



Wander and Wonder in Winter Wonderland

The Geordie Christmas for Grainger Market

Presented by

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Agenda

1. Goal & Problem Statement
2. Market & Consumer Insights
3. Target Audience
4. Campaign Objectives (SMART)
5. Strategy
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7. Media Strategy
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10. Wrap-Up
11. Q&A

1. Goal/Problem

- **The problem – not enough students**
- Grainger Market has potential to reach to more students
- Means that local businesses are missing out on trade, could be the difference between surviving and thriving for certain vendors

- **The goal – increase the recognition, involve more people**
- Lots of potential for increase in engagement
- Plenty of opportunities for student orientated sales
- Important to keep the Geordie identity of Grainger Market whilst pushing for a majority non-geordie audience

2. Market & Consumer Insights

Key Behaviour Trends

- Gen Z prioritises ***experiences over purchases***
They value memorable moments more than material goods.
- Shift toward ***supporting local businesses***
Preference for authentic, independent vendors rather than big chains.
- Strong demand for ***affordable gifting***
Students look for small, meaningful gifts.
- ***Christmas content*** thrives on social media
High engagement on TikTok & Instagram during festive periods.

Competitive Landscape

- Main competitor: Newcastle Christmas Market (at Monument)
Offers a festive experience but lacks Grainger Market's indoor convenience, ***heritage***, and local trader variety.

3. Target Audience

- Newcastle-based students (18 – 25)
+Durham & Sunderland
- Budget – conscious
- Love humour
- Tourists that want embrace local culture
- Ideally uses social media

Wants: belonging, authenticity, fun

Pain point: doesn't know where to start in Grainger Market

3. Target Audience



Picture generated with AI

About her:

- 21-year-old East Asian student living in Newcastle
- Loves exploring local food, markets, and festive events
- Uses TikTok, Instagram & Rednote to discover places
- Looks for affordable gift ideas and authentic local experiences

Motivations

- Feel connected to Newcastle
- Find fun, budget-friendly Christmas activities
- Share aesthetic content with friends

Challenges

- Doesn't know which stalls to visit
- Finds the market layout overwhelming
- Wants clear recommendations

4. Campaign Objectives – SMART

Specific	<p>During the Newcastle Christmas season, using map + route videos, pop-ups, stamp cards, Santa interactive, and social media content to attract students aged 18 to 25 (both local and international) to Grainger Market. Spread local culture and generate consumption or interaction.</p>
Measurable	<ul style="list-style-type: none">-Increase youth footfall by at least 10% compared to the same period last year-Distribute at least 500 stamp cards to track the actual number of students reached-Complete at least 200 fully stamped stamp cards to measure the depth of student participation and repurchase intention-Generate at least 800 valid interactions (likes, comments, shares, UGC) on social media (TikTok / Reels / Rednote)- Achieve total sales of £5,000+ for gifts/products at pop-up booths (all booths)
Relevant	<p>The GM has a long history and features continuously operating local merchants. This event will strengthen its positioning as both a "city cultural landmark" and a "local community center".</p> <p>The overall atmosphere and flow of people at the GM and Newcastle Christmas markets are consistent. They can not only attract a large number of visitors but also contribute to the local economic development.</p>

4. Campaign Objectives – SMART

Achievable	-The overall Newcastle Christmas market attracted about 1.76 million visitors last year , representing a 28% increase compared to the previous year. The economic impact was 90.6 million pounds , a 60% increase from the previous year. (https://new.newcastle.gov.uk/news/2025/newcastles-christmas-market-hailed-huge-success) -Our plan mainly relies on existing booths, social media , and market space resources . It has a low cost and minimal resistance, and is highly operable. -The GM is located in the city center , with a long history and convenient transportation . -The student group has a strong preference for low-priced gifts (under £10) and experiential activities our strategy precisely caters to this demand
Time-Bound	17 Nov – 17 Dec, across 3 phases Phase 1: Launch market map, shops instruction video, stamp card, and relevant social media content Phase 2: Two pop-ups open, food route video Phase 3: Under £10 Gifts campaign, stamp rewards, final Christmas push

5. Strategy

- **How do we become a staple for students to embrace Geordie culture and history?**
- "Geordie Christmas: Where local culture meets festive chaos"
- Being bold, being innovative and creating an icon
- -Studies show that people are inclined to support local
- -Students want value for money
- -People want to be engaged before having to spend money
- -Being different is invaluable
- **We will maintain the culture and the connection to the history of Grainger Market whilst increasing its engagement factor to support the recognition and involvement of students and locals**

6. Creative Concept & Tagline

Campaign Tagline Options

- “Geordie Christmas” – celebrates local identity and culture
- “Canny Christmas at GM” – friendly, distinctly Geordie invitation

Creative Concept: Wander & Wonder

A discovery-driven Christmas experience encouraging visitors to:

- Explore Grainger Market through TikToks, reels and an interactive map
- Find hidden festive moments and vendor highlights
- Share content online to drive engagement and footfall

Hero Character: Geordie Santa

- A modern, humorous twist on Father Christmas rooted in Geordie culture
- Appears in videos, interacts with visitors
- Becomes the memorable face of the campaign

Engagement Mechanics

- Stamp Card: collect 5 stamps → tote bag / Santa hat / coffee voucher / £5 discount
- Interactive moments featuring Geordie Santa
- Festive Pop-Ups – seasonal sandwiches, desserts, gifts (candles, soaps, pyjamas)



Branded Merch Concepts in Grainger Market Colours



7. Media Strategy

- Short-form TikTok and Instagram videos showcasing food routes and market highlights
 - > captures Grainger Market's atmosphere, personality, and food culture
 - “Best gifts under £10” content to promote affordability
 - Map-led exploration videos guiding students around the market
 - Collaborations with student creators and university pages
- > Most-used platforms by 18–25s
- > Students are more influenced by peer-generated content
- > University channels expand reach to all new students, creating trust and credibility

7. Media Strategy International Reach

- Use of Rednote, a Chinese platform

Why Chinese students matter:

- Represent significant portion of Newcastle's international student population
- Number of Chinese Students in 2023/24: 3320 ([Top 10 UK Universities with the Most Chinese Students | uhomes.com](#))
- Ensures campaign inclusivity
- Reaches students who do not primarily use Instagram/TikTok
 - > same posts as on Instagram/TikTok

8. Campaign execution

8. General social media

Social Media Posts

1. TikTok / Reels :

Market Introduction Video– Phase 1

Street Food Video – Phase 2

2. Instagram Carousel :

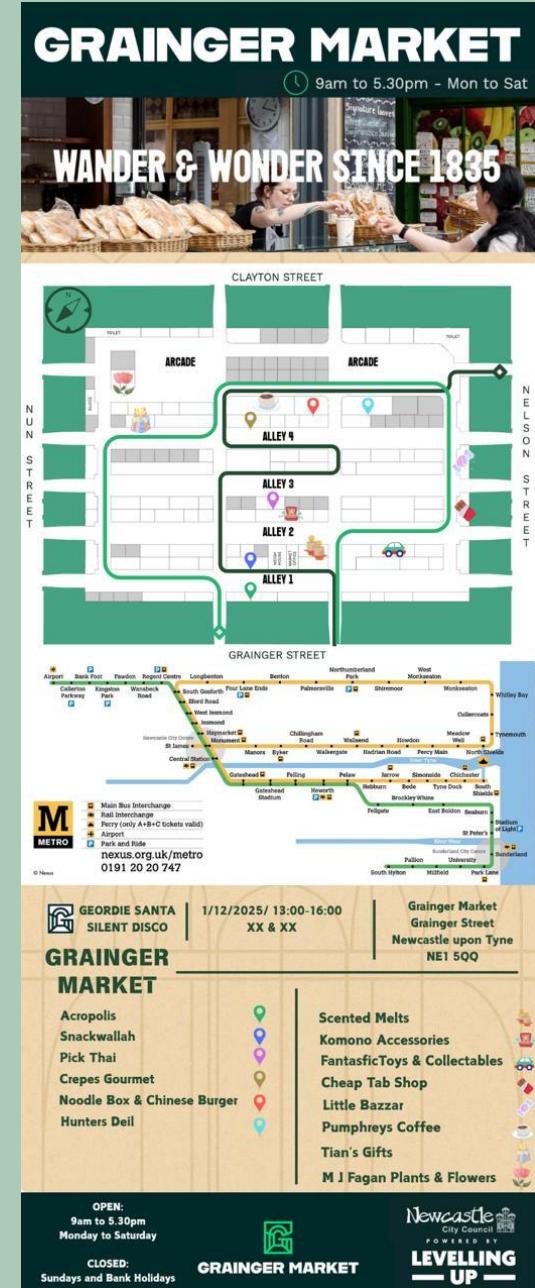
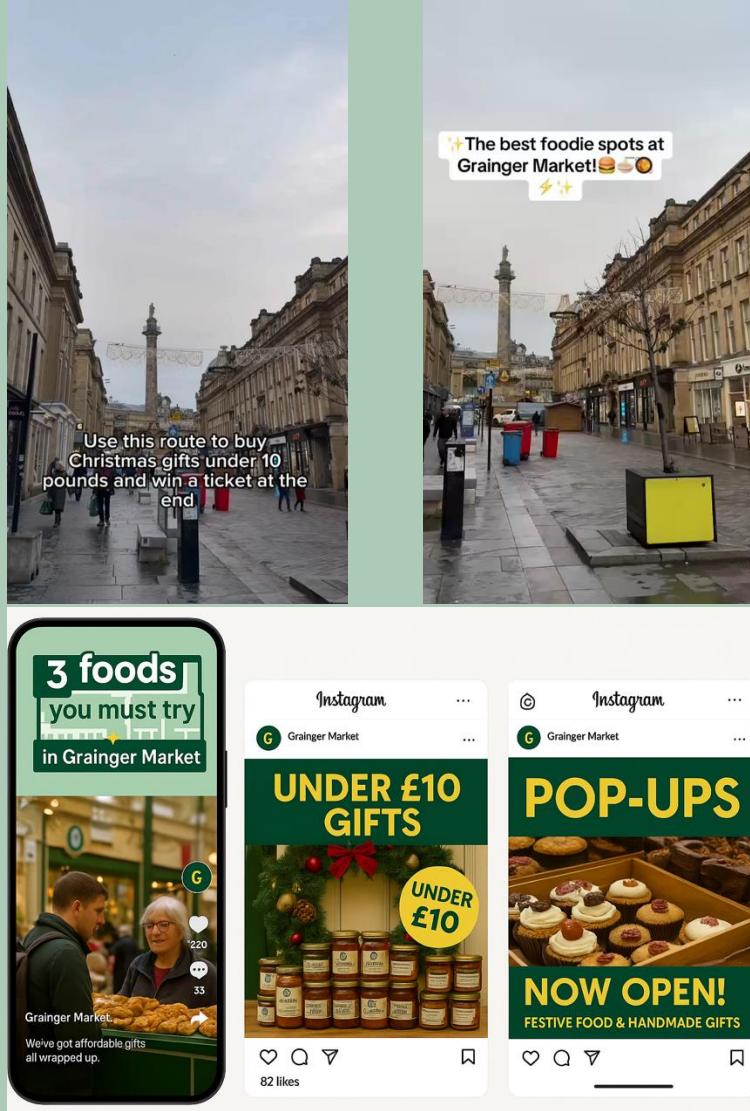
Slide 1: "Wander & Wonder: Your Christmas Map"

Slide 2: Route Map

Slide 3: Stamp Game

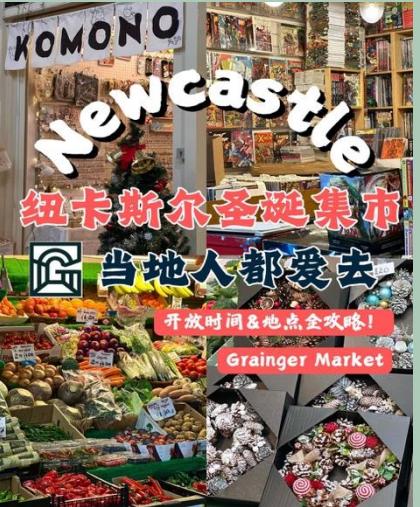
Slide 4: £10 Gift Display (Real Booth Photos)

Slide 5: Pop-Up #1 & #2 Preview



8. Chinese Social Media

Social Media Posts



纽卡斯尔圣诞集市盘点|当地人都爱逛!

• Komono Market介绍
超适合圣诞和朋友溜达♪ 太好逛了♪

• Scented Melts

白发老奶奶每天亲手做的香薰蜡块，有30-40种不同香味，花费超过20磅可以得到一个小的燃烧器皿
• Alley 2 stalls 56-57

• Komono Accessories

姐妹花科拉和卡罗尔是格兰杰市场的纽晋商家，他们的工艺品有植物耳环、镀金项链、亚洲风格的配饰以及更多充满东方风情的精美商品。

• Alley 2 stall 84

• Fantastic Toys & Collectables

在这个宝库里，你会发现货架上摆满了稀有和原创的藏品，例如独一无二的英国喷火战斗机模型、詹姆斯·邦德标志性的阿斯顿·马丁跑车的原版柯基模型以及漫威角色的流行收藏品。

• Alley 4 stalls 51-53

• Cheap Tab Shop

各种散装的巧克力让人的眼睛应接不暇，种类繁多，价格优惠。人们可以选择自己喜爱的想拿多少拿多少
• Stalls 48/139

• Little Bazaar

评论 点赞 收藏 评论

• Little Bazaar

这里汇聚了来自世界各地的各种香薰、水晶、矿物和奇趣礼品，是那些渴望寻找独特香氛的人们的理想去处。

• Stalls 141-142

• Pumphreys Coffee

这家咖啡店创立于 1750 年，是最早的咖啡进口商之一，将来自世界各地的咖啡和异域茶叶带到了东北地区，精致的装修吸引很多人来参观

• Arcade stalls 10-13

• Tian's Gifts

是各种具有亚洲风情礼品店，老板Tian将她的想象力融入到每一件立体贺卡、中国工艺品、饰品和装饰品中，顾客们每次光顾都会前来选购手工制作的东方珍品

• Alley 4 stalls 167-168

• M J Fagan Plants & Flowers

沿着小巷漫步至主拱廊，色彩缤纷、热闹非凡的植物摊位在拱廊屋顶的灿烂阳光下熠熠生辉。可以挑选蕨类植物、百合花、龟背竹、时令花卉以及种类繁多的球茎和种子。

• Arcade stall 2

#英国 #纽卡斯尔 #苏格兰 #纽卡斯尔留学 #苏格兰留学 #纽卡斯尔集市 #纽卡斯尔探店

刚刚 国籍

评论 点赞 收藏 评论

8. Social Media interactivity

B. “What to Buy for Under £10” Initiative

Purpose

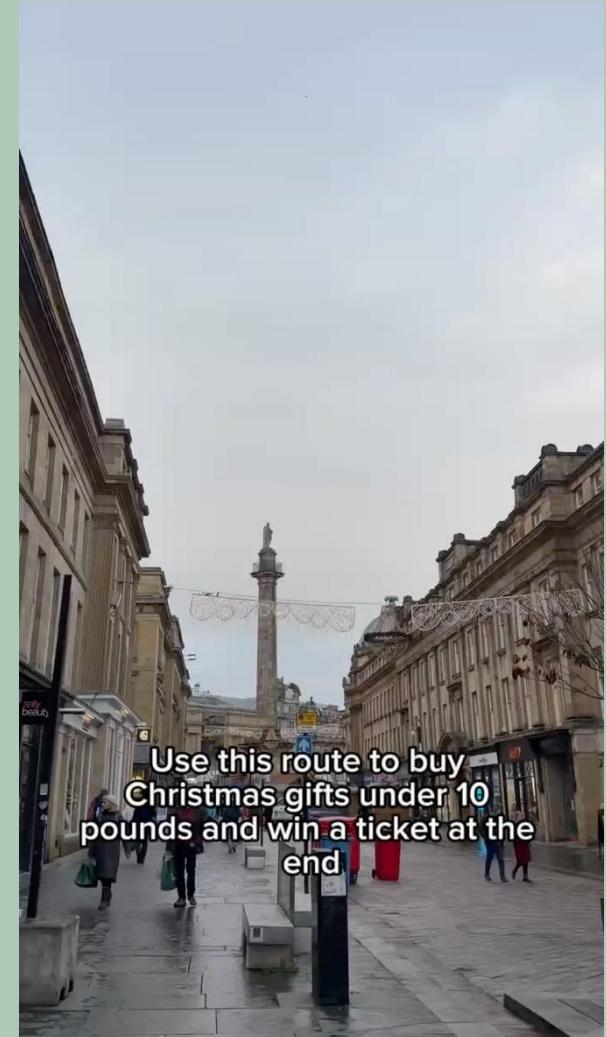
- Showcase Grainger Market as the most affordable Christmas shopping spot for students.

What We Did

- Researched & selected real gifts under £10 across multiple stalls.
- Created social media visuals (TikTok, Reels, Instagram).
- Highlighted value using clear price tags and lifestyle product shots.

Why It Works

- Appeals to student budgets and supports buying local.
- Christmas shopping content performs strongly on social media.
- Easy, shareable gift inspiration increases footfall.



8. Seasonal pop-up

- People love pop-ups
- Perfect for young people as decision making favours compulsion
- Limited time offers allow this feeling to thrive
- Make use of empty units within the market

Festive Food: Sandwich pop up

- Sandwiches are trending on social media
- Christmas themed sandwiches such as turkey, stuffing and cranberry sauce combinations etc.
- Focus on quality of food, use locally sourced products like meat, veg etc
- Offer vegetarian, vegan and gluten free options as well



8. Stamp Card- Loyalty initiative

- Students get card from Geordie Santa
- Each purchase from a different trader earns one stamp
- Once they collect all five stamps, they qualify to redeem a reward
- encourage students to move throughout the market rather than visiting only one shop

Reward examples:

- Christmas Hamper
- £5 Market Voucher
- Limited edition Grainger tote bag
- Free coffee voucher

8. Campaign Execution

D. Stamp Card

- Increase sales for small traders
- Create an interactive, gamified experience
- Encourage repeat visits to fill the card
- Connect with other campaign elements (map, pop-ups, Geordie Santa)

PROPER GEORDIE PASS

Get a stamp from 5 different stalls
for a chance to win a special prize.



**GRAINGER
MARKET**

8. Geordie Santa

Integrating Father Christmas with Geordie culture

- Put an eccentric Father Christmas actor in a Grainger dark green and white tracksuit, wear a chain and some Nike Airmax 97s
- Have him use a strong Geordie accent, commonly using classic geordie phrases and words
- He's got to embrace the friendliness and humility of the "Grainger Market Character"
- Geordie Santa will be a character wandering round Grainger Market, greeting everyone possible
- He'll also have two people with him that gather clips of him speaking to people for social media content
- Would be excellent for free engagement
- Someone people will visit Grainger Market just to see him



8. Interactive Moment Examples

Christmas Song Challenge

- Visitors hear a short festive lyric and must finish the line on camera.

Christmas Film Quote

- Geordie Santa reads a line from a famous Christmas film — visitors guess the movie.

Festive Quick Quiz

- Short trivia moments, e.g.:
- “What do Brits leave out for Santa?”
- “What fruit goes in Christmas pudding?”

Social Amplification

- Best reactions turned into TikToks and Reels to boost reach and engagement.



9. Timeline

Phase 1

2. Release the First Video
-Introduction of the market



1. Launch the Map & To-Do List



3. Seasonal Pop-Up #1 Opens



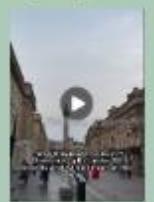
4. Stamp Starts



5. Seasonal Pop-Up #2 Opens



6. Food Video (Street FoodRoute)



8. "Under £10 Gifts" Campaign



7. Claim reward from stamp

Phase 2



3. Seasonal Pop-Up #1 Opens

Phase 3

9. Timeline

Phase 1:

- Start when Christmas Lights start in GM. Exp 15.11

- 17.11- Map & To-Do List

- 21.11 - First Video

- 24.11 Stamp Card

• Phase 2:

- 28.11 Seasonal Pop-Up #1 opens

- 1.12 Seasonal Pop-Up #2 opens

- 5.12 Food Spots Video

- Geordie Santa appears with bonus stamps and remains present throughout all phases until the end of the campaign
- Video featuring a mix of vendors showcasing what they sell, with Christmas and gift-themed focus, One video in each Phase

• Phase 3:

- 8.12 Gifts under 10

- 12.12 Claim Rewards

- 17.12 Final Christmas push across social channels

10. Wrap-Up

The Challenge

- Low awareness among students - many don't know where the market is or what it offers.
- Low engagement - students lack a clear reason to visit, explore, or return.

(Traditional Christmas elements cannot naturally connect with Grainger's local culture)

2. Summarize general ideas

- A map + routes that make discovery easy
- Seasonal pop-ups that feel fresh and relevant
- A £10 gift focus that fits student budgets
- A stamp card system that rewards exploration
-  Warm, culturally sensitive **Geordie Santa interactions** 
- Social-first content across TikTok, Instagram and Rednote

Geordie Santa interacted with students in a friendly, genuine and interesting way, presenting a warm, inclusive image with Newcastle culture

10. Wrap-Up

3. Why It Works

- **It removes the biggest barriers: not knowing, not exploring**

Maps, videos make the market simple, exciting, and less intimidating for first-time visitors.

- **It fits Newcastle culture authentically**

Geordie Santa + local vendors + historic architecture = real Newcastle identity, not stereotypical image.

- **It is low-cost, high-impact, and realistic for Grainger to implement**

Highly matched the students value. Low cost, high experience value, social-friendly moments.

(Weren't too aware of budget- all ideas are budget friendly)

- **The event will last until before Christmas**

At each stage, we can produce social media content and activities, ensuring that the events maintain continuous popularity rather than being one-off events.

10. Wrap-Up

4. Emphasise

This plan is simple, genuine and innovative.

It enhances the visibility of the vendors and enables Grainger's culture and history to be rediscovered.

Geordie Santa broke down the barriers for first-time visitors, created interesting and meaningful interactions, and also gave students a genuine reason to explore and come back again.

He is not a stereotypical Santa Claus, but a cultural connector who can bring new life to this event.

11. Q&A

Thank You  for listening!

Any Questions?

