

Local Market Questionnaire

1) What can you tell us about the good areas to sell to in your local market?

a. Specific neighborhood/suburbs?

- i. **Suburbs that are within 15 miles of Washington are best;**
Arlington, Alexandria, Fairfax, Burke, Springfield, McLean, Great Falls, Vienna, Herndon, Reston, Chantilly

b. Zip codes?

- i. 22201, 22202, 22203, 22203, 22205, 22206, 22207, 22209, 22312, 22314, 22030, 22032, 22151, 22152, 22101, 22102, 22206, 22180, 22181, 22182, 20190, 20191, 29170, 20151, 20152

2) What can you tell us about the areas we should AVOID in your local market?

a. Specific neighborhood/suburbs

- i. Anything more than 20 miles from DC; Bailey's Crossroads

b. Zip codes?

- i. Anything more than 20 miles outside of DC; 22041

3) What types of deals do you think would perform the best based on your local demographics?

We have a lot of affluent families that live in the Northern VA suburbs of DC.

Any event-type deal that work for families or groups work well.

Museums could work (2 or 4 tickets).

High-end restaurants (3-course meals with wine, etc.)

Movie tickets

4) Specific Deal categories that you need more of in your market

Events

Movie tickets

Museum tickets

High-end restaurants

High-end spas

Lawn services

B&B getaways

5) What categories definitely don't work in your market "redlit"

Cheaper restaurants don't really resonate, as the area is full of them and people won't typically cross state lines (i.e. MD to VA or vice versa) for these type of deals

We haven't done well with fitness classes

We haven't done well with retail

6) What's the best thing about living there?

We are so close to the nation's capitol

We have all kinds of tourist attractions

We have fantastic museums, restaurants and spas – there is something for everyone

7) Is it a college town?

We have several colleges here (in DC proper) but it's known as more of a political town with very affluent families

What are some big anchor businesses/manufacturers?

Gannett

Mars (candy)

Tysons Corner and Potomac Mills (shopping malls)

8) Are any well known companies Headquartered in your city?

Gannett ☺

http://en.wikipedia.org/wiki/List_of_companies_headquartered_in_Northern_Virginia

MicroStrategy

Verizon Business

Rosetta Stone

Freddie Mac

Capital One

Booz Allen Hamilton

General Dynamics

Northrop Grumman

SAIC

Hilton Worldwide

Rolls Royce

Volkswagen

9) A new seller moves in from a market 1500 miles away. What do they need to know?

DC/MD/VA is an area that is extremely saturated with deal sites. LivingSocial is headquartered here, and they are the powerhouse (along with Groupon). There are dozens of other smaller sites that compete with us as well.

Splits here are rarely 50/50. We are lucky to get 60/40. 65/35 is not uncommon.

It's important to manage merchant expectations. Our list is much smaller than that of Groupon or LivingSocial- we have 55,000 while they have millions. We typically sell between 1 and 60 vouchers, while they are accustomed to selling hundreds or thousands.

10) Tell us about your market's seasons please.

We have four distinct seasons. It gets hot/humid in the summer (80s and 90s) and cold/somewhat snowy in the winter (30s/40s). Spring and fall are mild and beautiful – we have lots of events in DC during those seasons.

11) Please give us a wish list of a few local spots that you feel would be BIG deal performers if we were able to nail down. These should be well-known hot spots that you would love to see run on Deal Chicken. We'd love to hear why they are so popular in town too!

I'd love to do another deal with Wolf Trap (they were our deal on launch day in 2011). Tickets to any show (especially in the summer) would do well.

I'd love to do a deal with a big movie theater chain (Regal, AMC, etc.)

I'd love to do a deal with the Newseum, the Crime and Punishment Museum, or the Spy Museum. They've all run deals with our competitors.

I'd love to see us get a restaurant chain with multiple locations (TGIFridays, Olive Garden, etc.)

I'd love to get a deal with any of the local malls (Tysons Corner, Potomac Mills, Fair Oaks Mall, etc.)

12) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)

In the past, we have run ads in metro stations, movie theaters, and buses. We have sent a B2C mailer (oversized postcard) to Arlington, VA residents. We also had coffee cup covers (cardboard) printed and distributed via coffee shops in Washington, DC.

We did a event/deal in the past at Fair Oaks Mall. We gave new subscribers (in-person) access to a \$10 AMEX gift card (they paid \$5). It worked well as far as exposure (the mall was a great place to be) but there were logistical challenges (i.e. customers making multiples accounts to get more than one deal).

Currently we are advertising via WUSA9 (via television commercials and digital ads on WUSA9.com)

13) Current Email Subscriber list

12,900

14)Please email all info to April Steffen at april.steffen@gannett.com .