

MARKETING GUIDE

AUTUMN

GIFT & HOMEWARE FAIR

5-7 March 2023

Auckland Showgrounds

WINTER

GIFT & HOMEWARE FAIR

11-12 June 2023

Air Force Museum of NZ Christchurch

SPRING

GIFT & HOMEWARE FAIR

27-29 August 2023

Auckland Showgrounds

Digital Assets

- ☐ Email Signature/Header
- ☐ Facebook
- ☐ Instagram
- ☐ Web Banners

Print Assets

- ☐ Photo Standards
- ☐ Flyer/Poster

General

- ☐ Logos
- ☐ Fonts
- ☐ Glossary

Digital Download

Email Signature

Your personal email signature can provide a serious marketing opportunity.

You are most likely already using your own email signature to provide information about who you are and where you work. But you can take this practice to the next level by updating your signature to reflect the marketing campaigns you are running today i.e exhibiting at the NZ Gift Fairs.

This is an ideal (and free) opportunity to spread awareness to your buyers.



Email Signature Examples

Digital Download

Facebook

A Facebook Brand Awareness ad can help you promote your business at large and reach new prospects.

Let your customers know what your doing and when your doing it. Update your page with NZ Gift Fairs cover image and create posts to your business Facebook page to engage your buyers to visit you at the upcoming NZ Gift Fair.

We've created copy to complement imagery and tell your clients what they can expect at the NZ Gift & Homeware Fairs. Simply update with your company name and stand number and add to your social posts.



Facebook Layout example

IDEA

Plan your social posts and schedule them in advance, taking the stress out of creating posts adhoc.

For example:

4 weeks prior: See us at the fair on stand XXX -

2 week prior: Sneak preview of our products

2 days prior: Build up snaps

Day 1: Come see us at the Fair!

Day 2/3: Photos from the fair, last chance to come see us

After the Fair: Thank you



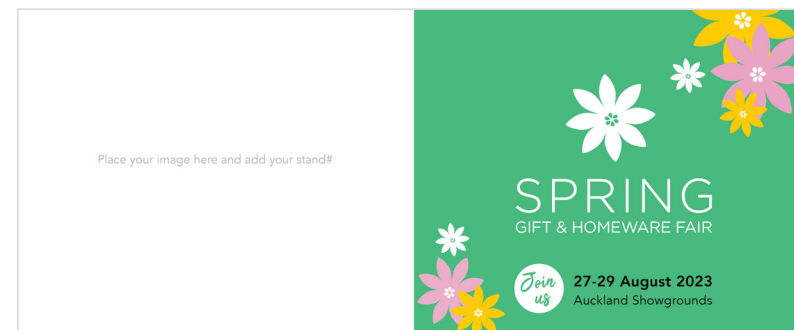
Example of Autumn Gift Fairs Facebook cover



Example of Winter Gift Fairs Facebook post

TOP TIP

Use your personalized social images with your logo and stand number, so your clients always know where to find you at the fair. Don't have your personalised images? Simply email marketing@xpo.co.nz and we will send them to you.



Example of Spring Gift Fairs Facebook cover

Digital Download

Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone.

It is simple and easy to use.

When you create an Instagram account it has a profile and a news feed. When you post a photo or video on Instagram, it will be displayed on your profile.

Use our tiles to let buyers know you will be at the NZ Gift Fairs and don't forget to simply add the #nzgiftfairs and your stand number in your post description.

We've created social media copy for you to edit and use with the relevant tags and hashtags.



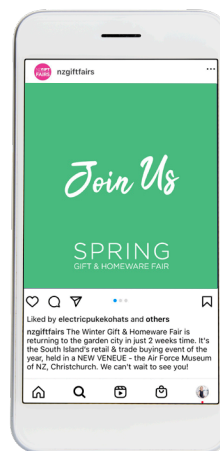
Example of Autumn Gift Fairs Instagram tile



Example of Winter Gift Fairs Instagram Story



Always tag @NZGiftFairs and use the hashtag #NZGiftFairs in your social posts, so visitors to the fair can see your posts on the Gift Fair social feed.



Example of Spring Gift Fairs Instagram tile

Digital Download

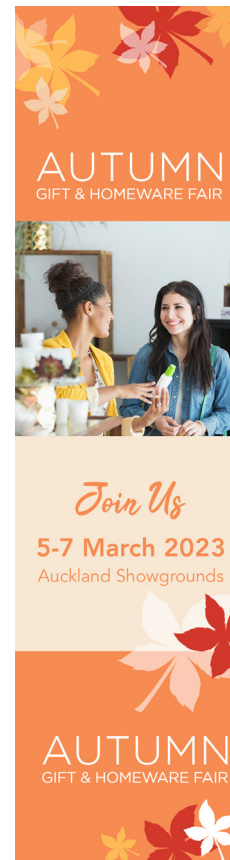
Web Banner

A web banner or banner ad is a form of advertising used on websites and email newsletters. The ad should be; Compelling, Concise, and Clear.

It is an important to-do item on your marketing plan in the weeks running up to exhibiting at the NZ Gift Fairs.

Pop one of the banners provided in your weekly/monthly email newsletter and/or on your website.

Be sure to use your unique tracking link provided, so we can see how much traffic your banners get to the NZ Gift Fairs website. Don't have your banner? Email marketing@xpo.co.nz



Example of Autumn Gift Fairs
Banner 160x600 pixels



Example of Winter Gift Fairs Banner - 300x250 pixels



Example of Spring Gift Fairs Banner - 728x90 pixels

Photo and Image Standard

Web Banner

Why image quality is important when printing.

Image resolution can make the difference between a crisp, clear image and blurry, pixelated image.

The simplest way to understand this; is how many dots of information your image has. High resolution means lots of info/lots of dots (and usually a large image). Low resolution images have less visual information so they're small and great for viewing on screen, but won't work as well in print.

- High Resolution - Better quality means better printing
- Low Resolution - Poor quality means poor printing (but is ok for online)
- Images for print should be approx 5MB
- Images for online should be approx 1MB



High Resolution



Low Resolution

Print Downloads

Print Template

Creating new documents for every opportunity your company approaches can waste valuable time and money. Instead, focus on templates that can be utilized for a variety of projects.

Our print template is simple and easy to use, simply drop your images/images onto the space provided, along with any other relevant information e.g date of Gift Fair, location of Gift Fair and your stand number. With a call to action for your buyers to visit you at the Gift Fair.

Then simply press print and you're all done.



A5 Flyer (148mm x 210mm) and/or A4 Flyer (210mm x 297mm)



Digital Downloads

EDM Inclusion

If you regularly send your clients eNewsletter or eDMs, adding a Gift Fair inclusion in your communication is an easy, free and effective way to promote your presence at the Fair.

Most email software uses the same sizing, so simply download our EDM inclusion artwork, add the copy (that we've created for you) and your unique tracking link.

Add a few inclusions to your enewsletters prior to the fair or even create a special 'preview' eDM to get your clients excited to see you there.



Example of Autumn Gift Fairs EDM Banner



Example of Winter Gift Fairs EDM Banner



Example of Spring Gift Fairs EDM Banner

Logo Variations

Please use logo as shown below only.

- Do not change the colour of the logo. Use only as black and white.

AUTUMN
GIFT & HOMEWARE FAIR

SPRING
GIFT & HOMEWARE FAIR

WINTER
GIFT & HOMEWARE FAIR

For more information contact: Heather Lowrie +64 21 599 929 | Bronwen Twigden +64 21 0246 2700

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