

THE CHALLENGE ?

It is no secret that retailers are doing it tough these days, especially those with shop-fronts and overheads trying to compete with the juggernaut of online shopping channels. With this in mind, City of Unley approached Toolbox to create a brand and campaign which utilises online media to drive consumers back to bricks and mortar retailers in the region.

The question was, could we really use online media against itself? To do online better than the rest and bring traffic back to the streets and people back into the stores?

To do so would take something truly engaging and lively to attract attention, whilst using social media cleverly to catch consumers before they were lured to yet another online store.

THE SOLUTION ✓

Toolbox created the name, identity, website and promotional material for the project. The concept embraces the vibrancy and variety of "everything" you can find in and around the City of Unley and the contrast of different experiences across the five different main-streets and everywhere in between.

Integral to the campaign is a large presence in Social Media (Facebook, Instagram and Twitter) as well as traditional forms of advertising such as street banners and bus shelters.

Toolbox also created the Find Your Everything eMagazine. An award winning quarterly publication, available on your iPad or tablet, the magazine provides an opportune platform for local businesses to further showcase their wares through interactive feature articles and reviews.



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CASE STUDIES

CITY OF UNLEY - FIND YOUR EVERYTHING - DIGITAL ACTIVATION P 2/2

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