

12 days of christmas

SECRETS IN THE BAY

info@amandaviviers.com ♦ emma.hazeldean@gmail.com
♦ amandaviviers.com ♦ emhazeldean.com



SOCIAL

<https://www.facebook.com/secretsinthebay/>
INSTA: @secretsinthebay
#secretsinthebay
#reinventingrockingham
#farfrombogan



PROFILE

12 days of Christmas Campaign.
A 12-day profile of local businesses in the Rockingham, Safety Bay, Shoalwater, Baldivis, Kwinana Regions. Last year we had an engagement of over 100,000 views on the products we promoted in the lead up to Christmas. We are passionate about the local region and this promotion is all about celebrating buying local this Christmas.



PROFESSIONAL EXPERIENCE

Marketing Specialist
Amanda Viviers
Writer and Speaker

- Developed a social media strategy to increase following
- Spearheaded a viral campaign for the local region highlighting local businesses.
- Market research for an innovative new product line

Photographer & Journalist
Em Hazeldean

- Local Photographer
- Blogger, Writer and Freelance Journalist



EXPERTISE

Retail Management
Consulting
Budget Control
Visual Merchandising
Account Management
Brand Development
Market Research



CAMPAIGN OVERVIEW

7th December
19th December

- All Products must be delivered by the 4th of December to Kent Street Deli Attention Secrets in the Bay.
- Applications to info@amandaviviers.com or emma.hazeldean@gmail.com including full social media URL links.
- 12 businesses only
- Product must be \$50 RRP or more.



AFFILIATIONS

@amandaviviersperth
@amandaviviers
@kinwomen
@em.hazeldean



BENEFITS

3 original product photos
Exposure to secrets in the bay media channels.
Engagement from the local community.