

BE PART OF THE CITY OF MELBOURNE CHRISTMAS MARKETING CAMPAIGN

Take advantage of the City of Melbourne's free marketing opportunities this Christmas and reach more Melburnians than before!

1. SUBMIT AN EXPRESSION OF INTEREST (EOI)

THE 2017 CHRISTMAS EOI OPENS ON 25 AUGUST AND CLOSSES 7 SEPTEMBER

To feature in the campaign, tell us about any gifts, services and festive experiences on offer in the lead up to Christmas that are unique to the city, such as:

- special Christmas events
- markets, festive shopping events
- bespoke, locally made gifts
- unique children's gifts
- foodie gifts or festive cooking classes
- sustainable, ethical gifts
- workshops: 'create your own gifts'
- gift vouchers for unique experiences
- festive dining
- unique gifts under \$50
- relaxation or experiential services.

Fill in the Christmas EOI at melbourne.smartygrants.com.au/christmas2017

2. SUBMIT A BUSINESS OR EVENT LISTING

Add a free listing on our website to be considered for promotion through our channels

whatson.melbourne.vic.gov.au/listings

3. AMPLIFY YOUR POST

Our social hub is a real-time feed of what's happening in the city. We share the latest posts from Facebook, Twitter and Instagram in a single feed on our website, highlighting businesses and events within our municipality. To be featured, simply use **#MelbMoment** in your posts.

whatson.melbourne.vic.gov.au/social

WHY YOUR BUSINESS SHOULD SUBMIT AN EOI

Eligible businesses who submitted an EOI for the 2016 Christmas campaign were included in some or all of the following channels:

- dedicated Christmas website
- gift and event guide (400,000 copies)
- blogs
- social posts
- videos
- digital advertising
- radio advertising

These channels are highly valuable as shown through the equivalent media rate below:

Channel	Avg value	Avg post reach
Facebook	\$469	58,650
Instagram post	\$78	9,800
Twitter	\$18	4,414
Blog post	\$1,418	5,000 page views

BUSINESS FEEDBACK ON THE 2016 CHRISTMAS CAMPAIGN

100% would participate in the campaign again

92% valued the Christmas festival marketing, decorations and events program

88% would recommend the campaign to other businesses

20% felt that the campaign increased footfall and sales in stores




Turn over the page for more information.





660,000 
FOLLOWERS

combined on

-  /WhatsOnMelb
-  @WhatsOnMelb
-  @WhatsOnMelb

40,000 
SUBSCRIBERS

receive our weekly newsletter
whatson.melbourne.vic.gov.au/subscribe

14,000 
DAILY VISITORS

to our What's On website and What's On blog
whatson.melbourne.vic.gov.au

During 2016 a dedicated Christmas website was created. This site and the blog received 80,000 and 120,000 sessions respectively.
whatson.melbourne.vic.gov.au/christmas

30,000,000
IMPRESSIONS

were delivered for the 2016 Christmas campaign. These reached more than 6 million individuals across, print, radio, outdoor and digital.



Here are some great images from local businesses, events and the public who used **#MelbMoment** on their social posts during the 2016 Christmas campaign. The total media value for the social hub was \$7,292.






To be considered for promotion, your business or event must be located within the City of Melbourne municipality and you must have a listing on our What's On website.

We curate all content published on our social hub and channels and retain editorial rights over content submission. We reserve the right to decline to publish any content we deem unsuitable.

Find more information about our marketing opportunities at melbourne.vic.gov.au/digitalmarketing

Questions? Contact us at marketing@melbourne.vic.gov.au

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