



SUMMER CAMPAIGN 2024

ADVERTISING OPPORTUNITIES





BRISTOL
IS ALWAYS

A GOOD IDEA

THE CONCEPT

We are joining forces with Visit Bristol this summer to deliver a unique and very 'Bristol' campaign running throughout July and August.

The activity will feature across print and digital, with billboards double decker mega bus backs and posters across the region, as well as video and digital assets.

The campaign will feature unique imagery of all the reasons why visiting **'Bristol Is Always A Good Idea'** with this year's Bristol Light Festival artwork from Hackney Dave featured. **see example.*

The 'Bristol is Always a Good Idea' artwork will be back out in the city for the summer, coinciding with many events.



HOW YOU GET INVOLVED

Support the campaign and feature your business or event as one of the many reasons to visit the city.

Option 1 – Feature on social and digital channels

Cost: Free

Timeframe: Throughout summer (various dates available)

Overview: Share your hero, high-res imagery that showcases your business and Bristol.

For use across digital channels (social, website, emails).

Please send your files to jenni@bristolcitycentrebid.co.uk via WeTransfer or Dropbox by Friday 14 June. All images must be 300dpi.

Option 2 – Feature on billboards around Bristol

Cost: £500

Timeframe: 2-week period (various dates available)

Overview: A 48-sheet located on a busy highway in the Bristol area.



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Option 3 – Feature on digital billboards around Bristol, Bath and Swindon.

Cost: £1,000

Timeframe: 2-week period (various dates available)

Overview: A 48-sheet located on a busy highway in Bristol, Bath or Swindon.

Option 4 – Mega bus back

Cost: £2,000

Timeframe: 4-week period during summer holidays

Overview: A mega bus back on a route into Bristol city centre.



WHAT ELSE DO I NEED TO KNOW?

- To book, or any questions or queries, please get in touch with our marketing manager: jenni@bristolcitycentrebid.co.uk
- We have limited advertising space available so options are on a first come, first served basis
- The deadline for expressing an interest in featuring in this campaign is Friday 14th June

