BRIDGEND DIGITAL CHRISTMAS

Bring Christmas shoppers to your business

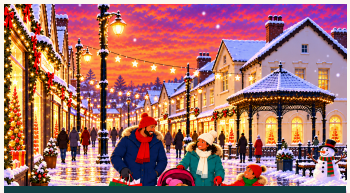
Join the Advent calendar and add a loyalty card or voucher.
Promote your business through the Digital Christmas website and your town app.



BRIDGEND



MAESTEG



PORTHCAWL



PENCOED

Part of BCBC's Spend Christmas campaign

The campaign will focus on bringing visitors into our town centres to shop.
The Advent calendar and your town app will be marketed as part of the promotion.

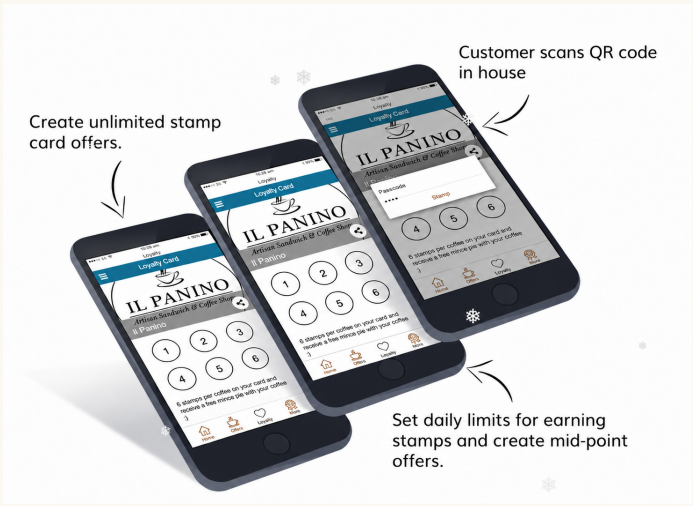
It's all FREE for businesses in Bridgend County Borough



1. How your promotion reaches customers

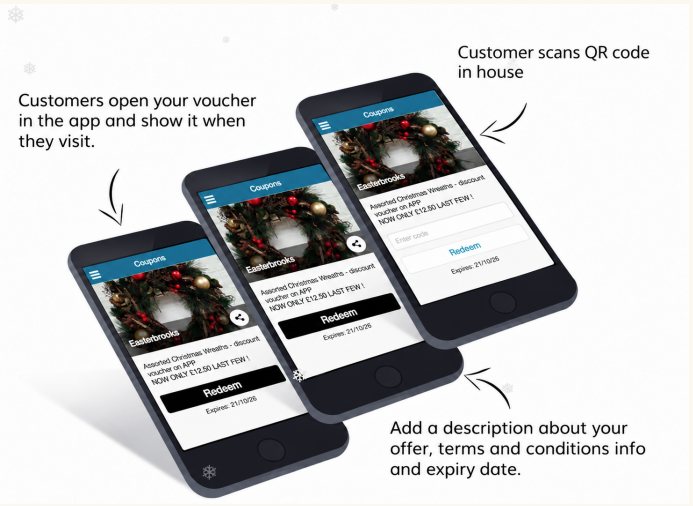
Social media: your business will be showcased in the social media campaign over 10 weeks.
Your Advent date: your business sits behind a calendar door, linking to your promotion on the town app.
Town app: customers find your offer, visit and collect or redeem points / vouchers.

2. Encourage return visits



Example loyalty card: six coffee stamps earn a free mince pie with your coffee.
Customer scans QR code in house.

3. Promote a voucher or offer



Example voucher: a Christmas wreath offer shown at £12.50, redeemed in the app.

Illustrated app examples based on supplied screens; businesses set their own terms and expiry dates.

Ready to join in? Get in touch

Register online and choose Loyalty Card or Voucher.

Call Paul on 07860 406834

Email: info@bridgend.christmas

SCAN TO REGISTER



BRIDGEND DIGITAL CHRISTMAS

Your invitation to Digital Christmas 2026

20 October 2026

Dear local business,

Join Bridgend County Borough's Digital Christmas campaign and give shoppers another reason to visit your business this festive season. Taking part is FREE for businesses across Bridgend County Borough, including Bridgend, Maesteg, Porthcawl and Pencoed.

BCBC's Spend Christmas campaign will focus on bringing visitors into our town centres to shop, socialise and celebrate. The Advent calendar and your town app will be marketed as part of the promotion, with your business showcased in the social media campaign over 10 weeks.

EPM Creative will run the Digital Christmas website from 1 November 2026 to 3 January 2027 inclusive. Businesses can promote their offers through the Christmas website and their town app during this period.

Turn over to see how your promotion works

The guide on the other side shows the customer journey: your business is featured on social media, appears behind a door on an allocated Advent calendar date, and links shoppers to your promotion in the town app.

You can add a loyalty card to encourage return visits, or a voucher or special offer to attract customers. The app examples on the guide show the sort of promotion you could create. Customers scan your in-house QR code, and each business sets its own offer, terms and expiry date.

How to join

Scan the registration QR code on the other side, or visit bridgenddigital.christmas and choose Register. Add your business details and select a loyalty card or voucher. Contact Paul to agree your promotion and Advent calendar date, or for help getting set up.

If you are running a Christmas event, contact Paul about submitting your event poster and key details for the town's Christmas promotion. Please display the campaign poster in your window when it is provided.

Thank you for supporting your town centre this Christmas.

Paul Whittaker
Project Coordinator

Call Paul on 07860 406834

Email: info@bridgend.christmas

bridgenddigital.christmas

Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr
BRIDGEND County Borough Council

Canol Trefi Town Centres
Pobl | Cymuned | Perthyn
People | Community | Belonging

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