



48 Hour City



1 July – 31 August

WHAT IS 48 HOUR CITY?

48 Hour City is your chance to drive business through the quieter winter months, and on the days you most need to drive business, by offering great value, short term deals to Aucklanders.

48 Hour City is free to participate in – all we need is a strong offer that's exclusive to 48 Hour City and we'll do the rest.

American Express are back on board this year as the naming rights sponsor of 48 Hour City. To incentivise people to purchase 48 Hour City offers using their American Express card there will be a sweepstake prize offer encouraging people to use their card more often in order to have more chances to win.

Heart of the City invest significant advertising spend into promoting this programme and its offers, as well as promoting to our social audience of 50,000 engaged followers.

HOW DOES IT WORK?

Every 48 hour period during July and August we pre-promote **three new deals**, which consumers can claim online. The in-store redemption period is the 48 hours directly following the 48 hour pre-promotion period.

48 HOURS #1

Pre-Promotion
- Digital Advertising
- Facebook
- Email Alerts

Online Claiming Period: Offers Live on BIG little City website

48 HOURS #2

In-Store Redemption

WHAT KIND OF BUSINESSES DOES IT WORK FOR?

As long as you have a consumer focus, 48 Hour City can work for you. Last year, we had successful offers from the hospitality, retail, events and hotel sectors.

WHAT KIND OF OFFERS WORK BEST?

Over the last two years of 48 Hour City, we've found that **the best offers are simple and compelling**. Things like a 50% discount on a particular product line or buy one, get one free offers work well – with hundreds of offers redeemed in some cases. There is a direct link between the strength of the offer and how successful it will be.

Of our best performing offers, 40% involved a substantial discount, 40% involved a 'free with purchase/booking' or free trial and 20% were two for one offers. These offers saw an average of 800 claims online and 100 redemptions in-store (12.5% redemption rate).

Other factors that have a direct impact on the success of the offers are the price point (lower tends to be better as people need to make a quick decision to claim and spend) and a degree of choice (ie. restricting to a single product range doesn't work so well).

TOP 5 OFFERS IN 2012

- ① AOTEA SQUARE ICE RINK - 50% OFF ENTRY PASS
- ② WAGAMAMA - \$12 MAINS
- ③ L 'ASSIETTE - FREE PASTRY WITH COFFEE
- ④ IMPERIAL LANE - FREE GLASS OF WINE WITH FOOD
- ⑤ ABUNDANCE YOGA & PILATES - FREE CLASS



HEART OF THE CITY
WWW.HOTCITY.CO.NZ





PROMOTING YOUR OFFER AND 48 HOUR CITY

48 Hour City has a dedicated marketing investment of \$200,000 – primarily online, through facebook and targeted digital media - as part of our winter campaign.

48 Hour City is promoted through our website, which will receive over 200k visitors during the 48 Hour City 2013 period. We also promote through our facebook page, with over 45k fans and growing, our email database with 20k subscribers, search engine marketing and American Express cardmember databases.

You can also promote your own offers and reward your existing customers by sharing your 48 Hour City offer with them via email and social media.

Facebook Offers 2.0 Example



Offer on Website - 2012 Examples



NEXT STEPS

① WHAT WE NEED FROM YOU

- Details of the offer(s) you would like to present.
- Which days/weeks/months you'd prefer your offer to be live.

② THEN WHAT HAPPENS?

- We select the best offers from those submitted and add them to our offer schedule.
- We confirm all of the finer details and Ts & Cs of your offer with you.
- We give you all the information you'll need for when your offer goes live.

DEADLINES

48 Hour City offers are scheduled on a **first in, first served** basis. We expect spaces will fill quickly, so it's best to let us know if you're planning on running an offer as soon as possible. The final date for confirming offers is 1 June 2013 but make sure you get in early to get you preferred offer time slot.

CONTACTS

Heart of the City
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IT'S A WIN / WIN / WIN SITUATION!

YOU WIN:

With more customers and great visibility through the offer promotion.

THE CITY WINS:

With more reasons for people to come in over winter.

CONSUMERS WIN:

With great deals giving them another way to enjoy the city.



HEART OF THE CITY
WWW.HOTCITY.CO.NZ

