

The background of the entire image is a photograph of a starry night sky. In the lower portion, there is a silhouette of a landscape featuring a stone ruin with a prominent arched opening. The sky transitions from a deep blue at the top to a lighter, hazy orange near the horizon, suggesting a sunset or sunrise. The stars are visible as small white dots against the dark blue background.

LOVE WINTER.

Winter is a beautiful thing. Embrace the elements, enjoy the intrepid feeling of tackling the season head on. The winter in Jersey brings drama, beauty and a sense of freshness that doesn't just blow away the cobwebs, it invigorates the soul.

Winter Campaign

2 January 2018 – 28 February 2018

LOVE WINTER

Campaign messaging

Aim

48 hours of winter drama in Jersey. Our winter mini adventure starts with experiencing bracing winter walks, the drama of the wind, seascapes, winter surfers, storms rolling in, beautiful sunrises punctuated with a morning run, dramatic skies, skin tingling and the fizz of warming up in a cosy winter escape.

Campaign theme

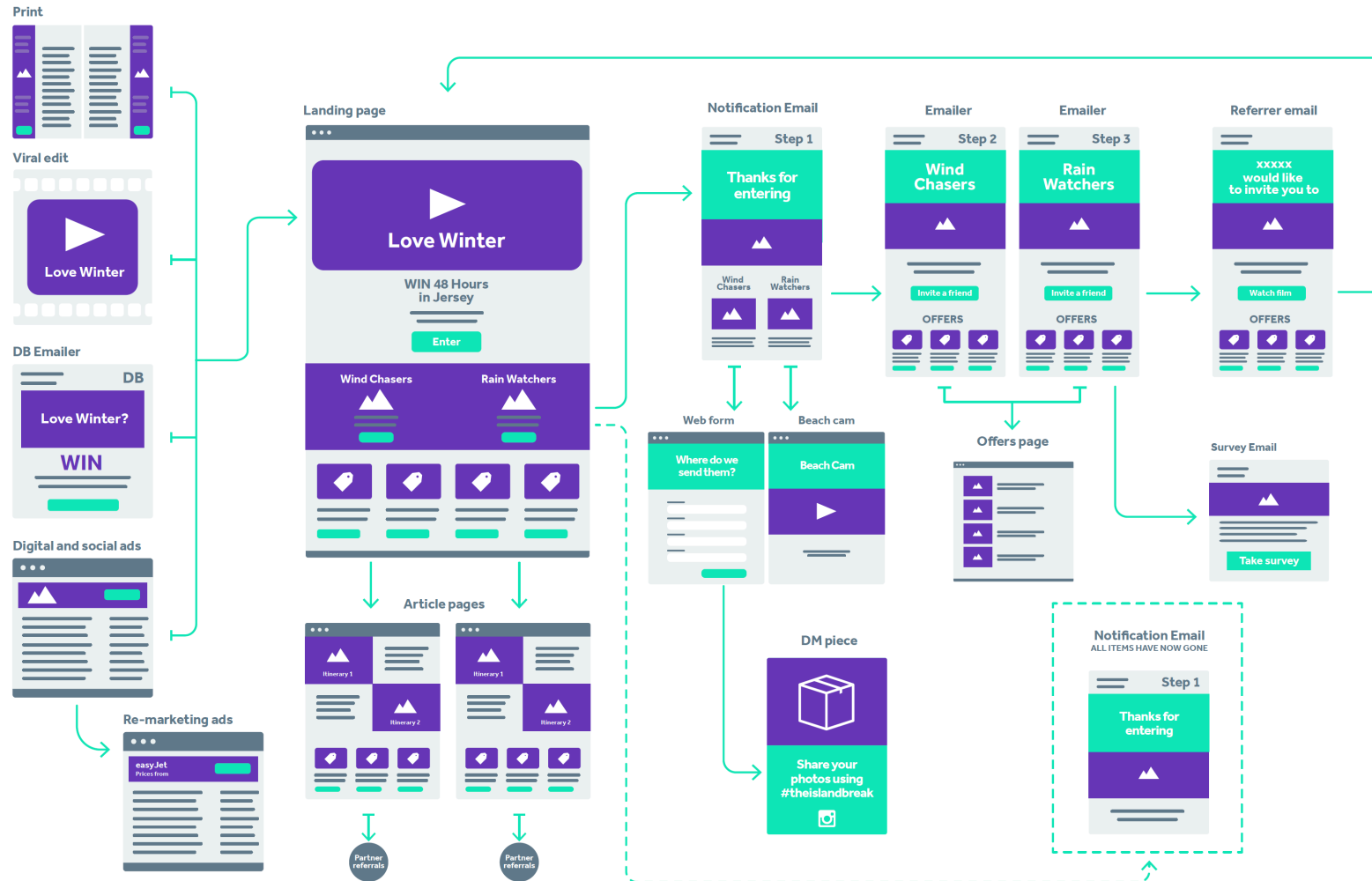
LOVE WINTER.

Use this toolkit to help tell Jersey's story.



LOVE WINTER

Campaign journey



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Campaign media partners

We try to strike the right balance in order to **build** demand for Jersey. **Engage** with users and ultimately **convert** them to be a potential visitor.

the
guardian

TheObserver

TimeOut

lonely planet

Condé Nast
Traveler

Adyoulike

ADARA

INSKIN

Regital

collective

facebook.

Instagram

YouTube

BRITISH AIRWAYS



easyJet

secret escapes

J
Jersey

LOVE WINTER

Campaign media plan

					January					February				March				
Media	Format	Section	Further detail	Insertions	1	8	15	22	29	5	12	19	26	5	12	19	26	
High Impact print - display																		
Guardian Weekend	Double Page Spread	FH	Glossy supplement with Saturdays Guardian	2														
Observer Magazine	Double Page Spread	FH	Glossy supplement with The Observer (Sunday)	3														
ES Magazine	Double Page Spread	FH	ES Magaine Travel Special (24th/25th January)	1														
Time Out	Double Page Spread	FH	London focused lifestyle magazine	2														
Lonely Planet	Double Page Spread	FH	A definitive source of imaginative travel inspiration, allowing its readers to discover the world through fresh eyes	1														
CondeNast Traveller	Double Page Spread	FH	Authoritative and influential travel and lifestyle magazine	1														
Digital Video																		
Ad You Like	Native Video	Travel	Click to play video from the feed using native video feed. The creative will be directly integrated into the editorial flow of the publisher	1														
Adara	Pre-roll	Travel	non-skippable preroll	1														
Digital Display																		
In-Skin	Skin	Travel	Show micro-moments or winter vs micro-moments. Can have video	1														
Regital	Lightbox Unit	Travel	Audience/Contextual/Keyword/Reach Strategies	1														
Regital	Standard Banners	Retargeting	Retargeting those who have watched 75% of the VOD, as well as those who've landed yet not converted through Media IQ	1														
Collective	Brand Expandable	Travel	Bought on a CPE metric. Split Screen	1														
Collective	Brand Display	Travel	Retargeting to those who have interacted with brand expandable. Also prospecting	1														
Paid Social	Various Formats	Target Audience	Video/ image content	na														
Ad You Like	Native Image	Travel	Directly integrated into editorial flow	1														
				18														

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Campaign imagery



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Get involved

Help us to tell Jersey's story.

- Understand the campaign journey and messaging. This provides a framework for you to build your own marketing and PR campaigns.
- Use the campaign video assets and imagery in your own marketing activity as a free marketing 'hook' to heighten awareness of your own business.
- Register for [Visit Jersey's Media Library](#) and gain access to a wide range of campaign imagery. Don't forget - you can also share your own imagery on the library.
- Start planning your activities which celebrate Jersey in winter. This can include special offers, discounts, fun events and promotions. Update your product details on Visit Jersey's [MyListing Portal](#) with winter offers and experiences to feature on the Jersey.com winter campaign pages.
- Use the hashtag #theislandbreak across your social channels. Download our social media guide on how to engage on social.
- Keep in touch with what's happening in your business. Share inspiration for content guides – how does your product celebrate the island break in winter? Contact product@visitjersey.je
- Share the campaign itineraries (live from 2 January 2018). Include them in your customer communications, distribute them to your front of house teams and include them in 'welcome packs' to inspire visitors to experience the island break.

