



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

For the attention of:
All Swansea Market Traders

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Dyddiad:*

Delivered by hand

Dear Market Traders

RE: UPDATE ON MARKETING ACTIVITY & NEW ADVERTISING OPPORTUNITIES

I'd like to update you on some of the recent Swansea Market marketing activity and let you know about some new advertising opportunities.

****NEW** Swansea Market Brochure**

Our Swansea Market brochure has been refreshed with a revived look and feel and a new illustration celebrating the new market roof. This brochure will be updated seasonally and located within the Market entrances. It will also be distributed at events and a revised version will be produced for the Student Freshers Campaign which will take place again this September.

If you would like a stock of brochures for your own stall or promotional activity, please let me know.

****NEW** Market Maps**

At each Market entrance, we have illuminated maps to help shoppers locate stalls. These provide a point of reference, but are not very flexible and are expensive to update and re-print. To make the maps more accessible to shoppers and enable them to use it to guide them around the Market, a large pad of 'tear off' market maps will be sited on the walls within the entrances. There is also opportunity for traders to advertise on these maps.

This is a great way to advertise your stall, but unfortunately the number of advertising spaces is limited to 13 for this print run (2,000). Given this, a nominal fee will be charged per advertisement for the first 13 traders wishing to take up this offer. The spaces are as follows:

Qty 9: 75mm x 75mm (£25)

Qty 4: 150mm x 75m (£30)

It is envisaged that the maps will be reprinted every 3 months, which also enables us to ensure it is up to date with more recent market stall changes. If you would like to advertise your stall, please contact me by Wednesday 5th August.

Student Freshers Campaign

This September, we'll be back on campus at Swansea University and the University of Wales Trinity St David to promote Swansea Market. I have a number of Student Discounts which traders have previously advised me of, which we will continue to promote. However, if you would like to change your offer or you would like to offer a student discount for the first time please contact me. If you have any stall specific ideas for targeting students and you would like help promoting this or if you would like to support the student campaign in any other way, please let me know.

Full campaign details will follow in due course.

Brochure Distribution

For the start of the summer season, 10,000 Swansea Market brochures were distributed throughout hotels, guesthouses, holiday parks, restaurants etc in the Swansea area. A new distribution at targeted outlets will take place in Autumn.

'We Love Swansea Market' Radio Campaign

From 22 July to 22 August, tune in to Nation Radio and see how many traders you can hear telling listeners why they love Swansea Market. UBeautyU, Donut Den, Habiknit, Tom Whitehouse to name but a few feature on the advertisements which are running over the next 4 weeks. If you'd like to take part in future campaigns, please just let me know.

Digital Audio Exchange (DAX) Campaign

In April, we trialled a new advertising channel through the 'This is Global' media group where we targeted 16-24 year olds in the Swansea and Neath Port Talbot area listening to digital music streaming stations such as Spotify and Deezer.

From 22 April to 22 June, our Swansea Market advertisement was played 103,433 times to 24,276 unique listeners. These listeners would have heard the ad an average of 4.2 times. The listen through rate was 98.7% which meant that nearly all the ads were heard the full way through and were not skipped.

This is a great result and we will be building upon it with a new advertising campaign to coincide with the Student Freshers activity.

Kidscene

Over the last few months, we have been advertising in Kidscene Magazine. Produced once every 2 months, 20,000 copies are delivered directly into every primary school in Swansea as well as primary schools in Neath, Port Talbot and Carmarthenshire. It is also distributed into every Leisure Centre, library, soft play centre and family friendly café. It's a great way to target a younger demographic and 'competition' spots means that specific stalls have the opportunity to engage with this audience. If you would like to offer a prize to use in a competition in the next edition, please let me know by Wednesday 5 August.

Group Travel Advertising

Further to my letter dated 16 July, I've had a number of traders wishing to offer 'Daytripper Discounts' as an incentive to use in our Group Travel campaign launching this September, which is fantastic! If anyone else would like to offer a discount for these daytrippers, please let me know urgently.

Additionally, please bear in mind that we have an active Facebook page and Twitter account which can be used to help with your advertising – whether you have something new in stock, a great offer, a new member of staff or any kind of occasion that you'd like to share, we can promote it and potentially reach thousands of people. Photos are fantastic for social media, so if you have something you would like to share to help you promote your business, please send me the photos and details!

I look forward to hearing from you.

Yours sincerely

Sarah Lawton
Project Officer – Swansea Market

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