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BIA Name:

Robson Street Business Association

Q2

Contact:

Teri Smith

Q3

Email:

teri@robsonstreet.ca

Q4

Project Title:

COVID Sidewalk Decals

Q5

Category:

Marketing,

Placemaking

Q6

Project Description:

We worked with local artist, Ciele Beau, to create four colourful, cheeky and memorable sidewalk decal designs to share important COVID related messaging with our visitors in a fun, relatable and effective way, such as hand-washing, physical distancing and wearing a mask. They were installed on the four corners of all of our intersections, which are highly visible areas.

Q7

Audience:

This campaign was directed at all of our visitors #onRobson and potential visitors through social media sharing.

Q8

Implementation:

We worked with a local artist to develop appropriate messaging and corresponding illustrations, as well as our local print shop to select a long-lasting material to ensure the decals lasted for the summer and chose high traffic areas for installation. In total, 12 decals were installed on each corner of our 4 intersections.

The following messages were used:
1. Peace, Love & 2 Metres Apart
2. Hey Gorgeous, Love Your Mask
3. Looking Good, You Hand-Washing Maven
4. Welcoming You Back With Air Hugs

Q9

Results:

The decals were well-received and were shared frequently by our visitors on social media. CBC Vancouver even came down to do a story about them and the artist behind the designs.

Additionally, we also had several BIAs from various parts of BC contact us about the decals and specific information for how they could replicate this project in their own BIA districts.

Q10

Cost:

$3000