



MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

KEIKO MATSUDO ORRALL, EXECUTIVE DIRECTOR





Choosing Local: My Local MA

MA Office of Travel and Tourism
Think Argus

My Local MA campaign overview

The goal of the My Local MA campaign is to encourage more Massachusetts residents to **choose local** when they shop, eat, and travel.

To do that, we've developed a comprehensive marketing campaign that makes an emotional connection between buying local and being local.

My Local MA is about pride of place, about stewardship and responsibility. It's about giving people a good reason to pause, think, and **put their money where their heart is – right here in Massachusetts.**



How does My Local MA work?

Every day, many of our neighbors choose to spend their money outside of Massachusetts. Our goal is to change that.

To do that, we are:

- Getting people to **pause and think** before they make a purchase or travel decision.
- Giving people **a good reason** to make the effort to choose local

The campaign makes it clear that, when it comes shopping, dining, and traveling, our choices matter. We're highlighting the positive, human side of the local experience.

Our tagline says it best: **Put your money where your heart is: right here in Massachusetts.**

99.5%

of businesses in MA are small businesses, employing 1.5 million people

53,980

net new jobs at small businesses in MA were created in 2019

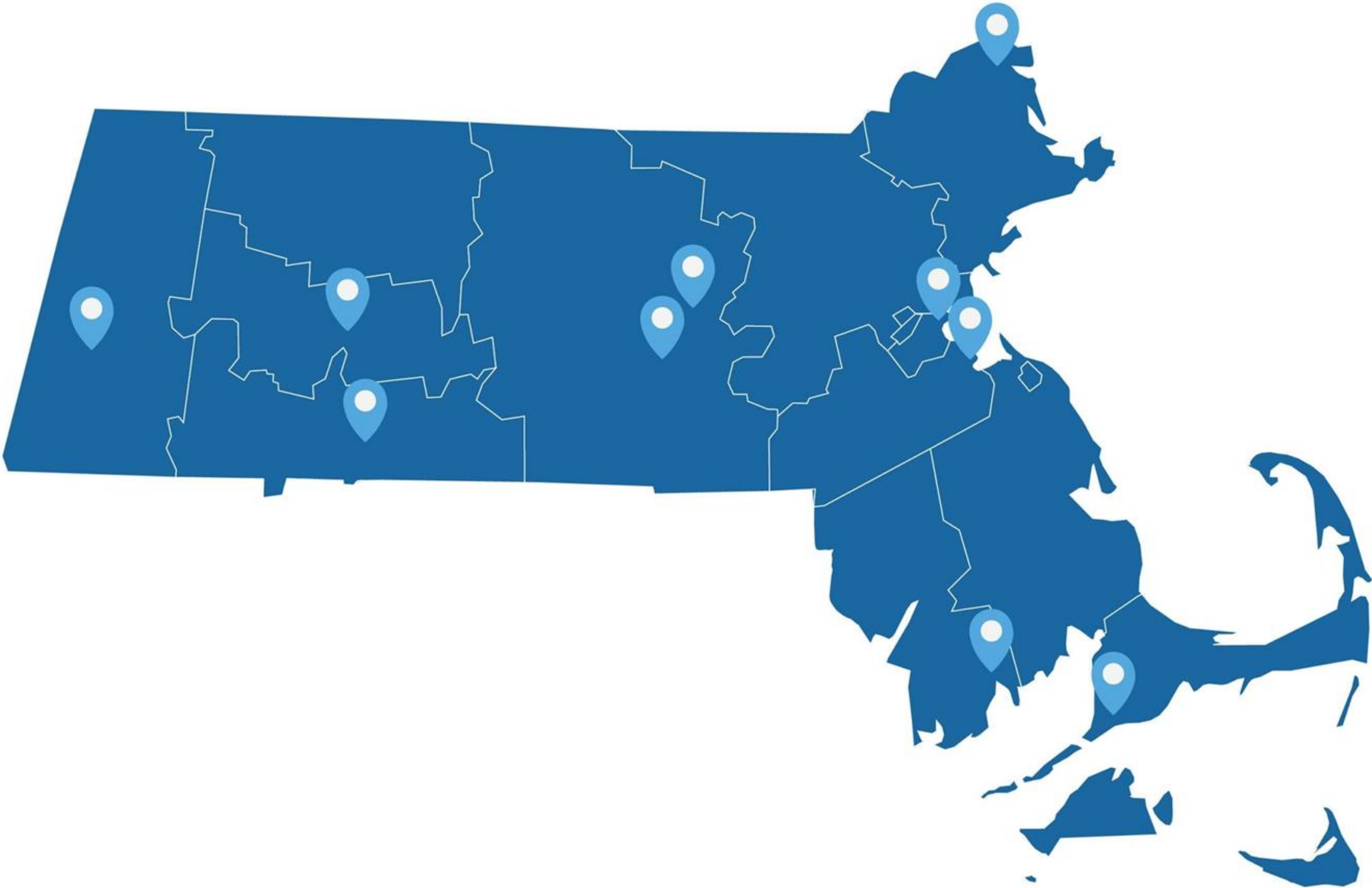
46%

of employees in MA work for a small business

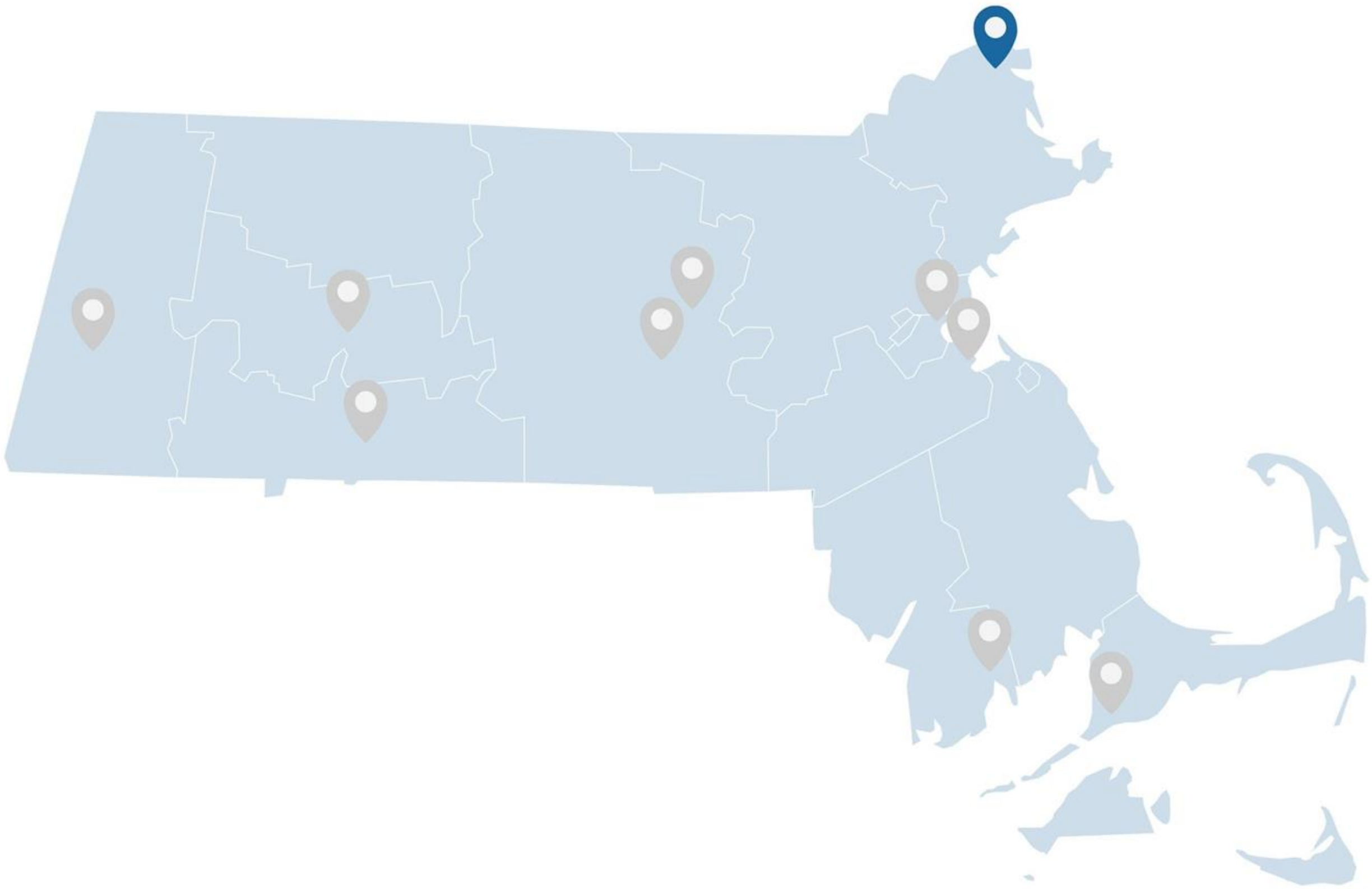
125,998

people across the Commonwealth were employed by minority-owned businesses in 2019

A statewide message: 102M+ expected impressions



Amesbury



Eighteen Friend Street Amesbury, MA

Handcrafted local goods on a charming downtown street

The numbers speak for themselves



16

RTCs represented
across the state



350+

Partnerships
page listings



340

My Local MA
badge downloads



14M

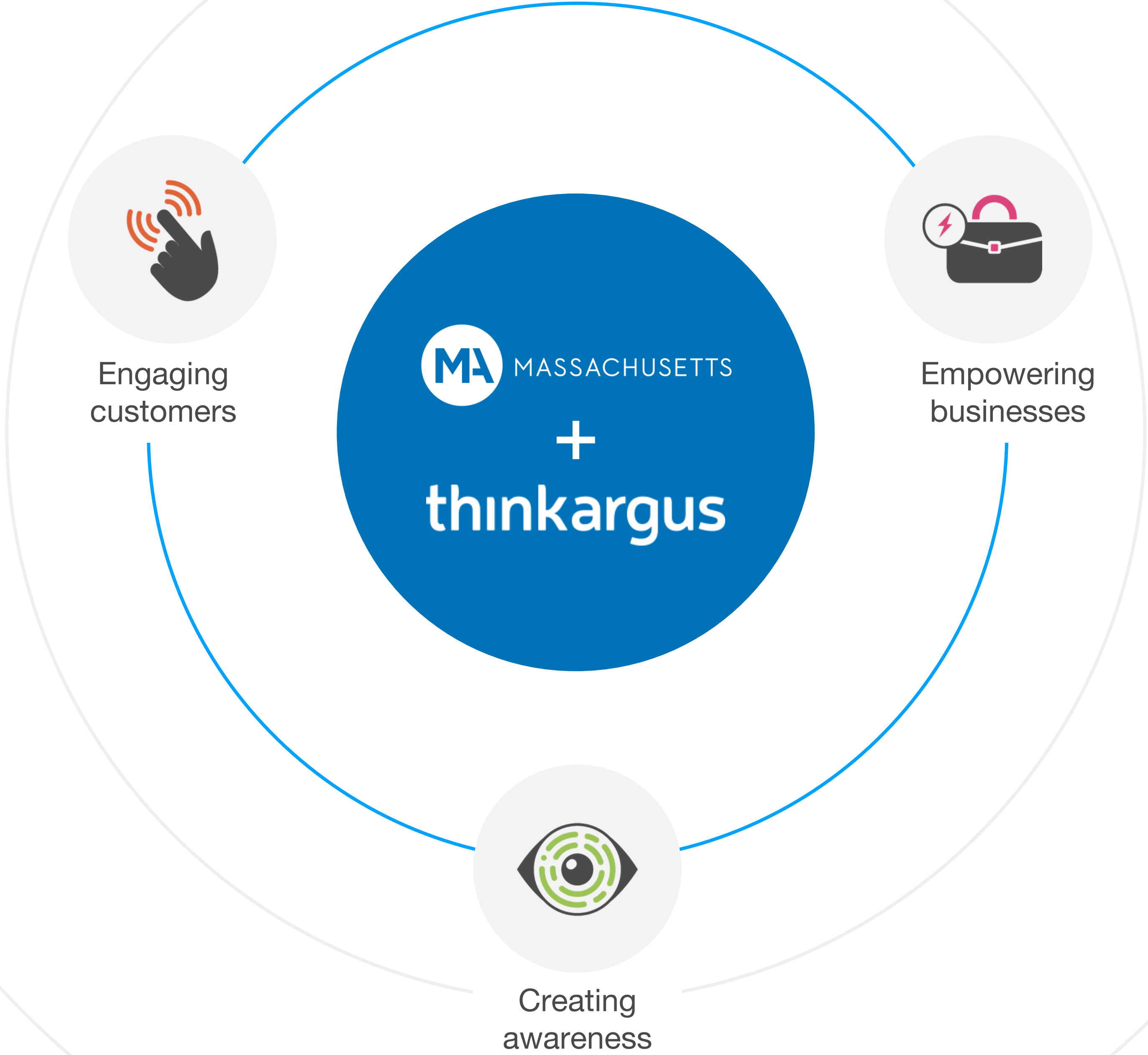
Website
impressions



61,000+

landing page views

Creating a movement



Print

**SHOW
MAIN
STREET
SOME
LOVE.**

**MY LOCAL
MA**

Put your money where your heart is:
right here in Massachusetts.

Learn more at lovemylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL IS
MORE THAN
A PLACE. IT'S
WHO WE ARE.**

**MY LOCAL
MA**

Put your money where your heart is:
right here in Massachusetts.

Learn more at findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL
TASTES
BETTER**

**MY LOCAL
MA**

CRAVING

findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**MAKE LOCAL
THRIVE.**

**MY LOCAL
MA**

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right here in Massachusetts.

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(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL
LOOKS
BRIGHTER**

**MY LOCAL
MA**

HAPPY PLACE

findmylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

**LOCAL IS MORE
THAN A PLACE.
IT'S WHO WE ARE.**

**MY LOCAL
MA**

lovemylocalMA.com

(MA) #maskupma **MA** MASSACHUSETTS

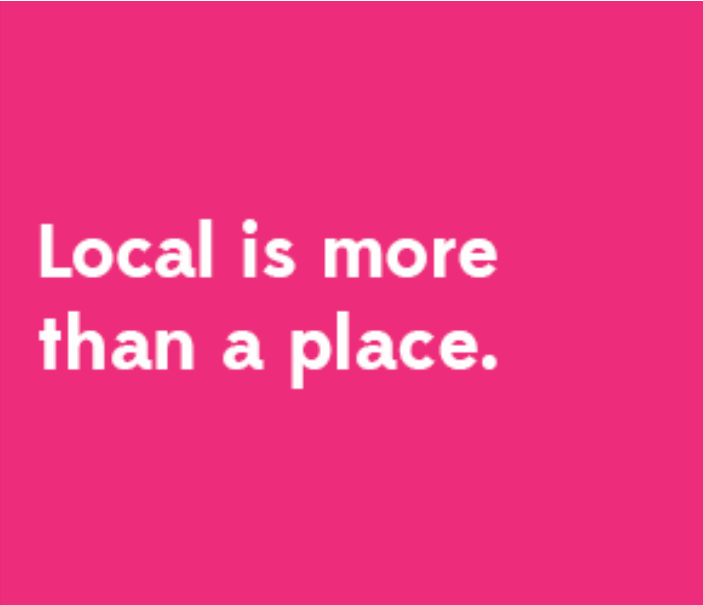
Transit



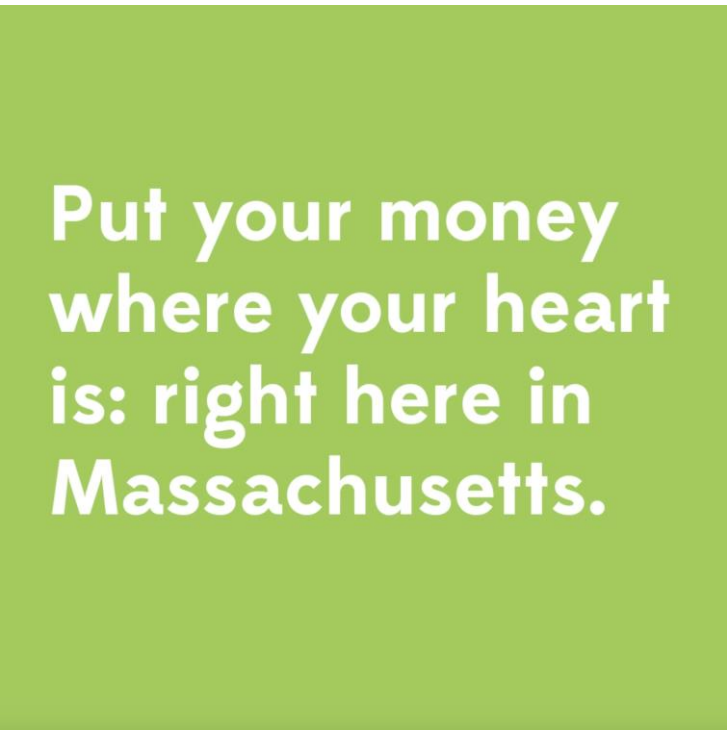
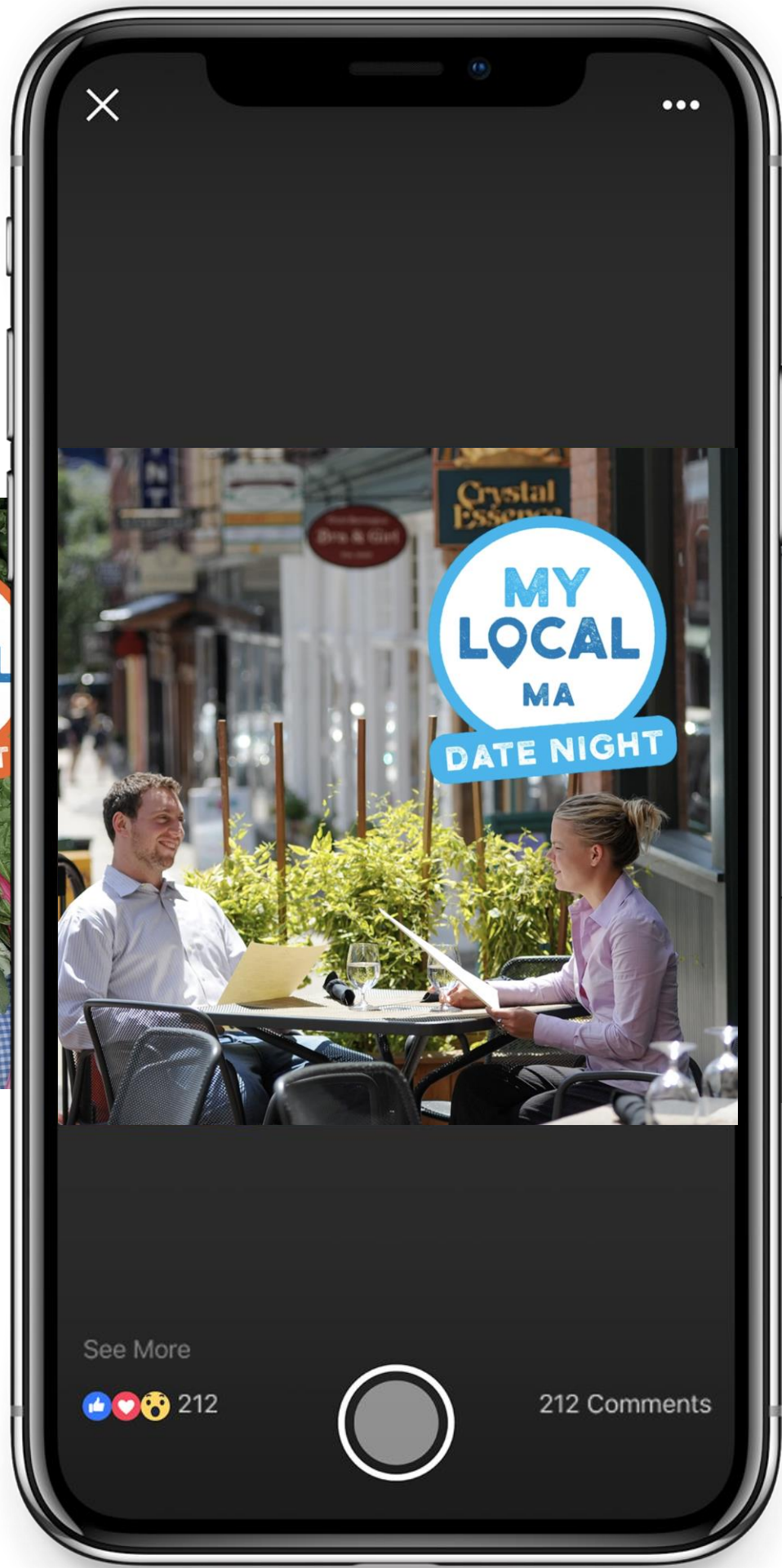
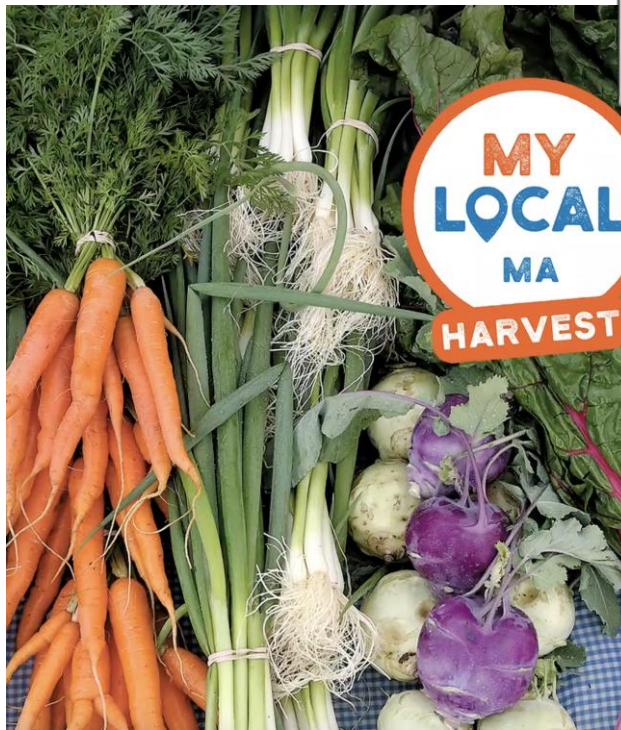
OOH



Digital



Social videos



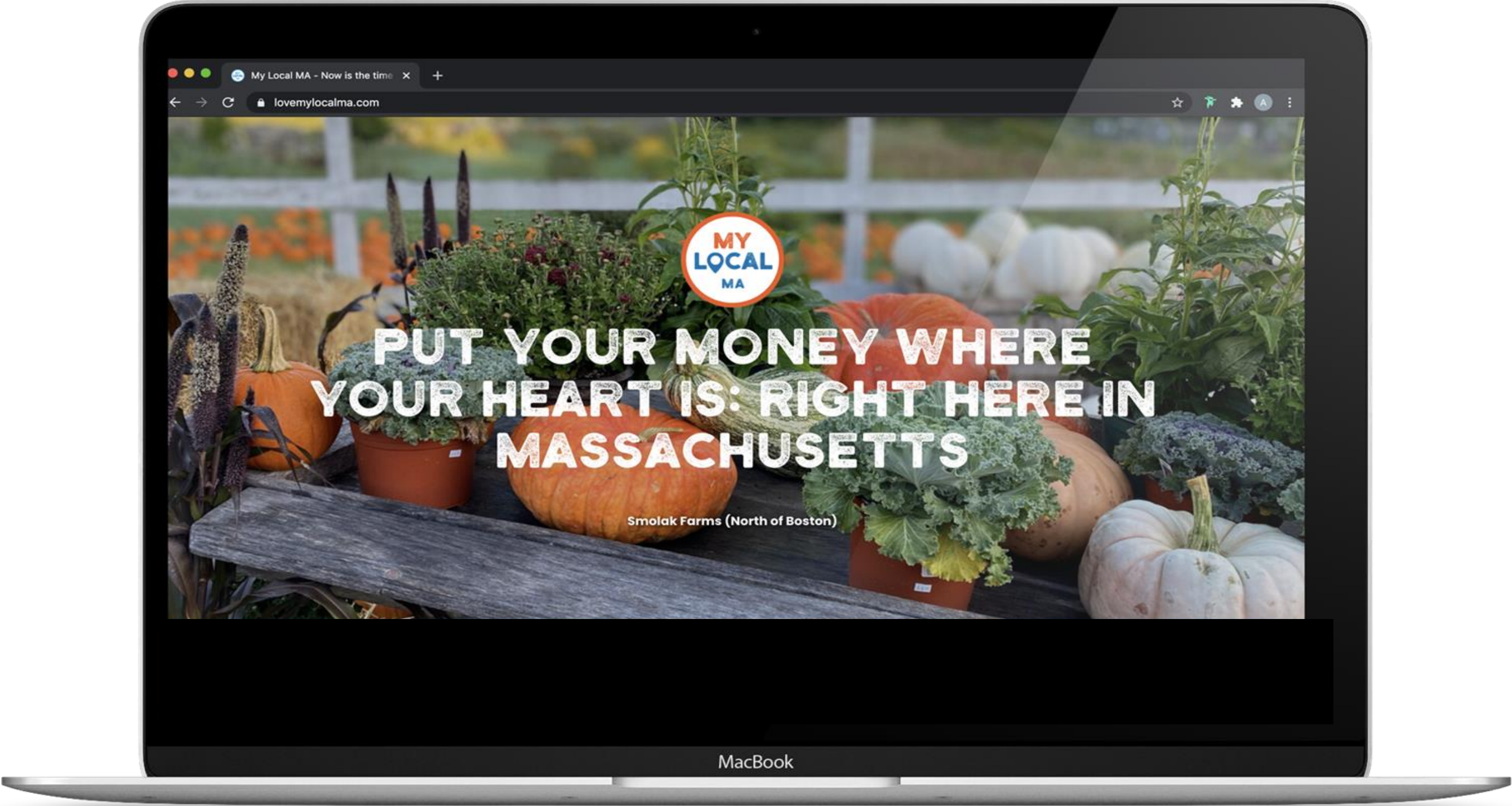
Television



BCEC PSA



lovemylocalMA.com





Getting involved

Getting involved

There are a number of ways for you to get involved and show support on a hyper local level;

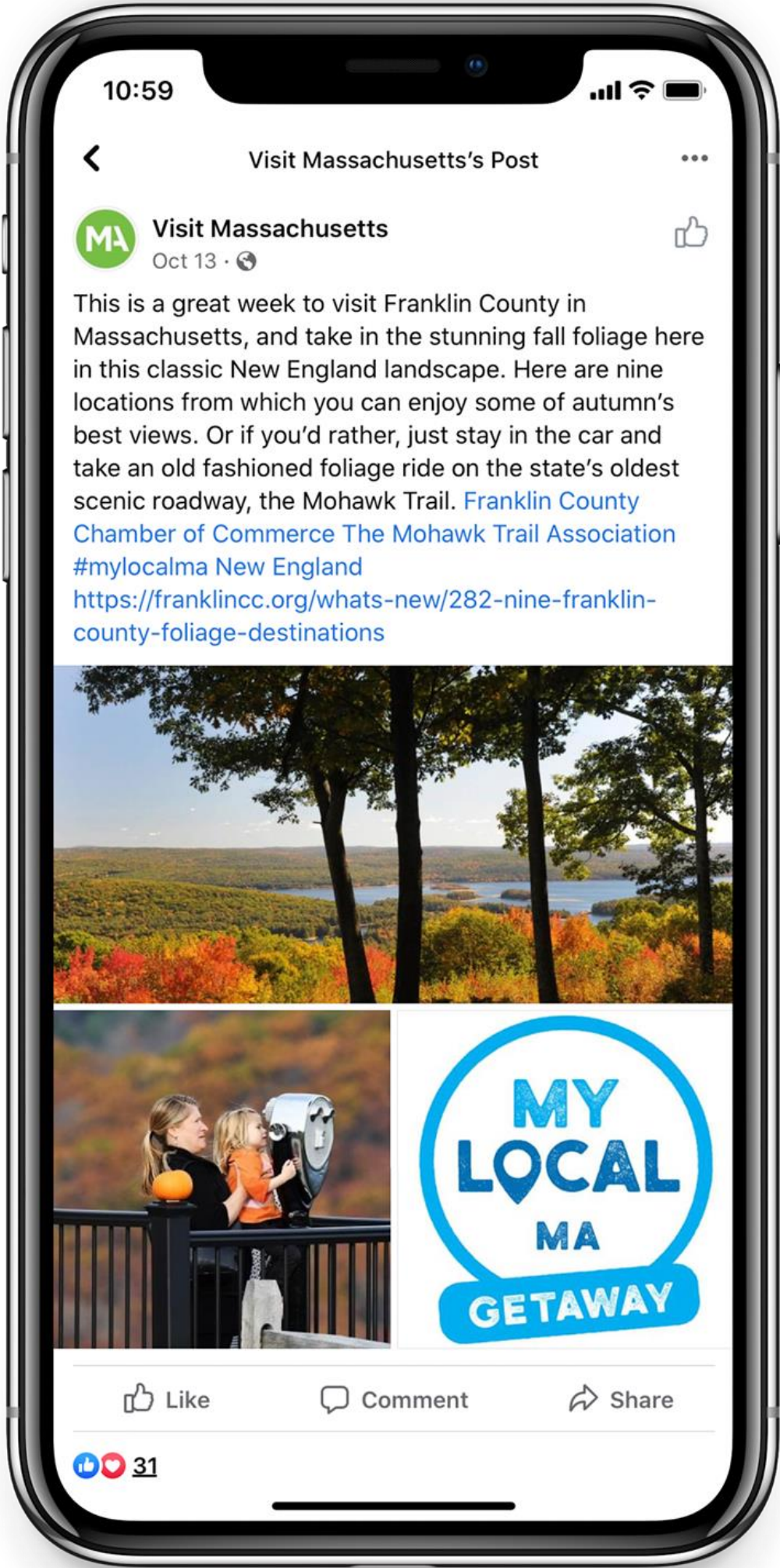
- Utilizing ready to go marketing assets
- Customizing your own marketing assets
- Printing and displaying posters in the window
- Using social media; Twitter, Instagram, Facebook
- Sending a newsletter or email blast
- Hanging banners from your storefront
- Featuring the sticker in your shop window



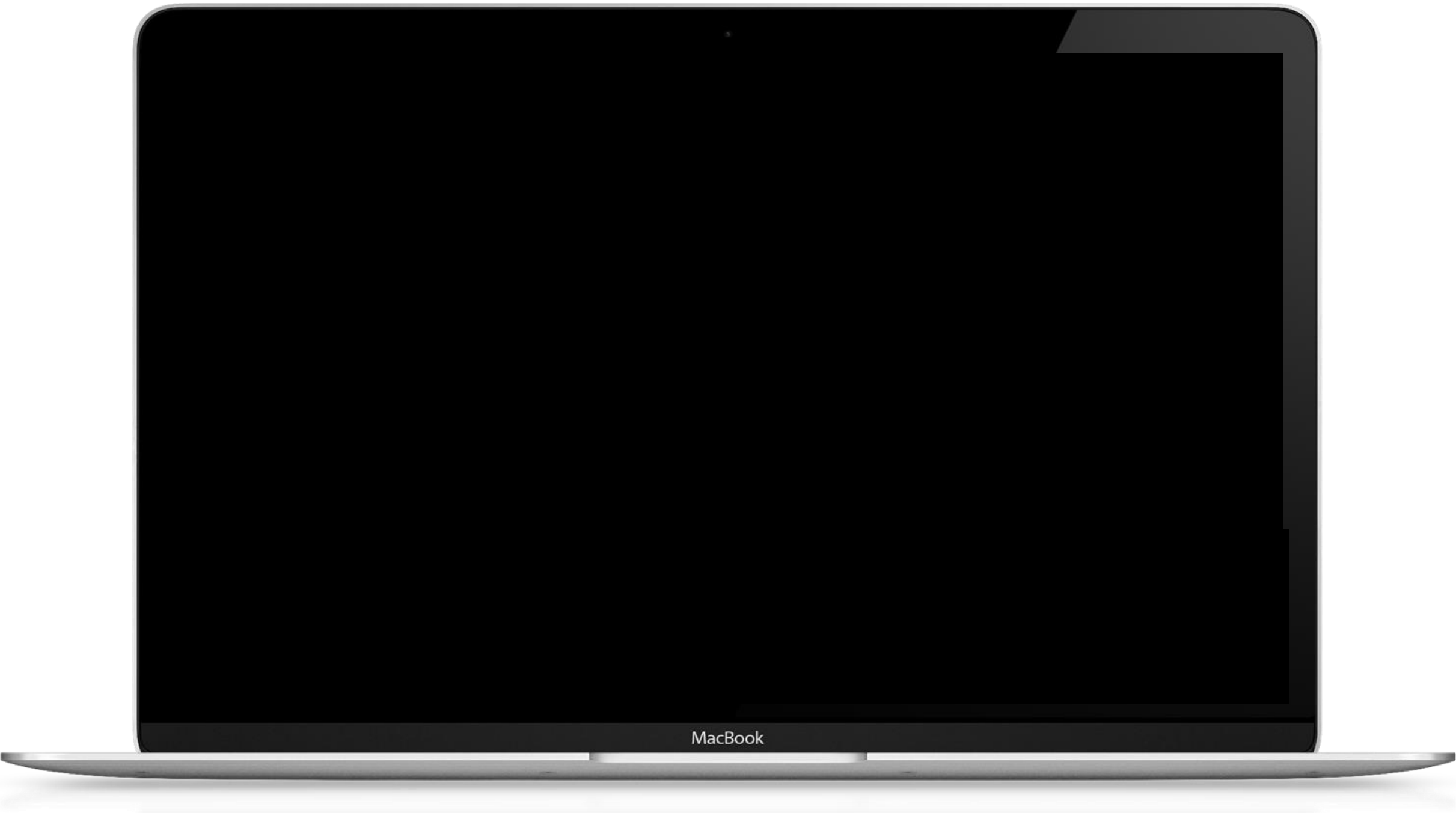
Empowering businesses

My Local MA is how we stand united for local businesses and organizations across Massachusetts.

Our business toolkit is a big part that. With these resources, you can show support, amplify your efforts, and make the case for local to customers, visitors, and everyone in your network.



Toolkit walkthrough (lovemylocalma.com)



READY-TO-USE RESOURCES

If you own or manage a local business or organization, you already wear a lot of hats. But maybe visual designer is not one of them. You can use these resources as is, without special knowledge of graphics applications. Put up a flyer in your store. Show your support on social media. Let people know that local matters.

For your business

- 8.5" x 11" window flyer
- Info sheet
- Poster – text only

Download

For social media

- My Local MA Instagram post image
- My Local MA Facebook & Twitter header image
- Mask Up MA Instagram post image
- Mask Up MA Facebook & Twitter header image

Download

Our logos

- My Local MA logo
- Mask Up MA logo
- Color badges
- Badge instructions

Download

Other useful stuff

- Email signature file
- Window/bumper sticker including logo and "Put your money where your heart is"

Download

MAKE IT YOUR OWN

The resources below are fully editable using Adobe applications and available to you free of charge. Go ahead and make them your own.

For your business

- Template for 1/4 page newspaper ads for publications
- Poster – space to add specific business photo/logo
- Safe shopping/safe dining location window flyer
- 4-up size flyer
- Sample customer email/newsletter

Download

For social media

- Customizable Facebook header cover photo with MyLocal MA badge
- Customizable Twitter header with My Local MA badge
- Facebook & Twitter post image with My Local MA badge

Download

Our logos

- Available in multiple file types

Download

Other useful stuff

- Banners for poles on Main Streets

Download

Flyers



Window flyers

Logos



#maskupma



#maskupma

Banners



Posters



Print Ads

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Social Media Assets



MyLocal MA Badges

Logos

Social media shareables

Window and Bumper Stickers

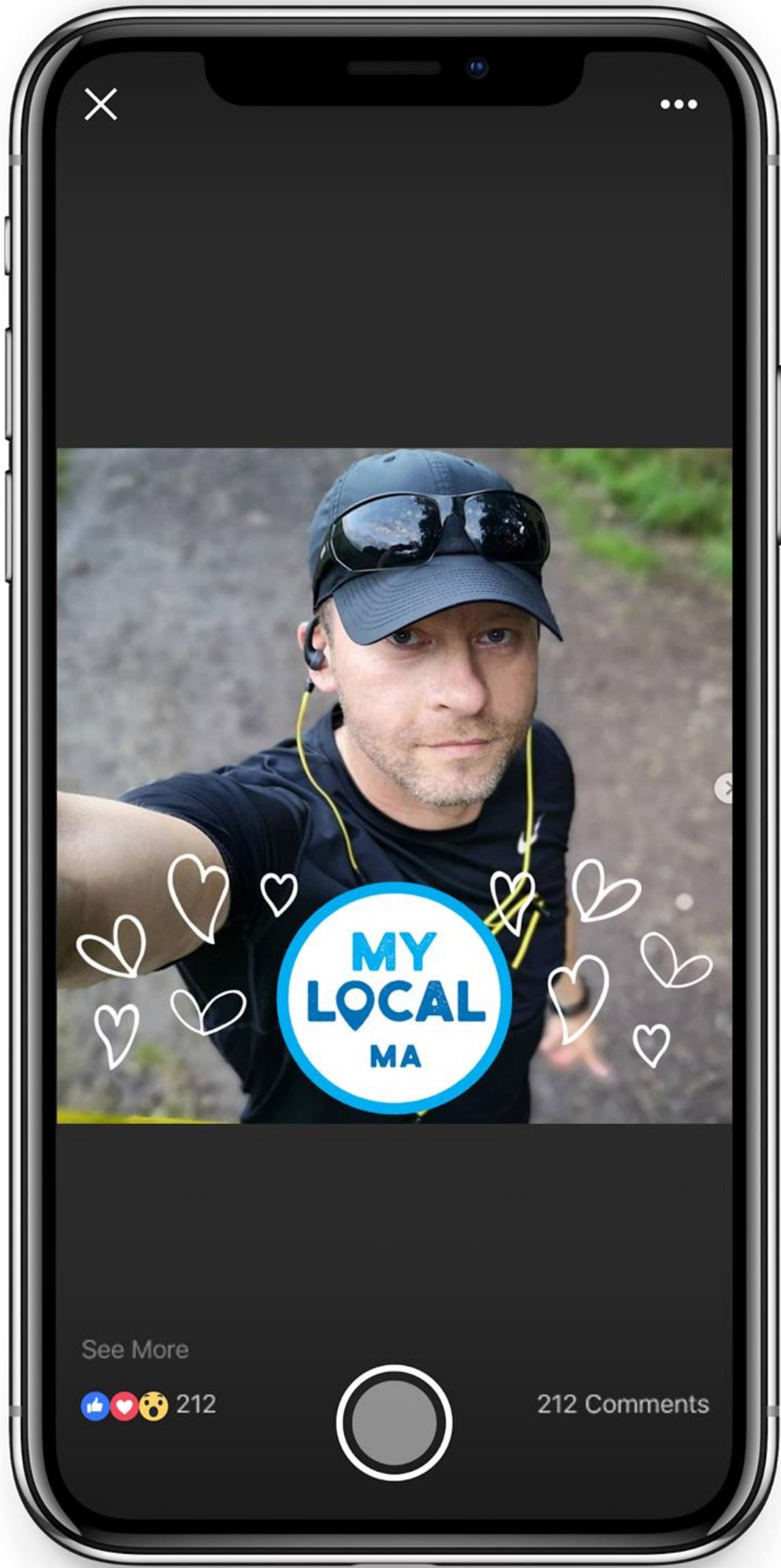
**PUT YOUR MONEY
WHERE YOUR HEART IS:
RIGHT HERE IN
MASSACHUSETTS**

Learn more at lovemylocalMA.com



Make My Local MA yours

There's even Facebook Frames for profile pictures, as another way to spread brand awareness!



Make My Local MA yours

How to use the GIPHY Stickers for Instagram stories





Talk like a local

Sample copy for *why local matters*

- **Buying local creates opportunity.** Last year, 125,998 people across the Commonwealth were employed by minority-owned businesses.
- **Buying local is good for growth.** Main streets and locally based businesses drive our economy and our workforce. 99.5% of businesses in MA are small businesses, employing 1.5 million people.
- **Buying local creates jobs.** By shopping local you are helping to create new jobs. In 2019, small businesses were responsible for 53,980 net new jobs in MA. 46% of employees in MA work for a small business.



Social media post examples

- Local businesses like mine create jobs, contribute to our economy, and give character to our cities and towns. But we can't survive without your support. We're proud to be local. You should be, too.
lovemylocalMA.com. #mylocalMA #MaskUpMA
- Our economy runs on small businesses. Proud to be part of the #mylocalMA movement! #MaskUpMA
- Local is better: That's why we're proud to source our food from local farms. #mylocalMA #MaskUpMA



About staying safe

- As local business owners and employees, we're your neighbors and we care about your health. We've been working hard to create a safe experience for everyone.
- Things might look a little different. We may have changed our floor plan or layout to allow for social distancing. We may have new hours of operation or reduced the number of employees. We've enhanced our sanitation procedures. And we have strict mask policies for employees and visitors.



About staying safe

- Many local businesses have added online ordering and delivery or curbside pickup.
- We're doing our part. You have to do yours. When you visit a local business, be sure to "mask up." We are all responsible for each other – customers, employees, business owners. And we all need to follow the rules to stop the spread of COVID-19.



Thanking customers and slogans

Thanking customers:

- Thank you for showing your local businesses some love. Visit lovemylocalMA.com
- Hope you enjoyed your [purchase/meal/stay]. You'll be glad to know that your support makes local Massachusetts businesses thrive. Visit lovemylocalMA.com.
- Thank you for your business. You're My Local MA hero! Visit lovemylocalMA.com



Short slogans

Short slogans:

- Put your money where your heart is: right here in Massachusetts.
- Local is more than a place. It's who we are.
- Show main street some love.
- Make local thrive. Stay safe. Buy local



Seen and heard

11:37

TOP POSTS
#mylocalma

September 1

peabodymainstreets · Follow

Metro Bowl



11 likes

peabodymainstreets Tired of staying home? Bring back date night and let loose at Metro Bowl! A few things may look different to allow for social distancing but it's... more

peabodyam 🍷🍷🍷

September 19

11:37

TOP POSTS
#mylocalma

seeplymouth · Follow



Liked by szoback and 24 others

seeplymouth Bountiful Plymouth County - it's all here in the fall! Sunny still-warm days, cranberry bogs, pumpkins, scrumptious socially distant outdoor dining, foliage... more

hiscarpentry @bramhallscountystore

October 15


11:41

Explore Western Mass's Post

Explore Western Mass

2d ·

#MyLocalMA giveaway! The category is...favorite #westernmass date night spot. The prize is a \$100 gift card to the federal restaurant & bar! Tag the person you'd share it with below and tune in Wednesday when we'll announce the winner! And....go!



Opens in Messenger

Send Message

Like

Comment

Share

Write a comment...

GIF

😊

10:22

Conversation

Martha'sVineyard @VisitMV

What are your most craving when you are NOT on island? #marthasvineyard @VisitMA #MyLocalMA



9:00 AM · 10/23/20 · Buffer

2 Retweets

7 Likes

PLEDGE to Support Local Campaign

Launched on November 14. The **Fall & Winter Pledge to Support Downtown Amherst** is a call to “Save our Town.” We are being direct that our businesses are in distress and therefore our town centers are in dire need of support. The campaign included:

- **12 week radio buy** on 4 stations playing 15-20 30 second spots daily
- Several weeks of the **full back page of the local paper** color with “cut out lines”
- **10,000 rack cards** distributed to all local business to hand out and include with take away orders and shoppers’ bags
- **Social Media promotions** and push to Springfield and other neighboring areas
- We intend to recreate last years successful Red Ticket Event as a “Yellow Ticket” to encourage spring support with drawing in April: “**A Daffodil Drawing**” For every \$25 spent local, a ticket is given. At drawing, the winning #'s will be called
- The \$100-500 prizes will be our local **Chamber Area Gift Cards** therefore continuing to keep the funds local. Top prize of \$1,000 with 4 \$250 prizes - cash



THIS FALL & WINTER
**PLEDGE TO SUPPORT
DOWNTOWN
AMHERST**



Businesses, Restaurants, Services & Salons are calling **SOS!**
The Amherst BID invites you to take the **PLEDGE TO SUPPORT LOCAL**
Shop Local, Style Local, Take Away & SAVE THE DAY



TAKE THE PLEDGE
Check Off 10 Restaurants,
5 Retail & 3 Service/Salons
by **December 31** w/ Proof of Purchases
and Enter To Win :

First Prize \$500
Second Prize \$250
Third Prize \$100



Amherst Area Gift Card
Cash To Use



Send Back To Us: Amherst Downtown
35 South Pleasant St. Amherst MA 01002



Check off 10 Restaurants
5 Retail and
3 Services/Salons



___ Antonio's	___ Lone Wolf
___ Amherst Coffee	___ Miss Saigon
___ Arigato	___ Moge Tee
___ Bistro 63	___ Momo Tibetan
___ The Black Sheep	___ Oriental Flavor
___ Bruno's Pizza	___ Osteria Vespa
___ Bruegger's Bagels	___ Panda East
___ Bueno y Sano	___ Paradise of India
___ Crazy Noodles	___ Pasta E Basta
___ Formosa	___ Pita Pockets
___ Fresh Side	___ Powerhouse Nutrition
___ Henion Bakery	___ Primo Too
___ HoneyCrisp Chicken	___ Shanghai Gourmet
___ Insomnia Cookies	___ Share Coffee
___ Iya Sushi	___ Subway
___ Johnny's Tavern	___ The Spoke
___ Kaiju	___ Taste Thai
___ La Veracruzana	___ 30 Boltwood
___ Lili's	___ Vivi Bubble Tea
___ LimeRed Teahouse	___ The Works Cafe
___ A.J. Hastings	___ Left Click
___ Amherst Books	___ Levellers Press
___ Clay's	___ Mass Vintage
___ Escape Smokeshop	___ M&M Links
___ Fretted Instrument	___ Mystery Train
___ Hope & Feathers	___ Russells Liquors
___ Knowles Flowers	___ Stamell Stringed
___ J. Austin Antiques & Jewelry	___ The Toy Box
___ Laughing Dog Bikes	___ Unnameable Books
___ Amherst Barbers	___ Zanna
___ Amherst Dog Wash	___ Hair by Harlow
___ Amherst Laser	___ Hair East
___ Amherst Optical	___ If Wishes Were
___ Artressa Salon	___ Horses Salon
___ Casimir Kocot	___ Matt's Barbershop
___ Downtown	___ Ren's Gas Station
___ Mindfulness	___ Pioneer Valley
___ Elements Hot Tub & Spa	___ Dermatology
___ Eliana's Barbershop	___ Sandy's Barbershop
___ Electrolysis by Athena and Elaine	___ red door salon
	___ Sei Bella Salon
	___ Vici Hair Studio

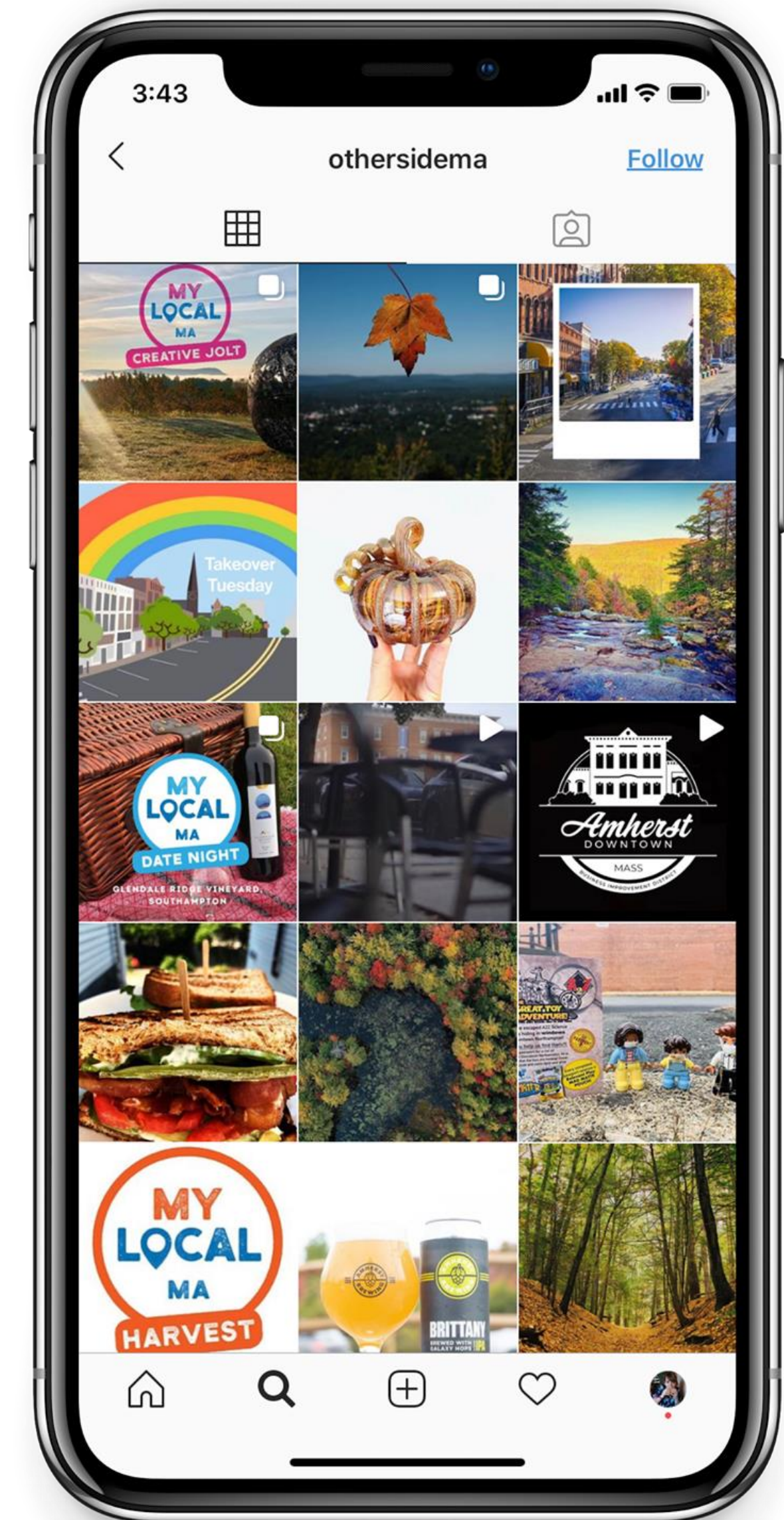
Take Over Tuesday

@othersideMA (RTC) with Amherst Area Chamber of Commerce created a 24 hour live story on Instagram that highlighted:

- Things to do
- Where to eat
- Where to shop
- Where to style
- How to support
- Amherst small businesses

The post used the following hashtags:

- #MylocalMA
- maskupMA





Think local!

Questions?

Please contact the MA Office of Travel and Tourism at
VisitMA.com or email Keiko.m.orrall@mass.gov