

# DINOSAUR

## MEDIA RELEASE

Wed 17 November

### **Dinosaur makes magic for Manchester this Christmas**

Dinosaur has created a magical campaign for Manchester this Christmas in a year which hopes to be the city's best and brightest yet.

The campaign ***Manchester's Magical Christmas*** has been co-ordinated by Cityco, the city centre management company, who have joined forces with Manchester City Council, Marketing Manchester and Piccadilly Partnership and a range of private sector partners, to reaffirm Manchester as the visitors' number one choice for shopping and festivities for 2010.

The campaign gift-wraps a fantastic package of festive fun, showcasing the full range of food, drink and shopping activities in the city centre. This year key events include a new family funfair with Big Top bar in Piccadilly Gardens, the Christmas Markets, the Ice Rink at Spinningfields, Santa's grotto in the Manchester Arndale; plus the city's biggest ever Christmas lighting display.

The campaign has been carried across a wide range of media channels, a large proportion of which have been provided in-kind by participating partners. This includes: outdoor - advertising on 96, 48 and 6-sheet outdoor sites within a 30 minute drive-time of the city centre, lamp-post pendants and city centre digital screens. Posters will also be displayed on platforms at train stations across the regional rail network and in carriages and on Metrolink trams, buses and taxis. Also half a million leaflets will be distributed door-to-door to selected postcodes and key visitor attractions in Greater Manchester.

There is also an on-line marketing campaign through [www.visitmanchester.com](http://www.visitmanchester.com) and a series of radio adverts promoting key festive events, broadcast on local radio stations Key 103, Real Radio and Galaxy Manchester. The radio advert has also been created by Dinosaur.

Creative Director and founder of Dinosaur Mark Beaumont says,

*"We're lucky to work on some really exciting briefs with Cityco and this year Christmas has been the icing on the cake. For 2010 their strategy has been much more strongly events*

*focused, which has steered the creative in a different direction. A kaleidoscope of colour, it has been designed to generate a buzz about all the fun and festivities taking place in Manchester this Christmas."*

Vaughan Allen, Cityco's Chief Executive said,

*"With Dinosaur's help we have delivered a visually stunning, high profile Christmas marketing campaign. Working closely with a wide range of public and private sector partners we have pooled resources to create a cost effective, value for money solution that captures the spirit of Christmas and will help drive footfall for our city centre businesses. Although we know we have a very strong retail offer, and an unrivalled range of festive activities, we can never be complacent, particularly in these challenging times. Putting Manchester city centre firmly in the forefront of consumers minds will keep the local economy buoyant."*

**For further information and photography, please contact Caroline Ashworth on [caroline@dinosaur.co.uk](mailto:caroline@dinosaur.co.uk), 0161 831 0831. Follow us on twitter @Dinosaur\_co\_uk**

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#### **Editor's notes**

1. Dinosaur - The Landmark Building, 21 Back Turner St , Manchester, M1 4FR.  
[www.dinosaur.co.uk](http://www.dinosaur.co.uk), 0161 831 0831.
2. Dinosaur represent clients across industries such as food and beverage, leisure, sport, fashion, entertainment and culture. Dinosaur's client list includes Cityco as well as Adidas, Argent, Biocentre, The Co-operative, Pets at Home, Realm, Reebok and Ryman.
3. Dinosaur is an award winning agency established in 1997 by Mark Beaumont, who is also the company's Creative Director.
4. Awards collected during 2010 include:
  - Roses Advertising Awards 2010: Gold - Best Use of Photography, Gold: Best Art Direction (Pets at Home).
  - The Chip Shop Awards: Best Consumer Ad, Best Packaging Design & POS, and Best Window Display
  - Fresh Awards 2010: Gold – Art Direction & Photography (Pets at Home), Silver, Bronze – Posters (Pets at Home, The Co-operative), Bronze – Creative Game (Adidas)
  - Roses Design Awards 2010: Gold – Poster (The Co-operative), Silver - Use of Photography (Pets at Home), Bronze - Online Game (Adidas)
5. Cityco works in partnership to manage and market city centre Manchester. It is an independent, not-for-profit, company funded by both public and private sector.
6. This year's Christmas campaign is supported by Manchester City Council, Manchester Markets, Marketing Manchester, Piccadilly Partnership, Manchester Arndale, Northern Rail, Greater Manchester Passenger Transport Executive, NCP, Stagecoach, First Transpennine Express, Metrolink, Harvey Nichols, House of Fraser and Selfridges.

