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Q1

BIA Name:

Downtown New West BIA

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Q4

Project Title:

#togethernewwest campaign

Q5

Category:

**Marketing,
Placemaking**

Q6**Project Description:**

The #togethernewwest campaign was developed to emphasize our togetherness, supporting our members through reopening and recovery, and by bringing sparks of joy to our community.

Elements of the campaign include: digital and print advertising including video profiles of business owners; vinyl stickers installed in over 200 shop windows and all over the sidewalks of Downtown New West with inspiring messages of hope; and we commissioned the "We Are One" mural, thanking front line workers and pushing the message that we are all in this #togethernewwest

Q7**Audience:**

The New Westminster community, we targeted local with our digital and print campaign, and with our visual sparks of joy throughout our neighbourhood (vinyl stickers + mural). We are pushing the "shop local" message hard, encouraging locals to get to know and support neighbourhood shops & restaurants.

Q8**Implementation:**

Digital/Print campaign started in May and is ongoing: social media promotion; individual video profiles of business owners introducing themselves, explaining how they are keeping customers safe and how customers can support them; print ads feature business owner portraits, again putting faces to the businesses to encourage support.

The "We Are One" mural was completed in June by a New West company MD Murals. We gained permission from a member property owner to install it on an 80 metre fence surrounding an empty lot, we anticipate it will last about 3 years when the property will be redeveloped. There are 3 sides depicting 3 messages: Our World, Our Home (how the world is all in this together) featuring world monuments, a big Thank You to frontline workers featuring hundreds of hearts, and #togethernewwest, how our community can rely on and support each other featuring our beautiful skyline.

We contracted BIA members to design, produce and install the vinyl stickers displaying messages of hope like "This too shall pass" and "You are not alone" along with the #togethernewwest campaign branding, these were installed in July and should last through the Fall.

Q9**Results:**

The mural gained lots of local love on social media and even some great media attention:

<https://www.citynews1130.com/video/2020/06/23/80-metre-long-mural-brightens-new-westminster/>

<https://dailyhive.com/vancouver/new-westminster-we-are-one-mural>

The vinyls have been very well received, helping to brand our neighbourhood shops & restaurants, reducing graffiti and supporting the #togethernewwest message. So well received that we are still getting requests for more so may need to consider a second run.

We have reached 50,000 local residents with our digital campaign, and have been running bi-weekly half page ads in our local newspaper.

Video profiles can be found here: <https://youtu.be/C2UmPznK9A>

See page 25 for a sample of our print ads:

<https://issuu.com/royal-city-record/docs/nwrthr20200723>

Q10**Cost:**

Total cost so far is \$21,500. The City of New Westminster provided \$10,000 in grant funding towards this campaign (we convinced them to allow a reallocation of grant funding previously awarded for a different project).
