



**SUPPORT
LOCAL
BRAMPTON**

 **BRAMPTON**

#SupportLocalBrampton

**Next Phase
Re-opening**

June 23, 2021

Communications Plan – Re-opening

Type	Tactic	Responsibility	Timing
Social Media	Experience Brampton Continue to promote local businesses with a tourism connection and highlight safety protocols on the Experience Brampton social channel	Strat Comms/Tourism	Ongoing/July
	Support Local Campaign New creatives showing in-person activity Small Business Video Series: showcasing safety measures in place at local businesses Posts encouraging supporting local businesses as they reopen to be shared from across different City department accounts – transit, rec, COB etc. – as they have resident-focused reach	EDO/Strat Comms	Ongoing/July
	Brampton Farmer’s Market Spotlight videos for social media of all Brampton Farmers’ Market vendors (includes 9 BIA vendors)	Strat Comms/Tourism	June-October
	Mayor & Councillor Videos Welcome Back & Rapid Testing videos encouraging residents to support local businesses in line with phased reopening	Strat Comms/EDO	July/Ongoing
	Mayor & Councillor Social Posts Organic posts, encourage Council to post pictures and videos of them taking part in activities that support local businesses, for example getting a haircut, working out at the gym, dining on a restaurant patio/in-person when allowed, the idea being to lead by example, show residents you feel safe entering these spaces	EDO/Strat Comms	July/Ongoing
	Mainstream and Ethnic Media Proactively pitch Support Local/Safe Reopening stories in support of the videos shared on social	Strat Comms/EDO	Ongoing

Communications Plan – Continued

Type	Tactic	Responsibility	Timing
Marketing and Advertising	Support Local Campaign Bus shelters Queen St banners (complete) Downtown Window activation BIA Spring Magazine \$300 BBOT Membership Directory	Strat Comms/EDO	Ongoing/July
	Ethnic Media Translated radio and TV ads encouraging people to return to in-person Advertorial Articles: Feature story style articles promoting reopening with a focus on local businesses/industry, translated into Punjabi and other top languages for print and online publications	EDO/Strat Comms	July/August
	Bandwango Campaign Feature all restaurants listed in the Brampton Food Guide	Strat Comms/Tourism	TBC
	DBBIA Bramopoly/Other Campaigns Discuss opportunities to sponsor/support BIA's promotional campaigns, such as Bramopoly – contest style activity to get people into the downtown and into local businesses or other opportunities	Strat Comms/EDO/Tourism	July/August
	Farmers' Market Promo Market promotion includes message to visit downtown vendors, will be included on market handouts, decals and 6'x10' support local banners that will be hung on Gage Park construction hoarding	Tourism/Strat Comms	Ongoing
Other Initiatives & Supports	Safe Travels Stamp Globally recognized program. Tourism will support and promote restaurants and other tourism-related businesses in obtaining the Safe Travels Stamp indicating that the establishment is adhering to health, safety and COVID guidelines	Tourism/Strat Comms	Ongoing

Support Local Brampton – Expanded Creative

New creative includes a focus on in-person experiences

- Dine local (featuring patio pictures)
- Care Local (hair dressers, spas)
- Explore Local (use of local venues)
- Discover Local (parks etc.)
- Invest local
- Love local
- Shop local (depicting in-person shopping)



Photo of people dining on a patio as part of the Support Local Creative

Downtown Window Activation



Photo of store front window in Downtown Brampton featuring Support Local creative

Queen Street Banners Centre Street to HWY 410



Photo of banners along Queen Street in Brampton featuring Support Local creative

Tourism Update

Patio Program Webinar

Peel Region Public Health and City of Brampton By-Law staff provided guidelines and information to assist with opening a safe patio. The webinar recording and list of patios are available at brampton.ca/tourism

Safe Travels Stamp

City of Brampton Tourism will support and promote restaurants and other tourism-related businesses in obtaining the Safe Travels Stamp indicating that the establishment is adhering to health, safety and COVID guidelines. The stamp is recognized globally and is a program of the Tourism Industry Association of Ontario and the World Travel and Tourism Council. The Rose Theatre is one of the first to get the stamp.



Brampton Food Guide

Distribution of the Brampton Food Guide will continue at the Brampton Farmers' Market. An was included in a Globe & Mail insert at the end of May and resulted in several requests for the guide.

Food Task Force

As per the Brampton Tourism Strategy, a staff-led Food Task Force will be established in 2021.

Tourism Update – Continued

Support Local

Support Local messaging to continue with banners at the market on the construction hoarding in Gage Park.

Brampton Farmers' Market – June 19 to October 23

Spotlight videos of each vendor will be taken and shared on social media. An extra call out to local vendors will be included.

Social Media

All activations noted will be supported by social media.

Tax Incentives to Travel Locally

Once officially announced by government, promotion of Brampton as a destination featuring planned excursions including restaurant recommendations will be featured.

Videos

Small Business Video Series

- Collaboration with local businesses to create videos to communicate the safety measures that businesses are putting in place to provide a safe in-person environment and to help reduce apprehension around in-person shopping. Focus on personal care, restaurants, fitness facilities.

Welcome Back & Rapid Testing

- Mayor and Councillor videos to reinforce and encourage a return to in-person environment while maintaining safety measures.
- Importance of rapid testing for businesses and available resources.



Photo of store staff operating safely wearing masks and serving customers from a safe distance.

Support Local Brampton – Re-opening

Advertising

- Queen Street Banners (Centre to 410)
- Great Taste of Ontario Globe and Mail insert
- BBOT Membership Directory ad
- Downtown window activations
- BIA Spring magazine ad
- Transit bus backs
- Directional sidewalk decals to Brampton Farmers' Market
- Gage Park hoarding signage

Videos

- Small Business video series (safety measures/ in person shopping)
- Mayor & Councillor Videos (Rapid Testing resources)

Social Media

- New expanded creative
- Continued promotion of collaborative campaigns (Tourism/BIA)

Newsletters

- Good news stories from businesses, tips and tools for opening up safely
- Rapid Testing Resources for businesses

Continued Digital and Social Media Campaign Encouraging a safe return to in-person support



Photo of man shopping in-person with a mask, featuring the Support Local Campaign



Photo of hairdresser cutting hair while wearing a mask, featuring the Support Local Campaign.



Photo of man exercising at a gym while wearing a mask, featuring the Support Local Campaign.

Additional Budget

Tactic	Cost
Expanded social media promotion	\$10,000
Ethnic media	\$10,000
Support Local Campaign	\$15,000
Total	\$35,000



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Thank you