



Chester

Christmas Shopping Campaign 2008

Chester City Management in partnership with
Chester City Council and Visit Chester and Cheshire

Chester

Christmas Shopping Campaign 2008

We all know that Chester is the City that invented shopping – just look at our magnificent Rows to understand why!

Nowadays though, other cities are starting to catch up and we need to keep moving forward to stay ahead of the game and keep our competitive edge.

That's why Chester's Christmas Campaign is so important to the retail vitality of the City. We want to keep and increase our market share and the only way to do that is for us all to invest in a tried and tested marketing campaign and street entertainment programme.

This way we will reach our target shopping market and make the City feel lively and exciting during the festive season so that shoppers will want to come back again and again in the future.

You can help us to get the business for you by investing in our marketing campaign that last year brought £200 into the City for every £1 spent – that's a fantastic return on investment but we can do even better now because we know what attracts shoppers to Chester at Christmas and how to reach them cost-effectively thanks to market research we carried out after the last two years campaigns. The more funding we secure, the more marketing and street animation we can deliver.

So what's in store for Christmas 2008?

Marketing Campaign

- New branding across all media
- Regional outdoor advertising
- E-marketing campaign with newsletters to 20,000 contacts on the Visit Chester and Cheshire database
- Advertising in group tour magazines
- Local radio advertising linked to competitions

- Visitchester.com/Christmas in Chester web-site with entries and enhanced entries depending on package
- Chester Standard - covering Chester, North Wales & Ellesmere Port – Special 32 page glossy Christmas magazine insert (November) – 80,000 print run
- What's On in Chester and Cheshire Guide – special Christmas editions (Nov & Dec) – 32,000 print run
- Christmas Shopping Map – distributed in Wirral, Shropshire & Staffordshire – 100,000 print run
- Feature in Chester News – delivered to 50,000 households in the Chester area
- Chester Chronicle special Christmas feature
- Christmas Shopping Times – till flyer – 200,000 print-run
- Christmas Shopping Posters for Park & Ride and Information Points in and around the City including the Town Hall Tourist Information Centre

Street Entertainment

- Christmas Lights switch on
 - Outdoor markets
 - Winter Watch Parades
 - Roman Legionary Torch-lit Procession
 - Christmas Walking Tours
 - Lantern Parades
 - Ice Sculptures
 - Street performers
- Plus a host more in negotiation

It all adds up to a fabulous Christmas package that you can help us deliver by investing in our marketing opportunities that we've made affordable to suit every budget.

Remember: everything you invest goes directly into the campaign so the more you give, the more you get.

To book any of the packages, call any of the Place Marketing Team on

You can get involved by investing in a campaign package. Here's what you get for your investment:

Platinum Package £2,500 plus vat

CHESTER STANDARD – special 32 page glossy A4 Christmas magazine insert (13th Nov) – 80,000 print run: **Full page**

WHAT'S ON IN CHESTER & CHESHIRE GUIDE – special

Christmas editions (Nov & Dec) – 32,000 print run: **half page in both editions**

CHRISTMAS SHOPPING MAP (size A3 folded to third A4) – distributed in Wirral, Shropshire,

& Staffordshire – 100,000 print-run: **quarter-panel + map spot**

CHRISTMAS SHOPPING POSTERS (A1 & A2 size with map) for Park & Ride and Information Points in and around the city including the

Tourist Information Centre: **panel +map spot**

CHRISTMAS IN CHESTER WEB-SITE: enhanced web-entry (picture, description, web link & voucher option)

Gold Package £1,250 plus vat

CHESTER STANDARD – special 32 page glossy A4 Christmas magazine insert (13th Nov) – 80,000 print run: **half page**

WHAT'S ON IN CHESTER & CHESHIRE GUIDE – special

Christmas editions (Nov & Dec) – 32,000 print run: **quarter page in November edition and a half page in December edition**

CHRISTMAS SHOPPING MAP (size A3 folded to third A4) –

distributed in Wirral, N Wales, Cheshire – 100,000 print-run: **quarter-panel + map spot**

CHRISTMAS SHOPPING POSTERS (A1 & A2 size with map) for Park & Ride and

Information Points in and around the city including the Tourist Information Centre: **map spot**

CHRISTMAS IN CHESTER WEB-SITE: full entry

Silver Package £650 plus vat

CHESTER STANDARD – special 32 page glossy A4 Christmas magazine insert (13th Nov) – 80,000 print run: **quarter page**

WHAT'S ON IN CHESTER & CHESHIRE GUIDE – special

Christmas editions (Nov & Dec) – 32,000 print run: **quarter page in both editions**

CHRISTMAS SHOPPING MAP (size A3 folded to third A4) – distributed in Wirral, N Wales,

Cheshire – 100,000 print-run: **eighth-panel + map spot**

CHRISTMAS SHOPPING POSTERS (A1 & A2 size with map) for Park & Ride and Information Points in and

around the city including the Tourist Information Centre: **map spot**

CHRISTMAS IN CHESTER WEB-SITE: full entry

Crystal Package £399 plus vat

CHESTER STANDARD – special 32 page glossy A4 Christmas magazine insert (13th Nov) – 80,000 print run: **quarter page**

WHAT'S ON IN CHESTER & CHESHIRE GUIDE – special

Christmas edition (Dec) – 16,000 print run: **quarter page in December edition only**

CHRISTMAS SHOPPING MAP (size A3 folded to third A4) – distributed in Wirral, N Wales,

Cheshire – 100,000 print-run: **map spot**

CHRISTMAS SHOPPING POSTERS (A1 & A2 size with map) for Park & Ride and Information Points in and

around the city including the Tourist Information Centre: **map spot**

CHRISTMAS IN CHESTER WEB-SITE: entry

Booking deadline: Tuesday 30th September 2008, Artwork deadline: Thursday 9th October 2008.

Tel: **01244 402442**. Fax back the booking form to **01244 315789**.

Booking Form

Chester Christmas Shopping Campaign 2008

Name:

Company:

Address:

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Postcode:

Tel no:

Fax:

e-mail:

web-site:

Signed:

Date:

Yes, I want to support the Chester Christmas Shopping Campaign 2008 and book the following package:

Platinum Package @ £2500 plus vat

Gold Package @ £1250 plus vat

Silver Package @ £650 plus vat

Crystal Package @ £399 plus vat

Please return this booking form before Tuesday 30th September 2008 to **Chester Place Marketing Unit, Chester City Council, The Forum, Chester, CH1 2HS** or fax to: **01244 315789**.

e-mail: marketing@chester.gov.uk

What you get for your investment

	Cost £	Standard Mag	Shopping Map	Whats On Nov	Whats On Dec	Shopping Poster	Web Site
Platinum	£2500	Full page	1/4 panel	1/2 page	1/2 page	Panel & map spot	Yes
Gold	£1250	Half page	1/4 panel	1/4 page	1/2 page	Map spot	Yes
Silver	£650	1/4 page	1/8 panel	1/4 page	1/4 page	Map spot	Yes
Crystal	£399	1/4 page	Map spot	No	1/4 page	Map spot	Yes