



Dear Heart of the City retailer,

This year the BIG little City Festival of Christmas will be the place for all Aucklanders to come together to celebrate. We will be building on previous years, with more street decorations and an exciting programme of performances in Aotea Square, all supported by a BIG little City marketing campaign. Here's how you can get involved...

MARKETING AND PROMOTION

Our marketing campaign will support the activities happening around the CBD for Christmas by sharing details of all that's going on in the city and encouraging people to come in to experience the CBD at this time, maximising opportunities to increase visitation and spend in the lead up to Christmas.

To showcase our great retail offering in the CBD, we have come up a unique campaign – called the BIG little City Gift Guru. The Gift Guru will be selecting Christmas gifts from CBD retailers, for a selection of NZ celebrities, which will be promoted on the BIG little City website.

The 2011 Christmas campaign will be supported by:

- **Print & Digital Advertising** driving people to our website along with promotion on the **BIG little city website** with an average 50,000 visitors expected per month
- **Weekly e-newsletter communications** to database of 20,000 from late November & Social Media channels to database of 10,000
- **NZ Herald Supplement** – due out on 24th November, 24 pages of what's hot and what's new for Christmas. To book advertising contact Nicky Sinden at APN on 021 704 476.
- **CBD Parking Offer** – Our great [parking offer](#) will be running until the 24th December, which will make it more enticing and easier for visitors to access the city centre. Please contact us if you would like some imagery to promote the parking offer to your networks/databases.

HOW YOU CAN PARTICIPATE

- **Be part of the Gift Guru Campaign** - We are giving HOTCITY retailers the opportunity to put forward their top 5 gift ideas for Christmas. The Gift Guru may then select one of your products as a "gift idea" for the website.
- In addition, we are giving retailers the opportunity to provide a deal/tactical offer for any of their 'top 5' gift ideas. I.e. 10% off xx dress or buy xx dress and get a free goodie bag. The deals would be promoted with the gift on the BIG little City website.
- **Advertise your business** – In the eighth BIG little City Supplement will be available in the NZ Herald on Thursday 24 November, with exposure to the NZ Herald's 579,000 readers (Nelson survey, April 2010). You can now [download a PDF](#) which contains advertising rates and opportunities for your business.
- **Christmas Trading Hours** – We are in the process of using the information from our Christmas Trading Hours survey to confirm hours for a late night shopping week for the last week before Christmas. If you haven't let us know your stores Christmas trading hours, please contact us.

PARTICIPATION DEADLINES

Activity	Dates	What we need	Contact
NZ Herald Booking and set material deadline	Friday 11 Nov	Book directly with the NZ Herald	Nicky Sinden 09 373 6921 or nicky.sinden@apn.co.nz
Up to 5 Christmas gifts ideas and offers	Monday 14 Nov	<ul style="list-style-type: none"> - High Res image of the product/s - Name of product/s - Price of product/s - Store name - Offer (optional) - Your contact details 	Megan McComb 09 379 8000 megan@hotcity.co.nz
Christmas Trading Hours	ASAP	Confirmation of your Christmas trading hours	Heart of the City 09 379 8000 info@hotcity.co.nz

CHRISTMAS DECORATIONS/ENTERTAINMENT

- Christmas decorations throughout the city (including the giant Santa & reindeer, the giant Christmas baubles, and banners & spirals down Queen Street).
- Christmas Market in Aotea Square
- Free street theatre (called Random Acts of Christmas)
- Free community entertainment in Aotea Square

CHRISTMAS CALENDAR

EVENT	VENUE	DATE
Santa & Reindeer go up	Whitcoulls Corner	12 Nov – 10 Jan
Farmers Santa Parade	Auckland CBD	Sun 27 Nov 2011, 2.00pm
Smith & Caughey's Christmas Window	Smith & Caughey's Queen St	Mid November
Smith & Caughey's Enchanted Forest	Smith & Caughey's Queen St	Approx. last week of Nov
Advent Calendar	Wynyard Quarter	From Thurs 1 Dec
THE EDGE schools programme	Aotea Square	Mon 5 Dec – Fri 9 Dec
Random Acts of Christmas	Various locations across Auckland CBD	Tues 6 Dec – Sun 11 Dec
Christmas in the Park	Auckland Domain	Sat 10 Dec 2011, 7.30pm
Christmas Decorations installed in Aotea Sq, Eastern Viaduct, Durham Lane, High St, KRoad/Elliott St, Queen St & Customs/Quay St	Various locations across Auckland CBD	Installation 12, 13, 14 Dec. Till January 2012.
Christmas Market	Aotea Square	Mon 12 – Sat 24 Dec
Christmas in the Square	Aotea Square	Fri 16 – Sat 24 Dec

To find out what is specifically planned for our Festival of Christmas [click here...](#)