

Make Your Christmas Magical *Canterbury's Campaign Toolkit 2023*



Canterbury's Christmas campaign is brought to you by

visit **CANTERBURY**

Whitefriars
CANTERBURY

HORNBY®

Fenwick

THE
MARLOWE

CANTERBURY
cathedral

B
THE BEANEY
HOUSE OF ART
& KNOWLEDGE

ROCKHOPPER
ROCKHOPPER

southeastern



Campaign at a Glance

- 18,000 Winter Guides
- Dedicated Christmas Homepage
- Heart FM Campaign
- Smooth FM Campaign
- DAX Digital Campaign
- 6 week Social Campaign for MyCanterbury
- 6 week Social Campaign on Visit Canterbury
- Christmas Light Parade
- Christmas Market
- 6 miles of Christmas Lights
- Poster sites at Southeastern Train Stations
- Poster sites at Canterbury Park & Ride
- Stagecoach Bus Posters (side and rears)
- Hornby Christmas Train Trail
- Christmas Window Competition
- International Influencer Visit
- Kentish Gazette and Muddy Stiletto Adverts



Get Involved

Canterbury BID and partners are investing £30,000 into this year's Christmas Campaign, including radio, bus sides, posters and more. All to encourage visitors to choose Canterbury for their Christmas destination.

The Visit Canterbury homepage is the target destination for all marketing activities and will be entirely dedicated to Christmas in Canterbury, with inspirational blogs, events and activities to tempt your customers to visit.

This toolkit has been created to help you make the most of the campaign - by getting involved you will help to make sure everyone knows that Canterbury is THE destination for Christmas.

canterbury.co.uk



“ *There's so much to do, fill your heart with glee,
make your Christmas magical in Canterbury!* ”



4 ways to join the campaign

01

DIGITAL DESIGN ASSETS

Download pngs from the Canva link above and create your own, onbrand Christmas designs.

Don't forget to use #MakeYourChristmas and #Canterbury and tag in @MyCanterbury and @VisitCanterbury

02

PHOTO LIBRARY

Browse festive images of the city from Christmases past - these are copyright free for you to use, but please credit the photographer listed.

03

WINTER GUIDE

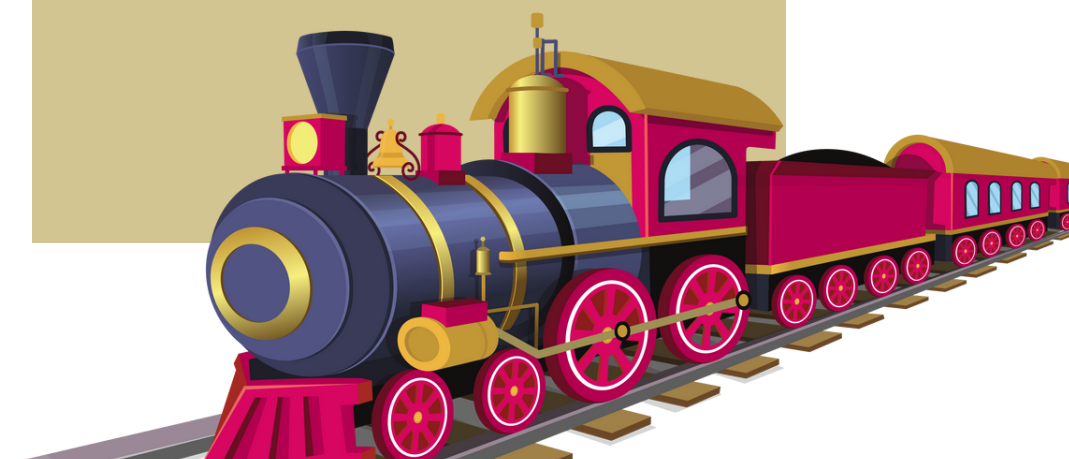
Add the guide to your website! It's stuffed full of festive ideas to keep everyone entertained and well-fed over Christmas - share the stories through ISSUU or link through to them on Visit Canterbury.

Canterbury.co.uk

04

HORNBY TRAIN TRAIL

Even if you aren't involved in the trail, you can still benefit from the campaign simply tag us into your train stories, puns or fun facts!





Campaign Checklist

- ☐ Create a Christmas website page or area including a link to canterbury.co.uk
- ☐ Place Christmas graphics on your site (flickr album available for copyright-free images)
- ☐ Share Christmas social media posts including your variation on #MakeYourChristmas
- ☐ Use campaign hashtags and tag MyCanterbury and Visit Canterbury

Tag us in!

Hashtags to use

#MakeYourChristmas

#Canterbury (and add location tag on Instagram)


Tag us in your posts

Instagram: @My_Canterbury / @Visitcanterbury

Facebook: @MyCanterbury / @VisitCanterbury

Twitter: @my_Canterbury / @VisitCanterbury

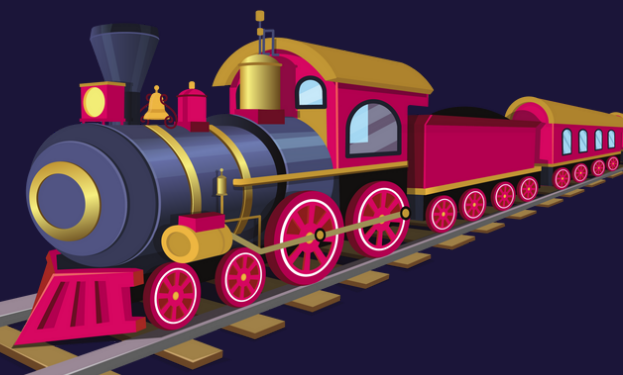
Tagging will help us to find and share your posts, and show strong and consistent messages that give people reasons to visit us!





#MakeYourChristmas (ideas)

- Take in a pantomime and #MakeYourChristmas hilarious
- Follow the Hornby Train Trail to #MakeYourChristmas an adventure
- Whatever you need to #MakeYourChristmas perfect, discover it at [your business]
- Sing carols at the Cathedral and #MakeYourChristmas unforgettable
- Build lasting memories at [your business] and #MakeYourChristmas special
- Grab a seat with Santa and #MakeYourChristmas wish
- #MakeYourChristmas dinner gourmet by visiting [your business]
- Celebrate with friends at [your business] and #MakeYourChristmas sparkle
- Be the auntie the kids love (and parents hate) by shopping at [your business] to #MakeYourChristmas memories
- Let [your business] #MakeYourChristmas sparkle in Canterbury





#MakeYourChristmas one to remember this year with our complete guide on how to visit, shop, eat, drink and be merry in #Canterbury this Christmas!

canterbury.co.uk



All aboard the Hornby Trail Trail with 38 stops to explore! #MakeYourChristmas adventure in #Canterbury. Come and visit us to collect a ticket and stamp to kick start your visit. We can't wait to see you!



Whether you're looking for big-name brands or one-of-a-kind gifts from independent stores, let Canterbury #MakeYourChristmas

canterbury.co.uk



It's pantomime season - #MakeYourChristmas one to remember at Aladdin. But why not pop in and enjoy our pre-theatre dinner menu and #supportlocal



A Christmas poem for

Canterbury

Created to be used as a
radio advert for
Heart FM & Smooth Radio

*Start your Christmas adventure in Canterbury
follow twinkling lights to a trail with Hornby.*

*Travel by Southeastern then eat and explore
Christmas markets, shops, restaurants and more.*

*Our candle-lit Cathedral is full of festive cheer
not forgetting the Panto, it's Aladdin this year.*

*There's so much to do, fill your heart with glee,
make your Christmas magical in Canterbury!*



EXPRESS NORTH POLE

Brought to you by Canterbury BID BUSINESS IMPROVEMENT DISTRICT

All aboard the Hornby® Train Trail!

18 November to 22 December 2023

Come inside and collect your
train ticket and stamp!

Collect 5 stamps to win a prize.

Find a list of the
participating
stores here:




Canterbury's Christmas campaign is brought to you by

visitCANTERBURY Whitefriars HORNBY fenwick THE MARLOWE CANTERBURY CATHEDRAL B Canterbury South Eastern

All Aboard !

Even if you aren't one of the 38 businesses hosting a Hornby Train, you can still join the fun!

If you are posting on your socials tag us in if:

- you sell train-related items (toys, jumpers, drinks...)
- you are sharing any train jokes
- you have included good train puns?
- you share any fun train facts?

Did you know?

*The Crab and Winkle Line saw the first scheduled commercial passenger service in the world!
(4 May 1930)*

*The **world's first season tickets** were issued from what is now Canterbury West station!
(25 March - 1 Nov 1834 for 2 guineas)*

Remember!

*If we all interact with the campaign - and engage
with each other on social media - it is far more likely
new audiences will find us.
#MakeYourChristmas*



If you have any questions, feedback or need any assistance at all, please contact:

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