

BEST NIGHT OUT IN KENT

19 FEB - 31 MARCH
2024

*Campaign
Guidelines*



my **Canterbury**

visit **CANTERBURY**

ARE YOU READY TO GET INVOLVED?

WE WILL BE SHOWCASING CANTERBURY'S NIGHTLIFE THROUGH REELS AND IMAGE POSTS ACROSS THE MYCANTERBURY INSTAGRAM AND FACEBOOK ACCOUNTS.

IN ORDER TO HELP MAKE THE MAGIC OF CANTERBURY'S NIGHTLIFE REALLY COME ALIVE, WE NEED YOUR HELP CAPTURING YOUR BUSINESS. SO WE HAVE PUT TOGETHER SOME GUIDELINES FOR CREATING CONTENT.

WHAT TO FILM / PHOTOGRAPH

WE ARE LOOKING FOR CLIPS THAT SHOWCASE YOUR SPACE

IDEALLY, A MINIMUM OF 6 CLIPS

HERE ARE SOME IDEAS:

- THE VIEW OF THE BUSINESS IF YOU ARE WALKING IN FROM THE STREET
- A BARTENDER MAKING DRINKS
- A COOK MAKING FOOD
- PEOPLE PLAYING CARD GAMES
- DETAILS SUCH AS TABLE DECOR
- IF YOU HAVE A FIREPLACE, FILM THE FIRE BURNING
- PEOPLE DANCING AND SINGING ALONG TO MUSIC



CREATING FILM FOOTAGE

PLEASE FILM VERTICALLY (PORTRAIT)

FEEL FREE TO TALK AND DIRECT DURING THE VIDEOS - WE WILL CUT THE SOUND & ADD MUSIC

TRY TO FIND THE BEST PHONE CAMERA TO USE AMONG YOUR TEAM

IF YOU NEED INSPO TRY GOING ONTO INSTAGRAM REELS AND SEE WHAT OTHERS IN YOUR INDUSTRY ARE DOING

TAKING PHOTOS

PLEASE TAKE YOUR PHOTOS VERTICALLY (PORTRAIT)

PLEASE REFRAIN FROM USING STOCK PHOTOGRAPHY OR GENERIC IMAGES

HERE ARE EXAMPLES OF GREAT IMAGES FOR SOCIAL MEDIA



SENDING YOUR CONTENT

THE BEST WAY TO SEND IT IS BY WETRANSFER - PLEASE SEND IT TO

MAYA.KNIERIM@CANTERBURYBID.CO.UK

CONTENT DEADLINES

- WEEK 1: LIVELY - CONTENT DUE BY 12 FEB
- WEEK 2: ROMANTIC - CONTENT DUE BY 12 FEB
- WEEK 3: CURIOUS- CONTENT DUE BY 19 FEB
- WEEK 4: ADVENTURE - CONTENT DUE BY 26 FEB
- WEEK 5: FOODIE - CONTENT DUE BY 4 MARCH
- WEEK 6: CULTURAL - CONTENT DUE BY 11 MARCH

