Autumn unfiltered campaign

3 September - 30 November 2018

Autumn's vibrant mosaic of colours carpet our landscapes and erupt from our fields as nature puts on it's Sunday best. As we immerse ourselves in this dramatic display, we are restored by nature's authenticity, and reminded that these moments mean the most when they are shared.



Campaign messaging

Aim

Autumn in Jersey feels like an extension of the summer, the sun-warmed water and golden light is the perfect backdrop for evenings at the beach. Wrap up warm to watch the sky be lit up by dramatic sunsets and fire skies. Share our slow move into Autumn, escape to the island break.

Campaign theme

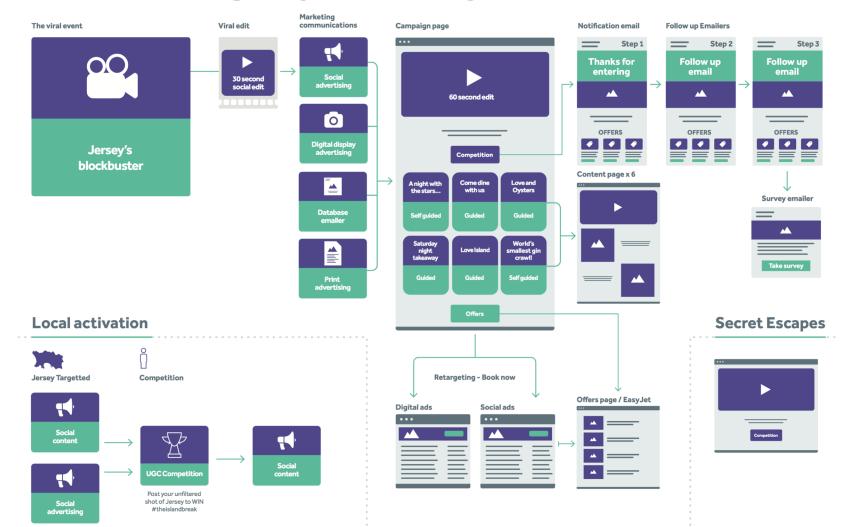
Autumn unfiltered

Assets and opportunities

- Autumn campaign edit / imagery
- User generated autumn content using #theislandbreak
- Media plan
- 5 x autumn experience edits



Campaign journey





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.





















Autumn unfiltered Campaign media plan

UK

				August		September				October					November					
Media	Format	Section	Further detail	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26
Adara	Pre-roll	Travel	non-skippable pre-roll					3												30
Affectv	Pre-roll/out-stream	Travel	non-skippable pre-roll/outstream					3												30
Regital	Ad Selector	Travel	non-skippable pre-roll-video selector					3												30
Rich Media Expandable units																				
Silence	Rich Media Expandable	Travel	Expandable banners that house the video edits					3												30
Digital Display - retargeting																				
Adara	Standard Banners	Travel	Retargeting engagers or people who watch 75% of the pre roll					3												30
Affectv	Billboard/DMPU	Travel	Retargeting engagers or people who watch 75% of the pre roll					3												30
Regital	Standard Banners	Travel	Retargeting engagers or people who watch 75% of the pre roll					3												30
Paid Social	Various Formats	Target Audience	Video / Image Content																	
ООН																				
Digital Commuter Rail	20" spot length	9 x Full-motion screens - Liverpool Street, London Blackfriars, London Cannon Street, London City Thameslink and London Fenchurch Street stations	9 x Screens for 2 weeks display based on PM Commuter hours (16:00 to 19:00 Mon-Fri					3	16											
Adserving	Adserving																			
																			\Box	

Campaign media plan

French

		September				(Octobe	r	November							
Site	Tactic	Targeting	Creative Format	3	11	18	25	2	9	16	23	30	6	13	20	27
Collective	BRAND AWARENESS	3rd party targeting & key contextual sites such as Travel, Lifestyle, Fashion and weather	Pre-Roll - Video													
Sizmek	TRAFFIC	Targeting user intent on destination type, and remodelling of visitors to site	Standard IAB													

Campaign imagery















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 Autumn in Jersey. This can include special offers, discounts, fun events and promotions. Update your product details on visit Jersey's MyListingPortal with Autumn 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 with your business. Share inspiration for content guides how does your product celebrate the island break in Autumn? Contact product@visitjersey.je

