

NOTES FROM HOME AND LIVING CAMPAIGN MEETING**TUESDAY 21ST NOVEMBER, 10AM – 11AM****NOTTINGHAM BID OFFICE, CUMBERLAND HOUSE, 35 PARK ROW, NOTTINGHAM, NG1 6EE****Attendees:**

Jerry Krawczyk – Castle Sound and Vision
Kathryn Neilson-Davis – House of Fraser
Kelly Furnell – House of Fraser
James Cordin – John Lewis
Annie Garnham – Nottingham BID
Dianne Allen – Gemini PR Marketing

Apologies:

Naomi Hartley – Marks and Spencer
Jurek Mucha – Superfi

Format of the Campaign

At the meeting ideas were discussed and it was agreed that, as the budget for this campaign isn't large, one of the following two options should be taken:

Option One: Event

- Taking place on Saturday 31st March, using vacant units or areas with high footfall to create one, possibly more, home style set ups (home pods) which will feature a rotation of retailer products.
- Have a live presenter during the day talking through the styling and directing people to the retailers.
- Link in to living aspect with experiences such as beauty treatments and a blow dry bar.
- Issues faced here are the high cost of setting this up and making it look professional as well as issues moving furniture.

Option Two: Targeted Advertising

- Use the budget to instead produce a high quality guide to home and living in the city, like the Christmas magazine.
- Spend the budget on specific geo-targeting online to market to generate online reads of the magazine, as well as purchasing relevant data.
- Issues faced here are the potential for awareness to convert into online sales, although this can be rectified using in store offers, as well as the cost of a printed brochure.

Both options will incorporate the following:

- Content takeover on the It's in Nottingham website, social media and emails.
- Promotion of business events taking place as part of the campaign, including a leaflet similar to that given out at the Home Show.
- Advertising campaign utilising new relevant free channels such as Pinterest as well as glossy print media such as Exclusive magazine.
- Parking offers and promotions, ideally parking reimbursed with a minimum spend.

Actions:

- Annie to investigate possible locations for the home pods.
- Annie to get quotes for creating home pods and installing furniture.
- Annie to get quotes for designing homewares brochure and online version.
- Annie to get costs and proposal for online geo-targeted advertising.
- Annie to respond to group about two options for decision in two weeks time.
- James to send Annie presenter contacts.