



# Montville COC Christmas Campaign

TVCs + Mix FM Ads + Hampers + Lights + Smiles= A Merry Christmas



## 2014 Christmas shopping campaign to boost local businesses

The aim of the campaign is to attract spending that would otherwise be done down on the coast. We are targeting visitors and local residents, with incentives to shop locally.

Many retailers reported that the last three years saw an increase in pre-Christmas trading with a noticeable increase in customers once the media campaign began.

Last year, a record of more than \$11,000 in prizes was generously donated to our hampers PLUS \$5,000 was donated for the TV/Radio ad campaign. Together we can make Christmas jingle again!

### Key components of the campaign are:

- **TV Campaign and Radio – COMMENCING 17th November**

Advertising on the Sunshine Coast television, to encourage people to come up to the Hinterland for a Christmas shopping trip.

- Proposed Campaign includes: ads on Seven during shows such as Sunrise, Today, Great South East, 60 Minutes and Local News and some 7 Two travel repeats = \$3900
- Radio Campaign \$1760; Ads in local publications \$540:
  - \$110 sponsors one TV ad;
  - \$250 sponsors one TV ad and buys a 30 second radio ad featuring your business and one other;
  - \$400 sponsors one TV ad and buys a 30 second radio ad featuring your business;
  - \$500 sponsors 1 TV ad & buys a 30 sec radio ad featuring your business + 1 shared radio ad.

***We need your commitment today for a contribution***

- **Mega Hampers**

Promotion in stores starting on the 17th November through till 17th December, customers are entitled to one entry coupon for each transaction of \$25 or over that they spend in YOUR store.

### **PRIZE DRAWS:**

**1<sup>st</sup> draw – At “Festive Tree Lighting Event” on 6<sup>th</sup> December (approx. 6:30pm)**

**2<sup>nd</sup> draw – At Montville Carols on the Green on 17<sup>th</sup> December (approx. 7pm)**

**Prizes:** accommodation and pamper packages, dinner vouchers and gifts from local stores. A full list of the prizes for the first draw will be on display at The Clock Shop, Fudgyboombahs & Illume Creations by Dec 3.

**Entry coupon collection:** Customers can drop their entry coupons off at one of three locations in town: Illume Creations Mayfield Centre (top of town), Fudgyboombahs (middle of town) or Montville Real Estate. Alternatively, retailers can collect and keep entry coupons in store and drop off at a later date.

***Contributions to hampers to Montville Real Estate by November 21 to be listed in the prize promos.***

- **Point-of-sale Campaign**

Remind visitors about their Christmas shopping and encourage them to do their shopping while they're here and also to encourage residents to shop locally.

- **Prize draw** with excellent prizes donated by generous local businesses. Purchases \$25 and over receive an **entry coupon**.
- **A3 posters** for shop windows, **A4 posters** for inside shops and **DL flyers** to be distributed by visitor information centres, local cafes, restaurants and accommodation houses.
- All retailers, cafes and restaurants in Montville, Flaxton and Mapleton can participate.
- Chamber members will be walking through town delivering the poster and coupon packs from November 17. If you have not received your pack by November 18 please notify Shiralee Cooper on Ph 5445 7529 or 0477822975 or email: [montvillechamber@gmail.com](mailto:montvillechamber@gmail.com)

- **Decorate, Smile and Turn on the lights**

Get into the Christmas Spirit and decorate your business – no matter how much or little – just something to say we are excited about Christmas. There will be a prize for the **MOST FESTIVE BUSINESS**.

**Saturday the 6<sup>th</sup> of December at 5:30pm will be the “Festive Tree Lighting Event”** which will include children’s activities, a sausage sizzle, the All Stars Band (starting with the Concert Band followed by the Show Band). The program will include the lighting of the Montville Tree by Cr Jenny McKay, the first of the Christmas Shopping Hamper draws and a visit from Santa.

The Woodies will also be holding their Santa Workshop event in St Mary’s Hall.

- **KEY DATES**

10<sup>th</sup> November – Contributions for the Hampers can be delivered to Montville Real Estate

17<sup>st</sup> November – hamper coupon promotion commences

17th November – Mix FM live 30 sec radio commercials with Mark and Caroline

30<sup>th</sup> November – TV Campaign commences on Sunshine Coast Seven and 7 Two

6<sup>th</sup> December – “Festive Tree Lighting Event (5:30pm) – 1<sup>st</sup> hamper draw

17<sup>th</sup> December – Montville Carols on the Green (approx.. 7pm) – 2<sup>nd</sup> hamper draw

***We need your help!*** The Montville Christmas campaign will provide a boost for the wider business community by raising our profile as a shopping destination and promoting local shopping so that everyone will benefit.

### **CHRISTMAS CAMPAIGN ADVERTISING**

#### **The Montville Chamber needs your support to mount a media advertising campaign!**

By donating:

\$110 you are funding a TV ad with C7

\$250 you are funding a TV ad + 15 sec live focus ad on your business

\$400 you are sponsoring 1 TV ad and buying a 30 second live Mixfm radio ad featuring your business

\$500 you are sponsoring 1 TV ad and buying a 30 second live Mixfm radio ad featuring your business + 15 sec radio ad.

***Please indicate below your financial support for our campaign***

I \_\_\_\_\_ wish to contribute \_\_\_\_\_ to pay for TV and/or radio ads.

*(These ads are not strictly scripted and another business may be mentioned ie 2 in a 30 second radio ad which will focus on your business and may also mention our shopping campaign.)*

I wish to donate \_\_\_\_\_ valued at \_\_\_\_\_ for the 2014 Christmas Hampers.

☐ Pay by cheque: Please post to Montville Chamber of Commerce PO Box 253 Montville 4560.

☐ Pay by direct debit: please transfer funds to BSB: 124-156 Account No: 20187162

Account Name: Montville Chamber of Commerce

***Please quote your business name as a reference when transferring funds.***

Please email my receipt to \_\_\_\_\_

**More information** – Please contact Shiralee Cooper ph 54457529 or e: [montvillechamber@gmail.com](mailto:montvillechamber@gmail.com)

Warmest regards from the Montville Chamber of Commerce Christmas Committee

[www.montvillecommerce.com.au](http://www.montvillecommerce.com.au)

**Please give generously: working together we can make the Festive Season shine!**

