



It's Your Town

This Christmas we're asking everyone to rediscover Tullamore. We've put together a promotional campaign with press, radio, social media and road signs all with the theme "It's Your Town". A lot has been done in a very short space of time.

This campaign is strongly supported by Offaly County Council but we need your support to make it work.

- 1. Road Signs** - 'Its Your Town', 'Open for Business' and '2000 car spaces'. Road signs are being placed along all entry routes to Tullamore with above tag-lines.
- 2. Radio Campaign with daily prizes until Dec 20th** - Midlands 103 are interrupting unsuspecting shoppers with a daily winner of €100 QUID Vouchers. This campaign is featured throughout the day but featured on Drive-Time. This campaign has already commenced 25/11.

- **WE NEED TO CONTRIBUTIONS FROM YOU TO ALLOW US PROVIDE THE DAILY PRIZE.**

- 3. Super Tuesday - Tuesday Dec 3rd.** A day-long shopping event, immediately following Black Friday, Christmas Lights and Markets weekend. Midlands 103 will be broadcasting from Tullamore Town Centre until 7pm. Family celebrations will take place at the Bridge House from 5pm until 7pm featuring a lifesize snow globe with giveaways and entertainment.

- **PLEASE TRY AND OPEN LATE, CERTAINLY UNTIL 7PM, LATER IF YOU CAN.**
- **WE NEED YOU TO PROVIDE GIVEAWAYS FOR THE DAY-LONG BROADCAST PROMOTION – VOUCHERS, HAMPERS AND SO ON.**

Outlets need to decide how best they can capitalise on these resources for their business; discounts, giveaways, in-store incentives/treats, etc.

- 4. Social Media;** A series of showcase videos have been created. Please share with your followers with the tags #itsyourtown, #2000carspaces and #openforbusiness.

- 5. Newspaper** A front-page article has already appeared in Tullamore Tribune announcing the campaign. A series of adverts outlining location of parks around Tullamore and highlighting free 1hour parking for the season. In addition, Tullamore GAA will make the car-park at O'Brien park available for free public parking for the season also.

Thanks from Tullamore Traders