

'Shop local this Christmas' December 2020

Campaign summary and results

Our aim

With many independent retailers suffering from the continuing impact of the pandemic, TMBC wanted to support these crucial players in the health of our high streets and wider local economy.

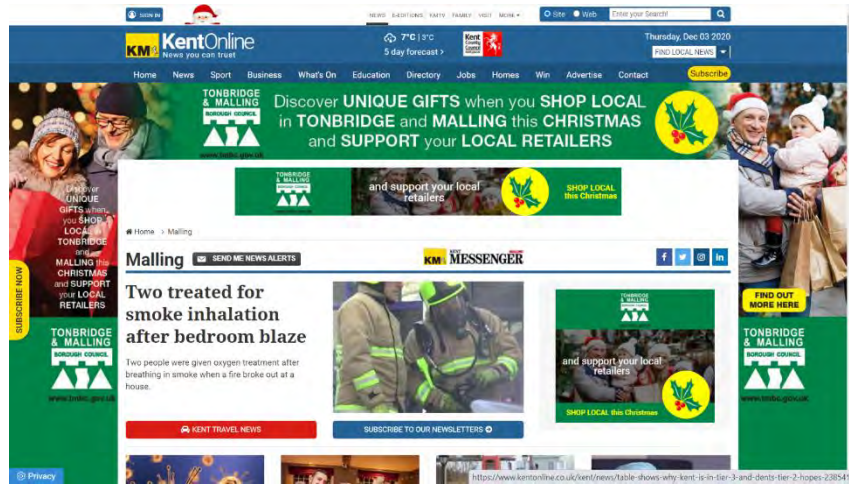
In doing this, we could play our part in helping smaller businesses weather the storm and signal our leadership role in supporting our communities.

What we did

Under the tag line of 'Find that special something – shop local in Tonbridge and Malling' we partnered with the KM group to develop a multi-media campaign during December 2020. It comprised:

- A survey of independent retailers
- News release to kick off campaign headlining survey results
- TMBC Leader, Nicolas Heslop, media interviews - Radio Kent, KMTV
- Social media on TMBC's social channels
- Radio advertising in West Kent on KMFM
- Targeted digital advertising on Kent Online and national partner sites

What is looked and sounded like



Home page takeover on Kent Online



Banners on Kent Online mobile news feeds

KMFM advertisement – click to hear



News coverage



TMBC website and social media



Results

- 222,940 page social impressions
- 75,000 page impressions on affiliated national websites
- 449 click-throughs to the TMBC shop local webpage
- News coverage on BBC Radio Kent, KMTV and trade media
- 114 radio advertisements played on KMFM
- KM social media reach of 17,412 users
- Cost: c.£2,500

