



SHOP LOCAL CAMPAIGN

STEP UP
for local.

PREPARED BY

Cape Breton Regional Chamber of Commerce

GOAL

Create a six week campaign to encourage residents of the Cape Breton Regional Municipality (CBRM) to “Step Up For Local” by shopping, eating, giving and celebrating local! The campaign included a mix of traditional, earned, social, influencer and gorilla marketing. Beyond encouraging spending within the CBRM, a secondary goal is to elevate voices within the CBRM’s business community, particularly Chamber Members.

CAMPAIGN CONCEPT

Simultaneously thank essential workers for “stepping up” during the pandemic, while encouraging residents of the CBRM to “Step Up for Local” by shopping, eating, giving and celebrating local! This is a light-hearted and fun campaign with an intention to create hype about local businesses while demonstrating how easy, important and rewarding it is to “Step Up for Local.”

Step 1:	Ask the community/Chamber members: What businesses/organizations were essential to you during the pandemic?
Step 2:	Surprise essential business/organizations throughout the CBRM to thank them for “stepping up” throughout the pandemic. Workers will get to visit the custom Step Up truck and vending machine to pick a gift card for a local business.
Step 3:	Go shopping with select gift card recipients to demonstrate how easy it is to Shop, Eat, Give and Celebrate local!
Step 4:	Ask residents to Step Up for Local through video, social media, traditional media and billboards. Tool kits with digital and physical assets will help local businesses get involved and further promote this campaign.
Step 5:	Get shoppers to step up... literally! The Step Up stairs will visit local businesses, giving customers the chance to grab a photo and post online for a chance to win a visit to the Step Up vending machine.
Step 6:	Celebrate our community for shopping, eating, giving and celebrating local with a final wrap up at the Step Up vending machine for social media contest winners.

\$18,000 in Gift Cards for Essential Workers.
More than 100 Participating Businesses.

One BIG Message: **Step Up for Local.**

"The past 20 months have been tough. We wanted to kick off the season of giving by celebrating those who have been essential throughout the pandemic, and show our community how easy, rewarding and important it is to support local businesses by shopping local."

- Kathleen Yurchesyn, Cape Breton Regional Chamber of Commerce CEO



The Chamber team drove the Step Up for Local van throughout the CBRM, visited dozens of local organizations - from healthcare providers, to grocery stores, gas stations, and more - and distributed gift cards through a one-of-a-kind, custom vending machine. At the same time, they delivered one big message: **Step Up for Local.**



\$18,000 in gift cards was given to 325 essential workers who were invited to 'Step Up' to the custom vending machine from Cape Breton Beverages to receive a gift card.

The Chamber used a grant to implement a shop local initiative supported by the Government of Canada to purchase \$10,000 in gift cards from local businesses. Most businesses provided additional gift cards to double the campaign's reach and thank more people.



Professional Crowd Ignitor, Cameron Hughes, brought big excitement at each of our stops!



Thanks to Colbourne Auto Group for lending their Colbourne Cares van to this initiative! And Brillun Construction for building our steps!



MESSAGING

The messaging for this campaign is very simple and direct. It's a clear call-to-action that has already been repeated throughout this pandemic and is, therefore, recognized. The challenge, as we saw it, is to support the messaging with compelling visuals to show residents of the CBRM how easy, important and rewarding it is to "Step Up for Local."

CAMPAIGN ELEMENTS

The one-of-a-kind vending machine, truck and gift cards were the the driver of the campaign. It's the component that will/and have gotten people talking and sharing. All elements of the campaign were branded with the campaign theme. The gift cards were hidden in custom packaging, making it a surprise to recipients when they get theirs from the Step Up vending machine.



NEWSPAPER

We worked with Saltwire and the local team at the Cape Breton Post to implement a four-week long ad campaign. They matched our ad buy which allowed us to have four full-page, coloured ads each Saturday for four weeks. These ads focused on shop local messaging, but also allowed us to highlight our essential worker/gift card campaign, as well as re-enforce the impact of shopping local. Additionally, we ran 12, 1/4 front-page, full-colour banner ads. Each of the 12 banner ads featured a different local business owner (and Chamber Member), along with a quote from them that shared their perspective on the importance of shopping local. See examples of some of the creatives below.



Shop. Eat. Give. Celebrate

LOCAL

It takes **YOU** to Start the Trend.

Shopping local has a **HUGE** impact on our local communities. This holiday season, support the more than 3,000 businesses throughout the Cape Breton Regional Municipality by shopping, eating, giving and celebrating local.

When You Step Up for Local:



Port City Grocery

Less money leaves our community.

45¢ of every dollar spent at a locally owned business stays in the local economy vs. 14 cents spent at large chains.



Colbourne Auto

Local businesses pay it forward.

Not only are local businesses **more likely to help** one another, they also contribute **2.5X MORE** to local charities than non-local owners.



Cape Breton Centre For Craft and Design

It supports our infrastructure.

\$ Money spent locally creates tax revenue to fund healthcare, education, safer communities, streets, and sidewalks.



On Paper Books

Creates more jobs, here at home.

Small businesses employ the **largest workforce base in the country**, employing **70% of all Canadians.**



SHOP. EAT. GIVE. CELEBRATE LOCAL.

 Win a Visit to the Step Up For Local Van & Vending Machine! Details at cbregionalchamber.ca

STEP UP for local.

CAPE BRETON REGIONAL **CHAMBER** OF COMMERCE



Tis' the Season to Shop

LOCAL

Hey Cape Breton, now is your time to Step Up for Local!

With the holidays among us and shopping season in full swing, have you thought about how your purchases impact our local communities?

With every purchase you make from a local business, you're helping to grow our economy, create jobs and improve the quality of life here at home.

Shop. Eat. Give. Celebrate Local.

This holiday season and all year long!



Fa La La La La La La La La

LOCAL

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Shop | Eat | Give | Celebrate Local

www.cbregionalchamber.ca



"We have so much power to change our world simply by being mindful and intentional of where and what we buy. This simple intention creates jobs, nurtures entrepreneurship, and - purchase by purchase - makes where we live a better place"

- **Meghan Finney**, Owner/Operator,
La Quaintrelle Boutique & Emporium

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"BGC Cape Breton/ Whitney Pier Youth Club receives over 95% of our donations from small, local business owners and individuals. By shopping local and supporting local charities you're providing opportunities to youth in our community, and opportunity changes everything."

- **Chester Borden**,
Executive Director, BGC Cape Breton

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"From the beginning, the community of Cape Breton has welcomed our family with open arms and we're proud to call this Island home. Thank you for supporting us throughout the past five years, and remember... Mian's will always be "spice, your choice!"

- **Athar Ahmed**, Owner, *Mian's Restaurant*

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"By shopping locally, you are directly contributing to our local economy and that money is going back into the community. We're passionate about what we are doing here and have a vested interest in providing a high-quality one-of-a-kind Cape Breton made product."

- **Tyler MacIntyre & Anna McPherson**,
Owners, Cape Breton Beard Factory

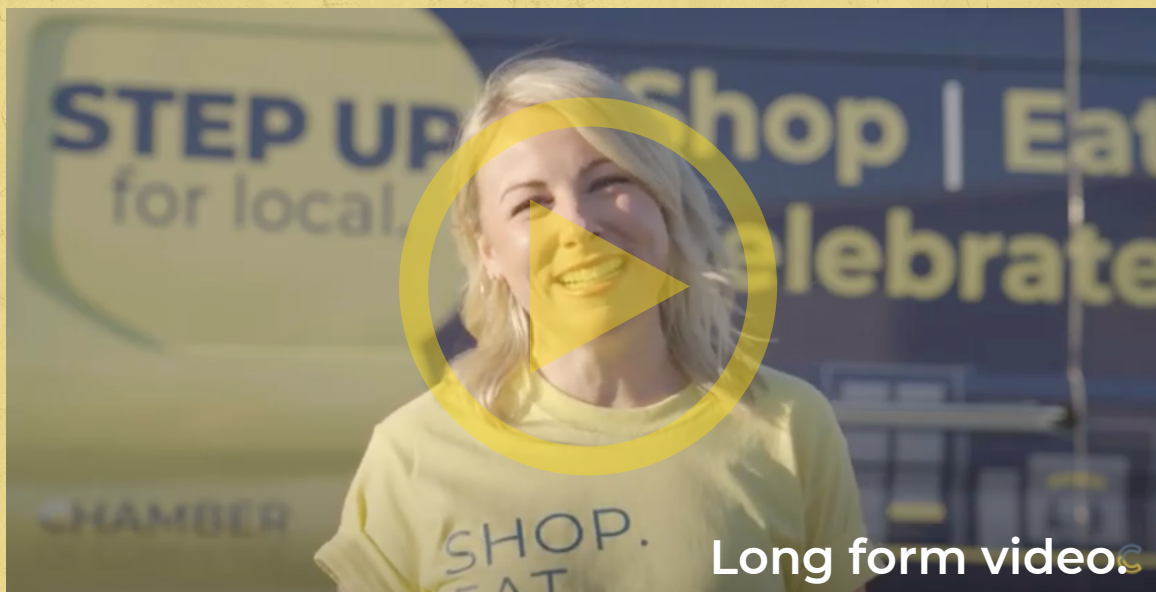
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CAMPAIGN VIDEO

The campaign video was a critical element to this entire campaign. It's the piece that connects all of the dots and ultimately drives the hype to "Step Up for Local." The concept for the video was to give a behind-the-scenes glimpse of the campaign development and execution, while capturing the excitement of those who are chosen to receive gift cards to local businesses. An upbeat and positive video, leaving viewers feeling optimistic about the business community in the CBRM and showing them how easy, important and rewarding it is to shop, eat, give and celebrate local! For media, we purchased a four-week long campaign with CTV-Bell Media. Our 30-second commercial ran every day for four weeks on CTV during the evening news and evening programming from 7-11pm.





RADIO ADVERTISING

A mix of radio ads and “jock talk” on local radio have been important to promote the campaign, with key messaging remaining consistent. We developed an ad series that ran on three networks: MBS, Stingray and The Coast. We had five different ads in rotation and our very own jingle at the end sung by our talented co-op student, Michaela. One of the four ads is read by Chamber CEO and has general campaign messaging to Step Up for Local and to shop, eat, give and celebrate local.

The other four ads are the voices of 15 different local entrepreneurs in our business community - each talking about how easy, important and rewarding it is to shop, eat, give and celebrate local. [Listen to them here!](#)

BILLBOARD AND RESTAURANTS

We purchased 6 weeks of billboards from 902 Sign Group, a local company here in the CBRM. Our billboards display in three locations: Sydney, Glace Bay and North Sydney, with 1440 daily impressions! There are four different messages on rotation throughout the campaign. Additionally, all restaurants received table toppers with shop local messaging that they could display on tables and at cash. More than 20 restaurants participated.



SOCIAL MEDIA CONTEST

We worked with Stingray to do a geo-targeted digital ad buy with display ads and the campaign video to push the shop local messaging and to encourage participation in our social media contest. On Facebook, we launched a "like and share" contest which asks users to like the Chamber page and share the video for a chance to win a trip to the shop local van and vending machine.

On December 20, 2021, the Chamber invited more than 50 community members who entered the contest to join us with campaign partner, Colbourne Auto, to Step Up For Local and get a gift card from the one-of-a-kind vending machine!



We already gave away more than **\$18,000** in gift cards to local businesses!

Want to win one?
CLICK HERE!

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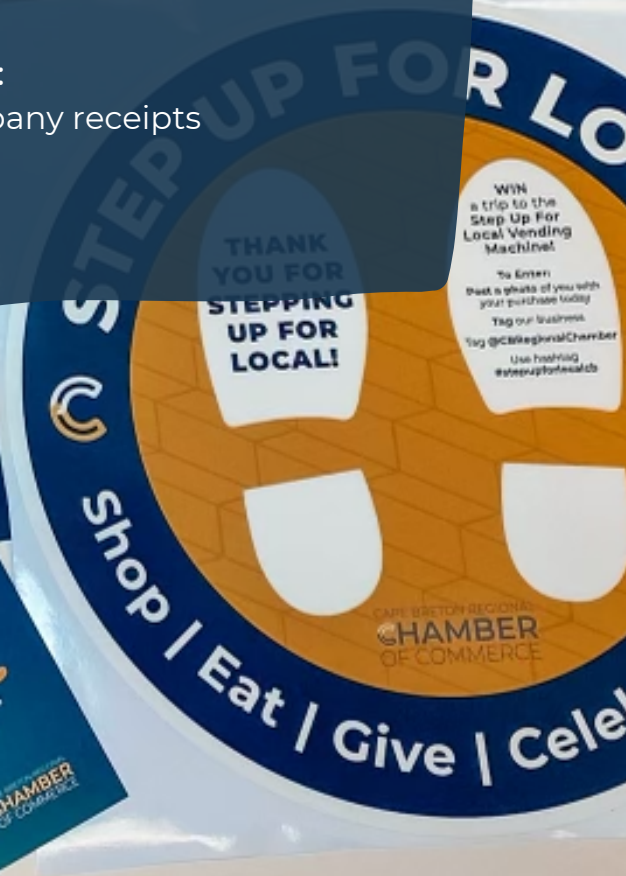
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SHOP LOCAL PROMO KITS FOR BUSINESSES

To thank our members for everything they did for our community throughout the years, we gave out more than 40 complimentary, custom made Step Up For Local promotional item packages to use within their business and to help us push the Step Up for Local messaging throughout our community!

Each package included:

- 25 postcards to leave in shopping bags/accompany receipts
- 10 Custom designed canvas tote bags
- 2 floor decals
- 1 window cling



A woman wearing a face mask is inside the back of a white van, handing a yellow box to a man outside. The man is also wearing a face mask and a yellow shirt. The van's interior has shelves with various items, including boxes labeled 'UP' and a 'pepsi' logo. The van's exterior has a large 'BVE' logo. The background is a dark, overcast sky.

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