

# XMAS IN LISMORE

## LISMORE'S LOCAL CHRISTMAS CAMPAIGN

To celebrate the festive season and encourage Northern Rivers residents to support local Lismore businesses, our Christmas campaign will run throughout November and December.

We want locals to embrace the season with our messaging focusing on the themes of GiftMORE, CheerMORE, EnjoyMORE, and ShopMORE in LISMORE.

The campaign has a strong digital advertising component across social media channels, along with targeted radio and print advertising, with all traffic being directed to our dedicated campaign page at [XMASINLISMORE.COM](http://XMASINLISMORE.COM)

## HOW YOU CAN HELP

You can help spread our campaign messaging by using your own social media and marketing platforms to assist us in reaching more locals, more often.

And we've made it super easy by providing you with some images and digital assets that you can use as social media posts in the lead up to Christmas.

## CAMPAIGN DOWNLOADS

[Click Here](#)

Click the button to download the campaign files.

You can post them as often as you like but please don't modify any of the assets provided. We want to make sure our messaging is clear and consistent wherever it is being used.

Social Media Overlay Design Options | Apply your own background image.

Only use this as an overlay to add to a background image (See Example) it is not to be altered in any way.

Xmas Ribbon Tree Overlay



Xmas Ribbon Bauble Overlay



Xmas Ribbon Present Overlay



Example





# LISMORE'S LOCAL CHRISTMAS CAMPAIGN CONT...



## Social Post examples

Gift More in Lismore



Xmas in Lismore.com



Enjoy More in Lismore



Stickers Collection



Shop More in Lismore



## OUR CHRISTMAS PROMOTION

Four lucky people have a chance to win a \$500 Local Loving Gift Card in December, with one winner drawn each week. A person can enter the competition by filling in a simple entry form with their details at our campaign webpage [XMASINLISMORE.COM](http://XMASINLISMORE.COM) Only 1 entry is permitted per person/contact info. To help spread awareness of the promotion, you can use the social media post provided in the campaign downloads.



## XMASINLISMORE.COM

Please direct people to the dedicated campaign page so they can find out about all of the festive events and activities happening in Lismore in the lead up to Christmas, and to encourage them to enter our Loving Local Gift Card giveaway.

Want to get listed on the campaign page? If you are running a Christmas promotion, event or activation, please contact our team at [tourism@lismore.nsw.gov.au](mailto:tourism@lismore.nsw.gov.au).

Need help? Contact the Destination Team at [tourism@lismore.nsw.gov.au](mailto:tourism@lismore.nsw.gov.au). Or contact Karen Hirst on 02 6625 0412 or Prue Dee on 02 6625 0423 (Tues – Thur)

Thanks for your support and wishing you a joyous festive season.

Competition Advert

