

RHDG

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RHDG Helps Shoppers Get More with ShopSF

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Riezebos Holzbaur Group (RHDG) has developed a new campaign for the San Francisco Department of Economic Development's ShopSF program. ShopSF is a city-wide discount and incentive program designed to encourage Bay Area locals and visitors to shop and stay in San Francisco from November through January 2011.

"We wanted to bring back that excitement and tradition of holiday shopping in the city," said Jeff Musser, RHDG's Creative Director, "and it's not just the shopping, there are world-class dining establishments, museums, events, attractions and hotels that create a San Francisco experience that's so much more than you can get anywhere else."

Based on the idea that the experience of shopping in San Francisco is more than a shopper can get anywhere else, RHDG developed the Get More campaign. This comprehensive campaign included billboards; signage on Muni buses, BART trains and at the San Francisco International Airport; ads in local publications and on local websites; collateral at participating hotels and stores; and an iPhone app. To make shopping in San Francisco even more enticing, RHDG also developed a Get More savings pass and Groupon deal.

To learn more about ShopSF, please visit www.onlyinsanfrancisco.com/shopsf.