



Christmas in **Chester**



Christmas Shopping Campaign 2009

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

Chester

Christmas Shopping Campaign 2009

Tough trading times need decisive collective action to win customers.

Working together and pooling resources we can fight the recession and not only secure our market share but also get more customers to shop in Chester. As we all know, the Christmas shopping season is the most important sales opportunity for retailers large and small so we've put together a solid marketing campaign that builds on the success of last year's fairytale city promotion, which many of you say worked so well.

We can't wait for customers to come to us, we've got to keep reminding them just what a magical place Chester is at Christmas. We know it's unique but we've got to keep getting that message out. It's all the more important nowadays because 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 we know brings about £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 previous years' campaigns.

The more funding we secure, the more marketing and street animation we can deliver. It's as simple as that. So commit your support to the Christmas in Chester 2009 Campaign now and help us celebrate a bumper retail spree!

The Campaign

Marketing the Brand

- New Branding across all media
- Regional outdoor advertising
- Advertising in group tours magazine
- Tie in with Transport operators

Maximising Technology

- Specialist website with product details, events
- Mobile marketing using Blue Tooth
- Social networking viral marketing
- E Marketing campaign with newsletters to 30,000 contacts on selected databases

Your name in Print!

- Comprehensive Glossy Christmas area magazine (minimum 80,000 copies) THE guide to Christmas - distributed throughout Chester area, including libraries tourist information centres, shopping centres and directly into carefully selected households in North Wales, Wirral, carries new year vouchers to give a lasting shelf life
- What's on in Chester and Cheshire Guide – special Christmas editions, 32,000 print run in November and December distributed in hotels, B&Bs and leaflet distribution points
- Chester shopping map distributed into every household in the Chester area
- Christmas shopping posters for Park and Ride sites, Tourist information points in and around the City

PR Opportunities

- "Enchanted" Themed PR opportunities & competitions
- Events sponsorship and association

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

CHRISTMAS MAGAZINE - Glossy magazine with targeted distribution including 50K direct mail w/c 2nd November min 80,000 copies: **full page**

WHATS ON IN CHESTER AND CHESHIRE - special Christmas editions totalling 32,000 print run: **full page in November or December edition or half page in both editions**

CHRISTMAS SHOPPING MAP - Handy 1/3 A4 size distributed to every household in Chester area 4th November min 80,000 copies: **quarter-panel + map spot**

CHRISTMAS SHOPPING POSTERS - A1 and A2 size with map at the Park & Ride and information points across the city: **Panel + map spot**

CHRISTMAS IN CHESTER WEBSITE - pictures, description web link and voucher option: **enhanced entry**

Gold Package £1,250 plus vat

CHRISTMAS MAGAZINE - Glossy magazine with targeted distribution including 50K direct mail w/c 2nd November min 80,000 copies: **half page**

WHATS ON IN CHESTER AND CHESHIRE - special Christmas editions totalling 32,000 print run: **half page in November edition and a half page in December edition**

CHRISTMAS SHOPPING MAP - Handy 1/3 A4 size distributed to every household in Chester area 4th November min 80,000 copies: **quarter-panel + map spot**

CHRISTMAS SHOPPING POSTERS - A1 and A2 size with map at the Park & Ride and information points across the city: **map spot**

CHRISTMAS IN CHESTER WEBSITE - pictures, description web link and voucher option: **full entry**

Silver Package £650 plus vat

CHRISTMAS MAGAZINE - Glossy magazine with targeted distribution including 50K direct mail w/c 2nd November min 80,000 copies: **quarter page**

WHATS ON IN CHESTER AND CHESHIRE - special Christmas editions totalling 32,000 print run: **quarter page in November and December edition**

CHRISTMAS SHOPPING MAP - Handy 1/3 A4 size distributed to every household in Chester area 4th November min 80,000 copies: **eighth-panel + map spot**

CHRISTMAS SHOPPING POSTERS - A1 and A2 size with map at the Park & Ride and information points across the city: **map spot**

CHRISTMAS IN CHESTER WEBSITE - pictures, description web link: **full entry**

Crystal Package £399 plus vat

CHRISTMAS MAGAZINE - Glossy magazine with targeted distribution including 50K direct mail w/c 2nd November min 80,000 copies: **quarter page**

WHATS ON IN CHESTER AND CHESHIRE - special Christmas editions totalling 32,000 print run: **quarter page in November or December edition**

CHRISTMAS SHOPPING MAP - Handy 1/3 A4 size distributed to every household in Chester area 4th November min 80,000 copies: **map spot**

CHRISTMAS SHOPPING POSTERS - A1 and A2 size with map at the Park & Ride and information points across the city: **map spot**

CHRISTMAS IN CHESTER WEBSITE - pictures, description web link: **full entry**

Booking deadline: Wednesday 30th September 2009, Artwork deadline: Wednesday 7th October 2009.

10% discount for Chester City Management or VCC Members!!

Tel: **01244 402442 / 07879 488336** or Fax form to **01244 324338**.

Booking Form

Chester Christmas Shopping Campaign 2009

Name:.....
 Company:
 Address:.....

 Postcode:
 Tel no:
 Fax:
 e-mail:
 web-site:
 Signed:
 Date:

Yes, I want to support the Chester Christmas Shopping Campaign 2009 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
- 10% Discount Applicable

Please return this booking form before Wednesday 30th September 2009 to **Chester Place Marketing Unit, Cheshire West and Chester Council, The Forum, Chester, CH1 2HS** or fax to: **01244 324338**.

e-mail: **placemarketing@cheshirewestandchester.gov.uk**

What you get for your investment

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

10% discount for Chester City Management or VCC Members!!

Contact Place Marketing on **01244 402442 / 07879 488336**