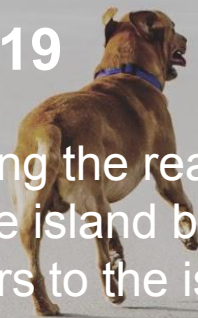


Explorers wanted campaign

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;

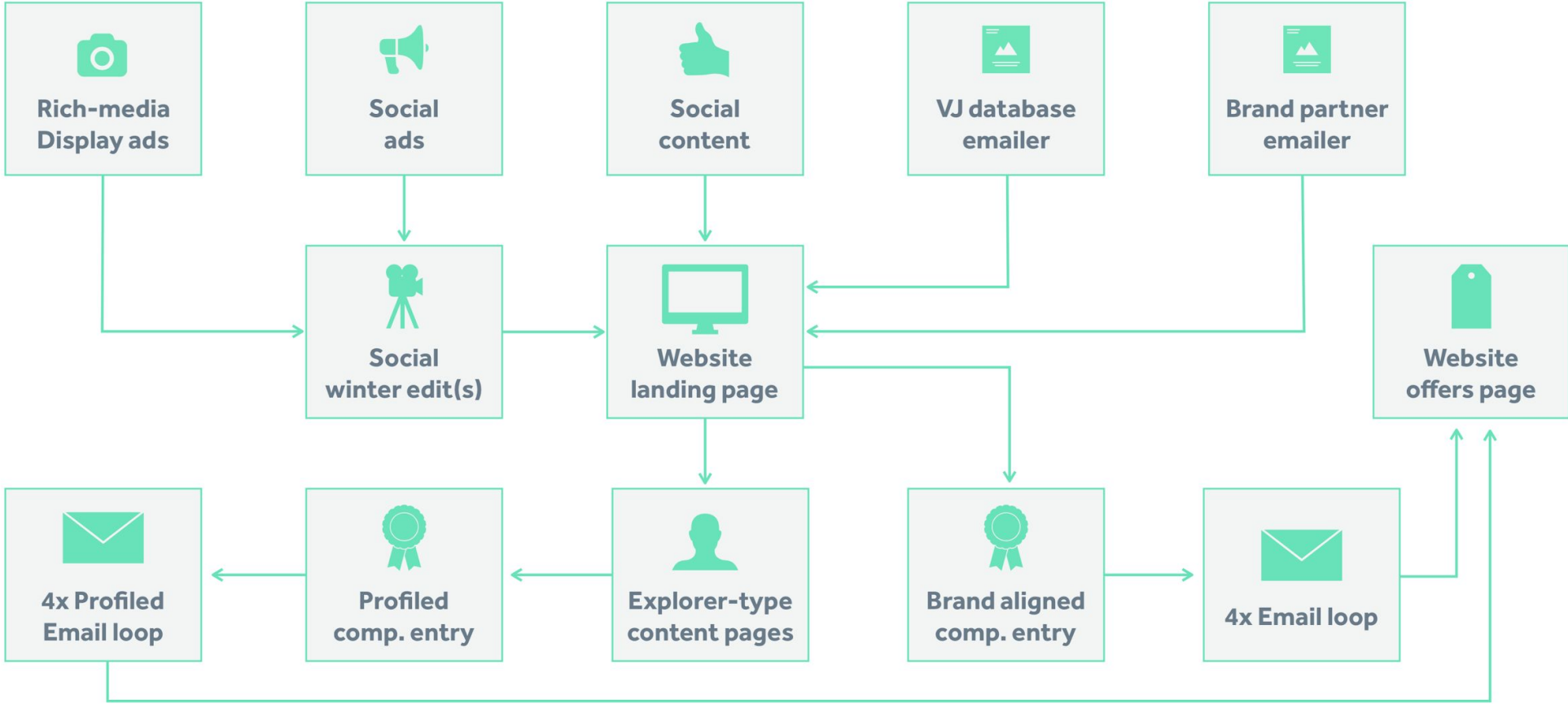
- **Active adventurer (active, enjoys winter sports, running and nightlife)**
Enjoy the intrepid feeling of tackling the season head on
- **Soul seeker (semi-active, enjoys walking, food and culture)**
Make the island break your journey of self-discovery
- **Romantic Rambler (semi-active, enjoys walking 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



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.

facebook.

Sizmek™

Regital
Innovative Digital Media Sales

 Instagram

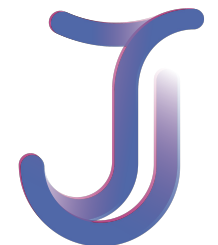
 ADARA

Silence.

secret Escapes

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The Smart Way to New Customers

Collective
digital brand solutions
A TimeInc. UK Company


Jersey

