

SHINING BRIGHT THIS CHRISTMAS



COLCHESTER

**Struggling to know where
to 'star-t' this Christmas?**

Follow the stars to Colchester

This year Colchester is working towards a joined-up approach for the festive season. Marketing the town by presenting a united offering with consistent branding and messages. This will ensure maximum impact through recognisable creatives. Our aim is to increase footfall from further afield in order to benefit all retailers and businesses throughout Colchester town centre.

www.incolchester.co.uk

GREAT REASONS TO GET INVOLVED

- 01 Stars - Colchester The Best By Far coming together to allow the town to shine!
- 02 The business and retail community will represent Colchester's offering as a whole - making it more attractive to those that may be unsure of their choice of destination for their Christmas shopping this year.
- 03 Joined up messages for benefits of shopping in Colchester town centre such as Park and Ride, late night shopping opportunities, big brand and small independent offerings - something for all.
- 04 Benefiting from an overarching campaign, courtesy of In Colchester, that promotes the local community and attracts visitors through larger spends such as press, ITV hub, YouTube and social media.
- 05 Ready-made solutions to your marketing and communication needs - collateral and exciting promotional materials at your fingertips!
- 06 Organic promotion online through social media shares and conversations - get involved and join the conversation...



SHINE WITH THE COMMUNITY STARS PROJECT

This Christmas a dazzling community star project is set to “light up” Colchester. Local school children will get into the festive spirit by designing and painting 650 stars to be displayed in Colchester. A Star Trail, which will be available on the In Colchester website, will allow pupils and their families to follow a trail to find their star. This in turn will drive up footfall in Colchester, benefitting the host locations.

Would you like to be a host location? Join us and shine...

If you would like to get involved to show off some amazing local talent and encourage people to come to visit your business, please contact us by email to selina@ourcolchester.co.uk or call **0788 2057847** and register your interest.



FREE MARKETING TOOLKIT

In Colchester would like to provide you with the following **FREE TOOLKIT** for you to use in your marketing activities should you wish in the lead up to the festive season. These tools will help to generate publicity for Colchester and attract more Christmas shoppers.

CREATIVES

Images of town's Christmas campaign promotional material, including the Town Centre Christmas logo and an A4 Poster to print and display in your shop/office with the town's Christmas theme showing customers and visitors you are part of Colchester's offering and Colchester is the perfect place to shop, dine, do business...

EMAIL FOOTER

An image banner for your email footer sharing the festive message and encouraging people to visit Colchester.

WEBSITE BANNER

A banner graphic for your website with the town's Christmas theme and details of Colchester Town's December activities.

SOCIAL MEDIA

Social media posts and cover images for your use. Hashtags to spread the word will include:

#TwinkleTwinkle

#ColchesterBestByFar

#ChristmasInColchester

SELFIE BOARD

The opportunity to borrow a Star selfie board for customers and visitors to interact with and share images on social media. Simply contact the In Colchester team at **selina@ourcolchester.co.uk** and book a slot of the Star selfie and capture the moment!

There is also the opportunity to purchase your own selfie board, please contact us for more information and to discuss the costs if you wish to own your board.



WHAT'S ON

Visit our website for details of the In Colchester Christmas activity on the 1st December Light Switch on and on Saturdays throughout December (7th, 14th and 21st) please feel free to share the details with your colleagues, customers and clients - click here to read more www.incolchester.co.uk

To obtain access to your FREE TOOLKIT please email selina@ourcolchester.co.uk or call **0788 2057847** for further help.



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