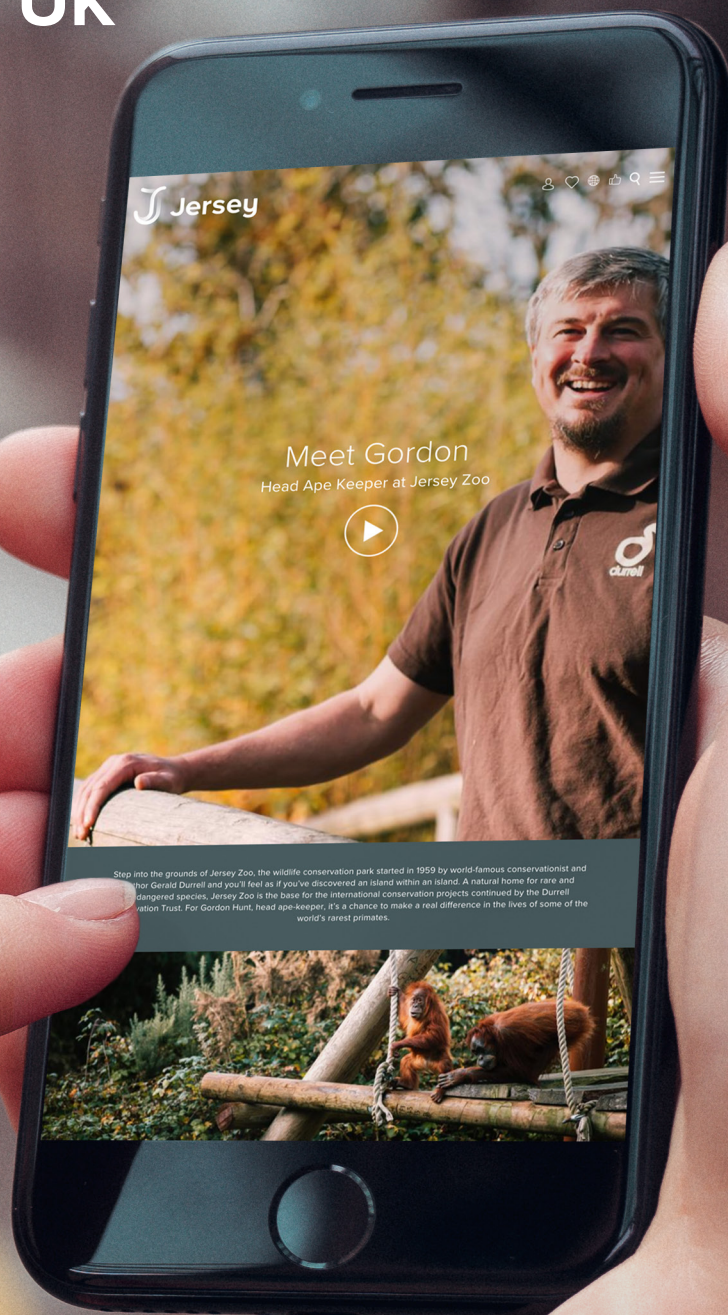


Spring Campaign | UK



Reconnect with nature

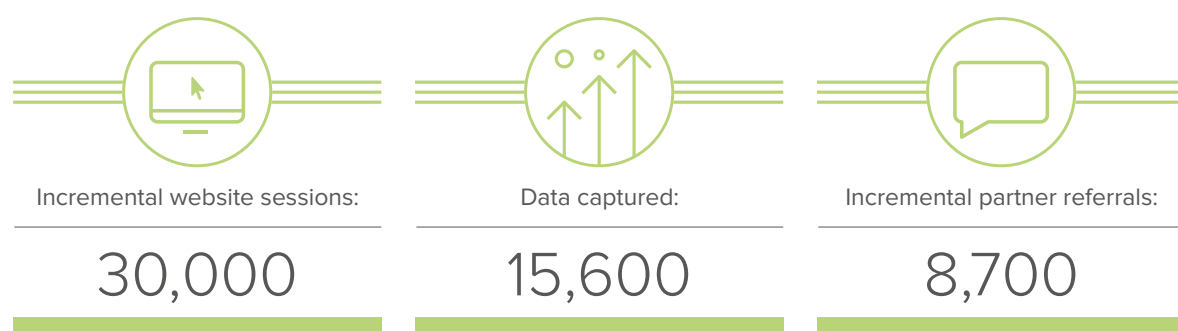
Evaluation

The popular ITV series 'The Durrells' provided an opportunity to deliver highly targeted activity to promote Jersey using one of our island ambassadors, Gordon Hunt, the Head Ape Keeper at Jersey Zoo. A series of digital video adverts ran across platforms such as the ITV hub, Twitter and Facebook. Users were directed to a campaign microsite with partner travel and accommodation offers, plus an opportunity to win a family holiday to Jersey.

This campaign ran from 1st March to the 24th April 2017.

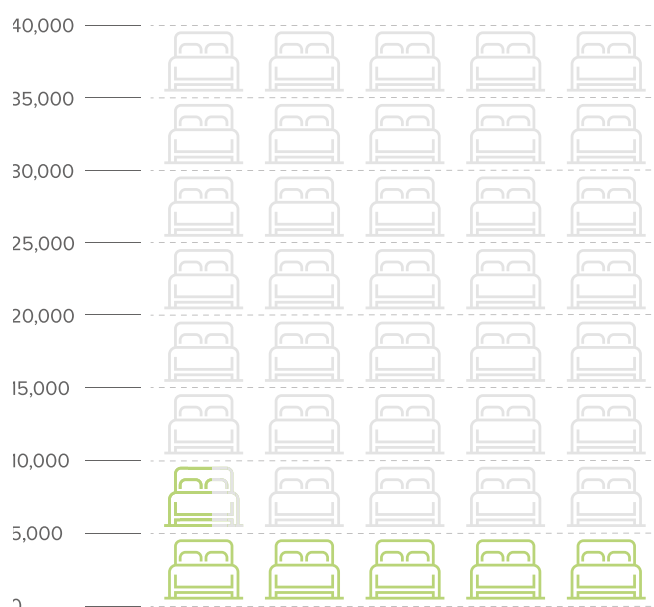
For more information:
www.jersey.com/the-durrells

Outputs



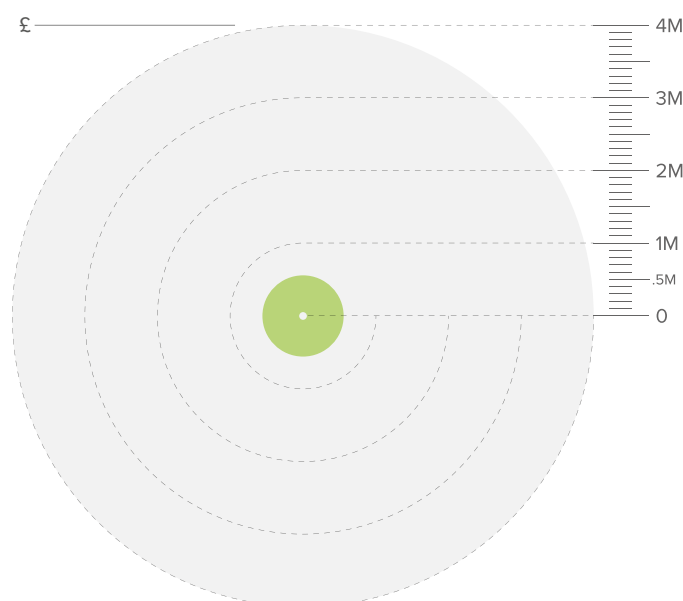
Outcomes

Bednights



5,573

Visitor Spend



£553,980

The number of visitor nights spent in Jersey that could be attributed to activity around The Durrells is estimated at more than 5,500 – equivalent to visitor spending of around £550,000. A little more than half, 56% of those seeing the campaign, recalled it more than a month later with virtually all who did so believing that it made Jersey look like the sort of place that they would enjoy. Around two-in-five said that as a result of seeing the campaign they talked to

their friends and relatives about Jersey, with a similar proportion actively researching accommodation options on the island.