



*Be part of a national campaign
at a local level!*

www.dumbartonloveslocal.co.uk

The Scottish Government in partnership with Scotland's Towns Partnership have launched a 3 month national TV, press and social media campaign to encourage our communities to

#ThinkLocalFirst

West Dunbartonshire Council, in partnership with Dunbartonshire Chamber of Commerce, Business Gateway West Dunbartonshire and local Community Groups have developed a local campaign to run alongside Scotland Loves Local to support businesses in Dumbarton.

The campaign will encourage members of the public to shop locally and support businesses in our town centre.

As a local business, you can be part of this!

Get involved by:

- Displaying the Scotland Loves Local Dumbarton window stickers, posters and floor vinyls in your premises - reinforcing a shop safe, shop local message
- Incorporate the logo, (which is available to download via www.dumbartonloveslocal.co.uk) on your own website or printed materials
- Promote that you're part of a wider campaign to get people shopping locally by using the social media badges on your Facebook, Twitter, Instagram or LinkedIn pages
Use the hashtags **#DumbartonLovesLocal** **#ThinkLocalFirst** **#ScotlandLovesLocal** and encourage your customers to do the same
- Utilising branded loyalty cards, encouraging repeat business
- Talk about the campaign to everyone you know or meet
- Like and share local stories you see or hear about the campaign

To request your Business Toolkit to get started
Visit www.dumbartonloveslocal.co.uk
Email: hello@loveslocal.co.uk
Call: 0141 280 0335



An integrated marketing campaign will launch on 5th October which includes:

- **A dedicated website for Dumbarton that promotes all businesses in the town centre area**
- **Business Toolkits**
- **Press coverage**
- **Social media activity promoting #dumbartonloveslocal and the businesses on our doorstep**
- **Digital adverts**
- **Outdoor advertising within the local area**
- **Webinars and 1-2-1 support with experts to help grow your business**
- **A business grant which may provide up to a maximum of £1,000 to assist with any planned property adaptations required due to COVID-19.**

Make sure you don't miss out, register your interest today.