



# #LoveVancouver Member Toolkit





# #LoveVancouver Campaign

**February 14 - August, 2021**

There's a special relationship that exists between Vancouver and the people that live here. Whether at work or play, in the heart of the city or embraced by nature, we love it here. And like anything that you love that's been away a while, we all miss Vancouver.

Through lively, engaging content that leans into our nostalgia for "normal" and reminds us how good it feels to be together, we will tell our shared "love story." We'll build that same exciting anticipation that comes with being reunited with friends and family we haven't seen in what seems like forever.

As a community of tourism operators we'll show that Vancouver has been worth the wait, and that supporting local businesses now will ensure that the Vancouver we love and miss can return to us, with more heart than ever before.





# The Vision

- 1 Support our member businesses and generate demand for visitation, bookings, and purchases through **a new multi-faceted and phased marketing and communications program** running from February 14 to August while following current Provincial Health Orders.
- 2 **Build excitement and awareness of COVID-safe activities** (including visiting attractions, restaurants, and hotels) and time-sensitive events in the city before international travel resumes.
- 3 Reinforce the relationship with the city, its residents and local businesses and encourage Vancouverites to support one another to ensure **the success of our businesses and neighbourhoods.**

# The Process

- 1 Launch **#LoveVancouver**, a strong simple campaign that links our emotional connection to the city, and the experiences and the people we love.
- 2 Use storytelling and focused messaging through digital, social, and traditional media programs to reinforce the need to support the city and community.
- 3 Launch live activations around the downtown core to bring light, love and extra joy to the city's "reopening".
- 4 Highlight member deals and incentives that reward and thank locals for making Vancouver a priority on their post-COVID to-do lists.
- 5 Launch the campaign page at **[tourismvancouver.com/love](https://tourismvancouver.com/love)** that will communicate COVID-safe events and activities, opened attractions & hotels, member deals & incentives, contesting, and more as the campaign evolves.

A photograph of a man and a woman walking away from the camera on a city sidewalk. The woman is wearing a light-colored coat and carrying shopping bags, while the man is in a dark jacket and wearing a face mask. They are holding hands. A large, semi-transparent watermark with the text "#LoveVancouver" is centered over the image. A yellow arrow points upwards from the top of the watermark, and another yellow arrow points downwards from the bottom right of the watermark. In the background, there are city buildings, trees, and a storefront for "blue + ruby jewellery".

#LoveVancouver

blue + ruby  
jewellery



# Key Dates

## February 11

- Press Release
- Landing Page Goes Live

## February 13/14 + onwards

- Valentine's Love Letter\* published in the *Vancouver Sun* and *Province*, and through digital channels (Feb 13/14)
- #LoveVancouver Social & Digital Media Plan to the campaign landing page
- User-generated #LoveVancouver Social Content

## March 1-31

- 31 Days of Love contest launches on Global News morning
- Live activations in the downtown core go live
- Full multi-media campaign rolls out in stages and is intended to continue with new components and enhancements throughout the summer months

*\*A Valentine from Vancouver to its residents will soft-launch the campaign, thanking all who have been vigilant and reminding residents that the city need the love of its locals.*

# #LoveVancouver

Toolkit Social Posts



# How You Can Participate

**We Invite You to Be Part of the #LoveVancouver Story!**

To support the campaign, we're encouraging our Tourism Vancouver-partnered businesses to share the following messages on their social media channels.

You don't have to copy and paste word for word, just think of these as jumping off points! Feel free to add your own personal touches to each one, and make them your own.

Whichever you choose to do, do your best to include the #LoveVancouver hashtag and use the #LoveVancouver [social media graphics](#).\*

**DOWNLOAD GRAPHICS**

*\*If you are using your own graphics, please remember to use COVID-safe imagery that adhere to current provincial health restrictions.*







# Social Posts

## Post #1 - General appreciation post for the city and/or your guests

It's been a long year, but thankfully we've had some help in getting through it. We couldn't have done it without the support of our customers. It's a testament to this city's spirit that people are helping the community even when they might be having a hard time. So for everything you do for us, we're going to keep doing our best for you. Thank you- #LoveVancouver

## Post #2 - Tell us why you love Vancouver (sample post below)

Why do we love Vancouver? Because it's a place that opens its arms to newcomers, new ideas, and new traditions- while still celebrating the ones that started here. We love being part of our community and welcoming others into it with everything we do. That's why we #LoveVancouver



### **Post #3 - A Look Back**

*This can be as simple as talking about how far you've come as a business. Talk about how you've seen the city change, or things that have persevered and how you're grateful to keep serving the city into the future. (sample post below)*

When we opened 15 years ago, we knew not every day was going to be easy. But we didn't know that during the hardest days, the community would rally around places like ours to keep us going. So thank you for everyone who's supported us over the last year. Here's to many more to come!  
#LoveVancouver

### **Post #4 - Re-sharing the Tourism Vancouver Love Letter**

*This letter will be focal point of the #LoveVancouver campaign. Feel free to post this with your own messaging.*

Proud to be a part of this message from Vancouver businesses to the community! Thank you for continuing to support us all through a tough year. We won't soon forget our customers and guests that kept us doing what we love even through the hard times.  
For this, we promise to keep giving you our best. We #LoveVancouver

# Other Ways to Participate

- **Like & follow** us on social for additional content that you can reshare throughout the campaign.
- **Tag us** in your original posts and tweets using Tourism Vancouver's handles and #LoveVancouver so we can engage with your content and share relevant info on our own channels.
- Share any **photo assets** with us so we can post on our own social channels.
- Keep us up-to-date on any **current offers & promotions** so they can be added to the campaign page.
- Consider providing an **in-kind gift voucher** to be used in contesting throughout the campaign.



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@MyVancouver

#LoveVancouver

[www.tourismvancouver.com/love](http://www.tourismvancouver.com/love)



# Thank You For Your Support

For questions or inquiries, please contact Candice Gibson at [cgibson@tourismvancouver.com](mailto:cgibson@tourismvancouver.com)