

CORKMAS

LET THE MAGIC UNFOLD

RETAIL, HOSPITALITY
AND CULTURAL SECTOR
ENGAGEMENT PACK





LET'S MAKE it
♦ A PURE ♦

DAYCENT
CHRISTMAS

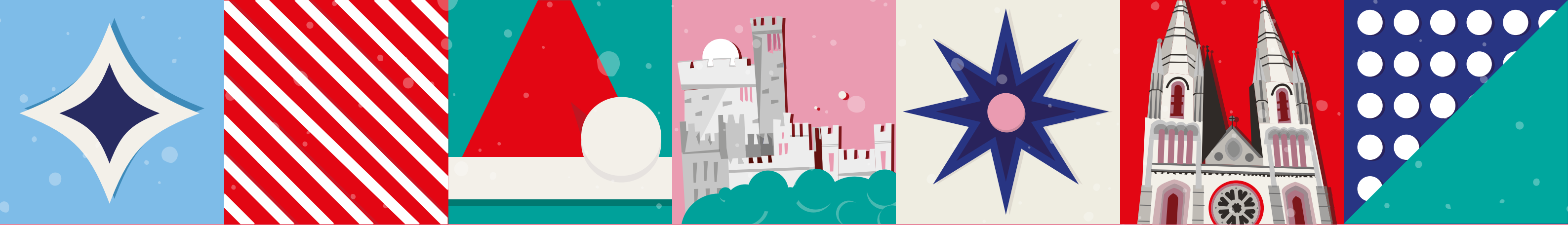


✦ WELCOME ✦

**WE'RE LETTING THE MAGIC
UNFOLD THIS CHRISTMAS IN CORK!**

**AS A COMMUNITY WE NEED
TO SHOWCASE ALL THE CITY
HAS TO OFFER. IT'S ALL ABOUT
EXPERIENCES, LETTING THE
SPONTANEOUS MAGIC UNFOLD
AND EMBRACING IT. A MAGICAL
KALEIDOSCOPE OF OPPORTUNITY
WITH ENDLESS POSSIBILITY, ALL
WITHIN WALKING DISTANCE.**

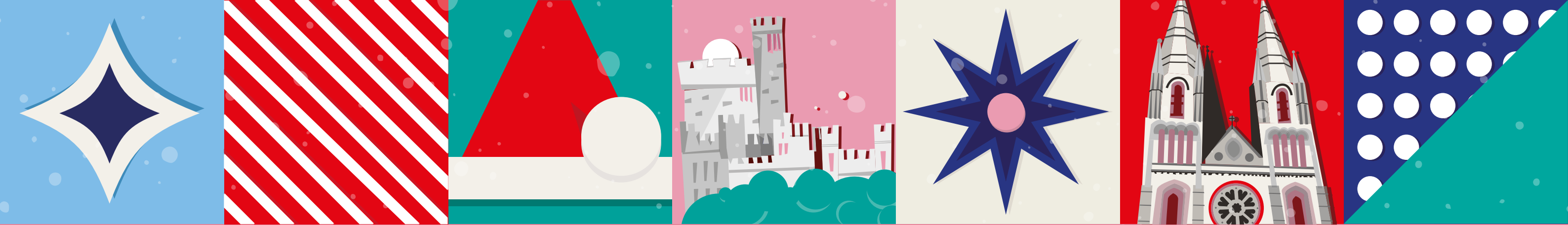
THIS IS WHAT MAKES US CORK.



WHAT CAN I DO?

**INVOLVEMENT FROM THE BUSINESS
COMMUNITY OF CORK CITY IS VITAL
TO THE SUCCESS OF THE CAMPAIGN.**

**IN THIS PACK YOU WILL FIND
INFORMATION ON THE CAMPAIGN
AS WELL AS SOME SOCIAL MEDIA
VIDEOS AND STILL IMAGES, ALONG
WITH A PNG FILE WHICH YOU CAN
PLACE ON YOUR OWN IMAGES
TO ENDORSE THEM WITH THE
CAMPAIGN MESSAGE.**



❖ SOCIAL MEDIA ❖

ASSETS

CONTAINED IN THIS PACK ARE A NUMBER OF
READY-MADE SOCIAL MEDIA ASSETS FOR YOU
TO MAKE USE OF ON YOUR OWN CHANNELS.

THERE ARE A SELECTION OF STILL IMAGES WITH
ENGAGING CORK PHRASING TO HELP BRING THE
CAMPAIGN TO LIFE ACROSS SOCIAL MEDIA.

TO MAXIMISE THE BENEFITS TO YOUR OWN PAGES
AND THE CAMPAIGN AS A WHOLE, YOU ARE
ENCOURAGED TO MAKE A NUMBER OF POSTS
OVER THE COMING WEEKS USING A SELECTION
OF THE ASSETS AVAILABLE **HERE**. THIS WILL
HELP BUILD BRAND AWARENESS, ENSURING
ENGAGEMENT FOR ALL.





CAMPAIGN EXTENSION

**THE CAMPAIGN CREATIVE IS ALSO BEING
EXTENDED TO STORE-FRONT SIGNAGE AND
OTHER COLLATERAL TO DELIVER THE BRAND
DIRECTLY TO THE HIGH STREET.**

❖ QUESTIONS? ❖

**IF YOU HAVE ANY QUESTIONS ON
ANY OF THE ABOVE, OR IF YOU HAVE
ANY SPECIAL REQUESTS, PLEASE
DO NOT HESITATE TO CONTACT
BABELFÍS OR CORK CITY COUNCIL
COMMUNICATIONS DEPARTMENT.**

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