

Shop Here This Year

Campaign Summary

Supported by funding from Scotland's Towns Partnership, "Shop Here This Year" is a digital campaign led by the City of Edinburgh Council which aims to inspire people to shop local. It will promote local businesses across 11 'town centres' in Edinburgh:

Recognising the vital role of independent, local businesses for the city economy, the campaign seeks to showcase your business among EH postcode consumers, raising awareness and encouraging them to spend their money in the local community where it can have a huge impact on business resilience and local employment.

Shopping locally is a good thing, not just as a response to the COVID-19 pandemic, but in general. It has strong environmental credentials; it supports the places where we live in our city and it maintains the diverse and exciting mix of independent businesses which give each town centre its unique character.

Objectives

- Shop Local: Encouraging consumers to spend money locally on retail and retail hospitality, in person, if possible, but also online
- Shop Safely: Supporting and encouraging the efforts of local businesses to create a safe shopping and retail hospitality environment
- Stand Together: Supporting local business through your buying decisions is a positive act - an act of good citizenship and a priority for your Council; we're in this together

Who can get involved?

'Shop Local' is widely defined to include:

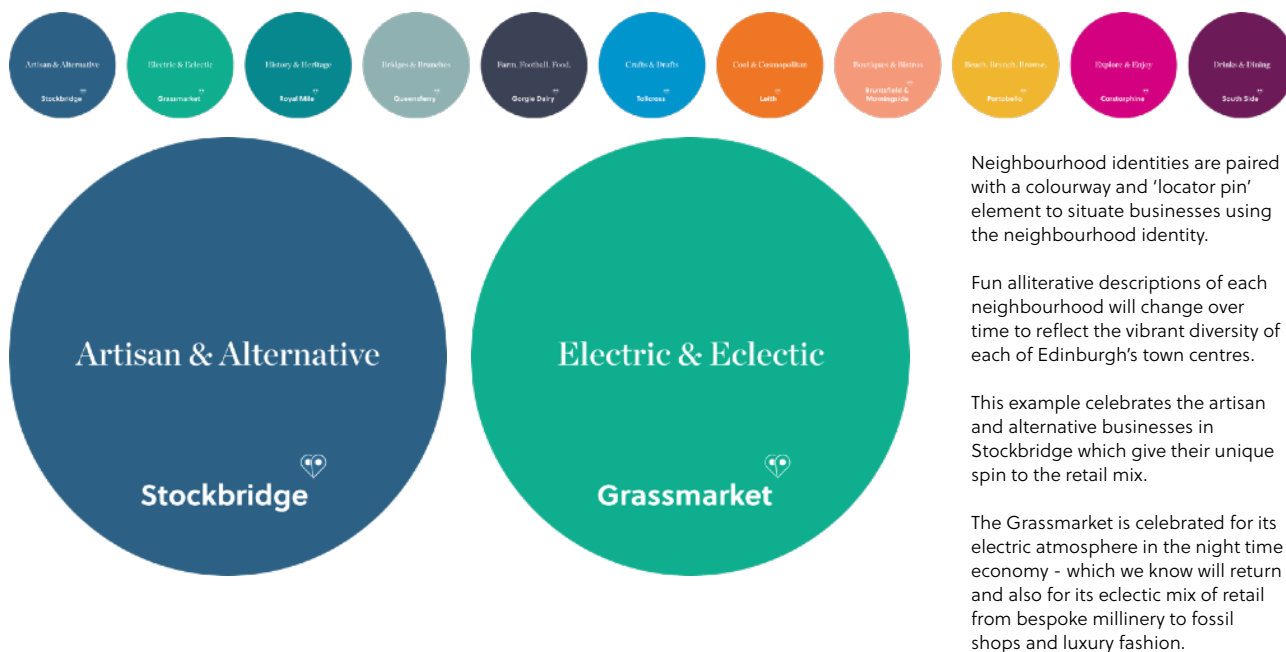
- Traditional retail (shops)
- Retail hospitality businesses (cafes, pubs, restaurants, takeaways)
- Retail as a service business (hairdressers, therapists)
- Accommodation Providers
- Visitor Attractions

Marketing Activity

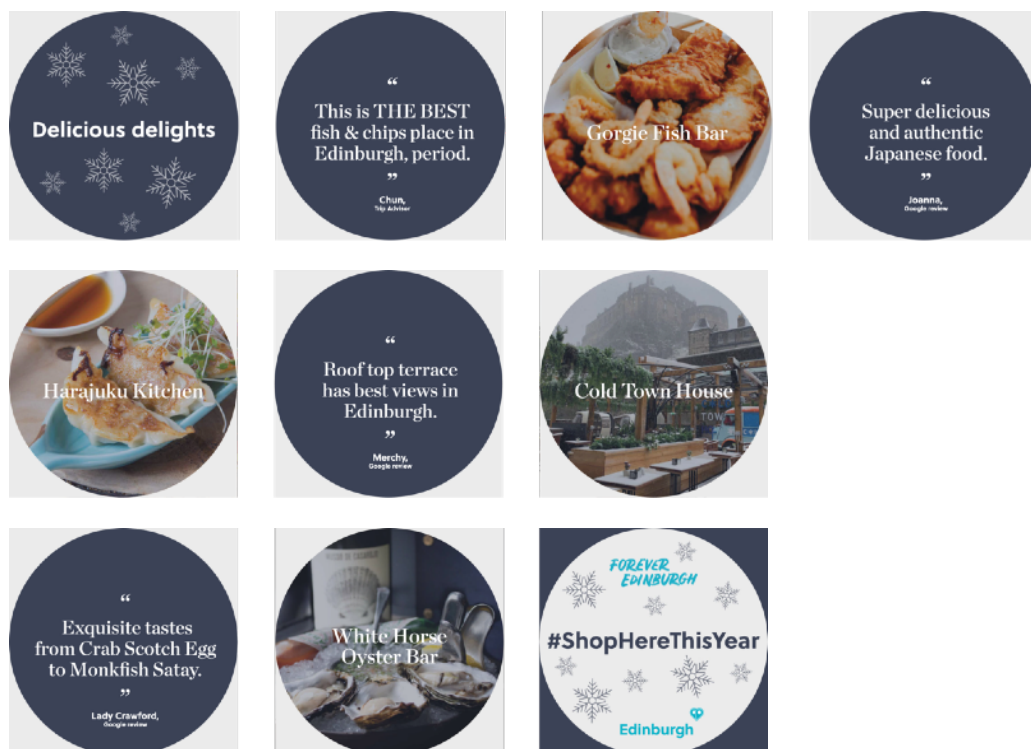
- (Run on This is Edinburgh / Forever Edinburgh social channels @edinburgh ([Facebook](#) and [Twitter](#)) /ThisisEdinburgh ([Instagram](#)))

Creative Execution

The campaign creative establishes an eye catching colour and text treatment which lets our local businesses shine. Fun, alliterative descriptions of each neighbourhood will cycle throughout the campaign to demonstrate the diversity of offerings in each.



All carousel creative sequences end on our most important call to action - "shop here this year." Certainly, it's an imperative for the key Christmas trading period, but the message remains for the New Year too. It's just as critical a message for 2021 as we look forward optimistically. Accompanying text on social platforms will highlight links to featured businesses, locate them in our city and raise customer awareness of these brands.



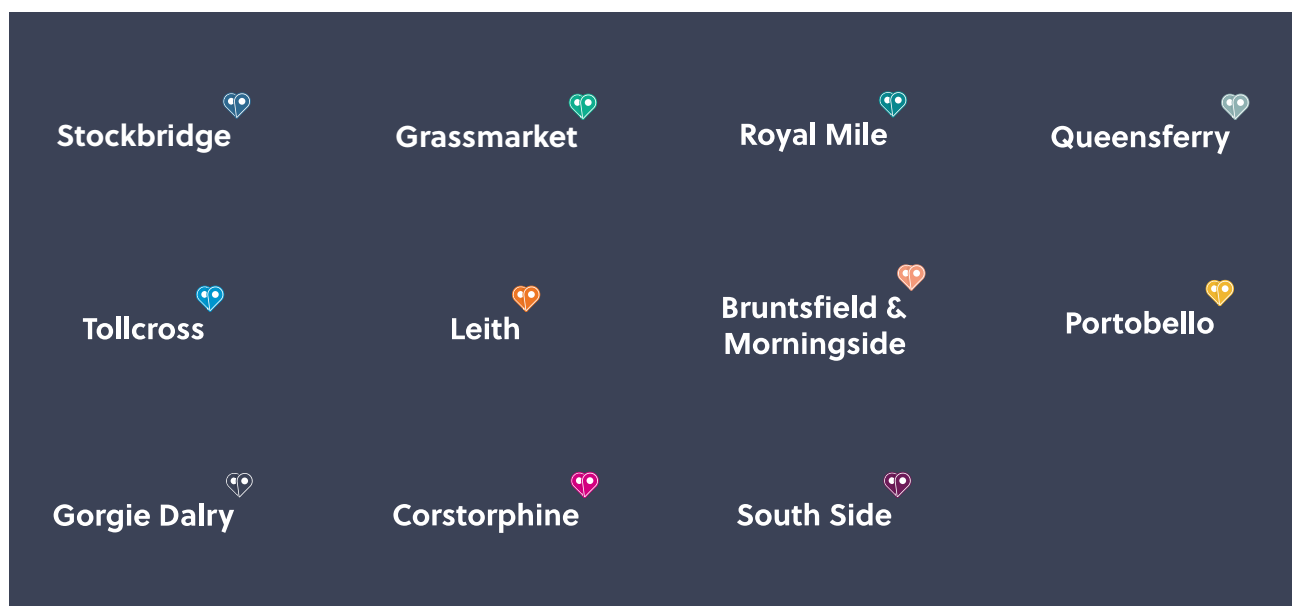
Colourways have been created for each neighbourhood to enable individual businesses to showcase their offering and signpost their location on social media, while distinctive image framing focuses attention on the wonderful products and experiences which take centre stage. The business name appears over each hero image and preceding frames feature a genuine review from public domain review sites speaking to the brilliant experience customers have had.

A range of assets will be available for download to support the campaign, including image overlays and guidance on use and colour — so that businesses in each town centre can participate in the campaign. These can be accessed via this link.

Neighbourhood Pins

Neighbourhood pins identifying each town centre are provided in the toolkit. With white text and a heart device that ties into the wider “Scotland Loves Local” campaign, they’re designed to sit over neighbourhood colours for extra pop.

Pins are supplied on complementary backgrounds for you to build your own digital content for the campaign.



Hashtags

- #ShopHereThisYear (primary)
- #EdinburghLovesLocal + #ForeverEdinburgh (secondary)
- Neighbourhood specific hashtags during spotlight weeks - #Leith #Portobello etc.

Key Messages

- Shop here this year
- Edinburgh is abundant with amazing shops etc.
- Important to support local – support jobs, wider supply chains, provide variety, quality etc.
- Discover Edinburgh’s 11 neighbourhoods www.Edinburgh.org/shoplocal

Timeline

- Launching: 18 November 2020 – October 2021
- Win luxury Hamper: 18Nov – 18 Dec
- Spotlight weeks + neighbour competition (1 week per neighbourhood per month)
 - 11th Jan
 - 1st Feb
 - 22nd Feb
 - 15th Mar
 - 5th April
 - 26th April (City Centre (Pending) to tie in with St James)
 - 17th May
 - 7th June
 - 28th June
 - 19th July
 - 9August
 - 30August

Get involved

[Campaign toolkit including:](#)

- Pre-written Tweets, Facebook and Instagram posts for each neighborhood. Either copy and paste them directly on your own social channels or tailor them to suit your own messaging;
- Campaign hashtags that will unify all our social media conversations – the more we all share and tag consistently, the louder we'll be as a city.
- Creative templates to help you create your very own 'business review cards' as we have done for the campaign.
 1. Pick a review a customer has left for you on Google Reviews or Trip Advisor
 2. Take a relevant photo of your shop or product
 3. Put them together using our templates – they don't have to be perfect!
 4. Share on your social channels
 5. tag #ShopHereThisYear and @Edinburgh
- Campaign Logos and pins
- Videos (city-wide plus 11 neighbourhood stings – from December)
- [Link to b2b content hub](#) (Gateway site) - <https://www.bgateway.com/edinshophere>
 - You are encouraged to share high-resolution images with the campaign for our central marketing and creative efforts. Please submit items with a covering email using our creative partner's upload site at <https://prettybright.wetransfer.com>

Contacts

Marketing Support - Fiona Hunter - fiona.hunter@edinburgh.gov.uk
Business Engagement - Rebecca Burnett - rebecca.burnett@edinburgh.gov.uk
 - Lindsey Sibbald - lindsey.sibbald@edinburgh.gov.uk