

## Appendix B – Advertising Materials used in the Promotion of Hello SK



Above: Banner used in the 2022 Christmas Campaign. These banners were displayed in various locations across South Kesteven.



Left: A Hello SK Bookmark, distributed during events and promotional campaigns.

Below: Hello SK Consumer Flyer (front and back).

# Download the Hello SK App Today

Find local businesses and  
exclusive offers, at your fingertips.



The central image shows a smartphone with the 'Hello SK' app logo on its screen. The phone is surrounded by a collage of lifestyle images: a crowd at a festival, a shopping bag, a grocery basket, a pair of shoes, and a coffee cup. Several green circular callouts with white text highlight offers: 'UP TO 15% OFF', 'UP TO 10% OFF', 'OFFERS ON SELECTED ITEMS', 'UP TO 10% OFF', '2 IN 1 OFFERS', 'UP TO 15% OFF', and 'UP TO 25% OFF'. At the bottom of the phone screen, there are logos for 'GET IT ON Google Play' and 'Download on the App Store'.

Supported by



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL



European Union  
European Regional  
Development Fund



HM Government

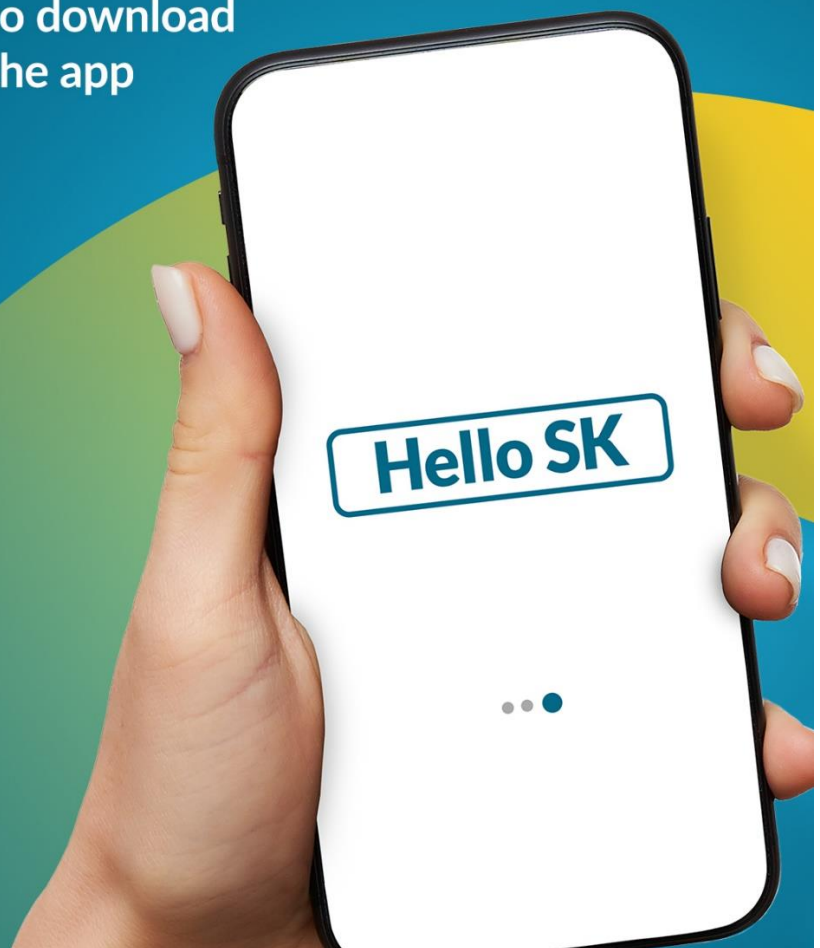
In **3** easy steps, you can save money  
and support your local high street

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- 1** Download the Hello SK app
- 2** Shop on your local high street
- 3** Enjoy the discounts and savings



Scan here  
to download  
the app



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Below: A selection of social media content used to advertise Hello SK.



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# The local way to grow. Coming soon.

Register your business with the Hello SK app and website today to get more local customers, more footfall and more sales. Free.

[join.hellosk.co.uk](http://join.hellosk.co.uk)

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3, Abbey Road

All Delivery Collection

Events Attractions Fashion & Jewellery Eat & Drink Food & Groc

Order local deliveries

**Katie's Coffee Cup**  
★ 4.3 Excellent (250+)  
3.8 Miles Away - Closes at 4:30 AM  
Pizzas • Drink • Starters • rice • Cafe • Zip Lines

Up to 50% off\*

£5 and 50% off\*

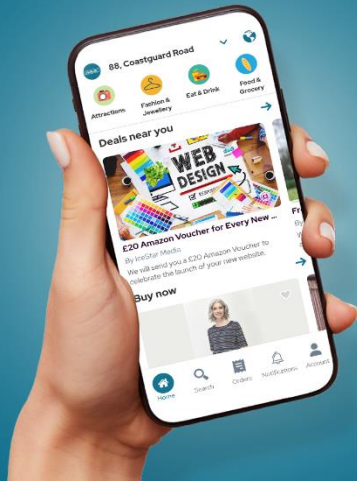
Home Search Orders Notifications More

Hello SK

# Discover **SOUTH KESTEVEN** with **HELLO SK!**

Exclusive deals, exciting local businesses, and massive savings await you on Hello SK!

[Download the app](#)



## Discover your District on

**Hello SK**



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL

Download the **Hello SK** App Today

Access a huge range of exclusive local rewards

Scan here to download the app

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