



“BUY LOCAL - Choose Charleston” MARKETING CAMPAIGN

SEPTEMBER 2008

- Official Launch of the “Buy Local - *Choose Charleston*” campaign
- Resolution by City Council in support of the campaign
- Chamber board members available to make presentations throughout the community highlighting how everyone benefits when we buy local
- Distribute stickers with campaign logo
- Distribute magnets with “Buy Local” message
- Begin Public Service Announcements through local media

OCTOBER 2008

- Provide window decals and print-ready “Buy Local” logo to Charleston businesses
- Distribute “Buy Local” marketing materials during EIU Homecoming Parade
- Local businesses display “Buy Local” cheer on their outdoor marquees during designated week
- Display posters in store windows highlighting benefits of shopping local

NOVEMBER 2008

- Special advertising packages available to local businesses to promote concept of shopping local - partnering with Cromwell Radio, WEIU Digital TV, Times-Courier/ Journal Gazette newspaper and WCIA TV station
- Provide Point of Sale “bills” to local businesses to thank their customers for shopping local
- Position table tents with “Buy Local” message in area restaurants

DECEMBER 2008

- Reusable “Buy Local” shopping bags available at local businesses for “Christmas in the Heart of Charleston” and holiday season
- Feature local businesses in monthly Chamber newsletter and other media