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BIA Name:

Downtown Victoria Business Association

Q2

Contact:

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Q4

Project Title:

SAVE the SALES

Q5

Category:

Marketing

Q6

Project Description:

In 2020, retail sales were expected to decline slightly, then COVID-19 arrived. As a result sales are way down, and vital income from tourism is expected to be at an all-time low in downtown Victoria. To help show support for local businesses, the Downtown Victoria Business Association launched the SAVE the SALES virtual telethon and promotional campaign to help raise awareness and encourage local Victoria residents to shop confidently and safely. For SAVE the SALES, the DVBA goes old school, revisiting a time when ordering online and overnight shipping wasn't an option and people had to visit stores in person (gasp!). What else comes to mind from the 80's? The aesthetics, the theme songs, the outfits, and of course, the annual telethons! A lot may have changed since the 80's, but the value and impact of community support is still going strong. The SAVE the SALES virtual telethon invites local shoppers to register their purchases from Downtown Victoria businesses as a "pledge" on our online Support-O-Meter at www.SavetheSales.ca. Each week, one entrant will win the value of their purchases – up to $100. Plus, all pledges will be entered to win a grand prize of $5,000! The more businesses you support and the more "pledges" submitted to the Support-O-Meter, the more chances you get to win the weekly prize or grand prize. Plus, no purchase is too small! Accompanying the Support-O-Meter, in true 80's fashion, is an actual half-hour SAVE the SALES Telethon which aired at 6:00 PM on August 22 on CHEK TV and streamed online on CHEK's Facebook page. Hosted by true 80's heart-throbs Ed Bain and Jeff King, viewers can enjoy some AWESOME 80's themed entertainment, STELLAR local business features and OUTRAGEOUS guest stars all working together to help SAVE the SALES in downtown Victoria.

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Audience:

PRIMARY AUDIENCE - Sooke to Sidney: As downtown Victoria's business improvement association, our target audience encompasses people throughout the Greater Victoria region.

SECONDARY AUDIENCE - Downtown business owners: As our members, downtown business owners are our secondary audience because we need these people to witness the marketing activities we are implementing on their behalf.

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Implementation:

In implementing this campaign, the DVBA created eight short 80s-style videos to share and promote on Instagram, Facebook, and YouTube. There was a 30 second commercial playing on CHEK TV, as well as on cheknews.ca. Five full-page ads were placed in the local paper – the Times Colonist in August. Six bus shelter ads were placed around greater Victoria promoting the campaign. Radio ads were created and played on two local stations – the Zone and the Q. Digital ads were placed on CTV News Vancouver Island's website. Posters and bookmarks were printed and disseminated to member businesses. The half hour telethon aired on CHEK TV and streamed on their Facebook page.

Watch the promotional videos on our YouTube playlist: https://www.youtube.com/playlist?list=PLUkjcLA2izb_Hqgoa0vnBIBM2odPNEFPo

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Results:

The campaign will end on September 30th, with the final prize winner's announcement. As of this submission, over $230,000 in downtown purchases are tracked on savethesales.ca. The telethon had over 13,000 viewers on TV and over 14,000 on Facebook.

Watch the full telethon here: https://youtu.be/ob6FCQTF2I0

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Cost:

The SAVE the SALES campaign will total roughly $83,000