

Shop Brooklyn Sample Talking Points:

Please use this as a resource for your merchant outreach efforts.

Below, we have listed a few ways to initiate conversation and distill Shop Brooklyn's 2010 holiday campaign.

- We are joining Brooklyn Borough President Marty Markowitz in a borough-wide awareness campaign informing Brooklynites about the importance of keeping their dollars local.
- We know that you are going through some tough times right now during the downturn in the economy.
- We have one goal with the *SHOP BROOKLYN* campaign; we are going to ask Brooklynites to keep their dollars in our communities.
- We also understand that Brooklynites have many choices this holiday season for gift shopping; some of those choices take them outside Brooklyn.
- Today, the question we are asking is, how will we keep our vital commercial corridors with mom and pops stores from going out of business?
- By building on our strong Brooklyn pride, we will ask all Brooklyn residents to stay local this holiday season to shop and invest in the community they love so much.
- We cannot do this without your participation. More merchants mean a louder voice.
- The Borough President and his partners are going to support keeping our dollars in Brooklyn with a promotional campaign that includes:
 - Radio, print, and online advertising
 - Aggressive on-line marketing via Facebook and Twitter.
 - And of course, Borough President Marty Markowitz will be the spokesperson for the *SHOP BROOKLYN* campaign making stops throughout Brooklyn during the weeks of the campaign.
- Here's how you can help:
 1. Offer shoppers a discount or promotion as a "Brooklyn Bonus" as part of the *SHOP BROOKLYN* campaign on:
 - "Brooklyn Friday" Friday, November 26, 2010; and,
 - Consistently throughout the holiday campaign (until December 25th).
 2. Place signage in store window and at point of sale.
 3. Participate in promoting the season via e-blasts and social networking.
 4. Come to the Press Conference on Tuesday, November 23, 2010 (location to be determined) and stand with other merchants to celebrate the unique shopping experiences of Brooklyn.
 5. **And most of all**—ask your fellow merchants to sign up! With more signage along the corridor, the more customers realize the importance of the campaign message. This will translate into a unified community and will attract more shoppers, and in turn, more purchases!

