

LOOKING LOCAL WEBSITE MARKETING PAGE:

Looking Local encourages partners to promote the fact that the public can access their services via digital interactive TV and mobile. The key information includes that access to Looking Local is available 24/7 and on DiTV it is totally free. However the most important details are the pathways to the local service.

Below you can find how we suggest pathway promotion to be as clear and concise as possible. These examples have been worked out in terms of the Wakefield site, so changes will need to be made accordingly for your local service:

SKY

- Press the Interactive button
- Choose DirectGov
- Press 'Select' on welcome page
- Choose #1 – Local Services
- Choose Northern England (2)
- Yorkshire (4)
- Wakefield (5)

VIRGIN INTERACTIVE BOXES

- Press the Interactive button
- Select News & Info
- Select Looking Local
- Choose Northern England (2)
- Yorkshire (4)
- Wakefield (5)

VIRGIN NON-INTERACTIVE BOXES (e.g.: V-Box on Telewest and all V+ Boxes)

- Press Home button
- Select Interactive (7)
- Select News & Info
- Select Looking Local
- Choose Northern England (2)
- Yorkshire (4)
- Wakefield (5)

Wii & PC

Enter the following url into your browser: **lookinglocal.gov.uk/wakefield**

MOBILE

Via any web enabled phone enter the following url: **lookinglocal.gov.uk/wakefield**

You can find the pathways to your service from our dynamic pathways generator at:

<http://lookinglocal.gov.uk/site/tour/>

Looking Local's partners have undertaken a range of marketing initiatives to promote their services including leaflets, radio ads, poster campaigns, bus side and shelter advertising, even coasters and remote control sticker reminders. For more information on these please click here (link to marketing pack:

<http://www.digitv.gov.uk/wiki/display/mkt/Looking+Local+Marketing+Report+-+June+2009>