



PO Box 231
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North West Buy Local App

North West Country is proud to present the North West Buy Local app, developed to allow it's users to fully discover the areas and the businesses that make up the North West and what they have to offer.

App Features:

- Interactive map with full North West directory of businesses, including:
 - Business contact details/link to websites and directions
 - Searchable filters, via both area/region and business category
- Information about each area that makes up the North West region
- Advertising features that will become available to businesses in the long-term
- Login/Register a profile function for app users
- Monthly promotions/competitions for app users that buy locally
 - Customers in participating stores that make over the minimum purchase will be able to scan a businesses QR code within the app, to receive points
 - The points received equal entries into that month's promotion run by North West Country

Benefits to your business:

- Increased visibility with business listing sitting in the pockets of all app users
- Advertising to app users that may be outside your target market/existing client base (to be developed)
- For businesses taking part in the Promotions:
 - Access to monthly reports for visits to your business/scans at your business to help with tracking customer numbers
 - Can be used to up-sell to a suggested minimum spend (we have set \$10 as the minimum, but are leaving the decision up to each business if this is high or low enough)

Promotions

North West Country will be running a regular, monthly buy local promotion to encourage locals and visitors to the area to support the local businesses. On occasion there will be bigger prizes available for certain times of the year, i.e. Easter, Mothers Day, Fathers Day and Christmas. During the in-between months, the prizes will be standard, and information on the current month's prizes can be found:

www.northwestcountry.co.nz/buy-local.



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App Launch Promotion

To launch the Buy Local App, North West Country are giving away 2x major prizes:

1. A 3-day Comedy Cruise in Auckland Harbour for two. Including upgraded room with balcony, \$100 room credit and all on-board entertainment.
2. A North-West Luxury Get-Away Package for two. Including overnight accommodation, your choice of private surf lesson or couple's massage, Dinner prepared by a private Chef, and a gourmet breakfast.

How people can enter the draws:

- **Download** the North West Buy Local App
- **Login/Register** their profile in the App
- **Shop** in any participating North West shop (displaying the advertising posters supplied)
- **Scan** the business QR code to gain their points
- Then they're in the draw!

What you and your employees need to do/know:

- Make sure all your employees know about the app and the competition (leave this information sheet in a communal space/somewhere everyone can read it)
- Tell all your customers about the promotion and how to enter (by downloading the app)
- Use the suggested minimum spend as a way to up-sell. i.e. "If you spend \$10 with us, you can enter the draw to win an amazing trip, would you like to buy a muffin or something else to go with your coffee?"
- Display the promotional material supplied – a poster for your window indicating you take part in the promotions, a smaller poster/flier to show what the prizes are to win, the poster with your QR code in a place that is easily accessible for your customers
- Each transaction is valid for ONE scan, and customers can only scan your QR code once per day.
- One scan = 10 points = 10 entries for that month's prize draw
- Employees are welcome to take part in the promotion, as long as they also make qualifying purchases in participating businesses

Rules apply to using the app, they can be found here: www.northwestcountry.co.nz/nwapprules

Terms and Conditions apply to all promotions run on the app, they can be found here:

www.northwestcountry.co.nz/buy-local along with further information about the app and promotions.