OUR RECOVERY CAMPAIGN
OUR MISSION

• To instil confidence in our residents, visitors, workers and business owners, across Greater Manchester to re-engage

• Retain our position both nationally and internationally

• Compete with other UK and European cities to win business

• Seek clarity around standards and safety across sectors and help business owners to stay informed

• To help protect and support our industry through the difficult months ahead

• Bring valuable visitors back to our towns, villages and cities
IN THIS TOGETHER

Collaboration is what we do best. We are leading a collaborative approach to working in partnership to maximise all opportunities to get Greater Manchester back in business.
OUR CAMPAIGN - FIND YOUR SPACE

COFFEE AND A CATCH UP

#FindYourSpaceMCR
OUR CAMPAIGN - FIND YOUR SPACE

SPACE TO CHILL OUT

#FindYourSpaceMCR
OUR CAMPAIGN - FIND YOUR SPACE

SPACE TO SMILE
#FindYourSpaceMCR
OUR CAMPAIGN - FIND YOUR SPACE

URBAN TREASURE HUNTING

#FindYourSpaceMCR
OUR CAMPAIGN - FIND YOUR SPACE

SPACE TO RECONNECT

#FindYourSpaceMCR
FIND YOUR SPACE

Definition: ‘Find Your Space’
A wide and meaningful interpretation that speaks to our audience
Space could mean:
• Physical space, outdoors & countryside;
• Virtual space, headspace, visiting space in non traditional ways
• Space to belong, space to reconnect, space to grow
• Changed/improved space
OUR CAMPAIGN - FIND YOUR SPACE

FAMILY

WELLBEING

SELF CARE

LOVE

FRIENDSHIP

CULTURE
FIND YOUR SPACE MESSAGING

<table>
<thead>
<tr>
<th>Personality</th>
<th>Brand Values</th>
<th>Thought Leadership</th>
<th>Spirit of GM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build Back Better</td>
<td>Safer GM</td>
<td>Local</td>
<td>Transport</td>
</tr>
</tbody>
</table>

**Personality**
- Will be unique to GM, a distinct Mancunian voice, with energy and passion, with well-being and safety at its core.

**Brand Values**
- Ambitious, doing things differently, innovative, inclusion, safe, sustainable, pioneering, collaborative, Original Modern.
- Showcase innovation, new ways of doing things, inspiring and demonstrating thought leadership.

**Thought Leadership**
- Share stories about reinvention, coming together, acts of kindness and building community spirit, and a sense of pride, diversity in our DNA.

**Spirit of GM**
- A sense of change. GM has changed, it’s not business as usual, it’s a better place, we’ve changed for the better.
- Building confidence and trust in restarting the economy and social lives whilst staying safe. Evoke feelings of Safety as a priority.
- Hyper local level as a starting point to inspire rediscovery of your local neighbourhood. This means sustainability, supporting local businesses, not overwhelming any one destination.
- Articulate the transport messaging from TfGM, protect public transport. If you can walk or cycle.

**Transport**
- Articulate the transport messaging from TfGM, protect public transport. If you can walk or cycle.
FIND YOUR SPACE

- Maintain brand presence
- Reinforce our position and brand values
- Introduce new opportunities to begin exploring post lockdown
- Share quality content about Greater Manchester with a new audiences
- Inspire the public to think outside of the confines of their four walls
HYPER LOCAL

• To begin in June focus will be on GM residents getting out into their local villages, towns and city
• Re-discovering their local favourites and some new places
• Focus on safety and well being
• Socialising and shopping locally and supporting newly opened businesses
• Messages will dovetail in with TfGM
When the time is right MM will begin to engage a regional audience.

Target geography will include: Liverpool, Cheshire, Lancashire, Yorkshire & Peak District.

Work with regional transport providers, to amplify our reach.
Staycations are fundamental to the economic position of GM generating £442m on average per year.

Current expectations are that hotels will re-open in between July and September*.

Major events and cultural venues opening will have a bearing on the staycation offer.

MM is working with partners across GM and beyond to position a compelling alternative offer including urban experiences, shopping and outdoors.

Target geography will include London, Birmingham, Edinburgh, Glasgow, Cardiff.

*Subject to government guidelines.
CAMPAIGN STRANDS

FIND YOUR SPACE  SPACE TO LEARN  SPACE TO MEET

HERE FOR BUSINESS  MANCUNIAN WELCOME  MANCHESTER MISSES YOU
CONTENT & PR

- Leverage relationships with local, national and international media
- Work with local media owners to distribute content and enhance reach
- Work with local influencers to amplify message
- Work with an extensive network of national media contacts to share content
- Amplify and add value to work undertaken by members

A multi-channel campaign
Create a social media campaign

Amplify messaging using local, national and International media contacts
Use a wide range of imagery and film to create inspiring content
Establish a local media partner to champion campaign
MANCHESTER MISSES YOU

• Maintains Manchester brand presence during lockdown

• Virtual content from cultural assets from across Greater Manchester

• Enables a captive audience to access collection of partner content

• Inspires public to think outside of the confines of their four walls
MANCHESTER MISSES YOU

Our campaign results to date...

300
Social Media Posts

1.1 MILLION
Twitter

1.95 MILLION
Facebook

45,000
views

60
web articles
## OUR CAMPAIGNS, WORKING TOGETHER

<table>
<thead>
<tr>
<th>Campaign / Comms</th>
<th>Lockdown March - June</th>
<th>Release of lockdown June - September</th>
<th>Living with Covid September - March</th>
<th>Building back better (0-beyond 12month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCR Misses You (virtual)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Find Your Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space To Meet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space To Study</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Marketing Manchester Membership
Why work with us...?
Last year our Press and PR team hosted 133 media visits, briefed 177 journalists and communicated monthly with 1,400 contacts; resulting in 252 travel articles about Greater Manchester, with an estimated reach 463 million
Our year round programme of campaigns engaged with domestic and international visitors each year, who bring £9 billion into our local economy.

Last year’s campaign reach...

- UK: 37m
- India: 3.6 billion
- China: 265m
- EU: 13.8m
- USA: 235m
And our websites pushed messaging out to more than 3.7 million users. Our social channels had more than 455,000 followers with content reaching more than 20.6 million people.
# A RANGE OF MEMBERSHIP OPTIONS

<table>
<thead>
<tr>
<th>Channel</th>
<th>General £500</th>
<th>Leisure £3000</th>
<th>Partner £10,000</th>
<th>Prestige £20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured in Find Your Space paid ads</td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Social media posts</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Campaign home page feature</td>
<td></td>
<td>1 month</td>
<td>2 months</td>
<td>3 months</td>
</tr>
<tr>
<td>Campaign sub-page feature</td>
<td>1 month</td>
<td>2 months</td>
<td>3 months</td>
<td>4 months</td>
</tr>
<tr>
<td>visitmanchester.com home page feature</td>
<td>1 month</td>
<td>6 weeks</td>
<td>8 weeks</td>
<td></td>
</tr>
<tr>
<td>Mega menu feature</td>
<td></td>
<td></td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td>Newsletter feature</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Featured on our media partner channels</td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Manchester Misses You feature</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Kite mark badge (if exists/awarded/complies with regs)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Additional category specific activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractions &amp; experiences</td>
<td>Attractions and experiences will have an advanced feature in our Things To See &amp; Do guide <a href="https://www.visitmanchester.com/things-to-see-and-do">https://www.visitmanchester.com/things-to-see-and-do</a> which receives 140,000 visitors a month**</td>
</tr>
<tr>
<td>Retail</td>
<td>Retail partners will have an advanced feature in our Shopping guide <a href="https://www.visitmanchester.com/shopping">https://www.visitmanchester.com/shopping</a> which receives 30,000 visitors a month**</td>
</tr>
<tr>
<td>Sports</td>
<td>Sport partners will have an advanced feature in our Sport guide <a href="https://www.visitmanchester.com/whats-on/events/sport-events">https://www.visitmanchester.com/whats-on/events/sport-events</a> which receives 12,000 visitors a month**</td>
</tr>
<tr>
<td>F&amp;B</td>
<td>F&amp;B partners will have an advanced feature in our Food &amp; Drink guide <a href="https://www.visitmanchester.com/food-and-drink">https://www.visitmanchester.com/food-and-drink</a> which receives 20,000 visitors a month**</td>
</tr>
<tr>
<td>Accommodation</td>
<td>Accommodation partners will have an advanced feature in our Where To Stay guide <a href="https://www.visitmanchester.com/where-to-stay">https://www.visitmanchester.com/where-to-stay</a> which receives 15,000 visitors a month**</td>
</tr>
</tbody>
</table>
| Transport                             | Transport partners will benefit from geo-targeted ad campaigns relevant to their market*  
  If relevant we will include a booking widget link on the partner page.  
  Transport partners will have an advanced feature in our transport guide [https://www.visitmanchester.com/visitor-information/travel-information](https://www.visitmanchester.com/visitor-information/travel-information) which receives 16,000 visitors a month** |
OUR CHANNELS

Campaign page
Twitter
Article
eNewsletter
Home page
Facebook
Mega Menu
Page feature
## OUR REACH

<table>
<thead>
<tr>
<th>Category</th>
<th>Social media reach</th>
<th>Find Your Space website impressions</th>
<th>ENewsletters reach</th>
<th>Paid media impressions</th>
<th>MCR Misses You website impressions</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige</td>
<td>1,720,000</td>
<td>250,000</td>
<td>30,000</td>
<td>1,000,000</td>
<td>72,000</td>
<td>3,072,000</td>
</tr>
<tr>
<td>Partner</td>
<td>1,290,000</td>
<td>187,500</td>
<td>20,000</td>
<td>72,000</td>
<td>1,569,500</td>
<td></td>
</tr>
<tr>
<td>Leisure</td>
<td>860,000</td>
<td>125,000</td>
<td>10,000</td>
<td>72,000</td>
<td>1,067,000</td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>430,000</td>
<td>62,500</td>
<td></td>
<td>72,000</td>
<td>564,500</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**: 5,269,500