



THANK CORK IT'S CHRISTMAS

Business
Engagement Pack



Comhairle Cathrach Chorcaí
Cork City Council



We are Cork.





THANK COOK IT'S CHRISTMAS





Welcome

Christmas this year is
an uncertain time for all.

As a community, we need to
pull together and make the most
of what we have, all the while
taking care in the city we share.

'Thank Cork It's Christmas'
is designed to bring all audiences
together, young and old, with the
aim of promoting a sense of local
pride and unity.



What can I do?

Involvement from the business community of Cork City is vital to the success of the campaign.

In this pack you will find information on the campaign as well as some social media videos and still images, along with a PNG file which you can place on your own images to endorse them with the campaign message.



Visual Build

The gilded salmon acts as a Cork centric aspect of the logo, while the letter 'A' in the word 'Thank' is crafted to resemble the St. Anne's Church Steeple.



Endorsement

Social application demands a quick and easy solution which enables continuity on social platforms.

This will be achieved through a small roundle to be placed on the bottom right of social media content.

This sign-off can be applied to separately branded assets to help expand the reach of the 'Thank Cork it's Christmas' campaign.



Social Media Assets

Contained in this pack are a number of ready made social media assets for you to make use of on your own channels.

There are a selection of still images as well as some video including animation and live footage to add life to the campaign.

To maximise the benefits to your own pages and the campaign as a whole, you are encouraged to make a number of posts over the coming weeks using a selection of the assets available here. This will help to build a broad awareness ensure engagement for all.



Campaign Extension

The Campaign creative is also being extended to store-front signage and other collateral to deliver the brand directly to the high street.





Questions?

If you have any questions on any of the above, or if you have any special requests, please do not hesitate to contact Babelfis.

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