

Town Promotions and Marketing Item 9

Previous Town Council embarked on a new media project to enhance the profile of Newent Town to visitors coming to the area, the project was started in conjunction with a couple of select shop owners in the town. The aim is to utilise the existing Town promotional leaflets already printed and to distribute them through a media company. Town promotional leaflets serve as an effective marketing tool to attract visitors and generate interest in local attractions businesses and events in the area by partnering with the media company for distribution we can maximize its reach and enhance the effectiveness of the leaflet.

The company have a total of 48 venues across the Forest of Dean in areas such as Food and drink outlets, visitor outlets, shopping and leisure outlets, and family venues.

The media company offer a number of different ad campaigns utilising there reach within the area. To fulfil any of the following campaigns it is estimated that a minimum number of leaflets required will be 5000. The artwork for the leaflets have already been produced through a local printing company although there are a few updates that will be required before printing as long as these are minimal then there will be no charge.

9.1. To approve the update and printing of 5000 leaflets at a cost of £969 Plus VAT.

Instruct Perpetua press to make small, updated amendments to the existing town promotional leaflets, and print the minimal amount of 5000 to enable Glide Media to distribute through there outlets. At a cost of £969.00 From budget heading

9.2 To Approve the distribution of the updated marketing through Glide media using campaign.

9.2 A . Serviced leaflet display stands in high footfall venues, for duration of three months, merchandised every 2-4 weeks throughout the campaign.

At accost of £294.00

9.2 B. Serviced leaflet display stands in high footfall venues for the duration of 6 months merchandised every 2-4 weeks throughout the campaign.

At a cost of £413.00