

Fall in love
with Liverpool.
All over again.



LOVE YOUR
LIVERPOOL

Marketing Liverpool is delivering a marketing campaign that promotes the city's retail, culture, hospitality and visitor experiences to local residents. The campaign is the starting point for the city's visitor economy recovery. It has been created by Liverpool Visitor Economy Network - ACC Liverpool, Liverpool BID, Liverpool John Lennon Airport, Liverpool ONE, Merseyrail, National Museums Liverpool, Royal Albert Dock, Sefton Council, Wirral Council.

The campaign has three objectives:

- To provide a catalyst for local residents to rediscover the city
- To generate civic pride and encourage local residents to support the local economy
- To create effective platform for collaboration between partners

The campaign has been informed by sentiment research undertaken by Marketing Liverpool (see appendix). It will launch on Friday 10 July for 6 weeks. There are a number of planned activities.

Partners

Getting partner buy-in and support for the campaign will be a defining factor in recovery.

Our partners are diverse and represent the city region tourism offer, from internationally recognised cultural organisations to small, independent retailers. The success of the campaign will depend on the active participation of our partners.

How can partners support:

- Share our content on social media
- Include campaign visuals and links on your website
- Make your staff aware through internal comms
- Send us relevant content
- Provide opportunities to promote the campaign in print or out-of-home

Social media

As part of the campaign, we're creating inspiring, high quality visual and written content – films, photography, itineraries, blogs, city guides.

We're working with partners to ensure support for the campaign and to co-create and share content. The campaign website is www.visitliverpool.com. This is the main call to action for all campaign comms.

- Twitter: @visitliverpool
- Instagram: visitliverpool_
- Facebook: www.facebook.com/visitliverpool
- Hashtag: #loveyourliverpool

Share the love...

