

Rediscover Yourself

29 August - 30 November 2019



Rediscover yourself

Campaign messaging

Aim

This autumn, we aim to position Jersey as a destination to rediscover yourself and reconnect with nature over a short island break.

Our research has highlighted that there is a huge opportunity for Jersey as a visitor destination to capitalise on Jersey's national park status to market the island as the go to destination to 'rewild yourself' and get back in touch with nature.

A holiday in the island break can facilitate the rewilding process. Our creative narrative will focus on unique experiences and celebrates the island's power to refresh and revitalise, reconnect and rediscover through a reintroduction into nature.

Help us inspire visitor to rediscover themselves in Jersey.

Calls to action

Rediscover Yourself.

Escape.

Win an island retreat.

Assets and opportunities

- 4 x campaign edits / imagery
- Media plan
- Rewilding product toolkit
- Share your stories on social media using hashtag #theislandbreak

Rediscover yourself

Content segmentation

Our campaign content will be segmented around the trinity of wellness. This has been developed into three distinct campaign propositions, underpinned by unique product experiences, which we will serve up to the right audience at the right time:

Liberate your spirit.

When was the last time you felt truly alive? There's no better wake up call than showering under a fresh waterfall, no better way to reconnect with your universe than under a blanket of stars. In Jersey, you can bathe your mind in lapping tides and slow sunsets to feel restored, relaxed and renewed on your island retreat.

Revitalise your mind.

When was the last time you felt truly alive? There's no better wake up call than showering under a fresh waterfall, no better way to reconnect with your universe than under a blanket of stars. In Jersey, you can bathe your mind in lapping tides and slow sunsets to feel restored, relaxed and renewed on your island retreat.

Rebalance your body.

When was the last time you felt in tune with your body? Retreat to an island where you can feel in perfect balance with nature. Salute the sunrise on sheltered bays then come up for air on windswept heights, Jersey is waiting to be discovered.

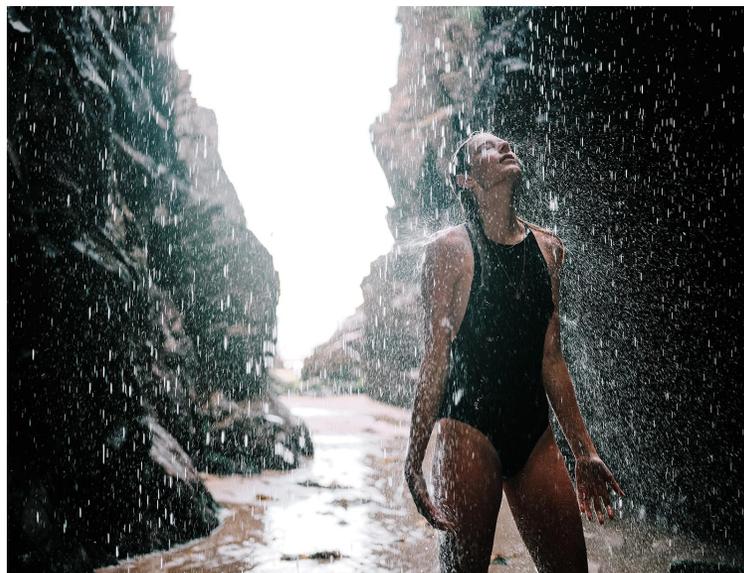
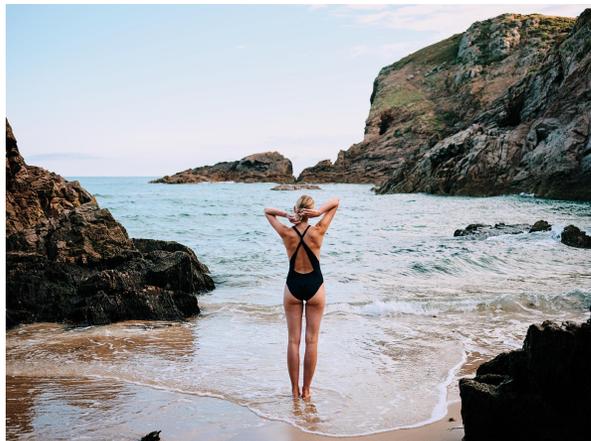
Capturing the island retreat.

Video profiling for each of the above wellness touchpoints will be seeded through digital and social media, with the objective of bringing prospective visitors to the campaign pages of jersey.com, where we house inspirational content to lead through to bookable product experiences. We will also advertise in targeted print media in national news titles, where we know we have an existing audience who we can retarget with tactical offers through digital channels.

We will be running a competition mechanic to 'win an island retreat for two in Jersey', this will facilitate data capture and act as an incentive to engage with our campaign. We can then retarget this engaged audience and push our best prospect visitors along the sales funnel to a booking.

Rediscover yourself

Campaign imagery

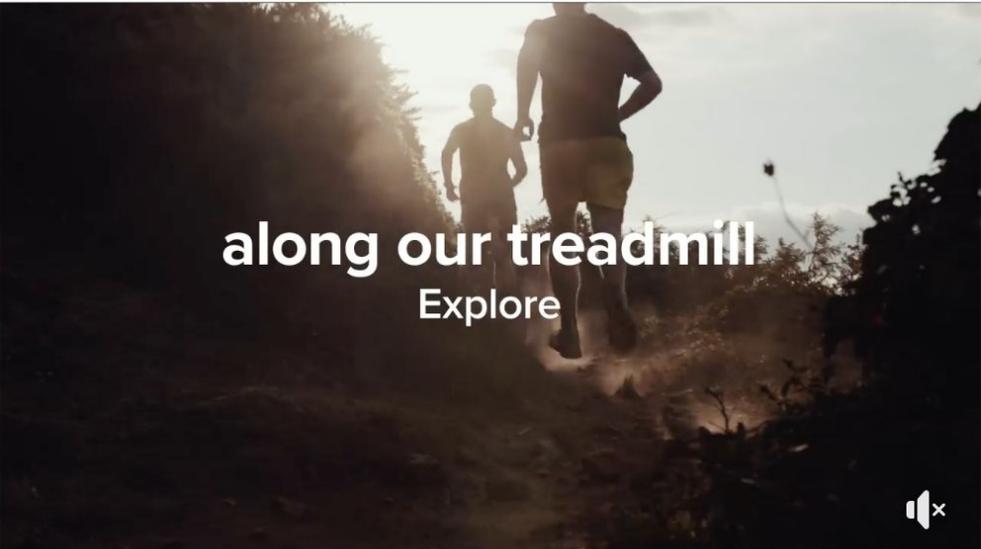


Rediscover yourself

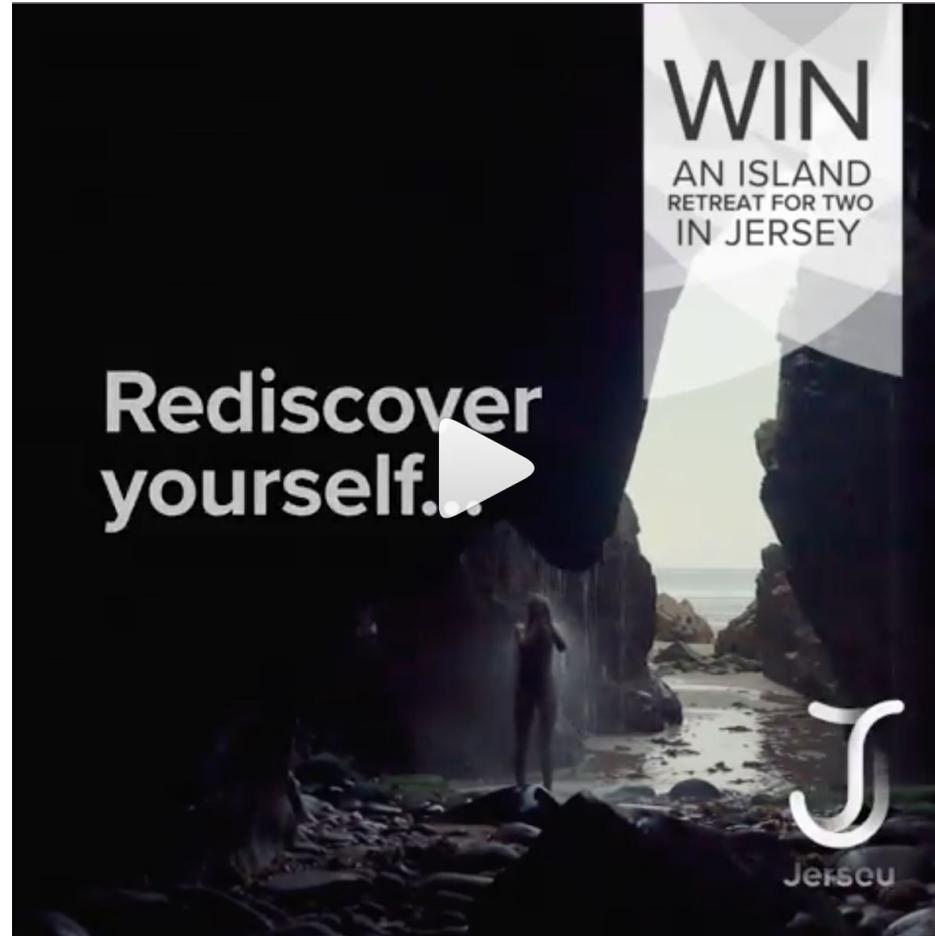
Example creative (Social media)

 **Visit Jersey**
Published by Switch Digital [?] · 58 mins · 🌐

Feel like the best version of you needs to come up for air? Escape to an island where being at one with nature is more than a mantra, it's close enough to touch. Retreat to a space where you can disconnect with the devices and reconnect with your soul. However you feel when you land, you'll leave with a freshness in your heart and a healthier glow. Rediscover yourself in the island retreat. [#theislandbreak](#)



JERSEY.COM
Rediscover Yourself - WIN an Island Retreat [Learn More](#)



 **visitjerseyci** • Following

 **visitjerseyci** When was the last time your heart sang? In Jersey, you can feel your spirit soar with the sand between your toes and the salt winds against your skin. Escape to an island where you can disconnect from the devices and reconnect with your soul. Rediscover yourself in the island retreat. [#theislandbreak](#) [#jerseyci](#) [#rediscoveryourself](#)

1h

 **finlay0901** I love this cave! 

1h 1 like Reply
View replies (2)

 **stella** ...

313 views
1 HOUR AGO

Add a comment... [Post](#)

Rediscover yourself

Creative narrative (Copy)

Ever feel like you need to hit reset? That the best version of you needs to come up for air? Escape to an island where being at one with nature is more than a mantra, it's close enough to touch. Retreat to a little world where you can disconnect with the devices and reconnect with your soul. However you feel when you land, you'll leave with a freshness in your heart and a healthier glow. Rediscover yourself in the island retreat.

Serving up island life

Get involved

Help us to build an appetite for Jersey

- 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.
- This is your opportunity to inspire visitors to explore the island break through your unique experiences, events and promotions. Update your product details on visit Jersey's [MyListingPortal](#) with winter 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 our Rediscover Yourself story? Download our [Rewilding toolkit](#) and contact product@visitjersey.je



Serving up island life

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.

secret Escapes

 Instagram

Wanderlust
TRAVEL MEDIA


Jersey

Serving up island life

Campaign media plan

UK - Launch 29 August 2019

Visit Jersey			Tuesday 27th August - Sunday 17th November 2019 (83 days 12 weeks)																																																
Rediscover Yourself 2019																																																			
Campaign Name = Rediscover Yourself																																																			
Budget Breakdown			X	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27																					
P	S	O	Start Date	End Date	W/C 26-Aug							W/C 2-Sep							W/C 9-Sep							W/C 16-Sep																									
Facebook - Feed			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22																											
P			27-Aug	08-Sep																																															
S			27-Aug	03-Sep																																															
P			13-Sep	19-Sep																																															
P			25-Sep	01-Oct																																															
O			21-Sep	21-Sep																																															
P			07-Oct	13-Oct																																															
P			19-Oct	25-Oct																																															
O			19-Oct	19-Oct																																															
P			31-Oct	06-Nov																																															
P			11-Nov	17-Nov																																															
O			09-Nov	09-Nov																																															
Instagram - Feed			26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22																					
P			27-Aug	01-Sep																																															
S			27-Aug	01-Sep																																															
P			17-Oct	24-Oct																																															
O			14-Sep	14-Sep																																															
P			02-Oct	08-Oct																																															
O			02-Oct	02-Oct																																															
P			13-Nov	19-Nov																																															
O			16-Oct	16-Nov																																															
P			26-Oct	01-Nov																																															
O			06-Nov	06-Nov																																															
Instagram - Stories (Grow 1 & 2 Only)			26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22																					
P			29-Aug	04-Sep																																															
O			27-Aug	27-Aug																																															
P			10-Sep	16-Sep																																															
O			07-Sep	07-Sep																																															
P			22-Sep	27-Sep																																															
P			04-Oct	10-Oct																																															
O			29-Sep	29-Sep																																															
P			16-Oct	21-Oct																																															
P			28-Oct	03-Nov																																															
O			24-Oct	24-Oct																																															
P			09-Nov	14-Nov																																															
Total			100.00%							83														26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22