

THIS IS FREMANTLE

**Industry briefing – 2019 Christmas campaign
November 2019**

2019 Christmas campaign

- **Tactical campaign**
 - prompting action - to shop in Fremantle
- **Objectives**
 - Connect consumers with the unique retail product in Fremantle stores.
 - Drive retail spend in Fremantle in the lead up to Christmas.
 - Promote Christmas shopping in Fremantle, whilst enjoying other experiences on offer.
 - Reconnect consumers with the iconic experiences in Fremantle eg Fishing Boat Harbour and the Cappuccino Strip.
- **Building on the learnings of 2018 + this year's campaigns**
 - Christmas is a very competitive marketing / advertising space
 - Content needs to be highly **engaging** eg Ryan Jon
 - **Visually demonstrate** Fremantle's retail product
 - Focus advertising spend on **digital / social**

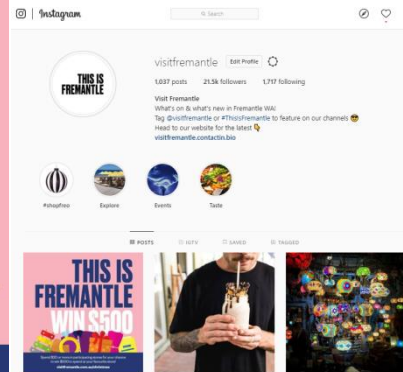
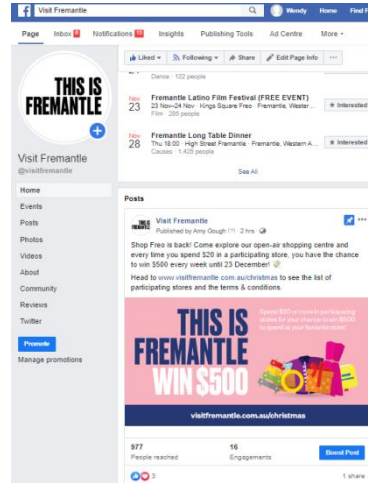


Campaign elements

- Major **paid** digital and social media advertising targeting shoppers in Perth metro area
- Integrated **organic** social / content strategy
 - Christmas blogs (markets, events)
- Christmas **video** promoting Fremantle experiences and product
- ‘**flat lay**’ time lapse + still photographs
- #shopfreo **competition** + collateral
- campaign landing page on **visitfremantle.com.au**
- **Fre-oh** (City of Fremantle residents magazine)
- **Free parking Santa**

Marketing material for businesses

- Campaign A3 poster (CTA)
- Point of sale flyers
- JPEG's for social media



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#shopfreo competition

- Consumers spend \$20 at participating businesses
- Staff give out unique code word
- Consumers enter online @ visitfremantle.com.au/christmas
- Two \$500 prizes drawn each Monday 25 November-23 December
- Prize money to be spent in the business where purchase was made.



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TODAY!**

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Key dates

- **18 November** – campaign starts
 - Paid advertising begins
 - Organic scheduling starts
 - Competition opens
 - Campaign pages live
- **25 November** – first two winners drawn each Monday
- **23 December** – last winners drawn

Other ways to engage

Familiarise yourself with the Destination Marketing Strategic Plan

Download the Destination Marketing Strategic Plan 2018–2022 from

www.fremantle.wa.gov.au/dmwig

Stay informed with the THIS IS FREMANTLE newsletters

Subscribe to both *business* and *consumer* e-newsletters at

www.fremantle.wa.gov.au/subscribe

Contact us

If you have any questions about how you can make these campaigns work for you give us a call with the details below.

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