

'Time to...' is the latest campaign from Marketing Peak District and Derbyshire which is acting as the area's recovery campaign in the response to the Covid-19 pandemic.

The campaign is purposely versatile so that it can be adopted and promoted by any business owner in the area to support the reopening of their business.

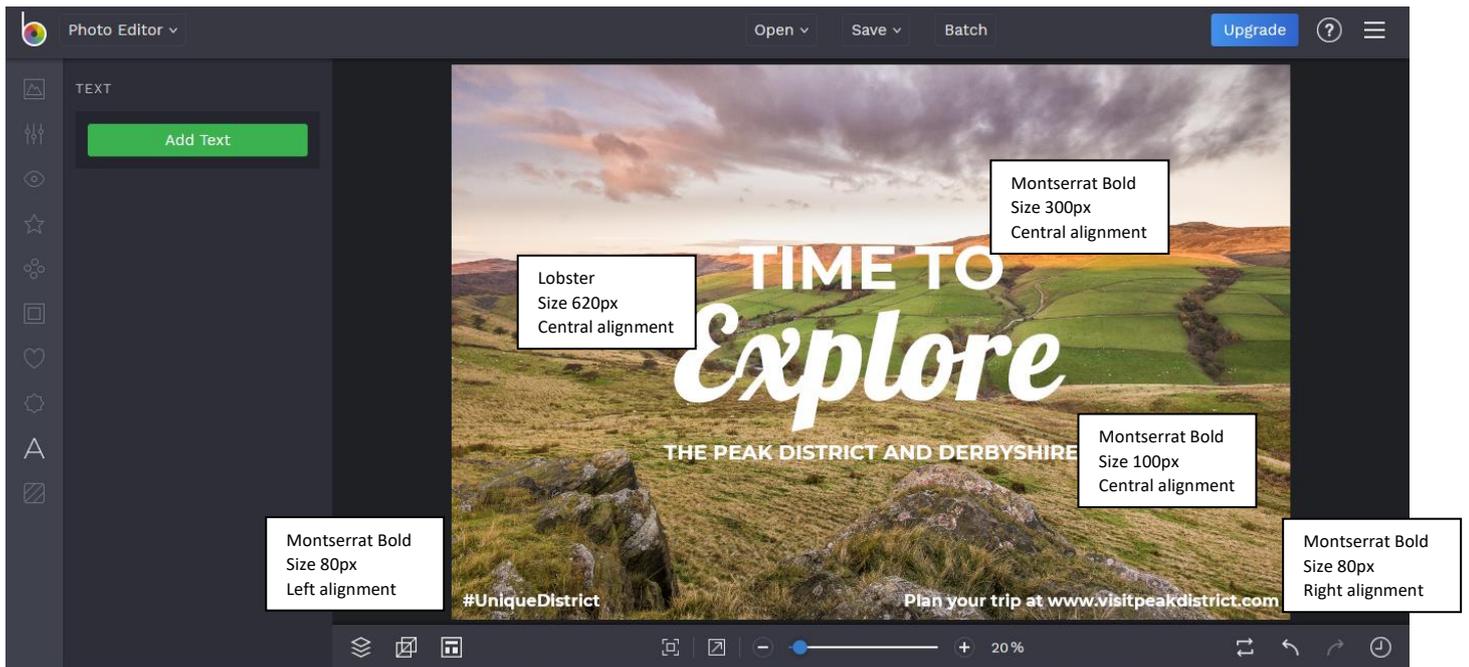
We are encouraging businesses to create their own 'time to...' campaigns by creating their own imagery, which we guide you through below. There are also generic campaign images available to save/download on our Industry Facebook page. You can also email danielle.sorsby@marketingpdd.com to get access to the generic campaign images.

Making your own imagery

There is an online photo editor called BeFunky which is free to use and has all the tools you need in order to make your own campaign imagery. Below is a step-by-step tutorial of how to do this.

1. Pick a suitable business image for use in the campaign and save it to your computer.
2. Head to <https://www.befunky.com/create/>
3. Click on 'Open' at the top of the screen and select 'Computer' from the drop-down menu – this is where you will select your image.
4. Down the left-hand side are all the editing options, you need to head to the text tab by clicking on the big capital 'A'.

5. Select 'Add Text' and add the following text, font, sizing and alignment.



6. Check the image looks the same to the VPD campaign imagery (check for capitalisation, spelling, layout etc.) and then save.

7. Save to your computer and then upload your image to your digital platforms. Don't forget to tag us on Social Media!

Campaign wording

The 'Time to...' campaign can be flexible. We know that everyone's business is unique and that people are opening up at different times and under different circumstances. You can therefore create your own imagery with your own wording. Be as creative as you like! Some ideas are...

Time to:

- Welcome you back
- Open our doors
- Book your break
- Visit
- Treat yourself
- Travel
- Get excited
- Discover
- Experience

If you have any questions about the campaign please email danielle.sorsby@marketingpdd.com.