



THE MANCHESTER  
**FLOWER SHOW**  
QUEEN'S JUBILEE WEEKEND  
2<sup>ND</sup> — 5<sup>TH</sup> JUNE



2022 MARKETING &  
SOCIAL MEDIA TOOLKIT

# THE MANCHESTER FLOWER SHOW

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## INTRODUCTION

This pack contains promotional tools to help you spread the word about the Flower Show. If there's anything additional you need, please contact:

Siobhan Illidge  
Marketing Manager  
CityCo & Manchester BID

↗ [siobhan.illidge@cityco.com](mailto:siobhan.illidge@cityco.com)

# THE MANCHESTER FLOWER SHOW

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## HOW YOU CAN HELP

— Follow the event on social media and like and share our posts:

 themanchesterflowershow

 themanchesterflowershow

 mcrflowershow

#MCRFlowerShow

— Share your floral displays, themed products and promotions on social media and tag #mcrflowershow

— Promote The Manchester Flower Show to your customers; in person, online and through social media

— Print and display promotional materials in your shop, bar, restaurant or venue

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## MARKETING MATERIALS

Marketing materials, branding, images and press releases can be downloaded from:

↗ [www.manchesterbid.com/mcrflowershow](http://www.manchesterbid.com/mcrflowershow)

If you would like a stock of our printed marketing materials; window vinyls, tent cards, beer mats, flyers, please contact:

↗ [siobhan.illidge@cityco.com](mailto:siobhan.illidge@cityco.com)

# THE MANCHESTER FLOWER SHOW

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## KEY INFORMATION

The Manchester Flower Show

Queen's Jubilee Weekend:  
Thursday 2 – Sunday 5 June

[www.themanchesterflowershow.com](http://www.themanchesterflowershow.com)

 [themanchesterflowershow](https://www.facebook.com/themanchesterflowershow)

 [themanchesterflowershow](https://www.instagram.com/themanchesterflowershow)

 [mcrflowershow](https://twitter.com/mcrflowershow)

[#MCRFlowerShow](https://twitter.com/MCRFlowerShow)

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## HEADLINE

Hello, blossom!

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## TAGLINES

Flowers, food & friends.

Flowers, alfresco food, and friends.

Flowers, food, friends –  
and a right royal celebration.

A jubilee weekend of flowers,  
food and friends.

Rooting and colour.  
The Flower Show celebrates  
the Queen's Platinum Jubilee.

# THE MANCHESTER FLOWER SHOW

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## DESCRIPTIVE COPY

This year's Manchester Flower Show is a very special affair. Our flower displays, gardens and blooms celebrate the Queen's 70 years of service. Across the extra-long Platinum Jubilee weekend, shop windows, squares, streets, and even statues go green (and red, and white, and blue). It's free, it's floral, and there's a whole heap of alfresco food, drink and fun to be had at all your favourite shops, bars and restaurants.

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## BID CREDITS COPY

The Manchester Flower Show is brought to you by Manchester's Business Improvement District (Heart of Manchester BID), a consortium of Manchester's leading retail and restaurant brands.

THE MANCHESTER  
FLOWER SHOW

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LOGO



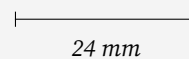
ALTERNATE  
LOGO



COLOURS



MINIMUM  
SIZE



THE MANCHESTER  
FLOWER SHOW

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TYPEFACE

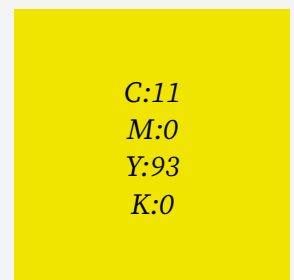
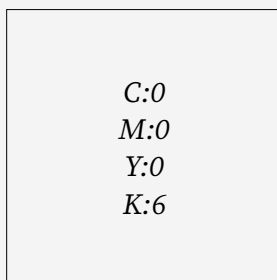
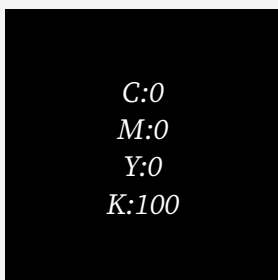
Plantin Regular  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

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Plantin Light  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

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COLOUR



THE MANCHESTER  
FLOWER SHOW

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CAMPAIGN  
ARTWORK

Portrait



THE MANCHESTER  
FLOWER SHOW  
QUEEN'S JUBILEE WEEKEND



2<sup>ND</sup> — 5<sup>TH</sup> JUNE

[THEMANCHESTERFLOWERSHOW.COM](http://THEMANCHESTERFLOWERSHOW.COM)

[#MCRFLOWERSHOW](https://twitter.com/MCRFLOWERSHOW)



# THE MANCHESTER FLOWER SHOW

CAMPAIGN  
ARTWORK

Portrait  
(logos)



# THE MANCHESTER FLOWER SHOW

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PRINTED  
MARKETING  
MATERIALS

Window vinyl /  
participation plaque



# THE MANCHESTER FLOWER SHOW

CAMPAIGN  
ARTWORK

Tent Card



THE MANCHESTER  
FLOWER SHOW

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PRINTED  
MARKETING  
MATERIALS

Beer Mat



# THE MANCHESTER FLOWER SHOW

## TWITTER

Post, banner,  
profile image



# THE MANCHESTER FLOWER SHOW

TWITTER

Post



Celebrate the arrival of summer and the Queen's Platinum Jubilee weekend at The #MCRFlowerShow. Enjoy free floral trails, Instagrammable moments, great shopping & alfresco food, drink & fun at your favourite bars & restaurants.

Thurs 2 – Sun 5 June 2022

Follow @MCRFlowerShow 🌸

# THE MANCHESTER FLOWER SHOW

## FACEBOOK

Post,  
Banner,  
Profile image



# THE MANCHESTER FLOWER SHOW

FACEBOOK

Post



Celebrate the arrival of summer and the Queen's Jubilee weekend at The Manchester Flower Show. Across the extra-long Bank Holiday weekend, squares, streets, shop windows and even statues go green (and red, and white, and blue). Enjoy free floral trails, Instagrammable moments, great shopping, and alfresco food, drink and fun at your favourite bars and restaurants.

Thursday 2 – Sunday 5 June 2022

Find out more at [www.themanchesterflowershow.com](http://www.themanchesterflowershow.com)



# THE MANCHESTER FLOWER SHOW

## INSTAGRAM

Post,  
Profile image,  
Banner



# THE MANCHESTER FLOWER SHOW

INSTAGRAM

Post



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Thursday 2 – Sunday 5 June 2022

Follow [@TheManchesterFlowerShow](#) 🌸

#MCRFlowerShow  
#TheManchesterFlowerShow  
#ManchesterFlowerShow  
#Manchester  
#VisitManchester