

Faversham & District Community Lottery - Proposed Marketing Campaign

1. On Line & Advertising

ONLINE KENT MESSENGER 4 WEEK CAMPAIGN

Online - Kentonline.co.uk/Canterbury, Herne Bay, Whitstable and Faversham/Swale - 4 Week Display Package (covers both areas covered by the papers)

A four-week campaign comprising of:

- 160,000 display adverts/impressions
- 20,000 digital alerts
- 10,000 billboard style adverts

All the above online adverts will have a hyperlink through to the website, if clicked on

TOTAL COST FOR ON LINE ADVERTS PER MONTH: £125 + VAT

2. LOCAL MAGAZINE ADVERTISING 12 MONTH CAMPAIGN

The NET A5 Magazine – monthly half page advert in A5 magazine, alternate month in each edition

Sittingbourne & Sheppey edition – circulation 45k

Sittingbourne, Faversham, Sheerness, Queenborough, Minster, Teynham, Bapchild, Bredgar, Eastling, Doddington, Newnham, Bobbing, Isle of Sheppey

12 month ½ page (130mm high x 90mm wide)

Faversham, Whitstable & Herne Bay edition – circulation 44k

Faversham, Whitstable, Seasalter, Tankerton, Swalecliffe, South Street, Chestfield, Hampton, Herne Bay, Herne, Hunters Forstal, Broomfield, Eddington and Beltinge

12 month ½ page (130mm high x 90mm wide)

Will include regular free editorial to support the adverts

ANNUAL TOTAL COST FOR HALF PAGE ADVERTS: £2,600 + VAT

ANNUAL TOTAL COST FOR QUARTER PAGE ADVERTS: £1,450 + VAT

3. ON LINE SOCIAL MEDIA ADVERTISING

FACEBOOK

Past 28 days figures (as at 7.6.21) - current number of followers 119 with overall post engagement of 193 with a reach of 3,113 which is good. The FB page is therefore performing well and getting above average engagement once people follow the page.

Proposal to run a test campaign targeted to demographic of followers within Faversham and surrounding areas with the aim to increase players by 50% in three months, and to increase number of good causes to sign up.

Initial test campaign cost: £250

Analyse results to further target players/good causes sign up, targeted reach to demographics, calendar dates, etc.: £750

TOTAL ANNUAL COST £1,000 +VAT

NEXT DOOR

FTC is currently posting on Nextdoor – the account with them is quite young. Unsure if this is a good on line forum to promote the Lottery. At the time of writing this report no figures are available to gauge the performance of the free posts published so far. Perhaps a way forward is to take advantage of the free post opportunities in order to analyse engagement, comment and post reach before committing to spend.

4. MERCHANDISE

Eco friendly Tote bags, sustainable, re-usable and useful give-aways; available at any specific Lottery stands or promotional events. Potential subject to discussions to purchase collaboratively with suitable good causes, i.e. Brogdale, The Abbey Physic Community Garden, Faversham Pools, to produce a Tote bag that could be sold at good cause venues.

www.4imprint.co.uk

- Great value, natural coloured cotton tote bag with a brilliant print area for your logo, promotional message and contact details
- Compact and reusable, made from woven cotton making it a longer lasting alternative to a carrier bag
- For orders of 250 bags or less (with a 1 colour print) we also offer an express service on this item
- Price includes a 1 colour print to 1 side of the bag, ask about printing to both sides (costs extra)

Material:	5oz Cotton
Dimensions:	380 x 420mm
Print area:	225 x 260mm
Screen charge:	add £25
Maximum number of imprint colours:	4 – prices below for 2 colour design
Ready to ship in:	5 business days

<u>QTY</u>	<u>Price</u>	<u>Unit</u>
100	£184	£1.84
250	£310	£1.24
500	£540	£1.08



5. SUPERMARKET DISPLAY & POSTCARDS

Faversham supermarkets to display a pop up cassette roller banner, generic Faversham Lottery message, and have a supply of A6 postcards.

Supermarkets to contact & sign up:

Morrisons	already agreed, postcards supplied & banner on order to be in store w/c 14 th June
Sainsburys	contact on return from annual leave
Tesco	contact on return from annual leave
ALDI	contact on return from annual leave

COSTS

Pop up banner - £33.73 + VAT each

Postcards - 350gsm silk, 4/4

5,000	-	£67 + VAT
10,000	-	£122 + VAT

PROPOSAL SUMMARY

AIM

To increase brand awareness to encourage more players and good causes to sign up. Players need to sign up on line to take part, or by phone, and so the target audience is mainly those who interact on line.

ADVERTISING

A combination of local free magazine advertising and on-line exposure via Facebook advertising and KentOnLine digital adverts, supplemented by merchandise and banner displays, postcard distribution in local retail outlets.

COSTS 12 MONTH CAMPAIGN

Every other month digital campaign KentOnLine	£750.00
The Net magazine monthly half page advert	£2,600.00
Facebook advertising	£1,000.00
Merchandise (e.g. quality tote bag)	£540.00
Retail banner display/postcards	£250.00
TOTAL	<u>£5,140.00</u>