



Aylsham Rural Food Capital of Norfolk

marketing campaign proposal

greetings!

**Welcome to Nurture
Marketing.**

**Please see overleaf
my vision for the
Aylsham Rural Food
Capital of Norfolk
campaign. It would
be great to work
together on this!**

Rechenda, MD



trusted by...



Our overarching marketing aim for you would be to help increase footfall and spend in Aylsham town centre by:

- developing the brand awareness of Aylsham's food heritage through the Cittaslow and Slow Food Movement**
- Increasing community links between partners including the ABC (Aylsham Business Consortium) and Aylsham Town Council**



initial campaign idea

Where Every Bite Tells A Story



Aylsham:
The Rural Food
Capital of Norfolk

essential ingredients:

- brand development
- launch photoshoot, PR and video shoot in market place with large cut out food ingredients (or snails) and partners
- Illustrated maps
- Partner stories - food provenance and passion - blog posts, social media posts, PR
- Eventbrite and Facebook event listings
- member marketing pack including POS display posters, postcards and window stickers
- campaign web page on Visit Aylsham website
- social media header design
- socials media post template design
- print ads (local magazines)
- email newsletter design



Scan me

Where Every Bite Tells A Story

Aylsham:
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key messages:

- Cittaslow Aylsham and Slow Food Aylsham are 20 years old
- Aylsham is the only remaining Cittaslow town in England and one of only three in the UK with Mold and Llangollen in Wales
- Red Lion Street is a popular area for its nightlife, shopping, restaurants, and bars



Scan me



Where Every
Bite Tells A
Story

Aylsham:
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example work

Festival of Architecture Norwich & Norfolk 2023

aims

update the brand and create assets

sell tickets

obtain three press features

create a dedicated platform for people to buy tickets

results

97% events were sold out

106,000 pairs of eyeballs and ears attracted from PR

6,510 Eventbrite impressions

3,704 organic Facebook impressions

Brand

Jan & Feb

£2,000 +VAT

brand development and creation of campaign assets

- logo creation
- brand guidelines
- postcard and posters design
- social posts and headers
- partner marketing pack assets inc window stickers
- illustrated maps
- events guide doc

Launch

March 2025

£1,500 +VAT

launch PR photoshoot and video

- including creation of shot lists
- designing food signs for people to hold
- attending on the day
- 1 x 1 min vid
- 10 + campaign images
- write press release
- distribute to local press
- liaise with media on interviews
- press photo

Print & Merch

Jan & Feb

£1,000 +VAT

print items:

- 2,000 x A6 2pp Leaflets
- 200 x A4 1pp Posters
- Window Stickers c 500 x 100mm Circles

£500 +VAT

Branded merchandise:

- 500 tote bags
- Seeded stickers for kids

next steps

If you'd like to go ahead, I will send over an electronic contract for digital signing, then we will book in a kick-off meeting.

I will send an invoice at the end of each month, to cover the work proceeding and have a 14-day request for payment.

contact

say hi

nurturemarketing.co.uk

rechenda@nurturemarketing.co.uk

reach me at 07506 209891

fsb^{cs} **BNI[®]**

Visiting Greve in Chianti in December was a delightful experience. As a Cittaslow town, Greve truly embodies the principles we strive for in Aylsham.

- **Focus on Local Producers:** The Christmas market was a wonderful showcase of this. I sampled local cheeses, honey, and wines, all produced within a short distance of the town. Many of the restaurants also proudly displayed menus featuring locally sourced ingredients, often highlighted with the "Made in Cittaslow" logo. This not only supports the local economy but also reduces the environmental impact of food transportation.

MADE IN
CITTASLOW



- **Emphasis on Quality of Life:** The relaxed atmosphere was palpable. The town centre was largely car-free, making it a pleasure to stroll through the cobbled streets and admire the architecture. Numerous cafés and piazzas provided inviting spaces for people to relax and socialise, creating a strong sense of community.
- **Celebration of Local Culture:** I enjoyed a delicious meal at a traditional trattoria, savouring hand-made pasta and locally grown vegetables. The restaurant also featured live music from a local folk group, adding to the authentic Tuscan experience. This emphasis on local culture and traditions was evident throughout my visit.

While I didn't participate in any specific Cittaslow-related events, it was clear that the town actively promotes a slower pace of life and encourages visitors to appreciate the local culture and environment.

Greve in Chianti serves as an excellent example of how a Cittaslow town can thrive while preserving its unique character and enhancing the quality of life for its residents and visitors. We can learn a lot from their approach as we continue to develop our own Cittaslow initiatives in Aylsham.