

Campaign Video

Colorado Springs Downtown Partnership



EXECUTIVE SUMMARY

Downtown Partnership is a nonprofit organization with a mission to ensure that downtown Colorado Springs serves as the economic, civic and cultural heart of Colorado Springs. Downtown Partnership works with city government, property owners and other local leaders to power their mission.

Magneti started working with Colorado Springs Downtown Partnership for a single project — producing a video. Colorado Springs residents were the target audience. The goal was to bring more people from the suburbs into downtown, ultimately benefitting local businesses.



STRATEGY + RESULTS

Downtown Colorado Springs is a lively and vibrant place to visit, so Magneti wanted the video to exemplify its energy, momentum and gravity. Magneti knew Colorado Springs could easily piggyback off its proximity to Denver, but instead decided to avoid regional comparison and focus on a city-unifying approach. Magneti chose high-paced, scene-to-scene style videography for the video to capture the city's energy.

The video, named "[Every Day Downtown Colorado Springs](#)," involved over 100 people and was shot in over 20 locations. This involved a lot of moving pieces on the production side. Key players aiding in the success of the video included Tucker Wannamaker (Producer), Rob Stennett (Director) and Cory Reynolds (Director of Photography).

"Every Day Downtown" succeeded in sharing the energy of Colorado Springs from many perspectives. Many local businesses, include realtors and architects, featured the video on their websites. In addition, Summit International Awards granted Magneti the 2014 Summit Creative Award for the video.



ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. [Contact us](#) to learn how we can put our solutions to work for you.

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