

SPEND YOUR SUPPORT

Campaign Information Pack

SpendYourSupport.sa.gov.au



Brand SA in partnership
with Shop Local SA

ABOUT



Our flood-affected Murray River regions desperately need our support. And the best way to send that support is by spending it.

Brand SA is bringing businesses from the Riverland and Murraylands together on one online marketplace to help them keep trading. Now we're asking all South Australians to help our neighbours affected by the floods.

All we need to do is get shopping.

HOW WE CAN HELP



The Murray River regions are home to an incredible array of products and experiences. From award-winning wine and gin, to delicious honey, olives and almonds, to spectacular holidays and unique accommodation.

Importantly, every time we choose to buy from our talented neighbours, we contribute much needed funds to their local community. And if we can't get to all of our favourite Murray River towns, we can still do all that we can to support the region by buying online today at **SpendYourSupport.sa.gov.au**

CAMPAIGN ASSETS

To help amplify the campaign message, a suite of assets are available to download and use across your own social media channels.

The artwork files can be downloaded as part of a toolkit at **SpendYourSupport.sa.gov.au**.

The following pages show examples of the supplied collateral in-situ, alongside our recommended social post copy.

From the team at Brand SA, we thank you for your ongoing support of the flood-affected Murray River regions. Together we can help our local businesses.

CAMPAIGN ASSETS

— Hero Poster



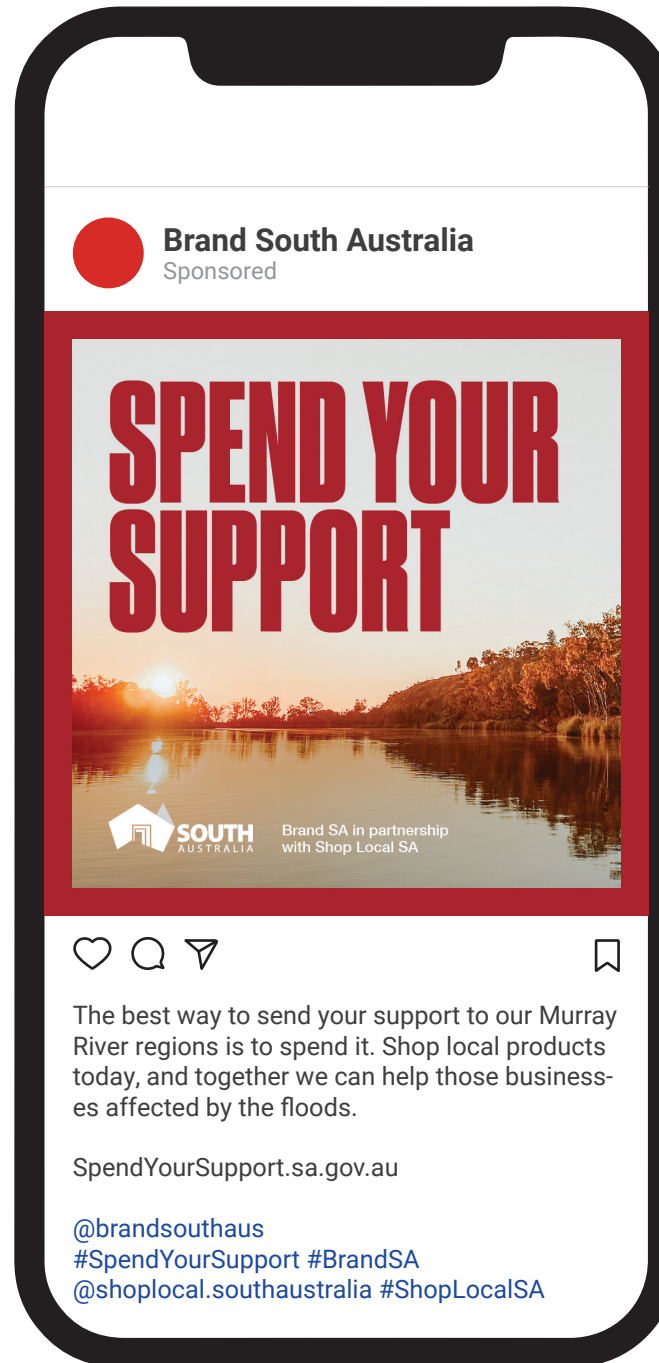
CAMPAIGN ASSETS

- Hero Posters with QR Code



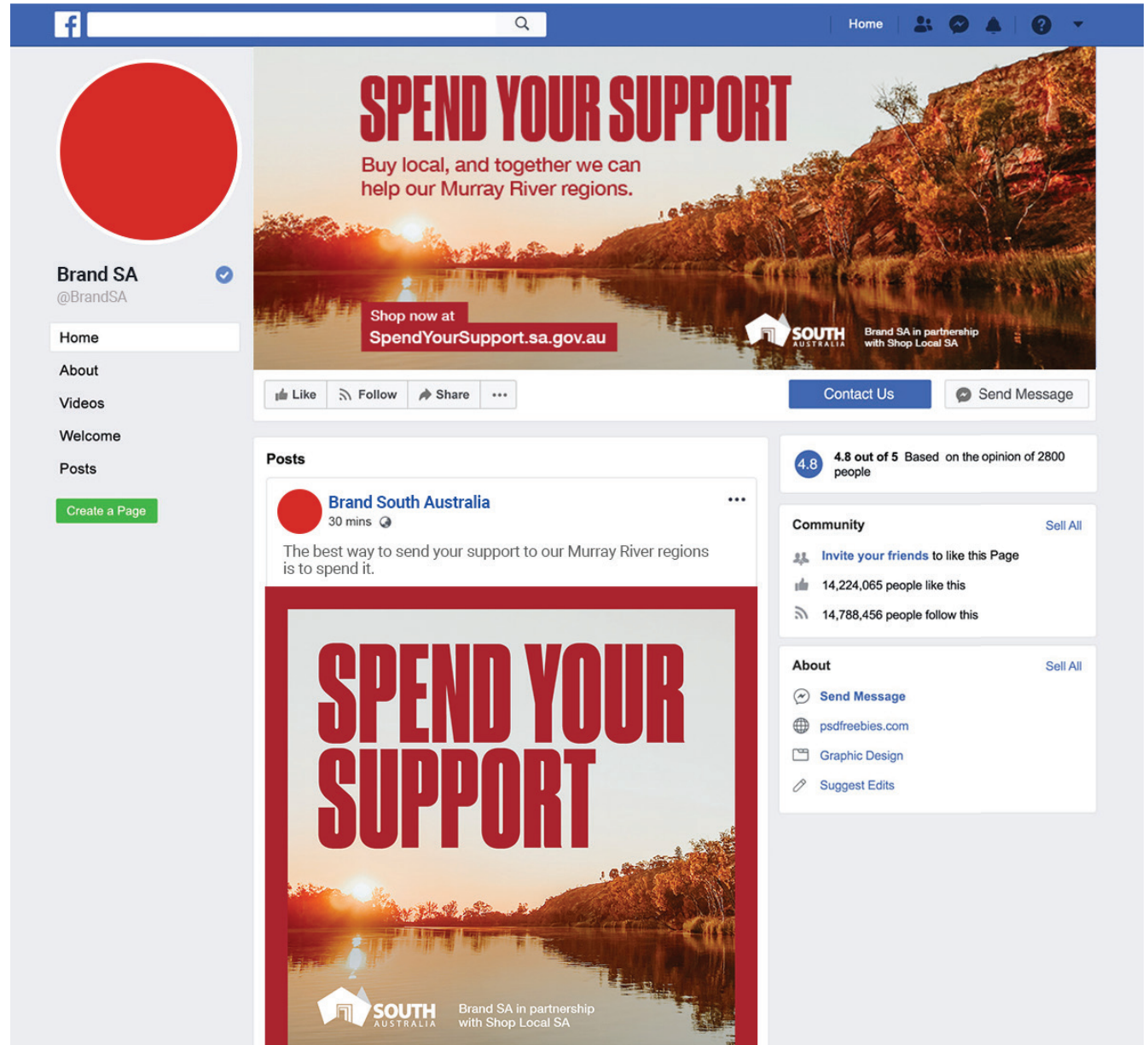
CAMPAIGN ASSETS

— Social Post



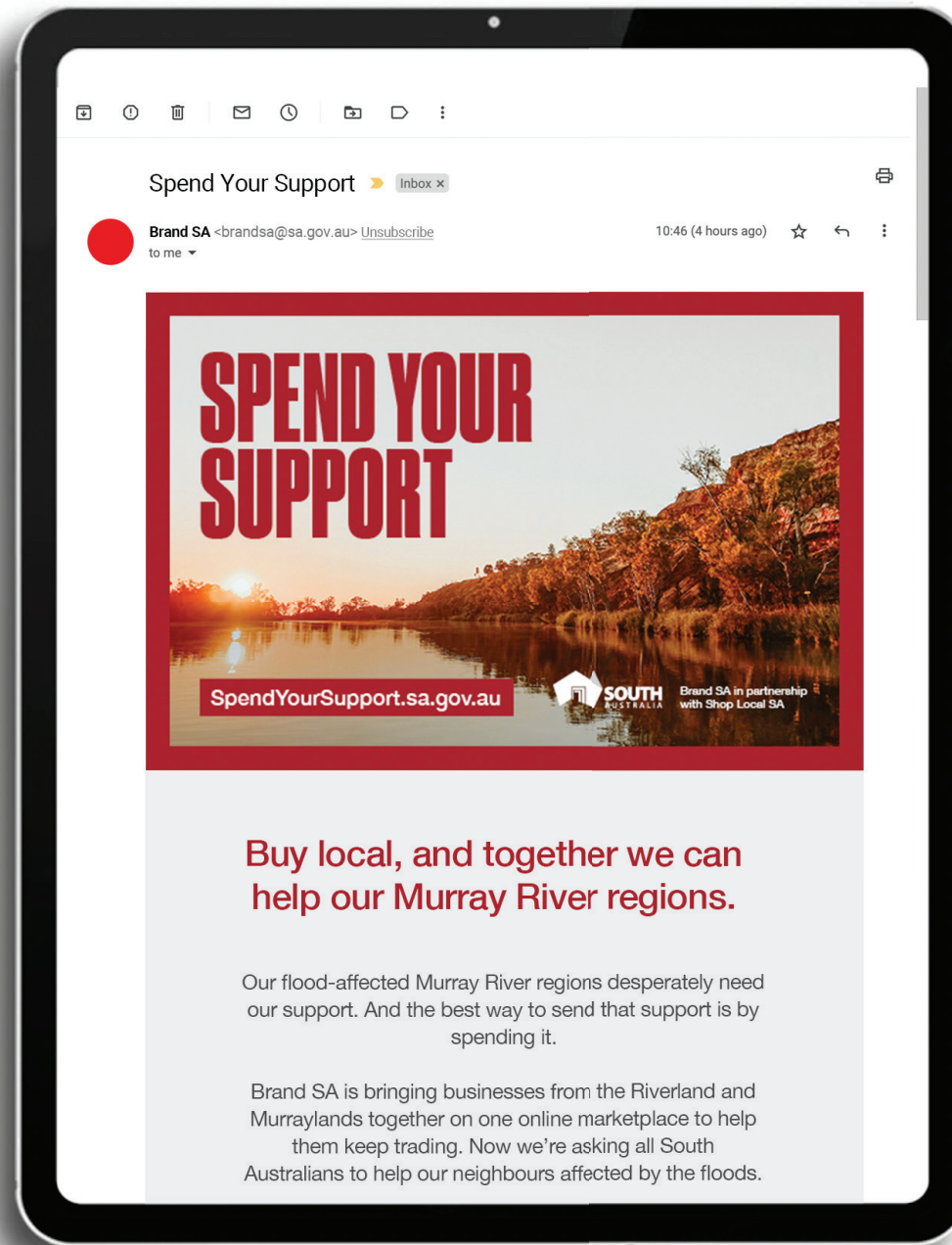
CAMPAIGN ASSETS

— Facebook Cover Photo



CAMPAIGN ASSETS


— eDM Header



CAMPAIGN ASSETS

— Email Signature

New message



To

Subject

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Kind regards,





John Smith
Executive Director
Company Co.

Level 1, Support Street,
Adelaide SA, 5000
8234 5679

SPEND YOUR SUPPORT



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Send

Save

Cancel

FOR LOCAL BUSINESSES

We know that challenging times are ahead for the South Australian Murray River regions, and understand that the impact of this flood will last beyond when the water disperses.

That's why we're inviting all affected businesses in the area to join our Spend Your Support initiative via the Shop Local SA online marketplace.

We hope this will enable you to continue trading, explore new sales channels, and generate greater awareness for your brand and business.

How It Works

1. Register your interest via the online form and the team from Shop Local SA will be in touch to get you started.
2. Shop Local SA will waive any site fees or commission for the 3 month promotion period, or until 10 March 2023.
3. Load up inventory and you're open for business. We encourage you to also share via your own social media channels. Check our toolkit for some helpful material we prepared for you.

APPLY TO BE A SHOP LOCAL SA VENDOR



By entering your details below you will receive our vendor media kit. From there you can book a call with our team or select your package to join our business community.

Choose the option that best describes you*

- ☐ I'm an SA business and want to find out about Vendor Packages that will help me sell to locals and beyond
- ☐ I want to nominate a South Australian business I want to see on Shop Local SA
- ☐ I'm interested in buying from South Australian businesses and would to subscribe for updates
- ☐ I have a general question about Shop Local SA

Email*

First name

Last name

Phone number*

Company name*

Submit

WANT MORE INFO?

Contact:
DTI.BrandSA@sa.gov.au



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