

Heart of the City Annual Marketing Activity Outline

(Last update: March, 2016)

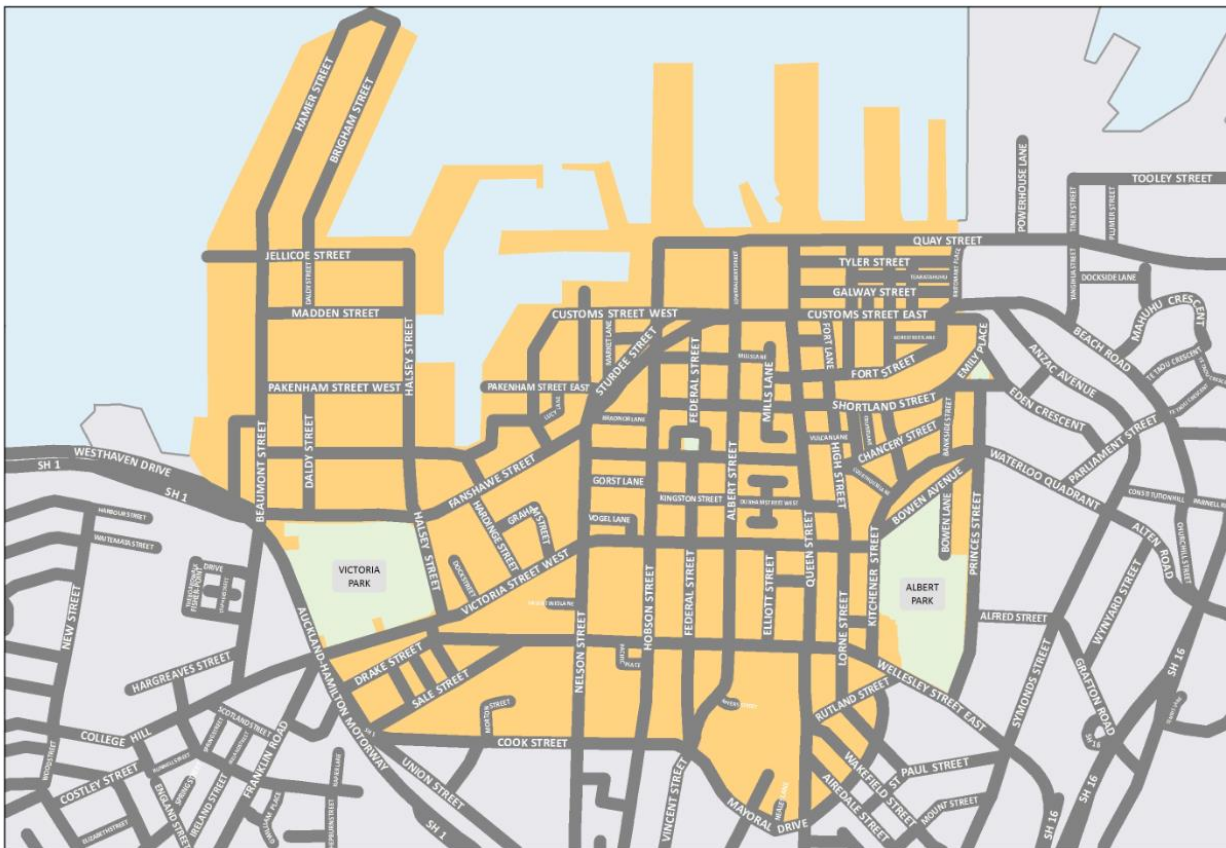


HEART OF THE CITY

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 and StoreWatch
- Work with 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 relevant Heart of the City businesses, those with a consumable product or service, 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
Fashion in the City	26 Feb – 6 Mar	<ul style="list-style-type: none"> • Retail stores provide offers or instore promotions over the 10 day period for collective promotion • Retail and other businesses propose fashion related events for inclusion in 10 day programme • Heart of the City starts proactively contacting retailers to request interest and participation around September.
Winter Campaign	1 Jul – 30 Sep	<ul style="list-style-type: none"> • A city wide marketing campaign promoting the diverse experiences and reasons to visit the city centre. • City Deals 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).
Restaurant Month	1 – 31 Aug	<ul style="list-style-type: none"> • Restaurants provide special menus during the month of August for a collective promotion. • We will start to proactively request participation from restaurants via special menu savings or special in store events in Apr/May.
ArtWeek	8 – 16 Oct	<ul style="list-style-type: none"> • Art Galleries will be invited to participate in ArtWeek • 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.
Christmas in the City	20 Nov – 31 Dec	<ul style="list-style-type: none"> • 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. • 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. • 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 & High St.

Day to 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 – 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 40k people and the WHERE NEXT app to keep people informed about what's going on in the central city – from events, new stores, cool and quirky things. So we would love to hear from you and look at ways in which we may be able to tell people about it.
- **Heart of the City maps.** We publish a 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"> • The WHERE NEXT app has had 50k downloads since it launched in June 2014, and consistently has 50k monthly uses/sessions. • 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. • Download it for free today and make sure your business is listed.
Heart of the City Website	Every day, year round	<ul style="list-style-type: none"> • 1.8m total visits across the 2015 calendar year, and 1.1m unique visitors. • The website is updated constantly to ensure content is current and reflects the latest in Events, editorial stories, Dining, Shopping, Arts & Culture and Nightlife content.
Heart of the City Weekly email	Every Tuesday and a weekend edition most Friday's	<ul style="list-style-type: none"> • 38k Aucklanders subscribe to our weekly email, to keep up to date on the latest happenings and offerings from the central city. • 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. info@heartofthecity.co.nz
Heart of the City Facebook page	Every day, year round	<ul style="list-style-type: none"> • 130k Facebook page fans (nearly 10% of the total Auckland population) like Heart of the City's page. • We have a daily posting schedule of all the most relevant, up to the minute goings on in the city centre.
Heart of the City Instagram	Every day, year round	<ul style="list-style-type: none"> • 8k followers, this relatively new media channel for Heart of the City, we curate this content daily to keep our followers in the know.
Cruise Guides	1 Oct – 30 Apr	<ul style="list-style-type: none"> • Cruise Ships come in almost daily over summer, with nearly 200,000 guests visiting Auckland for the day. We print c.a. 50k AKL in a Day dedicated A5, 16 page cruise guides for the season, which are distributed via the kiosks on Queens Wharf and at Karanga Plaza at Wynyard Quarter, plus the Princes Wharf isite. • 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)

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