



Support Local Brampton Update

February 17, 2021



The impacts of COVID-19 have been deeply felt by all of us, and especially by our local businesses - the backbone of our community.

[Click here to view the List of Brampton Small Businesses.](#)

To be added to this list, please submit your name through the [Business Update Form](#).

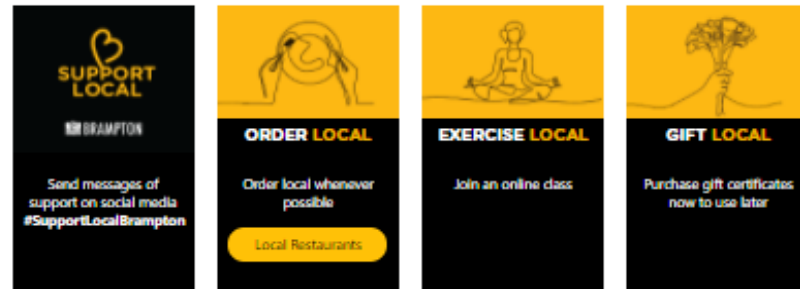
Let's all pitch in to support them now - when they need us more than ever. We're all in this together, and you CAN make a difference.

Support Local!

#SupportLocalBrampton

Here is how you can help

As businesses offer online shopping and curbside pickup, and eventually reopen, we encourage you to explore, select and buy local during COVID-19 and beyond. From ordering takeout food to purchasing gift cards, to watching The Rose's online programming, you can safely experience Brampton's many local offerings.



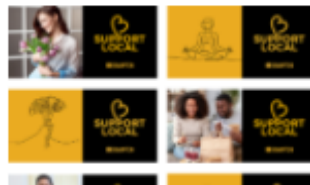
Promote Businesses on Social Media

Engage with local businesses through your social media accounts and show your support for Brampton businesses on social media by promoting your favourite businesses using a Support Local graphic and the hashtag **#SupportLocalBrampton**.

Share on Social Media

Download these graphics to share on your Facebook, Twitter and Instagram posts. (.zip file)

[Download the social media pack](#)



Website (launched May 2020)

Mandate

Help Brampton businesses impacted by COVID-19 by encouraging residents to:

- shop, eat, gift and support local
- show their support for Brampton businesses on social media by using the [“Support Local” image](#) and #SupportLocalBrampton
- engage with local businesses via their social media accounts

The webpage provides businesses with resources, printable window posters, logos for marketing collateral, and social media tiles.

20,000 unique page views



Targeted Digital and Social Media Campaign



Social Media – Holiday Campaigns



Collaborative campaign with
the Downtown BIA



Holiday Shop & Share Campaign



Small Business Month

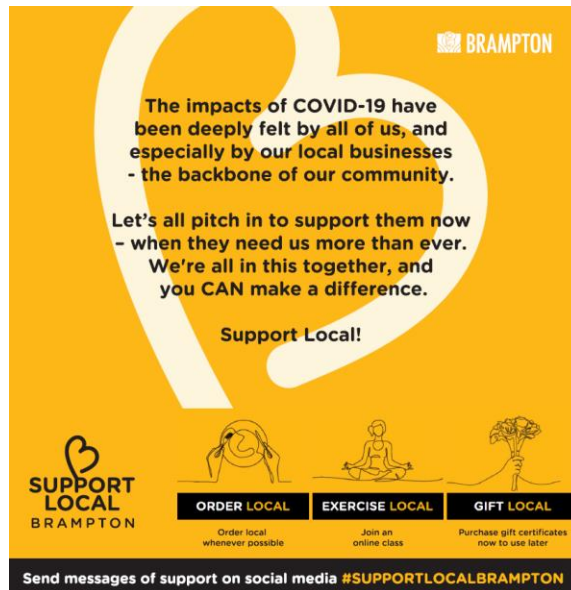
- Transit shelter ads:
107 locations, 84 days
- Mayor & Councillor videos



Support Local Marketing Initiatives



Restaurant take-out
bags with Food Guide



Brampton Guardian
false front

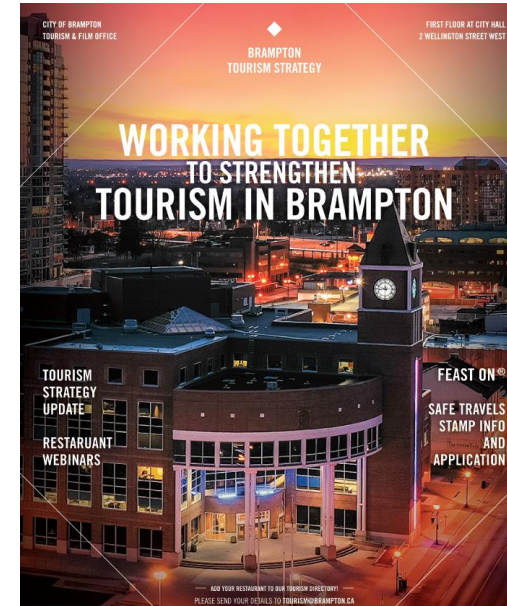


Printable window poster



Downtown window
activation

Experience Brampton Collaboration







Initiatives

- Direct mailer: 200K
- Winter Fun Pass
- Vendor engagement mailer
- Letter distributed to 3K restaurants - license renewal
- Brampton Tourism Strategy revised from 10 years to 5 years with hyper-local focus



Social Media Metrics

Corporate, EDO and Experience Brampton Accounts

	IMPRESSIONS	ENGAGEMENT
	216K	3.2K
	28K	1.8K
	47K	2.5K
	7K	—

More than 3,000 people used
#SupportLocalBrampton

Social Shares



haylee.couto Too many to count!! Lots of gifts (for others and myself) from @restyle_beautyboutique! Also love @segoviacoffee and just placed an order for @knowledgebookstore.

We are so lucky to have so many great shops right here in Brampton.

6w 2 likes Reply



natalieg_22 @segoviacoffee & @dasbrezelhaus, as usual, did not disappoint today! Also tried @theburgerbros.ca for the first time this evening, WOW! We'll definitely be back! 🙌

8w 3 likes Reply



ekarlca Did my bit... sooo many @dasbrezelhaus bagels... mmmmmmm

8w 3 likes Reply



nikkisvirga We had crispy schnitzels for lunch with a side of cinnamon rolls for dessert today at @queen.gypsee 🥰

8w 2 likes Reply



sheryl_anne_gay @scentedlair already started my Xmas shopping at Scented L'Air. Great experience. Support small business.

8w 1 like Reply



Support Local Metrics

TACTICS	IMPRESSIONS
TARGETED ONLINE MEDIA CAMPAIGN (8 weeks)	9 Million
PAID ADVERTISING/MARKETING	
Transit shelter ads (84 days)	50 Million
Guardian false front	123K
Direct mail postcard	200K
Restaurant bags	3K
Experience Brampton collaborations	5K
NEWSLETTERS	
Corporate, EDO, BEC	87K
SUPPORT LOCAL WEBSITE	20K unique page views
SOCIAL MEDIA	
Corporate, EDO, BEC, Experience Brampton	298K
TOTAL	59 .7 Million

Coming - Q1/2 2021

- Advertising**
 - Great Taste of Ontario Globe and Mail insert
 - Direct Mailer (Food Guide/Support Local)
 - Downtown window activations
 - Brampton Guardian
 - BIA Spring magazine
 - Transit bus backs
- Videos**
 - Provided by local restaurant to share on social
 - Mayor & Councillor Videos
- Social Media**
 - Continued promotion of collaborative campaigns
 - Take Out Taste of Brampton Bandwagon App
- Newsletters**
 - Good news stories from businesses, tips and tools for coping during COVID



**SUPPORT
LOCAL
BRAMPTON**

 **BRAMPTON**

#SupportLocalBrampton

Thank you