



# Stoke-on-Trent City Council

## See the Difference

### Campaign

#### Campaign toolkit

#### Background

We want our local businesses and high streets to thrive, and bring the buzz back to our town centres.

It's why we are launching the **See the Difference** campaign.

It is being funded by a Reopening High Streets Safely grant from the European Regional Development Fund, allocated to Stoke-on-Trent Council by the government.

The initiative aims to encourage people to come out and support our high streets, and see the improvements and changes that have been made across our towns and businesses.

It also aims to foster a collective responsibility for continuing to act in a safe manner – cleaning hands, wearing masks, regular testing – so our towns and businesses can remain open.

The campaign has been created by Stoke-on-Trent Council but we are keen to involve as many people and partners as possible to extend the reach and support for the campaign.

#### Vision and objectives

The campaign centres on the See The Difference message, reflecting the call-to-action to get people out into our towns and see what's changed, what's improved and remind themselves of the experiences of the high street.

#### We want to...

- **Inspire** people to return to our town centres and make an **active choice** to spend and shop locally
- Generate a **buzz** around returning to our high streets and towns that **galvanises** people back out to our towns
- Create a **shared responsibility** for continuing to act safely and ensure our businesses stay open

[stoke.gov.uk/SeeTheDifference](https://stoke.gov.uk/SeeTheDifference)  
[#SeeTheDifference](https://twitter.com/SeeTheDifference)  
[#Stokeisontheup](https://twitter.com/Stokeisontheup)

## Key messages

### Buzzing with pride

Our towns and high streets are the heartbeat of our communities

Supporting them supports us all and brings vibrancy and prosperity to our towns

Let's bring the buzz back to our towns by getting back out and shopping locally to support our community

### What have I missed?

Remind consumers of High Street businesses and experiences.

Encourage residents to come and see the improvements and changes that have been made to businesses and our towns

Encourage shoppers to support local businesses to keep our town centres thriving

### Safer together

It is everyone's responsibility to make going out a safe experience.

By following the simple measures we can keep our businesses and towns open.

Emphasise the safety measures that have been taken by businesses to keep people safe

## Campaign approach

The campaign will run across a range of digital and physical channels, from **September 2021**.

The assets will, at different times, highlight:

- **Broad campaign messages**, around what's changed for people to see, paired with imagery focused on range of locations and sites from across our towns
- Case studies of **specific businesses and attractions** across our six towns, paired with imagery focused on the business owners, customers, users etc

The campaign will be advertised on **out-of-home sites** across our six towns, including 6-sheet boards, digital billboards, buses and mobile ad vans.

There will also be a programmatic digital advertising campaign running in tandem, targeting town-specific case studies to people in those locations.

To maximise the reach of the campaign, we are also making the following assets available to all our partners and stakeholders:

- Social cards for **Facebook** and **Instagram**
- Social cards for **Twitter**
- Campaign launch **video**
- Campaign posters
- Case study video stories

The campaign hashtag will be **#SeeTheDifference** and can be used alongside the existing **#StokelsOnTheUp** hashtag.



## Example tweets

Our businesses are excited to have you back. Have you seen what's new yet?  
**#SeeTheDifference #Stokeisontheup**

Our businesses are pleased to see you again. Stay safe and support your town.  
**#SeeTheDifference #Stokeisontheup**

Stay safe and support your town. **#SeeTheDifference #Stokeisontheup**

Our businesses are working hard to keep you safe. Get out there and support your town. **#SeeTheDifference #Stokeisontheup**

Take a look at what's new in your town with confidence.  
**#SeeTheDifference #Stokeisontheup**

It's time to visit your favourite spots and see what's new in your local area.  
**#SeeTheDifference #Stokeisontheup**

We've been working hard to make our towns even better.  
 Go and see what's new and **#SeeTheDifference #Stokeisontheup**

Social media cards  
Facebook/Twitter:

# See the difference

Our businesses are working hard to keep you safe...

Go and take a look at what's new.

*Stay Safe. Support your town*

stoke.gov.uk/SeeTheDifference  
#SeeTheDifference



City of Stoke-on-Trent | European Union European Regional Development Fund | HM Government

TEST FACE APP HANDS  
FRESH AIR

# See the difference

We're working hard to keep you safe...

Go and take a look at what's new.

*Stay Safe. Support your town*

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#SeeTheDifference



City of Stoke-on-Trent | European Union European Regional Development Fund | HM Government

TEST FACE APP HANDS  
FRESH AIR

# See the difference

We've been improving our outdoor spaces...

Go and take a look at what's new.

Stay Safe.  
Support your town

[stoke.gov.uk/SeeTheDifference](http://stoke.gov.uk/SeeTheDifference)  
#SeeTheDifference



# See the difference

We've been working hard to make our towns even better...

Go and take a look at what's new.

Stay Safe.  
Support your town

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#SeeTheDifference



# Instagram:

*See the*  
**difference**

We're working hard to keep you safe...  
Go and take a look at what's new.

*Stay Safe. Support your town*

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