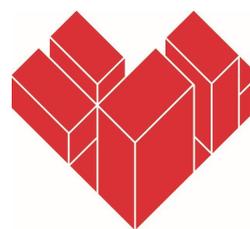


# Heart of the City Annual Marketing Activity Outline

(Dated: April 2017)

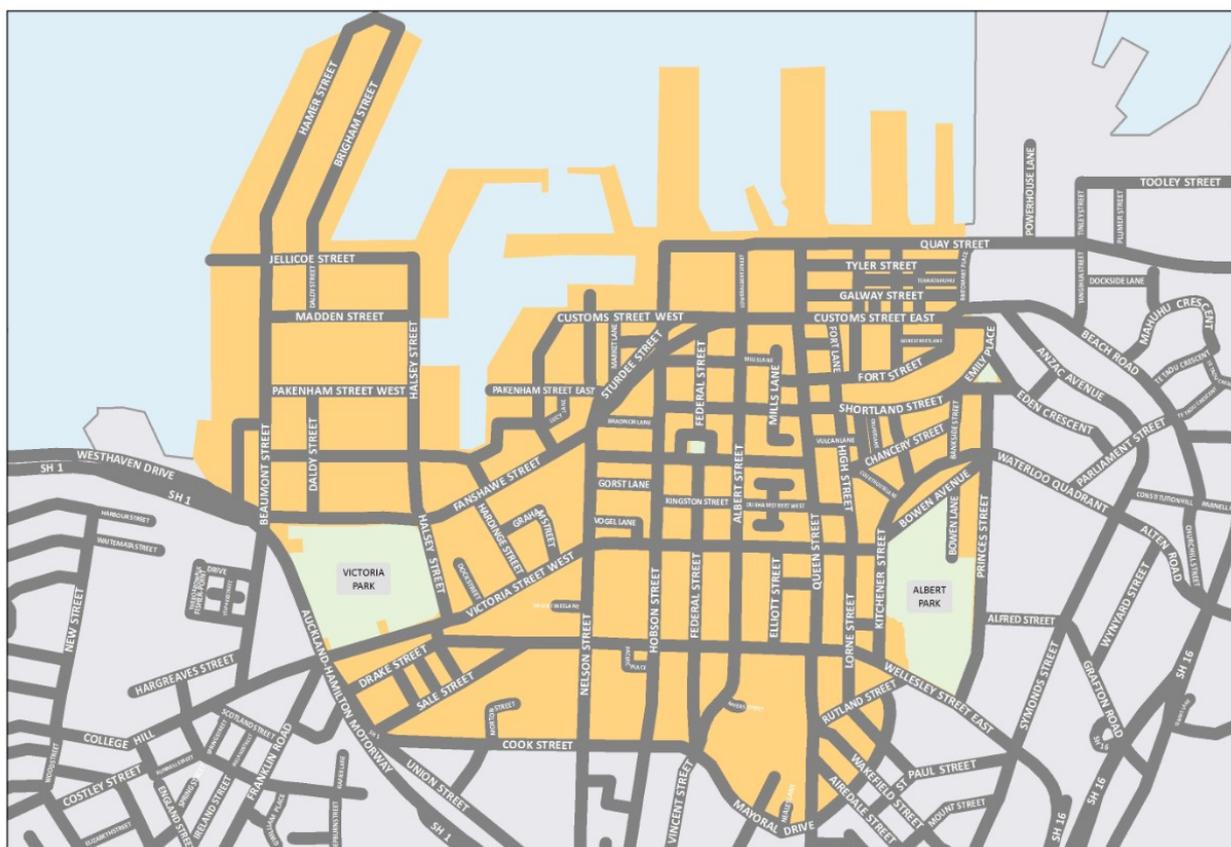


**HEART  
OF THE CITY™  
AUCKLAND**

## Who we are:

Heart of the City is Auckland's **City Centre Business Association**. We represent and promote businesses located in the city centre, within a set boundary (as per map), with an overall aim of fostering the city's economic success. We are committed to developing a central city that all Aucklanders are proud of, that is a thriving place to do business, is accessible, vibrant, and a great place to be.

## Heart of the City Boundary:



## What we do:

- Provide a voice for business and property owners on matters affecting the city centre
- Participate in projects that will transform our city centre
- Promote the city centre to increase visitation and spend
- Aim to improve safety through programmes like CityWatch, BarWatch and StoreWatch
- Work with Auckland Council and other stakeholders to ensure the city centre is well-managed
- Provide data and insights including retail spend and pedestrian counts
- Provide opportunities for members to get involved with Heart of the City events
- Seek input from members on important city centre issues and projects
- Keep our members up to date through our regular business communications.

## How you can get involved:

Across the year, there are plenty of opportunities for Heart of the City businesses to get involved in special promotions and events, as well as day to day marketing activities. We've identified ways in which you can participate in, or promote your business over the calendar month so you have plenty of time to think about how you can get involved, and integrate this into your own business planning.

Event/Campaign	Date	Opportunities
4 Days of Fashion in the City	29 Mar – 1 Apr	<ul style="list-style-type: none"> <li>• Retail stores put on events or instore activations during the 4 day period to be part of the calendar of promotion</li> <li>• Heart of the City develop a programme of hero events and provide guidance/support with instore activations</li> <li>• Heart of the City deliver a marketing campaign to drive awareness for the event and encourage Aucklanders to visit the city during the event (3-4 weeks during March)</li> <li>• We start reaching out to fashion retailers to request interest and participation around September/October.</li> </ul>
Winter Campaign	1 Jul – 30 Sep	<ul style="list-style-type: none"> <li>• A city wide marketing campaign promoting the diverse experiences and reasons to visit the city centre.</li> <li>• <b>Lovebites</b> - Heart of the City reach out to retail and hospitality businesses, and feature events/shows happening in the city during the winter period. Lovebites are something surprising, unknown and interesting or quirky about city centre experiences, places or events – to showcase what is interesting and unique.</li> <li>• <b>City Deals</b> our tactical deals platform will run during the month of September and provides businesses the chance to offer up exclusive deals and savings for promotion by Heart of the City (at no cost to your business).</li> </ul>
Restaurant Month	1 – 31 Aug	<ul style="list-style-type: none"> <li>• Restaurants provide special menus during the month of August for a collective promotion.</li> <li>• Heart of the City develop a campaign to promote the event and encourage people to find out what events and special menus have been developed for the month of August. The campaign runs for 8-9 weeks during July and August.</li> <li>• We will start to proactively request participation from restaurants via special menu savings or special in store events in Apr/May.</li> </ul>
ArtWeek	8 – 16 Oct	<ul style="list-style-type: none"> <li>• Art Galleries will be invited to participate in ArtWeek</li> <li>• ArtWeek is a celebration of all the fabulous works of art, both public, and private – through the city galleries and creates opportunities to get behind the closed doors to some of NZ's best Art Collections housed by corporates in the Central City with Art Walks, along with other events, exhibitions and artist talks.</li> </ul>
Christmas in the City	20 Nov – 31 Dec	<ul style="list-style-type: none"> <li>• Business can let us know of any special Christmas events or deals that they have on that we can feature on our website and/or Where Next app.</li> <li>• Christmas is about celebrating the central city as the best place to experience Christmas in Auckland, for shopping, atmosphere, experiences, lights, decorations, entertainment and events.</li> <li>• Heart of the City owns and manages the theming and decorations for the city centre, including Santa, the Queen St lights, Durham Lane and Elliott Street &amp; High St.</li> </ul>

### Always On/Every Day Marketing Opportunities:

- **We can list your business on the Heart of the City website**, if your business is located within our boundaries and is a consumable product or service, then please contact us via email at [info@heartofthecity.co.nz](mailto:info@heartofthecity.co.nz) – with a description of your business and a minimum of 3 images.
- **Tell us your news.** Are you holding a special event, got some exciting news about your business or something else relevant that may be editorially ‘newsworthy’? Then tell us. We have a significant social media presence, a weekly email that goes out to 42k people and the WHERE NEXT app which has over 80k uses per month. All of which keep people informed about what’s going on in the central city – from events, to bars and restaurants to new stores, and cool and quirky things.
- **Heart of the City maps.** We produce a City Guide map that helps our visitors get around and find the great things we have to offer. Contact us if you want to get copies of the map for use in your business.

### Promoting the City Centre – Every Day:

Heart of the City invests resource and investment active across the year, with marketing and promotion that focuses on the ‘sum of the parts’ or all aspects of the city centre, which make it a great place to visit.

Marketing Channel	Timing	What it is and Audience Reach
WHERE NEXT™ app	Every day, year round	<ul style="list-style-type: none"> <li>• <b>The WHERE NEXT app</b> has had over 56k downloads since it launched in June 2014, and consistently has <b>80k monthly uses/sessions</b>.</li> <li>• The app is a simple and free source of inspiration for Aucklanders, which serves up suggestions of places to go and events to attend – or even just where to grab a coffee nearby in two simple steps.</li> <li>• Download it for free today and make sure your business is listed.</li> </ul>
Heart of the City Website	Every day, year round	<ul style="list-style-type: none"> <li>• <b>2.25m total visits</b> during the last 12 months (April 2016 – April 2017) and <b>1.34m unique visitors</b>.</li> <li>• <b>+19.5%</b> on the prior 12 month period</li> <li>• The website is updated constantly to ensure content is current and reflects the latest in Events, editorial stories, Dining, Shopping, Arts &amp; Culture and Nightlife content.</li> </ul>
Heart of the City Weekly email	Every Tuesday and a weekend edition most Friday’s	<ul style="list-style-type: none"> <li>• <b>42k Aucklanders subscribe to our weekly email</b>, to keep up to date on the latest happenings and offerings from the central city.</li> <li>• Got something exciting happening in your business, got an instore event planned, a new menu, or exciting offer? Get in touch and we’ll let you know if it’s something we can feature. <a href="mailto:info@heartofthecity.co.nz">info@heartofthecity.co.nz</a></li> </ul>
Heart of the City Facebook page	Every day, year round	<ul style="list-style-type: none"> <li>• <b>152k Facebook page fans</b> (basically 10% of the total Auckland population) like Heart of the City’s page.</li> <li>• We have a daily posting schedule of all the most relevant, up to the minute goings on in the city centre.</li> </ul>
Heart of the City Instagram	Every day, year round	<ul style="list-style-type: none"> <li>• <b>17k followers</b> of Heart of the City, we curate this content daily to keep our followers in the know.</li> </ul>
AKL in a Day - Cruise Guides	1 Oct – 30 Apr	<ul style="list-style-type: none"> <li>• Cruise Ships come in almost daily over summer, with 200,000 guests visiting Auckland for the day. We print c.a. 50k AKL in a Day dedicated A5, 16 page cruise guides</li> </ul>

		<p>for the season, which are distributed via the kiosks on Queens Wharf and at Karanga Plaza at Wynyard Quarter, plus the Princes Wharf isite.</p> <ul style="list-style-type: none"><li>• Cruise guest mix breakdown by source market: Australians: 53% (112,500), Americans: 17% (36,500), Brits/UK: 9% (16,800), Domestic NZ: 8% (17,400)</li></ul>
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**Contact Us**

Want to find out more, talk to us or tell us your news? Contact us on 09 379 8000 or [info@hotcity.co.nz](mailto:info@hotcity.co.nz)