Explorers wanted campaign

02 January - 28 February 2019

Winter in Jersey is all about embracing the reality of winter in the beautiful setting of the island break. Our winter campaign will invite visitors to the island with the messaging "Explorers Wanted", encouraging people to visit no matter what "type" of explorer they are.

Explorers wanted

Campaign messaging

Aim

We aim to promote the island as a year round destination and activate our visitor economy this winter through our campaign, 'Explorers Wanted'.

Exploring the island break in winter is more than an adventure, it's a journey of self discovery. Since we know that everyone embraces winter in their own way, our winter campaign is a call-to-arms for visitors to explore #theislandbreak, no matter what type of explorer they are.

We don't just make promises about our destination, we provide proofs, so this campaign proudly shares our unique product experiences with the world. We aim to celebrate the breadth of winter experiences in Jersey and tackle head-on the perception of the island as being purely a summer destination.

We are segmenting our audience into four explorer types based on four key passion pillars; 'Romantic Ramblers, Active Adventurers, Weekend Wanderers and Soul Seekers'.

Calls to action

Make #theislandbreak your journey of self discovery this winter
Discover #theislandbreak this winter
Explorers wanted this winter!
Win a winter weekend expedition in #theislandbreak

Assets and opportunities

- 6 x Winter campaign edits / imagery
- Media plan
- Share your winter stories on social media using hashtag #theislandbreak



Explorers wanted Target markets

Audience profiles

We are segmenting our audience into four explorer types based on the following profiles;

- Active adventurer (active, enjoys winter sports, running and nightlife)
 Enjoy the intrepid feeling of tackling the season head on
- Soul seeker (semi-active, enjoys walking, food and culture)
 Make the island break your journey of self-discovery
- Romantic rambler (semi-active, enjoys walking food and spa/ wellbeing)
 Reconnect and revitalise in the fresh sea air
- Weekend wanderer (semi-active, enjoys walking, food and culture)
 Explore the island at your own pace

Video profiling for each of the above explorer types will be seeded through digital and social media, with the objective of bringing prospective visitors to the campaign pages of jersey.com. Here they will be able to identify which "type of explorer" they are and will then be sent content via email specific to their chosen type. The added incentive of winning a 48 hour expedition in Jersey will be included to encourage data-capture. The webpages will also feature content around the type of exploring you can do in Jersey, these will cover; Jersey's culture, land, local food and winter activities.

Explorers wanted

Campaign journey

Campaign overview Rich-media Social Social VJ database **Brand partner Display ads** ads content emailer emailer Social Website Website winter edit(s) landing page offers page **4x Profiled Profiled Explorer-type Brand aligned** 4x Email loop **Email loop** content pages comp. entry comp. entry



Explorers wanted

Campaign imagery















Explorers wanted 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.
- 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 the island break in winter? Contact **product@visitjersey.je**



Explorers Wanted

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.





















Explorers Wanted

Campaign media plan

UK - Launch 2nd Jan 2019

									D. H.			December			January			Polymone
		T								Deadlines		Decembe			January			February
Media	Format	Section	Further detail	CTR%/VTR	CPM/CPE	Est views/clicks	Total impressions	Media owner	UM	Notes	3	10 17	24	31 7	14	21 28	4	11 18
Digital Video										4					-			-
Adara	Pre-ro II	Travel	Non-skippable pre-roll	60%	£16.00	1,047,263	1,745,438	18th Dec	17th Dec	1 day required for UM trafficiking (standard SLA = 5 days)				2				3
Unruly	Outstream & skippable video formats	Contextual Targeting - Priority, direct access to premium international and local media titles Audience Targeting - overlay 3rd party Lotame audience segments	Unruly Complete (In-Page, In-Stream, In-Article (non-pause out of view), Unmissable)	-	£0.09	311,111	0	18th Dec	17th Dec	1 day required for UM trafficiking (standard SLA = 5 days)				2				
Rich Media								8										
Silence	Rich Media Expandable	Travel	Expandable banners that house the video edits and a quiz	1.00%	£0.60	83,333	8,333,333	12th (brief/mock + assets)	n/a	Assets = mock up of unit + logos, etc. Video can be dropped in on 18th (amend turn around within 48 hours)				2] ;
Inskin	Skin	Travel	Expandable banners that house the video edits	1.00%	£28.50	1,228	1,228,070	12th (brief/mock + assets)	n/a	Assets = mock up of unit + logos, etc. Video can be dropped in on 18th (amend turn around within 48 hours)	\Box			2				
Digital Display				3														
Adam	Standard Banners	Travel	Retargeting engagers or people who watch 75% of the pre roll	0.1%	£3.00	5,000	5,000,000	18th Dec	17th Dec	1 day required for UM trafficiking (standard SLA = 5 days)				2				1
MIQ	Standard Banners	Travel	Prospecting and retargeting website visitors	0.07%	£5.00	1,400	2,000,000	18th Dec	17th Dec	I day required for UM trafficiking (standard SLA = 5 days)				2				
GumGum	In-Image & In Screen Embedded Video	Travel	Lightbox included as added value	1.00%	£17.00	11,765	1,176,471	18th Dec	17th Dec	l day required for UM trafficiking (standard SLA = 5 days)				2				
Adserving	- 10				8.1 - c									2				
								1				$\overline{}$		-	\top	-		

French - Launch 9th Jan 2019

Site	Targeting	Geography	Creative Format	Estimated Impressions	Estimated Clicks	January				Feb
Olle	- ungoung	Geography	Oreative romat	Latimated impressions	Estimated olicks	9	14	21 2	28 4	11
TI Media -Collective	3rd Party Targeting & Key Contextual Sites Such As Travel, Lifestyle, Fashion & Weather ABC1 Age 24-54		Pre roll - Video 30'	800,000	6,400					
Sizmek	Targeting users intent on destination, and remodelling of visitors to site 60 miles from ports		Standard IAB	2,941,837	44,128					
Mediamath	Retargeting users from site that have not converted located in Northern France	Within 60 miles of FR departure points	Standard IAB	269,614	1,887					
Facebook	The Weekend Wanderer (semi-active, enjoys walking, food and culture) ABC1 Age 24-54			131,622	921					
	The Active Adventurer (active, enjoys winter sports, running and nightlife) ABC1 Age 24-54		Video 15-20' edits	131,622	921					
	The Romantic Rambler (semi-active, enjoys walking food and spa/ wellbeing) ABC1 Age 24-54		video 15-20 edits	131,622	921					
	The Soul Seeker (semi-active, enjoys walking, food and culture) ABC1 Age 24-54			131,622	921					
	Retargeting off of those that engaged and watched more than 50% of the Video with competition post		Link post	123,251	1,109					