



Central Lonsdale is FOR YOU!

Promotion of Brand Awareness of “Central Lonsdale”



WHAT IS IT?

Maxi Media has partnered with CityStudio in the fall term of 2022 to design a project on ways of promoting economic growth in Central Lonsdale and the surrounding areas through marketing communication strategies.

With the importance of community being a primary focus of this campaign we want the public, both local and visitors, to feel that Central Lonsdale is a place for them, regardless of what their independent motivation might be. Whether they are running errands, shopping, looking to eat out or spending time in a community outdoor space, Central Lonsdale is the place to do it.

The title for the campaign is “FOR YOU!” to emphasize that regardless of who you are, Central Lonsdale has something to offer. This provides the audience with an authentic impression of the work that has gone into creating the destination and builds interest prompting the consumer to interact with the brand. The title of this campaign will build a positive, personal connection with the target audience, encouraging a sense of community, a sense

WHY IS IT NEEDED?

The purpose of this campaign is to promote the brand awareness of “Central Lonsdale.” The reason why we should promote the brand awareness of Central Lonsdale is because many visitors are unaware that it is a distinct location of its own. By promoting brand awareness of Central Lonsdale through marketing communication strategies (social media, advertising, and promotional booklets), both locals and tourists will be attracted to the destination while encouraging economic growth. The increase in community involvement will encourage visitors to spend time exploring the local characteristics, such as businesses, events, and culture; Fostering a sense of community.

HOW IT WORKS:

- Use direct and indirect marketing methods to build brand awareness
- Organize art events to showcase Central Lonsdale culture and give a platform to local artists
- Create a promotional booklet in collaboration with local businesses to encourage community involvement and support
- Incorporate local culture and art into the booklet to act as a “pocket guide”

OUTCOMES

In order to understand more about the Central Lonsdale area, Maxi-Media team spent time to walk around the areas and discovered the the areas, such as local businesses, the characteristics of neighbourhood, and community, etc. Therefore, we realized that local art, which can be identify through unique parklets in Central Lonsdale, can attract more visitors. Moreover, local businesses will also be the key driver that make visitors spend time in Central Lonsdale.

From our research and exploration about Central Lonsdale, we came up with the ideas that using local art events as the key promotion to reach our target audience. In addition, cooperation with local businesses through win-win strategies, which mean local businesses can attract more customers to visit their businesses and the campaign can attract more target audience to visit or re-visit Central Lonsdale. The business in Central Lonsdale will have the opportunity to offer coupons or discounts to attendees of this event and set the timeline of when they would like the promotion for their business to be valid. Attendees who are visiting from out of town will be encouraged to either explore these businesses day-of or make a point to return at a later date, while locals may