

NATIONAL **TOTALLY LOCALLY™** **FIVER FEST** 9TH - 23RD OCTOBER 2021

In this this folder are PDF posters to download & print for shop/business windows, also jggs of these for social media:

1. **Our £5 Special Offer Is..** For each business to list their offer(s). Print and fill-in, or use apps like Canva to edit the image.
2. **Offers Around Town Include..** (optional) If your town organiser or yourself wants to list who is taking part, or list the offers.
3. **Five Pound Message** Which looks great next to offers in windows.
4. **Shop Like Your High Street Depends On It** We might be biased but this also looks great next to the offers posters.

(Also included is a set of our 'Locally Owned' posters that match if you want to use these too!). All best at A3 but A4 works too.

What a £5 offer is:

Offers should be something with a £5 spend to tie in with the £5 message, something discounted from a usual price of at least £7/8, but the bigger the discount the better!

Fiver Fest isn't just for bricks and mortar businesses. Online-only and home and office-based businesses such as services, fitness, financial companies etc can also join in and if applicable offer introductory services to get new clients on board, or a £10 voucher for £5 etc. Make the offer for something brill, not just old stock you are trying to shift. There's lots more info on www.fiverfest.co.uk about how to run a Fiver Fest, what offers work etc.

What a £5 offer isn't!

Fiver Fest works best when offers are a £5 spend to re-enforce your town's £5 message. So please don't use discounts e.g. £5 or 5% off. It's all about getting great bargains for a fiver!

Do:

- Harness the Fiver Fest campaign to promote your business – it's designed to be a shop window for your business and community so get involved! It's all about getting locals through your doors to show them what you do & sell.
- Encourage your local community to support your shop/high street, encourage and post feedback from shoppers.
- If you have a Totally Locally social media account for your town, use it to repost or share local £5 offers. It would also be great if local businesses shared each other's offers – locals love it when businesses recommend each other!
- Be creative on social media – use images, videos, humour and personality in your posts to help more people see and engage with your Fiver Fest content. Post a lovely smiley picture of you with your offer poster and products that are included. If you're camera-shy, post a photo of just your offer and/or poster, that's fine too!

Always use the #fiverfest and #totallylocally hashtags when posting these online!



Don't:

- Post anything negative, rude or unkind about other businesses, high streets or the campaign. We know you wouldn't, but we have to say it.
- We'd also ask that you refrain from any offensive or inappropriate language or imagery when using #Fiverfest – just like your high street, keep it clean people.

Press and media

We have a standard press release to send to local newspapers/magazines/websites etc (after amending your town's details) that will help promote the initiative, benefit your business and your town: <http://bit.ly/FF2021OctPRForTowns>

If you are lucky enough to get a radio/TV interview, the press release covers the main talking points and don't forget to mention Fiver Fest is a national initiative, it even more ace when people find it's not just in their town but others across the country.

Sorry, boring but important stuff

Fiver Fest is strictly only for independent businesses (no large chains, franchises, MLMs, national charities etc), the general rule is that if someone says they have to check with head-office first, Fiver Fest is not for them! Chains and franchises often have the benefit of national marketing campaigns, we're just trying to help you little guys.

If you run a group, chamber, BID etc, note that any independent business in your town can take part in your Fiver Fest, it's not just for your members. Fiver Fest is inclusive, the more that take part, the better and if the town benefits, everyone does!

Totally Locally and Fiver Fest are trademarked so it would be very naughty to copy what we're doing here and pretend it's your idea.

The Visa logo should not be changed or altered in any way. The Visa logo should not be misinterpreted, modified or added to. Any assets with the Visa logo included cannot be altered and all assets provided are final. Also please don't remove the Totally Locally logo or the Fiver Fest web address on the posters, these are there so people can find out about the wider campaign.

If you want to have your own organisation's logo on the posters, we can add this for you but there is a small charge for this – contact us to arrange this. The only editing of posters you should be doing electronically is to add details of offers into the spaced provided, thanks muchly! If you want to create your own images you can request the fonts we use, just ask!

...that said, feel free to make your own arty interpretations of the Fiver Fest name for A-boards, noticeboards, windows and send us/tag us on social media with your fab efforts. We LOVE a creative and arty Fiver Fest display!

