

Shopping Marketing Proposal

The results of the shopping research have been used to draft the following marketing proposal.

The Shop and the City campaign has run successfully over the past 12 months, we propose to continue to use the existing artwork and core messages of the campaign whilst developing the concept for the local and hinterland areas.

We are proposing a number of different options for the local and campaign and are looking for feedback and comments from the Retail Forum.

Local Campaign

Key messages: The campaign will look to overcome the local issues i.e. car parking prices, crowds, perception of shopping offer – department stores, choice of shops. The campaign will emphasise the strengths of York such as the compact city centre, independent shops and variety of shops.

PR Hooks: Car Parking offer – CYC or private operators eg. Q Park

Option 1

Proposed Activity:

- Local press editorial through PR campaign e.g. York Press, Gazette and Herald and Local Link
- Local press advertising e.g. York Press, Gazette and Herald and Local Link
- Local press web advertising
- Radio – Minster FM
- Competitions – prizes donated by retail forum members
- Park and Ride internal bus advertising
- Utilise the existing website
- Call to action – www.shopandthecity.org

Within the available budget not all the above activity will be possible, we are looking for feedback from the Forum as to which medias would be preferred.

Budget: 3K

Timescale: 1st November – mid December – pre Christmas

Issues:

- Very tight timescale therefore no time to develop new messages or PR hooks.
- No time to produce printed leaflet.
- Use of existing adverts and artwork.
- Should we be generating additional shoppers in an already busy period?

Opportunities:

- Hit the pre Christmas shopping period

Option 2

Proposed Activity:

- Local press editorial through PR campaign e.g. York Press, Gazette and Herald and Local Link
- Local press advertising e.g. York Press, Gazette and Herald and Local Link
- Local press web advertising
- Radio – Minster FM
- Competitions – prizes donated by retail forum members
- Park and Ride internal bus advertising
- Developed website

- Direct mail – Council publications and new Council newspaper
- Shopping Leaflet – to feature developed shopping trails and shopping quarters
- Call to action – www.shopandthecity.org

Again within the available budget not all the above activity will be possible, we are looking for feedback from the Forum as to which medias would be preferred.

Budget: 5K

Timescale: March – May 2010

Issues:

- Miss the pre Christmas shopping opportunity

Opportunities:

- Longer lead-in times for PR
- Plan to rework the existing shopping trails and develop the idea of shopping quarters
- Develop the insiders guide to York

Out of Town Campaign

Key messages: The campaign will look to overcome issues identified by the out of town respondents to the research i.e. distance, convenience, cost of public transport and car parking. It will look to again emphasise the strengths of York such as the compact city centre, pleasant environment, independent shops and variety of shops.

PR Hooks: Partner with rail operator e.g. Transpennine Express/Grand Central to develop shopper ticket offer, explore opportunities to encourage repeat visits.

Proposed Activity:

- Regional press editorial through PR campaign
- Regional press advertising e.g. Yorkshire Post, Northern Echo, Yorkshire Life, Hull Daily Mail, Sheffield Star, Newcastle Journal.
- Regional press web advertising
- Regional radio
- Outdoor advertising – external bus advertising, rail stations in partnership with Transpennine Express and bus stops.
- Shopping leaflet – to feature developed shopping trails and shopping quarters
- Developed website
- Call to action – www.shopandthecity.org

Again within the available budget not all the above activity will be possible, we are looking for feedback from the Forum as to which medias would be preferred.

Budget: 13 – 15K

Timescale: March – May 2010

Geography:

Option 1: North and East Yorkshire – where there is a stronger propensity to currently shop.

OR

Option 2: West Yorkshire and the North East – where there is currently less of a propensity to shop but with possible greater opportunities.

We are looking for feedback from the Forum regarding the preferred choice of geographical focus for the out of town campaign.