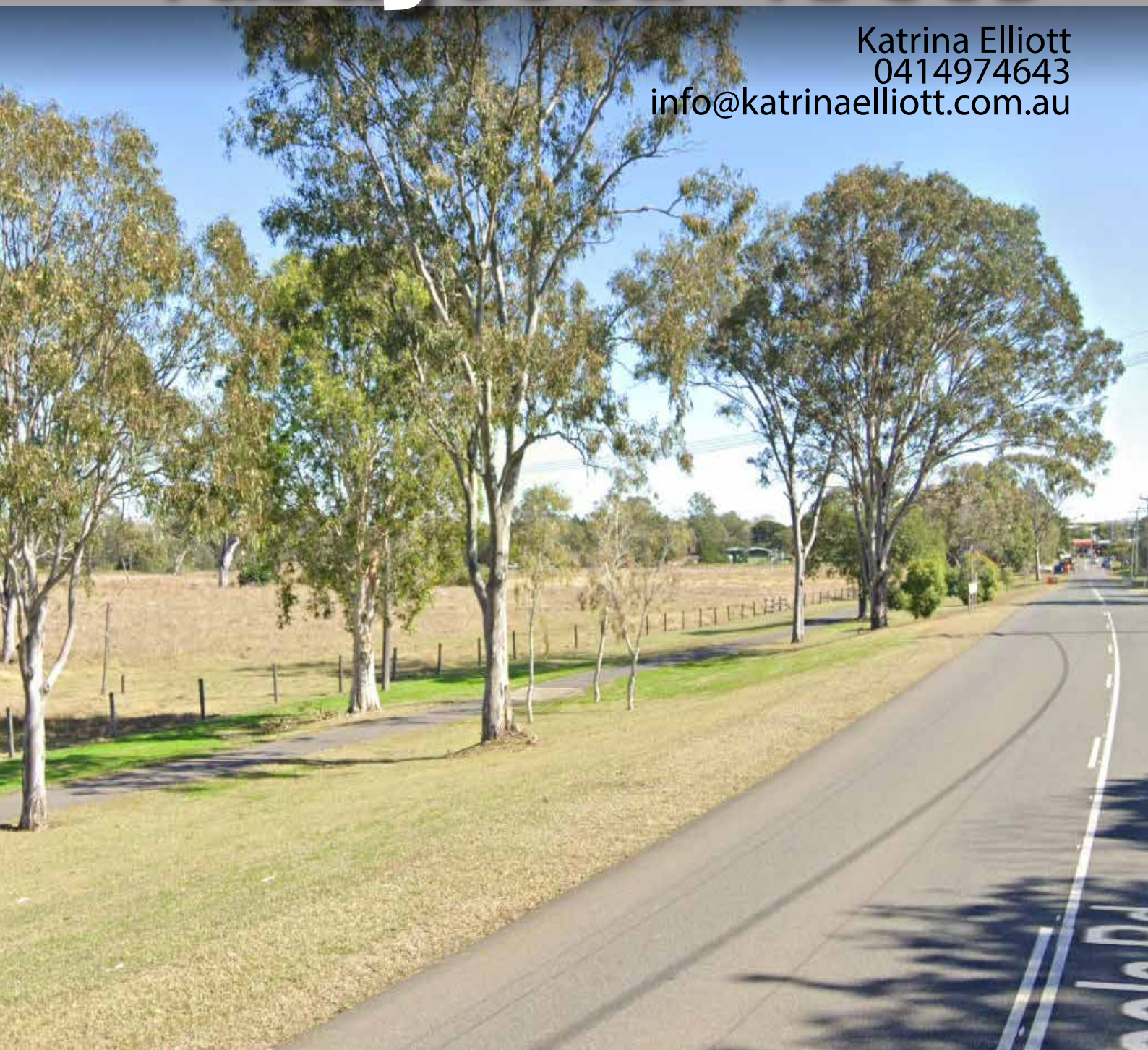
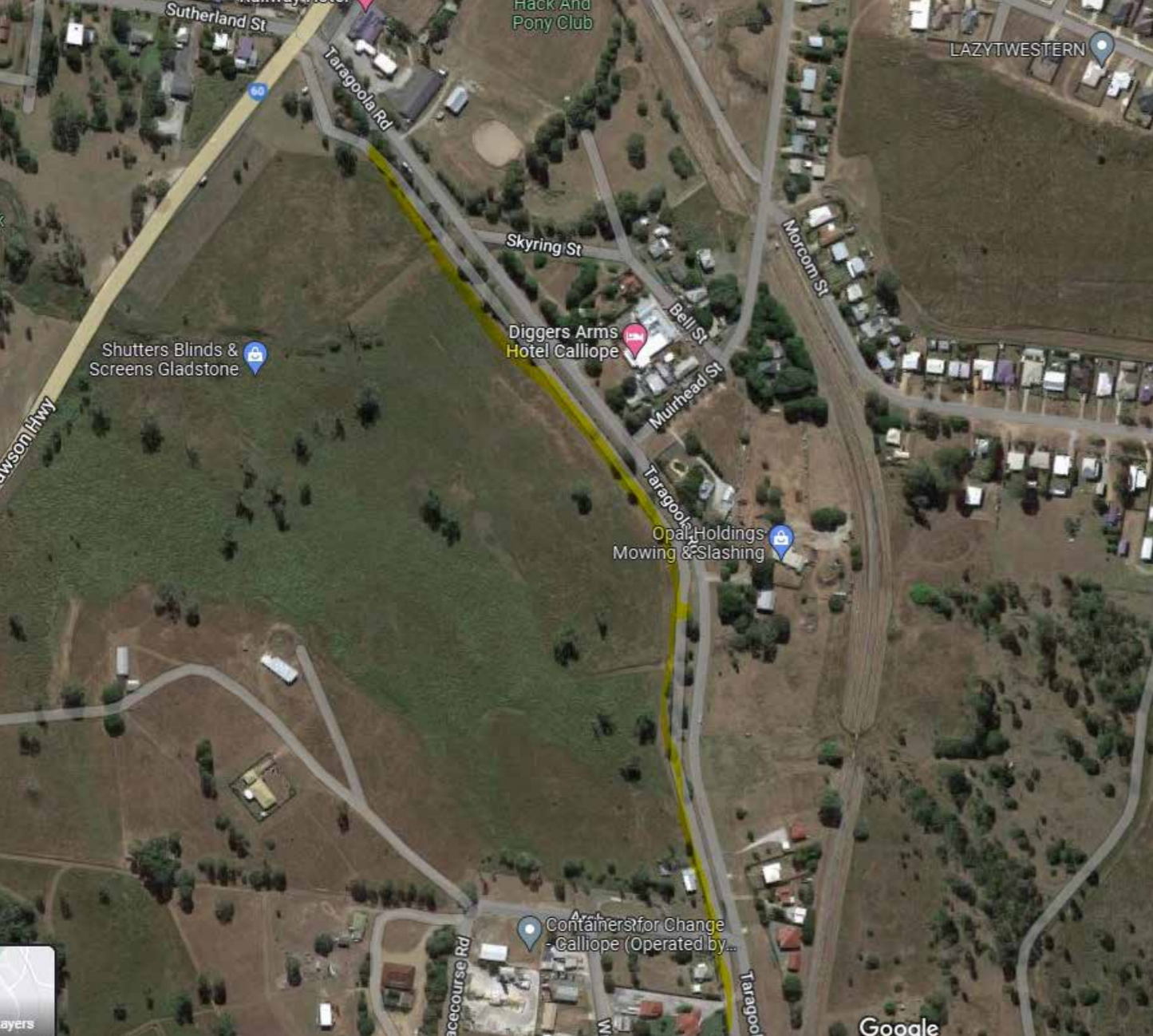


ARTS & CULTURE TRAILS

Taragoola Trees

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Project Taragoola Trees



Aim is to foster Calliope Community Christmas spirit, Promote Tourism and have health benefits by encouraging exercise. Brand awareness for Arts & Culture trails.

Community consultation for further projects.

Location Taragoola Road Calliope, Trees along the walkway.

Duration Temporary works December 2022-January 2023

Description

Approx 10 art wrapped trees. Each wrap will have a wire casing that will protect the tree and ensure that the artwork is secure. The trees chosen will be the furthest from the road to reduce distraction to drivers.

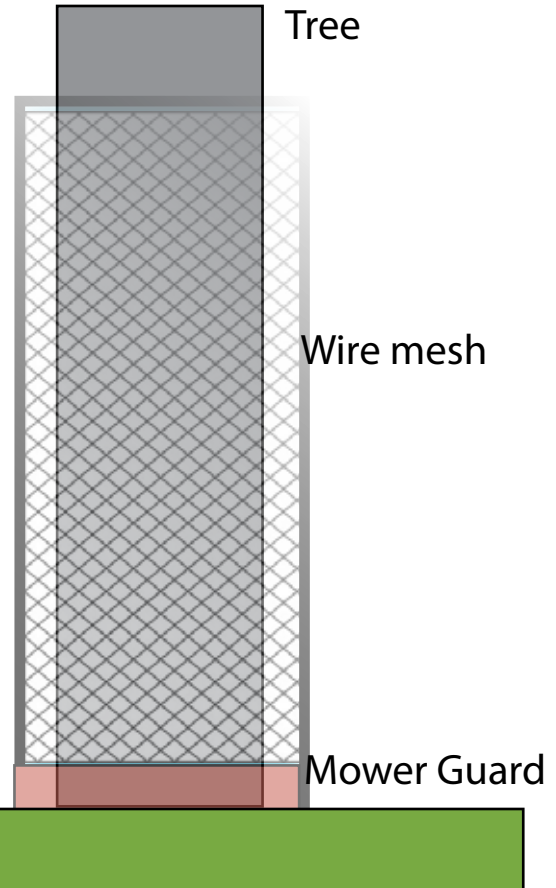
Exercise health info - number of steps etc.

Marketing strategy

	Goal	Method
Awareness	Brand awareness Promote Arts & Culture Trails & Sponsors	Location Signage Social media
Consideration	Get followers & traffic to the website	Video posts - Live -construction of wraps
Retention	Continue	-subscribe to you tube chan- nel -Newsletter sign up
Advocacy	Champion, share with friends	Feedback form, reviews on FB & Website

Tree Wrap

- Dimensions - heights varying up to 2m, width varying depending on the tree
- Temporary sign with QRcode
- Using recycled materials where possible



Inspirational images

