

revolve™

We listen,  
untangle  
and create.



OPEN  
SHOP



**STEP UP**  
for local.

**TOOLKIT**

# Shop. Eat. Give. Celebrate Local.

Stepping up for local is a mindset. It's about supporting our neighbours and our neighbourhoods. It's about celebrating the good in our communities. It's about the humanity behind our economy.

Over the past few months, Canadians have stepped up for each other like never before by social distancing to flatten the curve of the pandemic. This culture of support can't change now. When we step up for local with our hearts, our words and our wallets, we all win.

Whether your organization is B2B or B2C, a restaurant, service or non-profit, this toolkit will help you share this message of support. Show your community what stepping up for local means to you and encourage others to do the same.

## STEP UP for local.

## Why is it important to Step Up and Support Local?

**Less money leaves the community:** 45 cents of every dollar spent at a locally owned business stays in the local economy vs. 14 cents spent at large chains.

**The money that stays cycles:** This creates tax revenue to fund healthcare, education, safer communities, streets and sidewalks.

**Local businesses pay it forward:** Not only are local businesses more likely to support other local businesses, they also contribute 2.5 times more to local initiatives and non-profits than non-local owners.

**Better service:** Local businesses, including B2B, professional services and retail, are more in tune with the local landscape and the needs of community members.

**Enrich your community:** Small businesses add character, texture and personality to communities which in turn boosts property values for local homeowners.

**Donate small for a big impact:** Local, small non-profits generally have lower overhead costs than large national or global organizations – and when you give locally, you can see the impact of your gift right in your community.

**Create jobs:** Small business employs the largest workforce base in the country, employing 70% of all Canadians.

**Local businesses care more:** Local businesses are more eager to reflect their communities' values, needs and feedback than are big chains.



# How to Step Up.

Here's how to use this toolkit to help spread the Step Up for Local message in your own community.

## ONLINE

Add the Step Up for Local profile frame to your Facebook and Instagram profile photo. [Find it here](#)

Add Step Up for Local stickers to your Instagram Stories. Find them by searching these terms: **support local, shop local, #stepupforlocal, support local business, revolve, halifax local, ns local.**

Share ready-to-roll **#supportlocal** content across Facebook, Instagram, and Twitter. **Find it for all three platforms here: @StepUpForLocal**

Add Step Up for Local to your email signature.

Add the Step Up for Local logo to your website.

## OFFLINE

Add your logo to customizable ad templates and run them in your local community. [Find it here](#)

Download the Step Up for Local logo for use in your own advertising. [Find it here](#)

Email your mailing address to [local@revolve.ca](mailto:local@revolve.ca) and we will send you decals for your door and bumper stickers at no charge.

# STEP UP for local.

LOGO



**YELLOW**  
PANTONE: 123  
CMYK: C0 M16 Y89 K0  
RGB: R255 G199 B44  
HEX: #FFC72C



DOOR DECAL

# STEP UP for local.

BUMPER STICKER



AD TEMPLATE



SOCIAL PROFILE



INSTAGRAM STICKERS

Join us in the **#StepUpforLocal** movement and follow **@StepUpforLocal** for more ways to shop, eat, give, and celebrate.

EMAIL SIGNATURE

# About Step Up.

**STEP UP.  
NOT OUT.**  
for local

On March 26, 2020 Revolve launched Step Up Not Out – a campaign stressing the importance of staying home to help overcome the COVID-19 virus. Now that public health officials are slowly beginning to allow businesses to re-open while continuing to encourage people to social distance and practice advanced hygiene, Revolve is changing the narrative to shine a spotlight on the importance of supporting local, independent businesses.

The Step Up Not Out campaign received over 22 million impressions nation-wide through a robust social media campaign using Instagram, Facebook and Twitter; and supported by local, regional and national media vendors with pro bono television, radio, magazine, newspaper and digital advertising.

“Through the efforts of many, Canadians for the most part flattened the curve,” says Phil Otto, CEO of Revolve. “Now we need to turn our attention to help the backbone of the Canadian economy – small businesses – survive both the pandemic and the imminent recession. Hence, Step Up for Local”.

“In this increasingly homogenized world, indie businesses give communities texture, colour, shape, taste and social capital,” says Otto. “The very fabric of our country is woven together by the personalities, innovation and entrepreneurship of small business – which comprises 99.8% of all businesses and represents the largest employee base in Canada.”

“Step up for Local is exactly what small businesses need right now,” says Patrick Sullivan, President & CEO of the Halifax Chamber of Commerce. “We have to remind Nova Scotians how important it is to support our local businesses as the economy reopens. You might be surprised to know that 87% of our members are small businesses and Halifax added over 8,000 jobs last year, most coming from small businesses. We can ensure those jobs remain by stepping up for local businesses.”

Revolve works with several large national and international brands like Red Wing Shoes, Polaris, TIMBER MART, Supplement King, Kohltech Windows, OrangeTheory Fitness, SONAPAY and Elite Trade Painting who are represented by small, family-owned businesses in their local communities. In addition, the branding and marketing firm works with dozens of smaller indie retail, restaurant, service and B2B brands throughout the region.

Neighbourhood love for small, authentic independent businesses is causing a phenomenon in the US intended to deceive consumers – large businesses posing as small independents. Pasqually’s Pizza & Wings has been popping up on food delivery apps since April. Intended to look like a small independent, it turns out Pasqually’s is owned by Chuck E. Cheese and shares the same kitchen. And Roy Street Coffee & Tea? It was not the family-owned, Capitol Hill neighbourhood coffee shop it pretended to be – it was one of a series of covert coffee shops owned by Starbucks. It’s now cool to be a small, locally owned business. Let’s celebrate it!

Step Up for Local is an initiative Revolve has developed and is executing pro bono. Revolve will also be working with our local, regional and national media vendors to have them support this messaging as public service announcements, as they did Step Up Not Out. Small businesses, small business associations, chamber of commerces, etc. are encouraged to use the assets of this program at no charge. If you would like to discuss a more advanced approach to using this campaign, email [local@revolve.ca](mailto:local@revolve.ca)

# About Revolve.

Revolve is a Halifax based full-service branding and marketing firm serving clients across Canada and in the USA. Our passion is helping our clients ignite the spirit, touch the heart and inspire the mind with authentic brand storytelling and marketing that deliver results. Brand is at the very core of everything we do and we have built the firm to execute the strategies we craft – our team of communication specialists have expertise in brand strategy, creative development, advertising, public relations, graphic design, writing, photography, videography, social marketing, digital marketing, website design, content development, and online and offline media planning and buying.

## VALUES

### STRATEGIC

We use data and insights to reduce a complex challenge to a simple strategy. Get the objectives right and the strategy writes itself.

### CREATIVE

Creativity is at the very core of what we do. It is a frame of mind. It fuels innovation and can solve any problem. Revolve has the courage to create big, bold ideas that are fresh, authentic and effective.

### ENTREPRENEURIAL

We foster a start-up culture of initiative, responsiveness, accountability and velocity. We are nimble, practical and curious. We listen more than we talk, and drive change rather than adapt to it.

### UNCOMPLICATED

Few layers. No drama. No bullshit.

### CARING

We care for, respect and invest in each other and our community. Extraordinary attention to detail comes from our pride in our work and our love for the brands we help steward.

## OUR PURPOSE

Helping brands thrive.

## OUR MISSION

To provide an extraordinary experience for our clients, with ideas rooted in strategy and executed with creativity.

## OUR VISION

To be a significant contributor to the prosperity of communities across Canada through the brands we help steward.

**revolve**<sup>™</sup>

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[Revolve.ca](http://Revolve.ca)