

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.



Autumn unfiltered

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

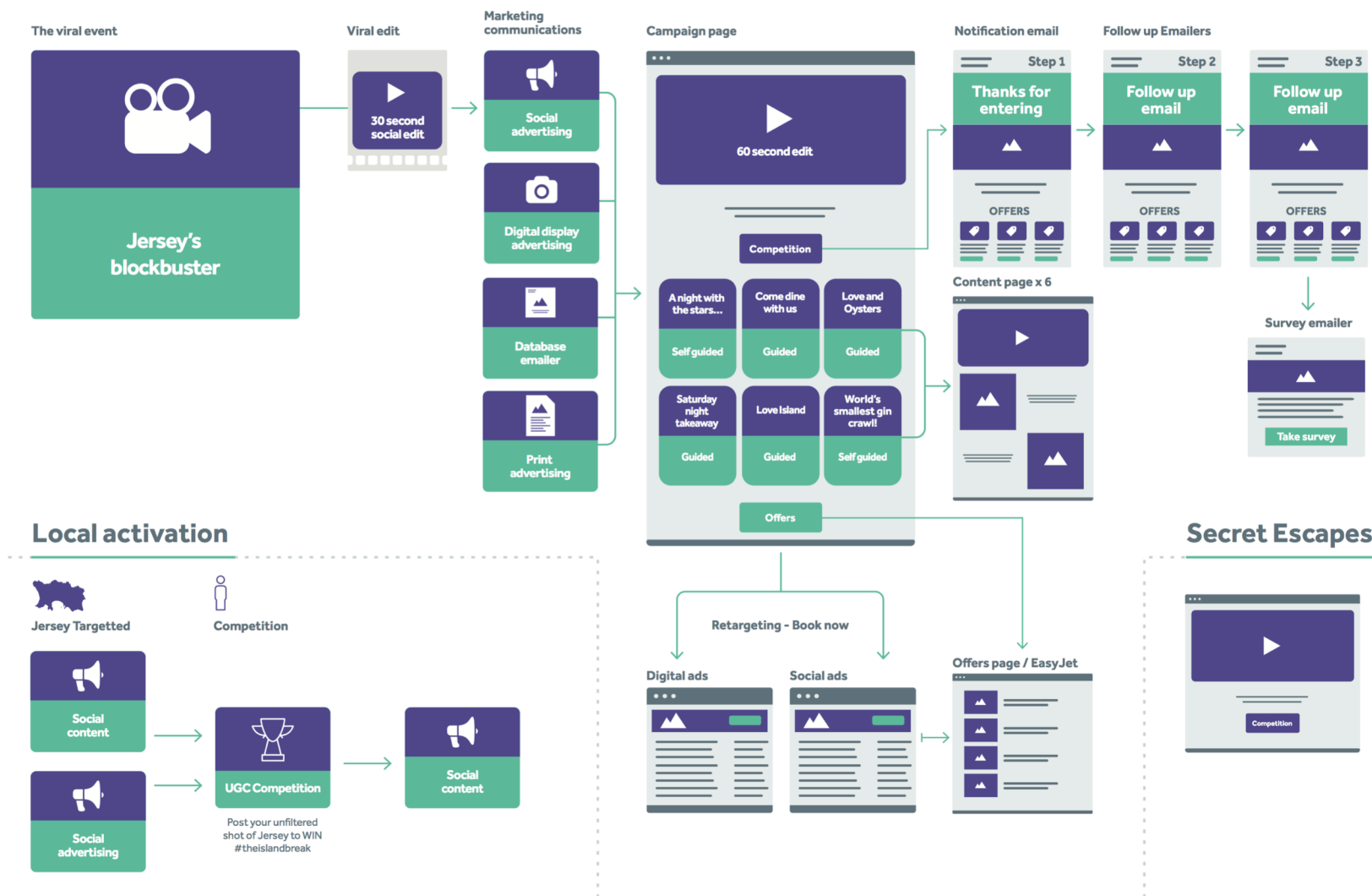
Autumn unfiltered

Assets and opportunities

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



Autumn unfiltered Campaign journey



Autumn unfiltered

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.

facebook.

Sizmek™

Regital
Innovative Digital Media Sales

 Instagram

 ADARA

Silence.

secret escapes

^ffectv
The Smart Way to New Customers

Collective
digital brand solutions
A TimeInc. UK Company


Jersey

UK

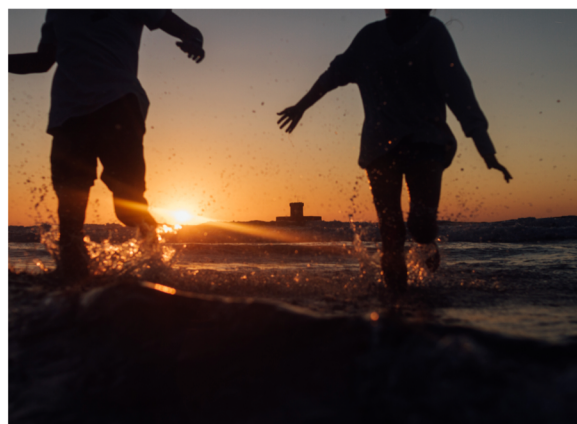
[illegible]

Autumn unfiltered Campaign media plan

French

[illegible]

Autumn unfiltered Campaign imagery



Autumn unfiltered

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**

