

APPENDIX 1

We Love Nelson Campaign

Valentines Day is Sunday 14th Feb 2021

Concept: A number of Nelson town centre shops prominently display a large (min A2) poster in their windows each with a different LOVE Nelson message/ LOVE symbol, for instance, A Love Heart, 2 cuddling Love Birds, Cupid, Hand in hand – symbol may be tied to that business (ie Red Roses – Going Dutch, Mansha – Asian love sweets – etc). Suggest a target of 14 businesses, but dependent on basic involvement of the stores.

A5 Mailer sent out will be a Quiz to identify which shop has which poster, for instance....

Where can you find posters showing....

1. Two Love birds cuddling?

Shop.....

2. A bunch of red roses?

Shop.....

There will be cash prizes for those entering the competition. Suggest 1st, 2nd, 3rd prizes of £300, £200, £100

Entrants can email their answers to us

Outputs: the intended outputs would be to encourage more people to come back to using Nelson Town Centre. Research will be done on footfall before and during the campaign.

Timetable:

Campaign to start week beginning Monday 8th for two weeks until Saturday 20th February 2021

Week beginning 18th January 2021. Mailer starts to go out to all Nelson residents and Burnley postcodes. Posters to go in shop windows.

5th – 11th Direct Mail company prints mailer

Tuesday 5th January 2021 design to be sent to Direct Mail Company by PBC

Monday 4th Jan Campaign to be agreed with Nelson Area Committee

Adverts in Lancashire Post/Nelson Leader with SM posts to go with it

Costs:

Mailer and distribution £3,108 (35,000 households)

Poster cost £300

Prizes £600

Advertising £???

Total £4,008