

# DUFFERIN BOARD OF TRADE LAUNCHES NEW THINK LOCAL CAMPAIGN

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## Think Local



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#OurDufferin

On January 25, 2017 the Dufferin Board of Trade announced the launch of their new Think Local campaign at the Kick-Off to 2017-member appreciation event to a packed room of attendees. The Think Local campaign is anchored around a newly designed window decal for use on member businesses as well as for all business owners in Dufferin County.

Designed by Mono-Arts and Graphics Printing, a proud DBOT member, the decal features; the tagline *Think Local* in broad letters; an image of a downtown row of shops, reminiscent of many of Dufferin County's municipal centres; the bold and highly recognizable Dufferin Board of Trade logo; and the familiar slogan "*in Business for Business*".

Although the decal's central feature is a row of shops, the Dufferin Board of Trade emphasises that the Think Local campaign extends to all businesses, not just retail or service industries. On the launch of the new campaign Diana Morris, General Manager of the Dufferin Board of Trade stated, "Think Local is DBOT's new campaign to support our outstanding members and the greater Dufferin business community. DBOT believes that by encouraging our members to think local it will in turn encourage consumers to think local. Thinking local means buying local, partnering local, and working together to build a stronger more resilient economy for Dufferin County. Our new decal encompasses all of those sentiments and we hope it will be very popular among our members and local businesses."

Also present on the decal is the new DBOT hashtag #OurDufferin. This hashtag is intended to encourage the business community to come together and make a statement that they are proud to be located in Dufferin and that they are strong supporters of their local business community and their local economy. DBOT encourages their members and all businesses in Dufferin to use the hashtag. The Dufferin Board of Trade believes that a strong business community is integral to a strong and prosperous economy. The new decal and hashtag are intended to convey that message.

The new window decals have a 6-year use; members will be given a sticker annually to attach to the bottom of the decal to display their membership with DBOT. Members will be sent their new decals along with their 2017 renewal packages.

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## Media Contact

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