



# A campaign to “Feel the Love” with Fresh Flowers this Valentine’s Day

Romance begins with a glance, a twinkle of the eye, a cheeky grin and those first awkward moments. Or now days, with a simple ‘swipe right’!

Either way, we all want to “Feel the Love” on Valentine’s Day. After all, don’t we all want to be surprised with flowers and swept off our feet?

So this year, the Melbourne Market in conjunction with Flowers Victoria have created a romantic and whimsical marketing campaign to tell a romantic tale. This visually appealing and sophisticated imagery will grab attention and drive the public to buy fresh flowers.

The campaign will go live on Wednesday 7 February, driving the key message: “Feel the Love – Celebrate love with fresh flowers this Valentine’s Day”. It will be supported with advertising in the following medians:

- Radio – Triple M, Nova,
- Facebook,
- Instagram, and
- Market Fresh website.

To drive the message and make this campaign work, we need your help! Use the imagery provided and create your own take on the romance of the campaign, but most of all hashtag **#Feelthelove**. So jump on board and let’s celebrate love with fresh flowers.

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## RADIO

Hear the campaign throughout the day on:



## ONLINE

Sponsored Advertising:



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This campaign has been generously funded on the behalf of the industry by:



## Campaign Example:

### POINT OF SALE POSTER

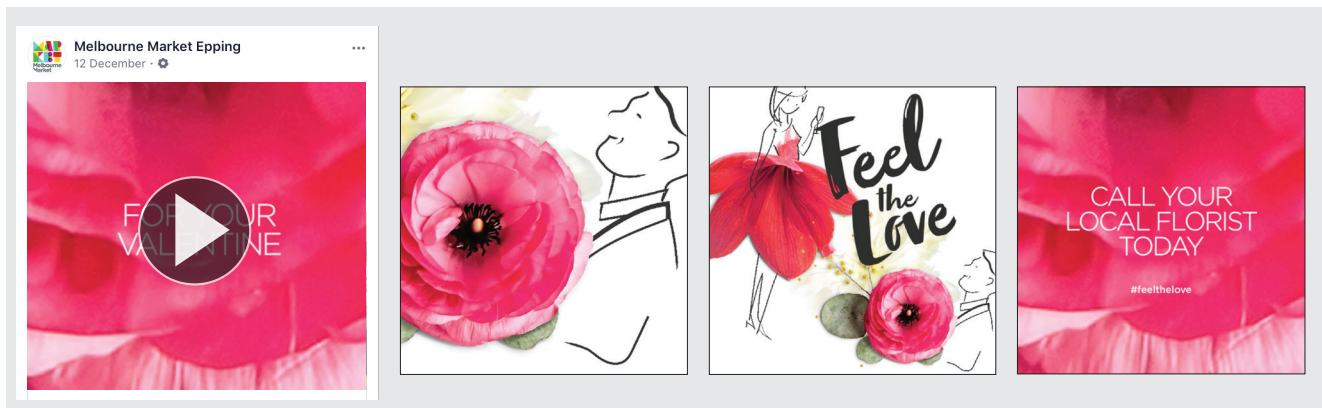
Printed poster available  
for purchase or download  
for free in A2, A3 or A4  
PDF format from  
[poweroftheflower.com.au](http://poweroftheflower.com.au)



### FACEBOOK ADVERTISING

The copy will provide links to Find your Local Florist  
on [marketfresh.com.au](http://marketfresh.com.au)

# Campaign Example:



INSTAGRAM AND FACEBOOK TILE



ONLINE BANNERS MarketFresh and website banner for you to use on your own website, 728 x 90 pixels and 1400 x 435 pixels.

TRIPLE 

**nova**

**RADIO** Listen to the Feel the Love radio ad on [marketfresh.com.au](http://marketfresh.com.au)



## How can you get involved?

**It's easy. The Melbourne Market and Flowers Vic have developed a suite of material for your business to use. This includes:**

- Posters (available electronically in A2, A3, A4)
- A limited number of A2 printer poster will be available for purchase in the Flower Market on Thursday 25th January or from MMA Reception,
- Facebook tiles,
- Instagram campaign image,
- Website banners,
- Additional marketing ideas for florists, and
- Check out the online advertising images, like, share and repost as often as possible.

This material is available electronically free of charge in pdf format. Access your kit by heading to [www.poweroftheflower.com.au](http://www.poweroftheflower.com.au)

## Next Steps – Get ready for Valentine's Day

1. Merchandise your store – get campaign posters from the Flower Market (or online), and feel the love with Flowers this Valentine's Day
2. Update your business listing on <http://www.marketfresh.com.au/listing-category/find-your-local-florist/>  
  
The Facebook video will have a shop option and will drive the traffic to find their local florist on [marketfresh.com.au](http://marketfresh.com.au). Don't miss a potential customer, make sure your business is listed and your listing reflects your brand.
3. Update your Social media - Download the campaign tiles and upload to your personal Facebook and Instagram. We need to remind everyone to **#FeeltheLove**



**Feel  
the  
Love**