

Just as winter feels like it's never going to end, Jersey's dramatic shift from winter to spring gets underway.

Experience the island break, as it bursts into life with colour and a newfound optimism for the future.

UK Spring Campaign

7 March – 30 April 2018

SPRING STARTS EARLY

Campaign messaging

Aim

Spring feels like it arrives early in Jersey, bringing vibrant colours and new life with it. We want to share the dramatic shift into spring that people can experience whilst enjoying an escape to the island break.

Campaign theme

SPRING STARTS EARLY IN JERSEY

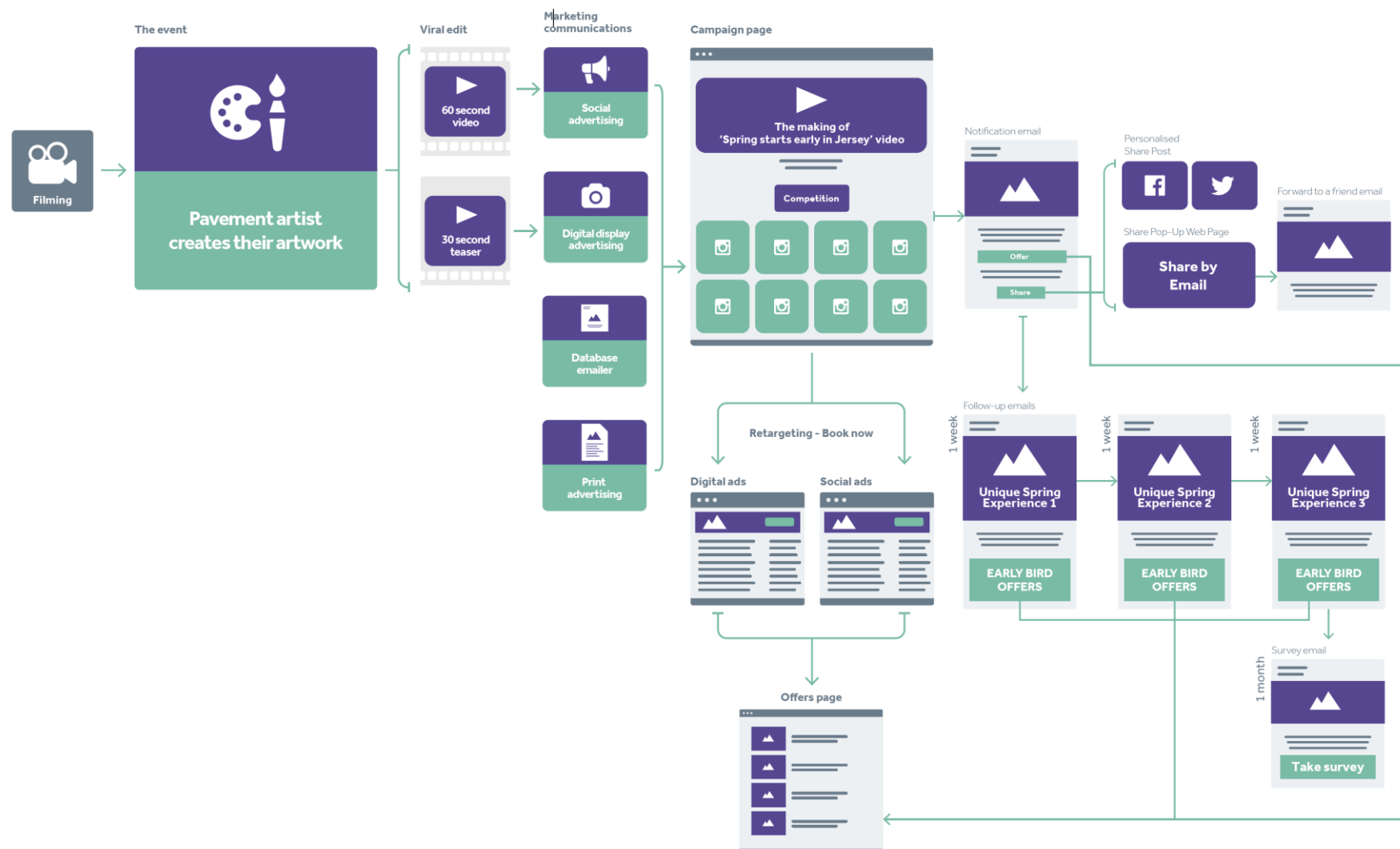
Assets and opportunities

- Spring campaign edit/ imagery
- User generated spring content using #theislandbreak
- Media plan



SPRING STARTS EARLY

Campaign journey



SPRING STARTS EARLY

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.

Adyoulike

 ADARA

lonely planet

Regital

TimeOut

facebook.

 Instagram

You Tube


Jersey

SPRING STARTS EARLY

Campaign media plan

					March				April					May			
Media	Format	Section	Further detail	Insertions	5	12	19	26	2	9	16	23	30	7	14	21	28
Digital Video																	
Ad You Like	Native	Travel	integrated in feed	1													
Adara	Pre-roll	Travel	non-skippable pre-roll	1													
Teads	Inread Landscape - Mobile - Desktop & Tablet	Travel	pay per completed view	1													
Lonely Planet	Superzone with video	ROS	rich media superzone with video	1													
Digital Display																	
Regital	Skin	Travel	Audience/Contextual/Keyword/Reach Strategies	1													
Regital	Standard Banners	Travel	Retargeting	1													
Time Out	digital feature page	Travel	London site	1													
Time Out	Teads	Travel	10 second video	1													
Time Out	Rich Media Half Page	Travel	banner housing 30s video	1													
Time Out	static ads - native traffic drivers	Travel	drive to feature page	1													
Time Out	Facebook video distribution	Travel	time out edited video promoted via Facebook	1													
Time Out	Production for facebook video	Travel	time out edited video promoted via Facebook	1													
Ad You Like	Native	Travel	integrated in feed	1													
Social / Viral																	
Regital social/viral offering	Video	Love Travel	Text Video	1													
				14													

SPRING STARTS EARLY

Campaign imagery



SPRING CAMPAIGN

GET INVOLVED

Help us to tell Jersey's story

- 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 spring in Jersey. This can include special offers, discounts, fun events and promotions. Update your product details on Visit Jersey's [MyListing Portal](#) with spring offers and experiences to feature on the Jersey.com website.
- 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 spring? Contact product@visitjersey.je

