



# MADE LOCAL Campaign

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# DCCI's Strategic Objectives

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Create a memorable National Campaign to:

- **Support** and **build** our community of makers
- **Inspire** consumers to **buy** and **give** Irish craft
- **Mobilise** retailers to support makers
- **Attract** media attention and **drive** awareness



# Messaging

## Phase 1 - Summer:

Key focus was on Irish people spending time and money locally – encouraging pride in buying and owning locally made products.

**#MADELOCAL** You can own it



**MADE  
LOCAL**  
you can own it

**#MADELOCAL**



# Messaging

## Phase 2 - Winter:

Key focus was gifting for the Christmas period

#MADELOCAL Love what you give



#MADELOCAL

**DCI**  
Design & Crafts  
Council Ireland

# Actions

- **Recruitment** – makers and retailers
- Development of the **brand**
- High profile **launch**
- **Point of Sale** – in-store & in-studio
- **Advertising** – digital, radio & press
- **PR** – press, broadcast & on-line
- **Social** – year round



*Actress & author Amy Huberman with Tanaiste Leo Varadkar (then Taoiseach) at the launch of Phase 1 in July 2020*

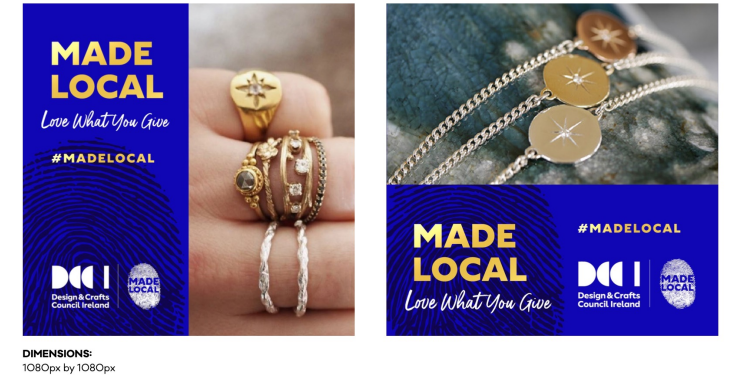
# Branding



Point of Sale



Digital Assets



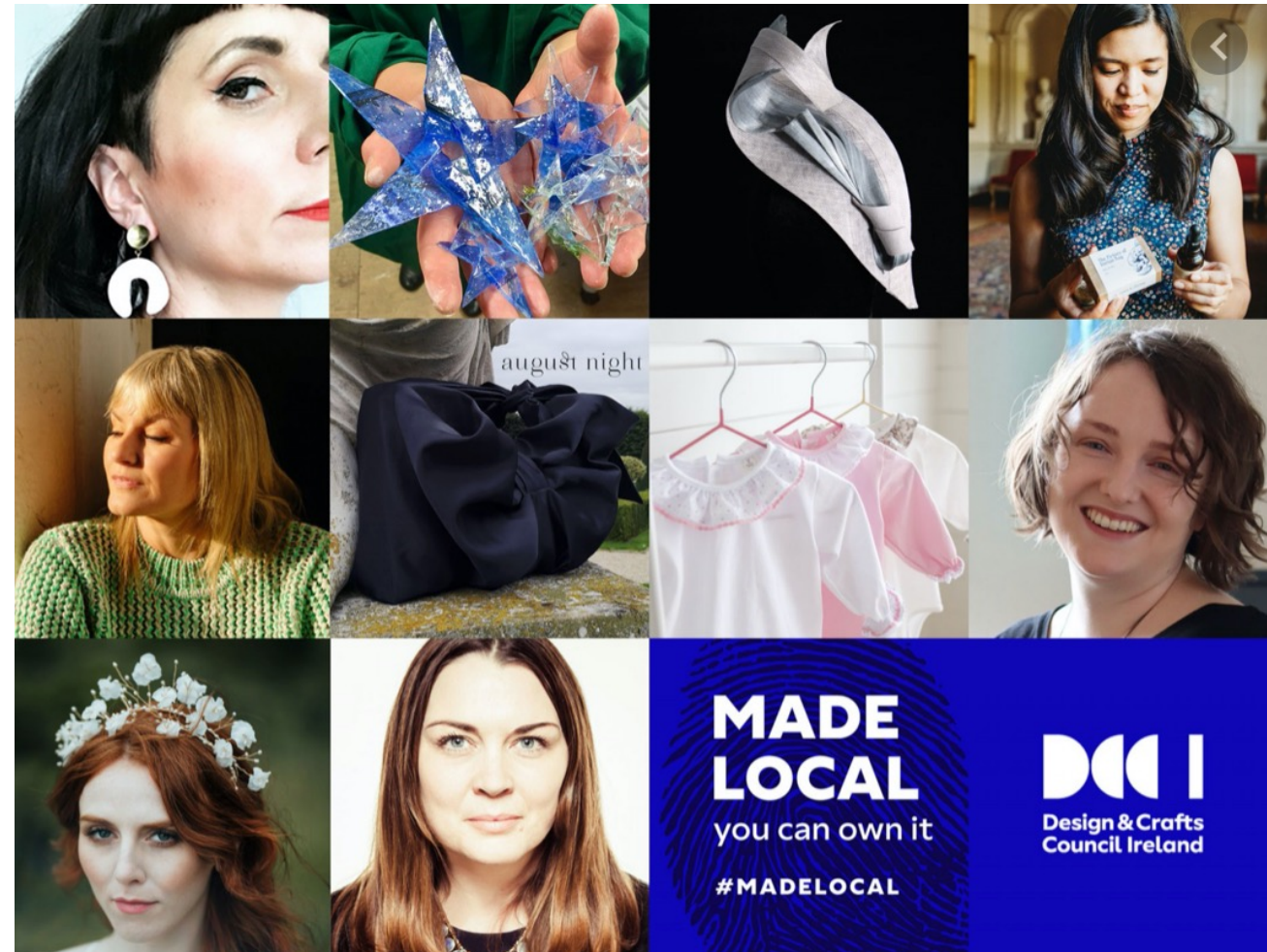
Tailored social assets



# Impacts – Phase 1 & 2

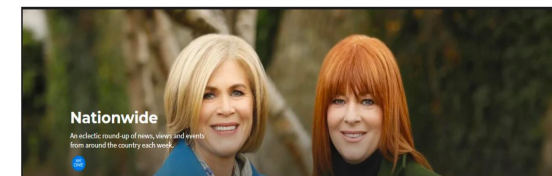
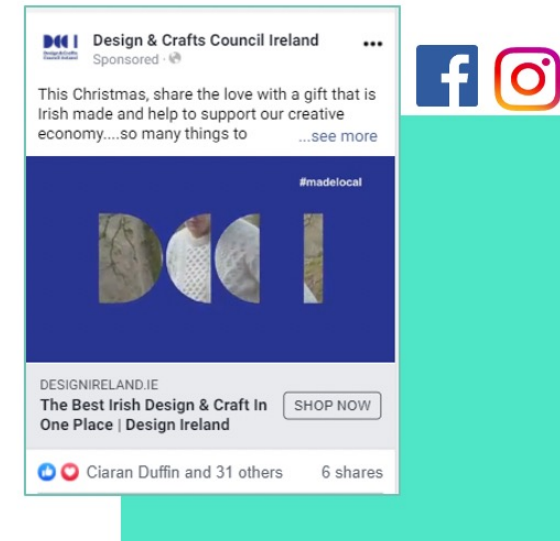
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- Almost 1000 makers
- Over 240 retailers
- PR reach 12.2m
- Digital ad reach 9.9m
- Social Reach 4.8m
- Traffic to DCCI.ie increased 110%



# Highlights

- Coverage in national and regional press, TV, radio and on-line
- #MADELOCAL trended no 1 on Twitter on launch day in November, and remained in the top 10 for several days
- Strong craft sales
- Positive reaction from makers and retailers





# Next Steps

- **Build** on the momentum
- Roll out **2 more campaigns** in 2021
- **Increase** the number of makers & retailers
- Increase the level of **engagement**
- Increase **sales** and **awareness**



# Thank you



For more information on the Made Local campaign visit [www.dcci.ie/madelocal](http://www.dcci.ie/madelocal)  
We hope to be announcing dates and details for the 2021 phases shortly.