

AKL

The
Show
Never
Stops

JOIN US FOR
10 DAYS OF

FASHION IN THE CITY

BROUGHT TO YOU BY RESENE

27 February - 8 March 2015



heartofthecity.co.nz

Resene

the paint the professionals use

A woman is seen from behind, walking on a city street. She is wearing a red dress with a black leopard print pattern, a wide-brimmed black hat, and black boots. The background shows tall city buildings with many windows. A white text box is overlaid on the left side of the image.

WHAT IS FASHION IN THE CITY?

From 27 Feb - 8 March 2015,
Heart of the City with sponsor
Resene will be delivering the
central city's signature fashion
retail event – 10 Days of
Fashion in the City.

Fashion in the City is a significant and proven central city event that celebrates and promotes the current season's fashion to Aucklanders and visitors. The city's fashion retailers and businesses provide the content for the campaign, with 10 days of events and in-store retail offers to encourage shoppers to come into the central city.



Every year over 100 retailers and
central city businesses participate.

*"It's great to have a business association
actively working with retailers to help increase
awareness and sales for us. Our customers
gave us overwhelmingly positive feedback!"*

VICKI TAYLOR | TAYLOR BOUTIQUE

*"We are so in, as usual. We'd love to work
on something big and special again..."*

MITCHELL GRANT | AGATHA PARIS

*"Fabulous organisation for
NZ's Longest Catwalk - well done!
Had lots of great feedback
from customers"*

TURET KNUEFERMANN | TK STORE

10 DAYS OF
FASHION
IN THE CITY
IS BACKED BY
THE RETAIL
COMMUNITY

HOW 10 DAYS OF FASHION IN THE CITY CAN WORK FOR YOUR BUSINESS

A PROVEN EVENT FORMULA

10 days of Fashion in the City is now well established; results over the past 3 years show that the combination of compelling retail offers, a schedule of events to draw people into the central city and a robust marketing and PR campaign works well to attract shoppers.

2014 RESULTS

- Participants experienced a **12.4% increase in spending** (during the 11 days of the event) **versus 2013**.
- In comparison, the **rest of Heart of the City was down by 1.9%**
- Transactions were up with **participants by 12.4% on last year** and the **rest of Heart of the City up by 3.6%**

HOW WE PROMOTE THE EVENT

Fashion in the City is one of the key campaigns on the Heart of the City annual calendar and is supported by a significant program of marketing and PR.

- Print, digital, radio and outdoor advertising
- 100k+ event guide booklets promoting all offers, events and activities, distributed through NZ Herald and in-store
- George FM partnership
- A prize incentive for shoppers

- A social media program including email, FB and Twitter to over 100k Aucklanders and city supporters
- A dedicated website section on heartofthecity.co.nz promoting all offers, events and activities
- Point of sale material for retailers to display

MARKETING YOURSELVES

ONLINE AND ADVERTISING


You can amplify your own offers and events through your own channels – customer databases, Facebook, Twitter, website etc. An event graphic will be developed for marketing purposes and we will supply this to you in **January 2015**.

IN-STORE

It is also important that **you promote the event and your offer at store level**, making sure your staff are knowledgeable about your special offers, activities or events.

PROMOTIONAL VOUCHERS

Gain extra promotional exposure by offering a store voucher for use as a competition prize through our channels or those of our media partners. This is an optional extra – a guideline for voucher value is \$50 - \$150.



HOW **YOU** CAN BE PART OF 10 DAYS OF **FASHION** **IN THE CITY**

Taking part in 10 Days of Fashion in the City is free. We just need your commitment via one or more of the following:

- 1. A discount offer**
e.g. 30% off in-store - the more compelling the offer, the better.
- 2. An added value offer**
gift with purchase, free service or pampering in-store (make-up, manicure, refreshments), 2-for-1 deal, goody bag with purchase.
- 3. In-store competition**
spend in-store and go into the draw to win a store related prize
- 4. The hosting of a fashion event**
to be included on the official event schedule – either free or ticketed.

For the first three options, you can choose to have your offer available for the **whole 10 days of the event, a weekend or both weekends**. Events can be held on any date within the 10 day period.

DEADLINES

12 DECEMBER 2014 :

Confirm your **participation** with a **retail offer** or event. Fill in the online form at surveymonkey.com/s/10daysoffashion

16 JANUARY 2015 :

Provide all details for your offer or event, including images, descriptions, and terms and conditions. We will be in touch to remind you of the exact details we need.

WHO TO CONTACT

HEART OF THE CITY

09 379 8000

events@hotcity.co.nz

heartofthecity.co.nz



HEART OF THE CITY
WWW.HOTCITY.CO.NZ

