it starts here.
Wilmington, MA

CAMPAIGN OVERVIEW
The **It Starts Here** campaign was developed to spread the word about some of the great things Wilmington, MA has to offer. It's a way for residents and businesses to collectively express pride in the community, sharing in the marketing effort aimed at increasing business activity in Town and drawing in new businesses that will make Wilmington their home. A survey of businesses was conducted in 2021 in conjunction with a Rapid Recovery Plan to assess how the Town could help businesses recover from the economic impacts of the Covid-19 Pandemic. The top response from businesses about assistance was participating in shared marketing. This campaign is a direct response to that request.

OBJECTIVE
The goals of this campaign are to foster and grow the sense of community that already exists in town and have residents and businesses benefit from this coordinated effort at showing off Wilmington to the outside world. We're encouraging everyone, businesses AND residents, to be a part of this campaign.

FUNDING
The items that you see on the website and the work behind it was funded by a portion of the Town's ARPA (The American Rescue Plan Act) funds. Town leaders set aside a portion of the funds for this economic development effort to support our businesses and the businesses environment in town.

HOW YOU CAN LEVERAGE THIS CAMPAIGN
Businesses can access the social media templates, signage files, stickers, and logo files from the links below and use them online or in their storefronts. Businesses' logos can be added for customization. Instructions are provided below to make using the Marketing assets of this effort as simple as possible.

WHAT IS NEEDED TO ACCESS THE CAMPAIGN ASSETS?
- Design templates for this campaign can be accessed and modified with Canva.
  - Canva is a free to signup and use desktop publishing tool.
  - Help can be provided here.
- Printing recommendations are included per each asset.
- To access all files in the download links within this document, **click the "download" button** at the top right corner of the page, which appears as a downward facing arrow.

CAMPAIGN ASSETS
Logo Files (click to download) - For simple logo placement, please use PNG file formats. For more complex logo printing, please use EPS files that can be provided to a print vendor for adjustable sizing.

Style Guide (click to download) - For guidance on logos, colors and typography used in the campaign, please reference this guide.

Signage Files for businesses (click to download)

- Campaign signage was created to be printed and placed in your storefront windows in support of this campaign. Files can be edited, customized and downloaded as a PDF for printing purposes. The sign includes a QR code that can be scanned and drives to the campaign landing page at "itstartsinwilmington.com" where people can learn more about the campaign.
- Recommended printing sources could be a persona/home printer or Staples.
- There are two design options for available signage creative:
    1. 8.5"x11" Non editable general signage for printing. This is ready to print as is.
    2. 8.5"x11" Editable customizable signage. This is editable and requires you to update the editable fields with your business photo and logo.

Sticker Files for printing (click to download)

- Businesses can download and print these stickers to be placed on storefront windows or displays to show support for the community and this campaign. There are five sticker designs included in this package for you to choose from (listed below), depending on your preference and how you or your business best align with the messaging in this campaign. The sign design includes a QR code that can be scanned and drives to the campaign landing page at "itstartsinwilmington.com" where people can learn more about the campaign.
    1. "It Starts here"
    2. "Innovation"
    3. "Opportunity"
    4. "Tradition"
    5. "Community"
- We recommend using VistaPrint or Staples for printing stickers.

Social Media Templates (click to download) -

- There are four different customizable design options for social sharing, using our Canva templates. Each option can be edited and customized by adding your business image and sharing the content from your business or personal social channels to show your support of this campaign.
    1. "Innovation"
    2. "Opportunity"
    3. "Tradition"
    4. "Community"
- Suggested Social Post Copy to pair with the graphics above:
    - From innovation and opportunity to community support and tradition, Wilmington has all of this and more. As we look forward to the future, there is momentum in the air. It starts here. itstartsinwilmington.com