University Avenue

This area of Dubuque is varied and attracts many different types of people. In just a two block span, you can find pretty much anything that you would need. Customers range from a young crowd who come to Reality Check for sporting goods, to young adults interested in yoga at Asana, and lastly families who need a quick bite to eat from one of the food establishments. It is a convenience based set of stores hidden amongst a large residential area.

In terms of marketing, our group felt the Reality Check was the best. They had all of their products easily viewable from the front windows, and most of the other shops had some sort of shade drawn so you had no idea what was inside. Reality Check had a pretty well organized store despite having a lot of merchandise. The product helped the store have some personality because most of the extreme sports merchandise has a lot of vibrant colors and cool designs.

R.W. Advertising clearly had the worst marketing efforts. If you are an advertising agency, you really should have some sort of attention getting sign. You can tell from our PowerPoint pictures that the sign was less than attractive. If you don’t read the sign closely, you really have no idea what is inside the store.

Overall, the University Avenue district is in need of some updating, but currently does hold a “small-town” vibe. It would be nice to see some of the sort of refinishing effort like some of the salons in the area have done. The outsides of the buildings look pretty worn down, but many businesses have done a good job remodeling the inside to give it a fresh new look.