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Glasgow Life Destination Marketing

City Restart Campaign

Campaign overview

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The '**Love Glasgow**' city restart campaign will launch on 26 April, targeting the local market and day trippers in the first phase of activity. An integrated media plan will promote the campaign across TV, radio, social media, outdoor and local press. The campaign will support the following aims:

- To promote Glasgow's reopening to locals and day trippers and position the city as ready to welcome visitors again
- To make Glasgow city centre an attractive proposition for a day out
- To give people a sense of positivity and reassurance that returning to the city is a safe and enjoyable experience
- To support recovery of the city's tourism industry from impacts of COVID-19

See the '**Getting involved**' section for ideas and information on how to participate in the campaign.

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Campaign creative

Campaign creative

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Love Glasgow.♥



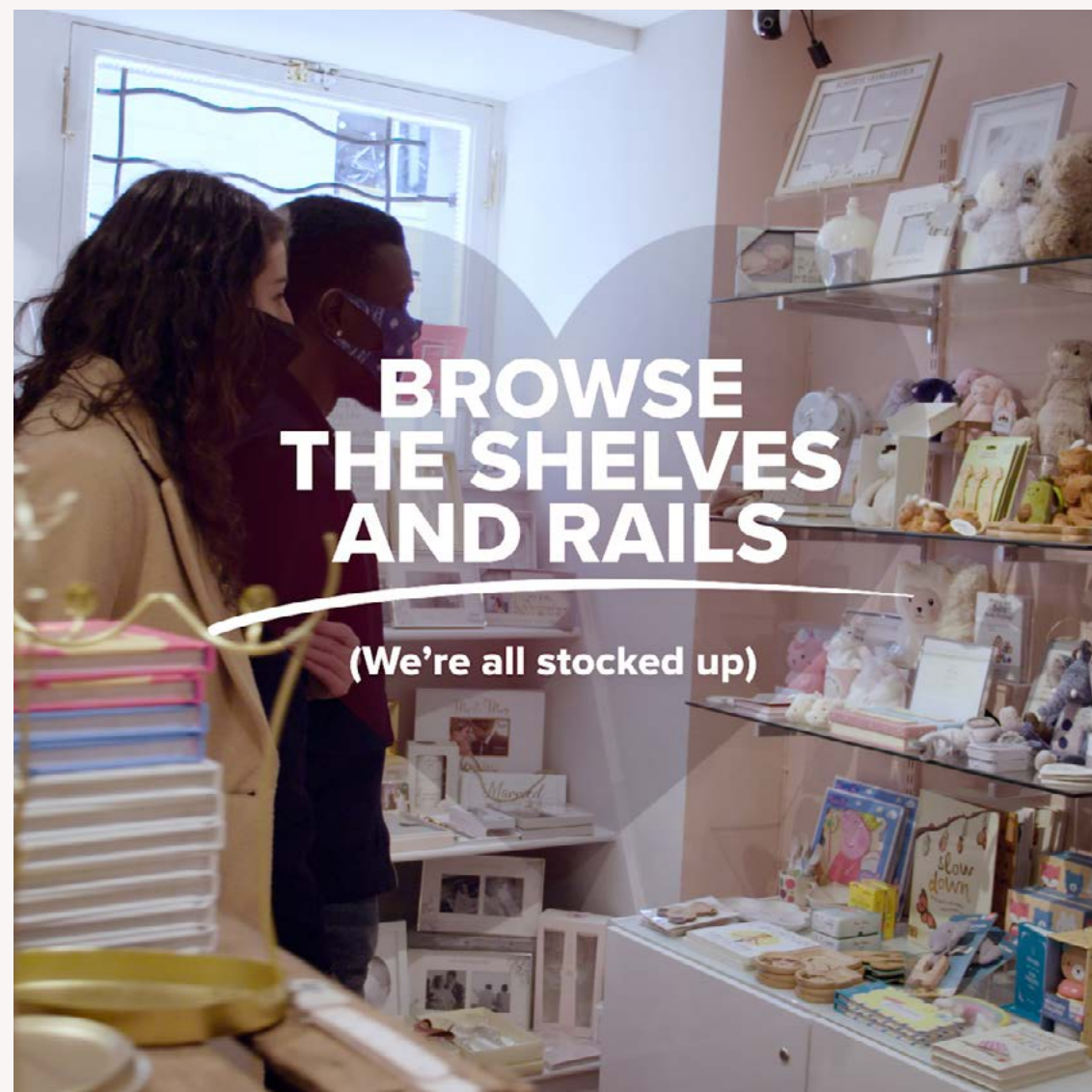
**A caring sign off and a call to action
to support the city.**

Glasgow will act like the old friend who locals and visitors have not seen in a long time.

To do this we will send out affectionate messages to the people of the Glasgow, showcasing what they have missed and what has now reopened, with love from the city.

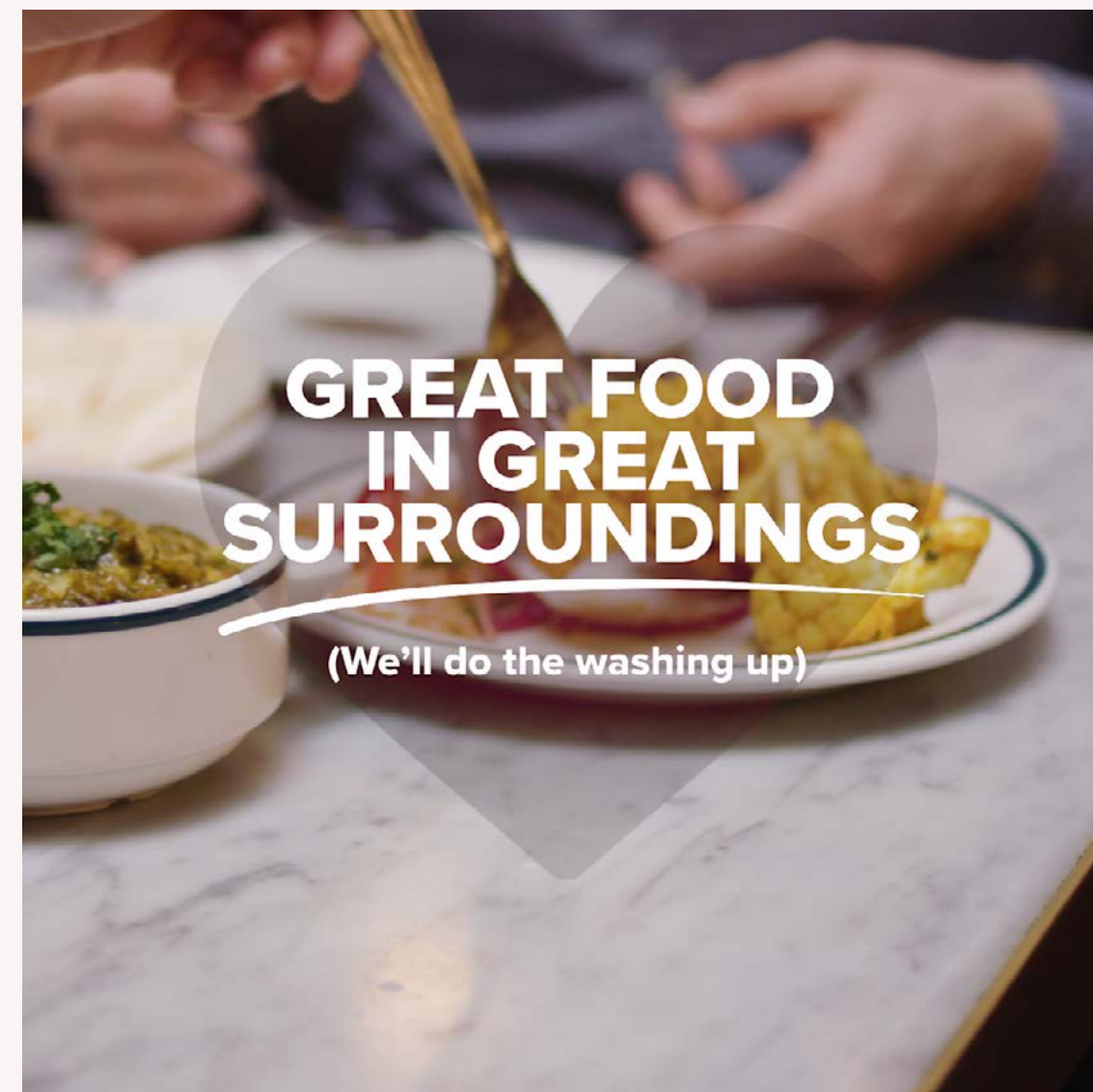
Sector content

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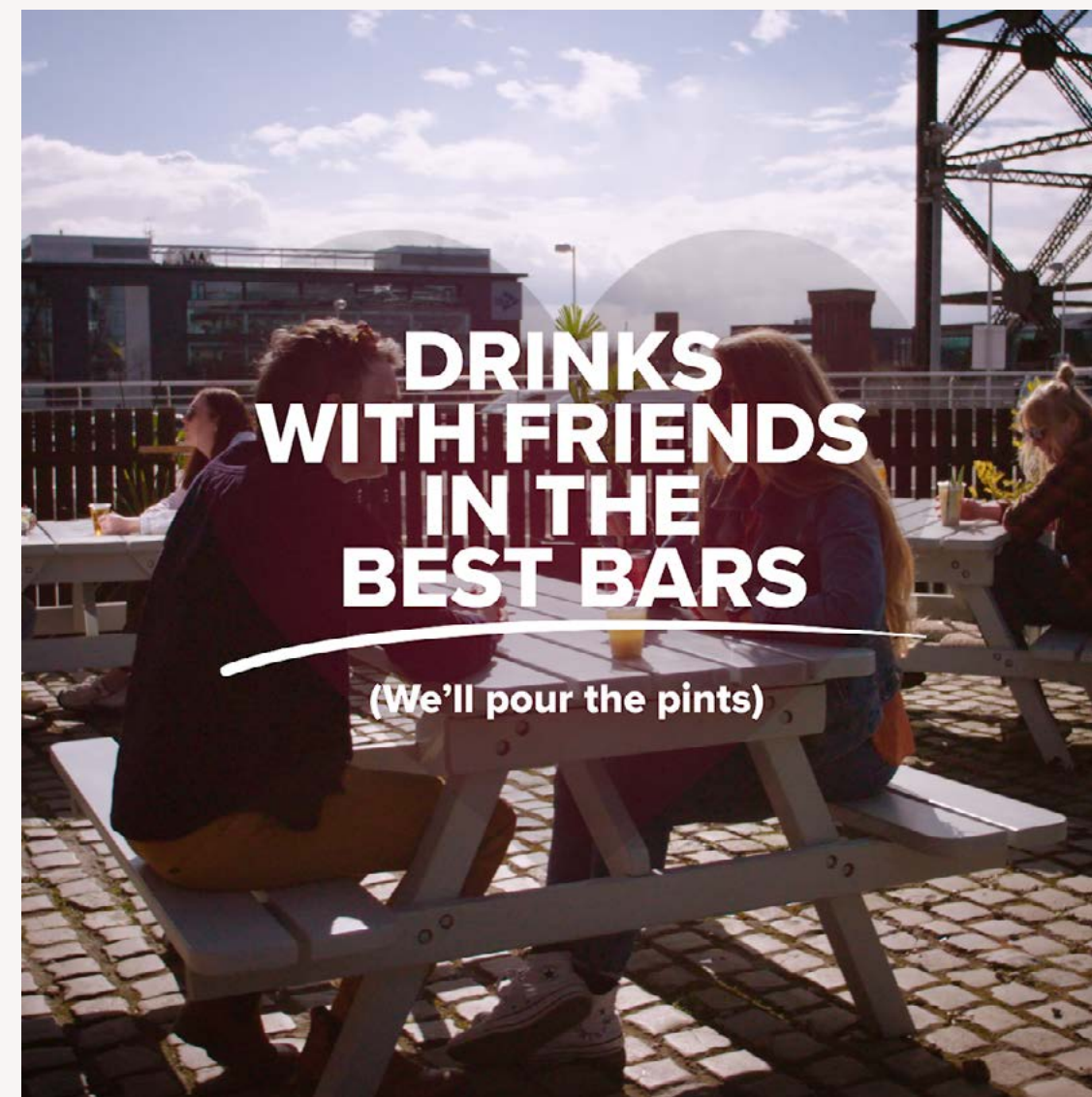
**BROWSE
THE SHELVES
AND RAILS**

(We're all stocked up)



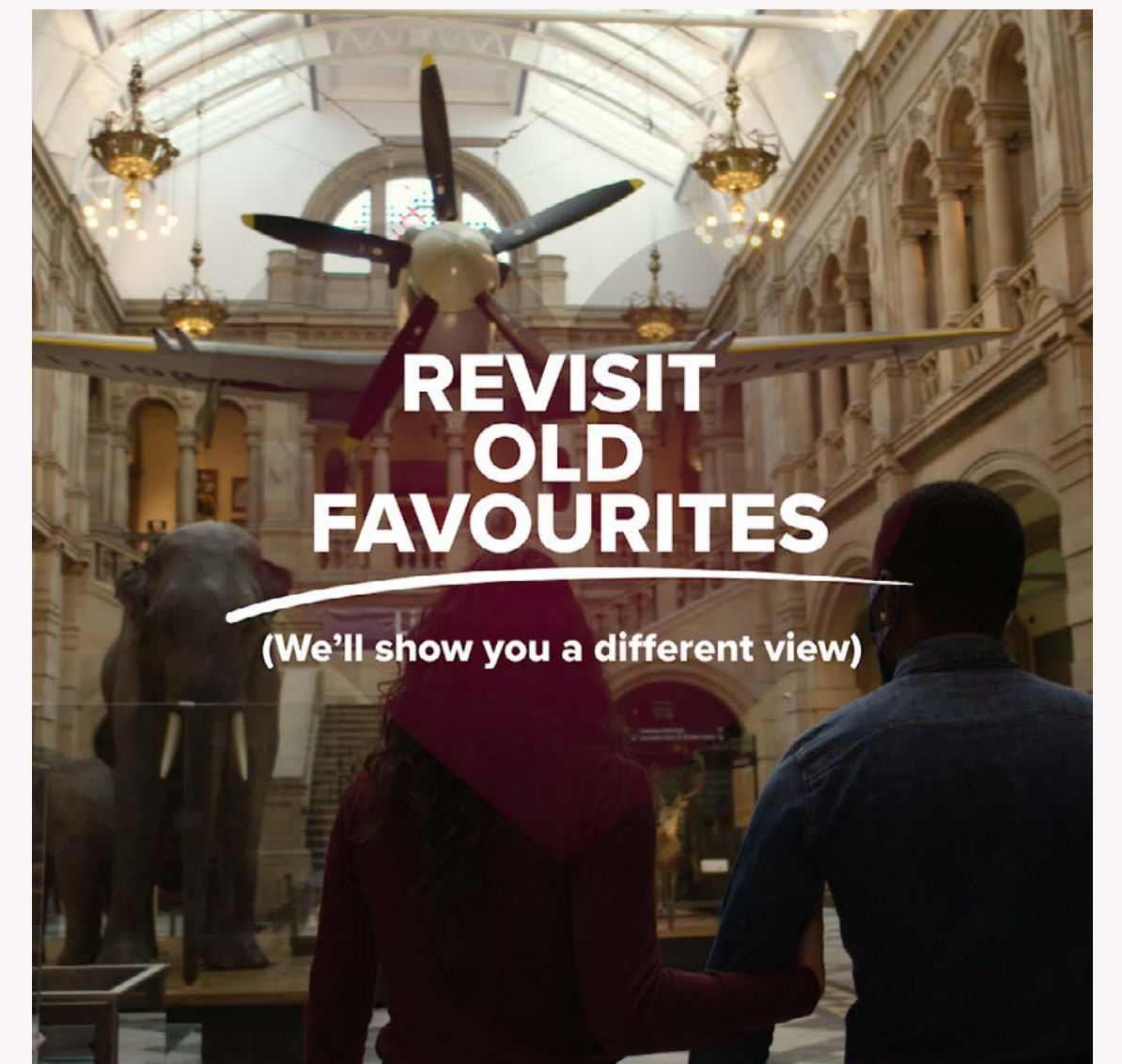
**GREAT FOOD
IN GREAT
SURROUNDINGS**

(We'll do the washing up)



**DRINKS
WITH FRIENDS
IN THE
BEST BARS**

(We'll pour the pints)



**REVISIT
OLD
FAVOURITES**

(We'll show you a different view)

Call to action

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**Get back into
the heart of it all...**

Love Glasgow.

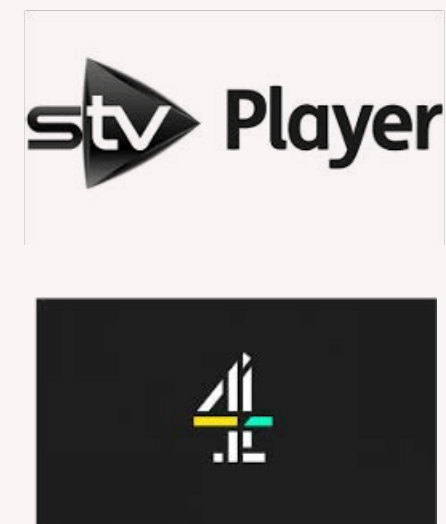
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Media plan

Media plan

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TV (video on demand)



Radio



Digital

FACEBOOK



Instagram

Teads

Press

GlasgowTimes^{Evening}

The Herald

- The campaign will target audiences in Greater Glasgow and West Central Scotland.
- Media activity will launch on a phased basis from 26 April.
- Our e-newsletter will be issued on 27 April with a focus on the campaign and reopening content.
- The media plan will also include outdoor advertising on sites across the city.

Restart campaign PR plan

The media plan will be complemented with PR activity including outreach to local & Scottish media and social media influencers in order to generate coverage for the city.

PR content	Description	Target media
Campaign launch press release	Distributed to coincide with the campaign launch.	Local press titles
'Things we've missed'	Featuring quotes from local businesses sharing what they have missed in the city and where they are looking forward to visiting again. Contributors include Cafe Gandolfi, Maia Gifts, City Sightseeing Glasgow, FirstBus and Mackintosh at the Willow.	Local press titles (the article will also be shared across People Make Glasgow social media channels)
Influencer toolkit	Tailored toolkit to be shared with local influencers highlighting ways in which they can support the city and the campaign through their own channels.	Local influencers
What's new in Glasgow	An article to showcase all the new tourism, hospitality and retail product/venues in the city.	Local and Scottish press titles
How to spend a day in Glasgow	An itinerary to showcase what can be enjoyed in the city on a day trip.	Local and Scottish press titles
Industry partnership	Sharing content and stories with VisitScotland for inclusion in their comms. Working with local industry to tell their stories through our media relations and content.	Scottish press titles/travel bloggers/ influencers

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Get involved

Get involved

Launch week social media plan

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Activity will take place across People Make Glasgow social media channels:

People Make Glasgow Twitter

95k followers
@peoplemakeGLA

People Make Glasgow Instagram

42k followers
@peoplemakeglasgow

People Make Glasgow Facebook

95K fans
People Make Glasgow

Get involved

Launch week social media plan

Monday 26 April

Campaign launch

What we'll do

- Share the 'Love Glasgow' film across Facebook, Twitter and Instagram
- Share industry partner posts about reopening throughout the day

Get involved – what you can do

- Share posts on Twitter and Instagram and
 - Tag People Make Glasgow
 - Use **#LoveGlasgow**

Get involved

Launch week social media plan

Tuesday 27 April

Food & drink

What we'll do

- Twitter spotlight thread: to highlight reopened food and drink venues
- Ask our audience (Twitter & Instagram Stories): what they've missed about the city's much loved food and drink scene and sharing responses
- Instagram Stories: welcome back and share industry partner reopening posts
- Share our 'Top 10 new places to eat and drink in Glasgow' feature on Twitter & Instagram Stories
- Share industry partner posts from all sectors on Twitter

Get involved – what you can do

- Share posts on Twitter and Instagram and
 - Tag People Make Glasgow
 - Use **#LoveGlasgow**
 - Join the conversation: tell us what you've missed?
 - Share/like/comment on any of our posts

Get involved

Launch week social media plan

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Wednesday 28 April

Retail

What we'll do

- Twitter spotlight thread: to highlight reopened high street and independent stores
- Ask our audience (Twitter & Instagram Stories): what they've missed about their favourite shops and sharing responses
- Welcome back quote retweets: sharing retail partner posts with welcome back messaging
- Instagram Stories: sharing retail partner posts with welcome back messaging
- Share industry partner posts from all sectors on Twitter

Get involved – what you can do

- Share posts on Twitter and Instagram and
 - Tag People Make Glasgow
 - Use **#LoveGlasgow**
 - Join the conversation: tell us what you've missed?
 - Share/like/comment on any of our posts

Get involved

Launch week social media plan

Thursday 29 April

Visitor attractions & experiences

What we'll do

- Twitter spotlight thread: to highlight reopened visitor attractions and experiences (eg tours and trails)
- Instagram Stories quiz: about the city's visitor attractions and experiences, linking back to our campaign landing page
- Welcome back quote retweets: sharing sector partner posts with welcome back messaging
- Share industry partner posts from all sectors on Twitter
- User generated content: sharing visitor attractions images from Instagram users on Facebook, Twitter & Instagram
- Ask our audience (Twitter & Instagram Stories): what they've missed about their favourite attractions & experiences and sharing responses'

Get involved – what you can do

- Share posts on Twitter and Instagram and
 - Tag People Make Glasgow
 - Use **#LoveGlasgow**
 - Join the conversation: tell us what you've missed?
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Get involved

Launch week social media plan

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Friday 30 April

A day out in the city ahead of the bank holiday weekend

What we'll do

- Twitter poll: how will you be spending your day in the city?
- Sharing partner posts across Twitter and Instagram ahead of the bank holiday weekend.
General content as well as bank holiday messaging
- User Generated Content: sharing images from Instagram users on Facebook, Twitter & Instagram
- Promoting content from our 'Glasgow Now' hub on peoplemakeglasgow.com to provide ideas and inspiration for a day out in the city

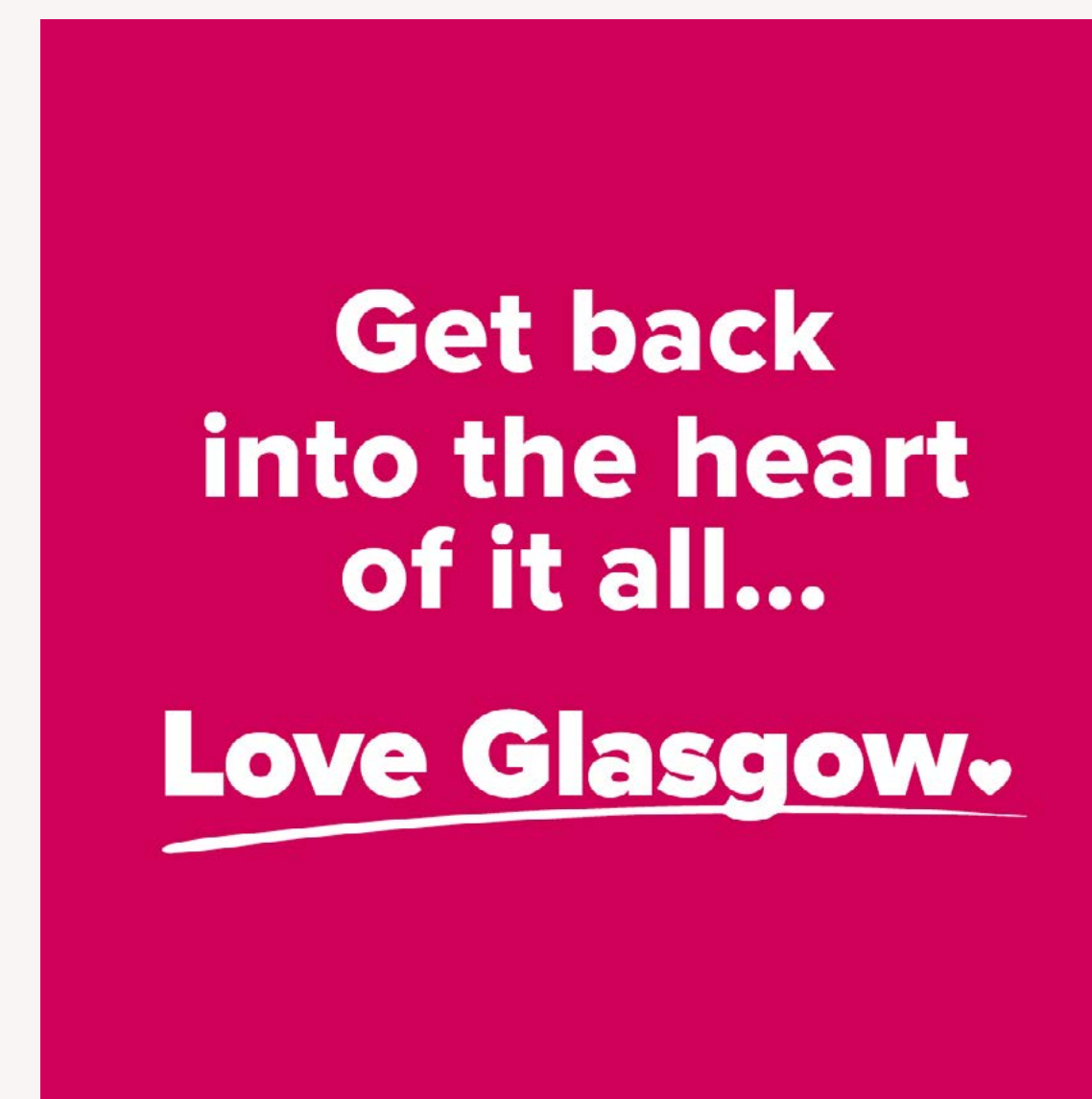
Get involved – what you can do

- Share posts on Twitter and Instagram and
 - Tag People Make Glasgow
 - Use **#LoveGlasgow**
 - Join the conversation: tell us what you've missed?
 - Share/like/comment on any of our posts

Get involved

Campaign toolkit

Download the 'Love Glasgow' campaign assets for use on your own social media channels.
To access the campaign toolkit, use the password LoveGlasgow.




Note: the Love Glasgow film will be available in the toolkit from **26 April**.

Get involved

Guide to promoting your content

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Download the guide to promoting your content on the People Make Glasgow digital channels.



Glasgowlife

A Guide to Promoting Your Content on People Make Glasgow's Digital Channels

People Make Glasgow's digital channels promote Glasgow as a place to visit for the tourist and visitor, with a focus on things to see and do in the city.

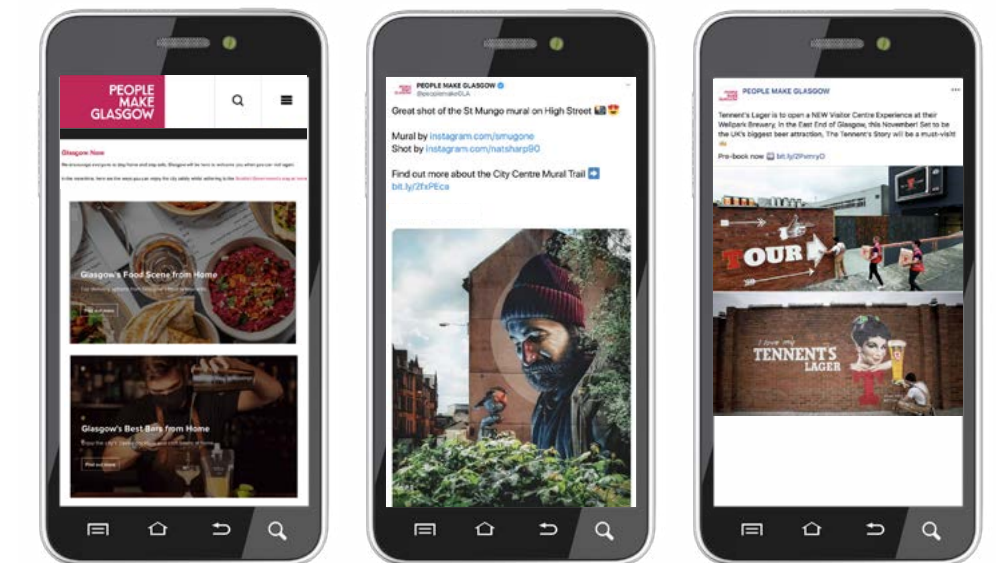
If you have an event or visitor experience within the city that you'd like to be considered for promotion, here's our handy guide to get you started.

We are always keen to share new and exciting content on our channels. To help us do this, we've outlined what engages our audiences based on our insights, so we can promote your content in the best way.

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Our guide

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Get in touch

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