

TURNING SHOPPERS INTO GLEBE TROTTERS

This gleeful promotion gave people a passport to shop their stockings off.

The Glebe district in Ottawa is an eclectic mix of residences, unique retailers and restaurants. It's one of the national capital's major shopping destinations.

Research by the Glebe Business Improvement Area [GBIA] – a group supporting the area's merchants – showed that the Glebe was losing share to other shopping destinations, putting the district at risk during the approaching holiday shopping season.

The *Glebe Spree* was created. Glebe shoppers were mailed a "passport" that they would complete by collecting a sticker for every \$15 purchase up to a total of \$150. Completed passports became ballots. Prizes included a \$10,000 Glebe shopping spree and five weekly draws for \$1,000 each. Smaller incentives also encouraged shoppers. Canada Post put the *Glebe Spree* passports into shoppers' hands using data to target neighbourhoods with similar demographic characteristics to the GBIA's best prospects.

Amplifying direct mail efforts was an integrated campaign, including digital ads that geofenced and targeted mobile users in the Glebe, print and online advertising, paid social media and POP materials in store.

During the *Glebe Spree*, there were 38,597 ballots collected [a 16 per cent increase over a 2018 promotion]. This engaging promotion put the "glee" in holiday shopping in the Glebe, reinforcing the district as a unique shopping experience.



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