



## CREATIVE

The creative concept for the campaign has further developed the celebrated I Love MCR and MCR Loves Christmas ethos. The campaign drives activity to [www.visitmanchester.com/feb](http://www.visitmanchester.com/feb)

## MARKETING CHANNELS

The creative will be applied to a number of key marketing channels:

### Outdoor media

88, 6 sheet poster sites & 18, 48 sheet posters across Greater Manchester – from Monday 30 January - Sunday 12 February



### [www.visitmanchester.com/feb](http://www.visitmanchester.com/feb)

Campaign pages will be created on [visitmanchester.com](http://visitmanchester.com) to showcase business offers. [Visitmanchester.com/Christmas](http://Visitmanchester.com/Christmas) received over 270,000 unique visits.



### Social Media

Visit Manchester have the following social media channels where the best offers will be promoted.

Twitter 16,440 followers, Facebook 6,700, I Love MCR 25,000

# WE NOW JUST NEED YOUR BEST UNBEATABLE OFFERS...

We want to give people every reason possible to get out and enjoy themselves this February and reward them with some fantastic deals for doing so.

So we're asking retailers, bars, restaurants and attractions to come up with the best offer they can offer that is valid during the month of February.

And if you have any big dates, events and promotions leading into March - for example around Mother's Day or pre-Easter - let us know as well.

Please let us have your best:

- **2 for 1 deals (we'd like lots of these if possible!)**
- Valentine's Day specials
- After-work (5-8pm) offers
- Offers already planned (that we can package into the campaign)

We'd really like to push for as many 2 for 1 offers as possible - so we can keep it as simple, effective and easy to communicate.

**Anything you can do will be greatly appreciated.**

**In return, we will promote the life out of them!**

A template for your offer is attached.

Please complete and submit to [info@cityco.com](mailto:info@cityco.com) by January 30th if possible or as soon as you can.