An aerial photograph of a rocky coastline with a deep blue cove. Several kayakers in orange and yellow kayaks are scattered across the water. The text is overlaid on the right side of the image.

How do you want to feel?

Summer Campaign

22 December 2017 – 1 March 2018

Jersey's a restorative place where you can feel **empowered** to do so much (or so little). A place where you can be **together** in the **revitalising** summer sun that fills you with new life. So when the time comes, you'll be ready to dive back in, feeling **alive**, with a heart full of **optimism** and a smile on your face.

Jersey, the island break where you're **free** to feel however you want to feel.

#theislandbreak

HOW DO YOU WANT TO FEEL?

Campaign messaging

Aim

Create a visual story book of positive feelings linked to the destination brand proposition. The feelings will run through Q1 print and video activity, leaving our audiences engaged and curious about our island and its characters.

Campaign themes

01. Optimistic

02. Together

03. Empowered

04. Revitalised

05. Free

06. Alive

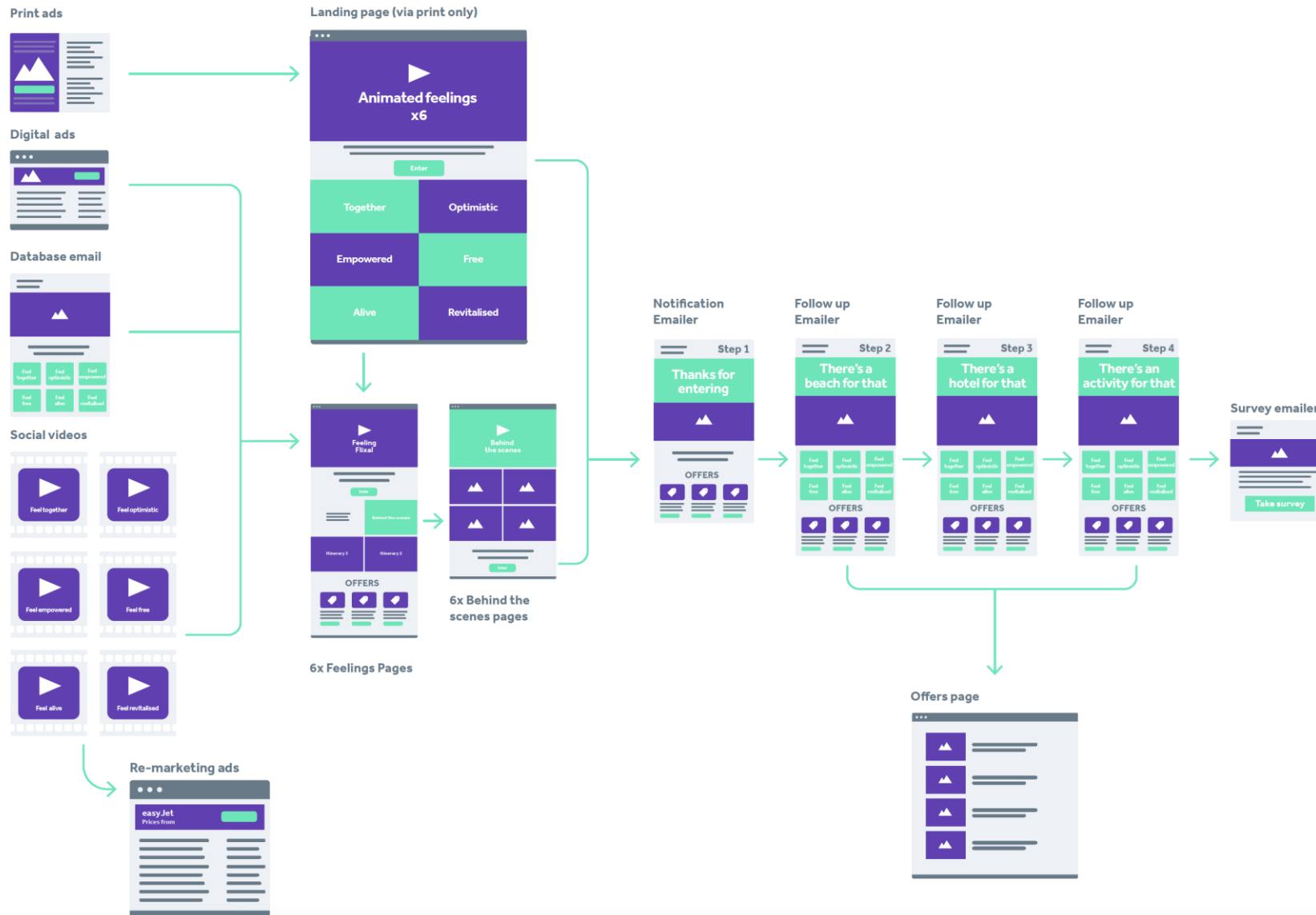
Assets and opportunities

- 6 x campaign videos/ imagery/ itineraries
- Themed bookable experiences/ offers/ supplement opportunities
- Media plan



HOW DO YOU WANT TO FEEL?

Campaign journey



HOW DO YOU WANT TO FEEL?

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 Telegraph

Regital

ADARA

Silence.

Adyoulike

facebook.

Instagram

YouTube

BRITISH AIRWAYS

easyJet

secret escapes



HOW DO YOU WANT TO FEEL?

Campaign media plan

					December				January					February				March			
Media	Format	Section	Further detail	Insertions	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26
Newsbrand - Print																					
Daily Telegraph	Half page features to showcase the experiences you can get in Jersey	Travel	Driving to both the hub and Visit Jersey	2																	
Daily Telegraph	Half page feature to highlight the holiday feeling you can get in Jersey	Sunday	Driving to both the hub and Visit Jersey	1																	
Daily Telegraph	20x3 cobrand to drive competition	Cobrand	Driving to hub	4																	
Daily Telegraph Magazine	Profiling one person and their company	DPS	Driving to both the hub and Visit Jersey	6																	
Times Magazine	Full Page Advertorial Feature	Run on Mag	Written by Time journalists with direction and approval from Visit Jersey	6																	
Newsbrand - Digital																					
Telegraph Group - Partnership hub	Bespoke Visit Jersey digital hub + hosted articles	Bespoke Hub	Bespoke Visit Jersey hub on the Telegraph to include 1x Parallax to tell the story of Jersey and to celebrate it's history and modern day, plus 5 x articles using SEO, and 1 x competition to win the ultimate Jersey experience. All articles will be framed with Visit Jersey display and will have a CTA to drive people to visit. Articles and Parallax will host Visit Jersey videos	1																	
	Native traffic drivers	Run of Site	Driving to hub, but there will be display surrounding articles and URL links in articles driving to Visit Jersey	1																	
	Social posts	Run of Site	Driving to hub, but there will be display surrounding articles and URL links in articles driving to Visit Jersey	1																	
Telegraph group - Video distribution	30" - 90" Video	Run of Site	The Telegraph will guarantee 30,000 video views in total	1																	
Telegraph group - ADDED VALUE	Display - MPU's	Run of Site	MPU's to retarget audience who have visited content with sales message	1																	
Telegraph group - ADDED VALUE	Traffic drivers	Run of Site / Social	20,000 guaranteed UU's to content	1																	
Telegraph group - ADDED VALUE	Exposed vs Non Exposed Research	N/A	Independent exposed and non-exposed research from eDigital to measure the success of the partnership with guaranteed uplift of 20% brand consideration.	1																	
Digital Video																					
Regital	Interactive VOD	Travel	Audience/Contextual/Keyword/Reach Strategies - Ad Selector Interactive unit, with the user being able to chose one of the six videos they'd like to watch	1																	
Adara	Preroll	Travel	non-skippable preroll	1																	
Digital Display																					
Silence	Rich Media Unit	Travel	Contextual, Audience, Keyword Targeting	1																	
Ad You Like	Native Content	Travel	Native story that can include images, videos, hyperlinks, hotspots and social shares	1																	
Regital	Standard Banners	Travel	Audience/Contextual/Keyword/Reach Strategies - Running banners specific to one of the six 'feelings' - Optimising towards best performing ones	1																	
Paid Social	Various Formats	Target Audience	Video/ image content	na																	
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																	
				32																	

HOW DO YOU WANT TO FEEL?

Campaign imagery



HOW DO YOU WANT TO FEEL?

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 for summer 2018. This can include special offers, discounts, fun events and promotions. Update your product details on Visit Jersey's [MyListing Portal](#) with summer 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 summer? Contact product@visitjersey.je
- Share the campaign itineraries. 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.

