Cityprom is excited to announce the branded tagline we will be using for our COVID-19 recovery marketing campaign to promote Launceston Central City and beyond.

#LOVELAUNNIE
CAMPaign Launch

The Love Launnie campaign launches in September 2020, leading on from our cool-season marketing campaign, Winterlicious.

WHY?

• To support local business for a people-focused and vibrant Launceston.
• To promote positivity and pride in people and place, encouraging the community to continue to visit and buy local.

TARGET MARKET

The ‘Love Launnie’ branded tagline and associated marketing campaign is aimed at promoting Launceston to residents of the municipality of Launceston and all surrounding regions of Northern Tasmania.
THE DESIGN
• Adaptability - The colour of the logomark can be changed to complement the branding of any business or organisation.
• The ‘Love Launnie’ tagline can precede different places, events, themes, activities, business types, precincts and interests, making it inclusive for all.
• The design has been developed in consideration of other state, regional and local marketing campaigns.

WHO CAN USE IT:
• Government organisations
• Councils
• Businesses
• Industry bodies
• Community groups, charities and not for profits
• Community members
• Everyone!
LAUNCESTON CENTRAL CITY

Cityprom will use Love Launnie branding to promote launcestoncentralcity.com.au and local businesses and members within the Cityprom boundary.

The tagline will be applied to different streets and precincts within the city and our member businesses will be encouraged to participate.

Cityprom plans to launch an advertising campaign that includes radio, TV, social media, billboards, street art, bus backs, window wraps, posters and bumper stickers.

An accompanying hashtag #LOVELAUNNIE will be launched on social media.

We envisage implementing footpath stickers, window wraps and street art incorporating the brand to further drive the campaign and create points of interest in Central Launceston.

Examples: Bus back advertising / Window decal for business window
COMMUNITY ENGAGEMENT

The Love Launnie campaign builds on the empathy and emotional connection the community has developed for supporting local businesses over the COVID-19 period and harnesses our sense of belonging.

The community will be encouraged to participate in a variety of ways including:

• Use of the hashtag #LoveLaunnie on social media
• Bumper stickers and window decals
• Competitions encouraging the community to share all that they love about Launceston

Examples: Social media / Usage of Love Launnie to complement existing branding / Car decal
COLLABORATION

Louise Grimmer’s Shopping in the City Report, 2019 recommended collaborative marketing for Launceston.

In line with Cityprom’s commitment to collaborative marketing, the Love Launnie brand will be made available to any business or organisation in the Launceston region. A toolkit will be released in August with resources to allow businesses and organisations to adopt the Love Launnie campaign.

The advertising toolkit will include:

- Love Launnie logos
- Style guide with tips and examples of use
- Social media graphics
- Downloadable resources including print-ready posters, flyers, decals and business cards
- Advertising material

CONTACT US

To help spread the Love Launnie message:

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We look forward to working with other agencies and organisations to promote a thriving and vibrant post COVID-19 Launceston