



CONNECT with Cambridge consumers

BIA Special - Video and Online Package

Why advertise to people at home reading the paper... when you can connect with local consumers who are out spending money, today! Pairing a video ad with a strong online presence is the best way to produce results and increase your revenue!

Commitment and Benefit to Businesses

Intrigue Media Cambridge and ShopCambridge have developed a high impact, cost effective promotion for the B.I.A. member companies, designed to bring customers to Downtown Cambridge and your business. Campaign length is 12 months, nothing works short term. Consistent, frequent video ads create high brand recognition while the online tools help people find you when they search!

High Definition Video

This creates a professional brand presence. Want to communicate that your services are leading edge? Make sure your promotions are leading edge too!

Multiple Strategic Display Points

Intrigue Media Cambridge places our TVs in front of captivated audiences in front of line-ups and waiting rooms throughout Cambridge, so your ad gets attention. Believe us, people in line-ups enjoy watching your high definition video.

Consistent & Frequent Advertising

Not everyone is in the market for your services – yet. By playing your ad, we'll play it on our network thousands of times every month (yeah – thousands) you ensure that people remember you. So that when they do need your services, you'll be the first business they think of visiting.

Enhance Your SEO

When they **go online** to find you, our ShopCambridge tools will help you maximize your presence. They will be able to quickly learn about your products and services, see where you are located, any special deals you are offering, sign up for newsletters, find your website and social media and more.

Affordable Advertising

Do you need a Hollywood sized budget to work with us? Nah. Intrigue Media creates a high definition video campaign for your business. The video is uploaded to YouTube, and **you own it**. We encourage you to embed it in your website, add it to your ShopCambridge profile, post it on your Facebook wall or anywhere else you can think of.

Your Account Manager through ShopCambridge will ensure that you have consistent, professional content that drives SEO while updating your products, services and specials as needed.

As a business owner you have so many things to worry about every day. Let us take the confusion of marketing off your plate.

Now you can have a consistent professional digital marketing campaign both online and in the community showcasing your business that brings strong brand awareness.

Best of all... you don't have to guess about what to do and how to do it. Let the program work, **because it works.**

Screen Locations Throughout Cambridge

1. 50's Diner
2. Boston Pizza Cambridge
3. dipietros
4. Duke & Duchess
5. Euro Mart & Deli
6. Fiddle & Firkin
7. Grand River Academy of Dance
8. Hair Loft 77
9. I Bowl Family Fun Center
10. Kiwi
11. Playfit Kids Club
12. Ridgehill Ford
13. Valentino Salon Spa
14. Gators Tail
15. Chamber of Commerce/Visitor Centre

All this for so little

One Time Video Production: \$399.95 + HST – a savings of \$50.00.

Monthly investment: \$400 + HST – a savings of 50% off individual services.

For about the same investment as a traditional one time daily ad, you can be in front of you customers all day, every day, every month. Talk about being consistent.

Both Kevin (Intrigue Media Cambridge) and Heather (ShopCambridge) will be visiting the BIA member businesses in the near future to answer questions about this opportunity.

If you have questions or want to sign up, reach out to one of us.

Kevin Sinclair - 519-546-7335 kevin@intrigueme.ca

Heather Van Patter – 226-474-0140 heather@shopcambridge.ca

