

ADVERTISING & MARKETING MEDIA PACK



HOW YOU CAN WORK WITH PEOPLE WHO CARE

2019

OUR HEART'S IN THE RIGHT PLACE... MANCHESTER.

THE STORY OF I LOVE MCR SO FAR

I Love MCR® is an independent organisation which was launched in reaction to the infamous riots in Manchester and Salford during the summer of 2011. An antidote to anti-social behaviour, harnessing the energy of a huge community and expressing our unconditional love for the city.

Out of the carnage came creativity. **I Love MCR®** has become a trusted symbol of civic pride and a platform for people who love Manchester which helps boost local economy.

I Love MCR® fearlessly and optimistically champions a better future for the city, its people and community.

Our heart's in the right place. Manchester.



CHRIS GREENHALGH
CHIEF EXECUTIVE



**“I Love MCR® is phenomenal.
I’m a big Manchester supporter so it’s
been good to see the brand grow with
the city. It’s given our venues fantastic
exposure.”**

R.I.P. TIM BACON



I ♥ MCR

MILLIONS OF REASONS TO ADVERTISE WITH US.

WHY YOU SHOULD ADVERTISE YOUR BRAND WITH I LOVE MCR



Manchester is booming. It's one of the fastest growing cities in Europe and the UK's second city, the economic hub of the north - the northern powerhouse! In the last decade, the population of Manchester city centre has increased from 5,000 to 25,000.

Total visitor numbers to Greater Manchester stand at 115 million which generated £7.5bn to the local economy in 2014. That's visitors spending money on food, drink, entertainment, shopping, transport, and accommodation in Gtr Manchester.

We've captured these people by caring about our beloved city and its people. **I Love MCR®** is a positive and trusted voice which can connect your business to a captive audience of over a million people in the north west and beyond who use our platforms regularly.

Choose love. Choose Manchester. Choose **I Love MCR®**



2.6M
POPULATION
OF GREATER
MANCHESTER



12M
WEBSITE
VIEWS PER
YEAR



285K
SOCIAL
MEDIA
FOLLOWERS



80K
EMAIL
NEWSLETTER
SUBSCRIBERS

CORRECT AS OF
JANUARY 2019

**“Based on our report data, I Love MCR®
gained us 192 covers last month! Which,
after tax, food cost and advertising costs
gave us a good return on investment.
We are pleased with how the campaign
is working.”**

Ash's



GET TO KNOW OUR COMMUNITY

**WE TRACK OUR WEBSITE VISITORS + DEMOGRAPHICS
AND HOW THEY ENGAGE WITH YOUR CONTENT**

The relationship we have with our community and audience is very important to us. Here are the average website visitor stats according to reliable information sources:

We track all your activity and send you comprehensive stats:



30% DIRECT VISITORS

People who type our web address into a internet browser



30% SEO

Visitors who have discovered an article or page on our website via various search engine results



40% SOCIAL MEDIA

Visitors who have been directed from social media platforms such as Facebook, Twitter and Instagram



10% EMAIL MARKETING

Visitors who have been directed from our email newsletters

1.M

(AVERAGE) WEBSITE VIEWS PER MONTH

READERSHIP DEMOGRAPHIC

Gtr Manchester population might be 2.3M but in 2015 tourism generated over £8bn in Gtr Manchester from 115m visitors spending on food, drink & entertainment.

GENDER

60% FEMALE 40% MALE



LOCATION

80% NORTH WEST
15% REST OF THE UK
5% REST OF THE WORLD



AGE RANGE

10% 18-24 yr olds
40% 25-34 yr olds
30% 35-44 yr olds
20% 45-54+ yr olds



I ♥ MCR®

ENGAGE WITH OUR FOLLOWERS

OUR SOCIAL MEDIA FOLLOWERS WANT TO HEAR ABOUT YOU AND YOUR PRODUCTS



135K+

FACEBOOK FOLLOWERS



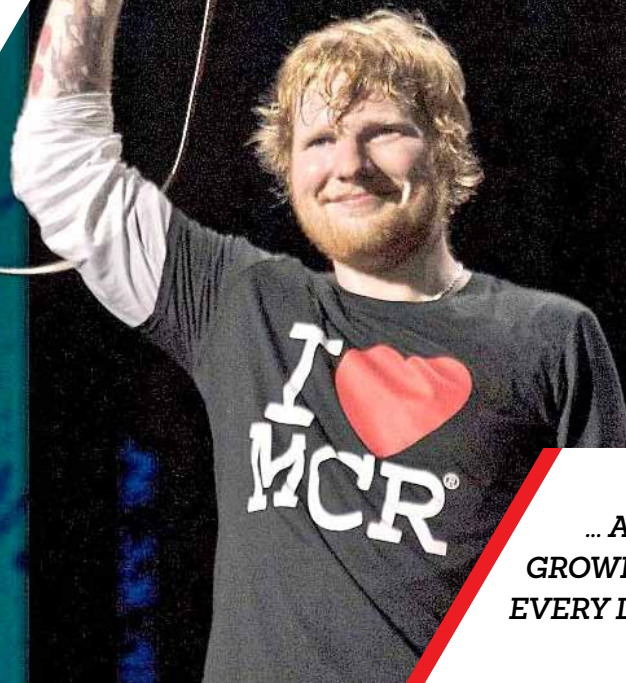
85K+

TWITTER FOLLOWERS



75K+

INSTAGRAM FOLLOWERS



... AND
GROWING
EVERY DAY

Great work, great team! We've been working with I Love MCR® for years now and not only has our group of hotels benefited hugely, they are delightful to work with. Thanks guys!"

© ESLECTIS





LIGHTS CAMERA ACTION

***IF A PICTURE IS WORTH A THOUSAND WORDS
THEN A VIDEO MUST BE WORTH MILLIONS***

When we live in a city as magnificent as Manchester, it's easy to capture on film. Some of our videos have reached over 1M views

Videography is fast becoming the highest engaging medium for marketing promotions. Video content is ranked highly on social media platforms and favoured by platform algorithms. The video content we create for you will be designed to support the rest of your campaign.

WHY CHOOSE VIDEO WITH US?

- ♥ We film, produce and edit
- ♥ We send you the file to use and keep
- ♥ We upload to our YouTube channel
- ♥ We embed within editorial features
- ♥ We adapt and post on our social media channels



PLUS... IT'S AFFORDABLE!

We spread the cost of a video across your advertising and marketing campaign with us to complement other assets such as social media interaction.



**SUBSCRIBE:
WATCH OUR
VIDEOS ON
YOUTUBE**



I ♥ MCR®

BE SEEN ON A BIG BILLBOARD

OUTDOOR MEDIA AKA OUT-OF-HOME MEDIA IS BECOMING MORE AND MORE POPULAR



Thanks to **I Love MCR** investing in out-of-home media, advertising your business on big billboards in Manchester is now even more affordable.

Incase you needed more reason to advertise your business and see your brand on a big billboard, here's five big reasons why you should get in touch now...

2.6 MILLION PEOPLE

Outdoor media connects with the ever-growing population of people (of Manchester) in real time either on foot or in a vehicle stuck in traffic.

CAN'T MISS IT

It's hard to avoid a billboard. It's easier to skip a radio or TV advert. Because we know the city so well, we've strategically picked out billboards in high-visibility, high-traffic locations ensuring that your adverts will receive thousands of quality impressions.

INSTANT HIT

Because our billboards are digital, you can instantly change your artwork/message as often as you need to.

OUTDOOR WORKS

Customers don't just glance. They tend to engage. In fact, they spend measurably longer looking, they remember what they see and are motivated to take action.

PLUS, IT'S NOW AFFORDABLE

WE'RE HERE TO CHANGE THE IDEA THAT DIGITAL OUT-OF-HOME MEDIA IS BEYOND THE REACH OF MOST ADVERTISING BUDGETS. ADVERTISE ON OUR BILLBOARDS FROM AS LITTLE AS £16 PER DAY*

*FROM £500 PER MONTH

“I Love MCR[®] is great. While getting to know Manchester we used the site a lot to find out what’s trending. It’s a great guide to a great city - thankfully our restaurant received a lot of attention”

HAWKSMOOR
A RESTAURANT & PUB GROUP



I ♥ MCR

OHH, APPY DAYS



MOBILISE PEOPLE WITH THE I LOVE MCR APP

The **I Love MCR** app is the ideal way to get savvy with Manchester's truly mobile market. Many of our clients are keen to gain exposure to a targeted, mobile audience. An audience that is captive, responsive and impulsive. We took this feedback on board, did the research and decided to develop the **I Love MCR** App.

The app features a hand picked range of Manchester's best offers, experiences and events, as well a newsfeed of our Manchester features and reviews.



MOBILE IS THE DEVICE OF CHOICE TO INTERACT & COMMUNICATE

People engage with their mobile device on average every 30 minutes



WE'LL LITERALLY PUT YOU ON THE MAP

We use gps to show offers and events nearby the mobile user at any time.



INCENTIVISE A NEW CUSTOMER BASE

When searching for offers nearby, people will have another reason to visit you and it's your job to make sure they return and consume other products.



DRIVE YOUR FOOTFALL

People are more likely go out of their way to visit you.



IT'S CHARITABLE

We encourage users to donate what they've saved to our partner charity, We Love MCR Charity.



JOIN THE MOVEMENT

GET IN TOUCH TODAY AND BE PART OF OUR CONTINUING SUCCESS STORY

Our HQ is at the 'heart' of the city inside the beautiful Royal Exchange building on St Ann's Square.

Where the magic happens:

426-428 Royal Exchange
St Ann's Square
Manchester
M2 7EP

Give us a bell

0161 710 2665

Drop us a line

advertise@ilovemanchester.com

Follow us



Beneficiary partner charity