers-Lowell Area Chamber of Commerce answered the call to “do something” for local businesses struggling with climbing gas prices and growing apprehension regarding the economy. A proactive plan was compiled in partnership with Northwest Arkansas media to encourage consumer confidence and local expenditures.

Q. Why is the BuyNWA initiative critical *right now*?

A. Daily headlines discourage the general public, and consumer confidence is low. Local businesses and members alike seek assistance and leadership from the Chamber, and we responded with promotional dollars earmarked from our capital campaign for regional destination marketing. Most importantly, if we do not patronize both local and national chain businesses throughout our community, they may not be able to operate here.

Q. What is the BuyNWA initiative intended to accomplish?

A. Taking a proactive role in targeting consumer confidence, supporting local businesses and driving business for the region. The message is good news, encouragement and promotion. A two-phase campaign was launched beginning with BuyNWA advertising (August through September 2008, pausing during the political season and resuming November through December 2008) and public awareness through a press conference, media releases and promotion of an e-coupon program followed by a business-to-business component encouraging local businesses to bring expenditures home.

Q. What are the primary messages of the campaign?

A. First and foremost, we have it here in Northwest Arkansas – services, amenities, healthcare, dining, shopping and entertainment. We must support these local businesses by helping them succeed and encouraging further investment in Northwest Arkansas. We have more choices than ever in Northwest Arkansas, and dollars spent locally support our schools, public safety and roads as well as stimulating the economy. We must also dispel the myths that local costs more or that there are better deals outside the community.

Q. Anything else?

A. The Rogers-Lowell Area Chamber of Commerce is a partner for local businesses in good and bad economic times. While the campaign may not change the world, it is an active step to support local businesses and stimulate the economy. The campaign airs throughout the holiday season in television, radio and print media. It features local citizens sharing messages about the selection in Northwest Arkansas and encouraging others to support the variety of retail shops, restaurants and amenities in our community. Additionally, the e-coupon program allows local businesses to promote goods and services. Get out there and BuyNWA!