

# Summer is here campaign - Phase 2

08 May - 31 July 2019

Summer is an island in tune with nature. An island bursting with unique culture, where you can reconnect and revitalise in the fresh sea air. Your summer of rediscovery starts here. Our summer activation 'Summer is here', delivers a tactical nudge to drive last minute bookings for summer 2019.



# Summer is here

# Campaign messaging

## Aim

Building on the success of last year's campaign around 'How a visit to Jersey makes you feel', 'Summer is here' delivers on key Jersey passion pillars of natural harmony, culture, self-discovery and togetherness with messages of revitalisation, reflection, and the strong sense that summer is located here in Jersey.

We will repurpose our existing creative assets to tell this summer story to create four new video edits .

Our summer activity has been be phased in two stages. **Summer 1** key campaign objectives were to drive early summer bookings and increase preference with repeat visitors across our key UK source markets. We deployed an impactful print campaign across targeted supplements within national media titles to lift destination awareness and drive people into [www.jersey.com](http://www.jersey.com) where extended campaign elements will be housed e.g. rich media content, product itineraries and articles.

**Summer 2** launched in May 2019 through digital channels, building on the creative message of summer 1, retargeting our engaged audience with relevant summer offers, and incentivizing last minute bookings across our target markets.

## Calls to action

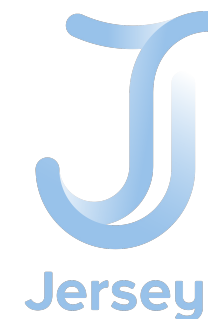
*Your summer of rediscovery starts here.*

*Win a summer escape to #theislandbreak.*

*Win your 2019 summer holiday.*

## Assets and opportunities

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



# Summer is here

# Content strategy

Summer content will be curated and built around four key passion pillars:

## **Natural harmony is here**

The island shaped by the sea, in tune with nature  
(attractive scenery)

## **Culture is here**

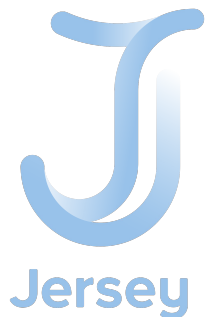
The island bursting with unique people, food and places  
(things to see and do)

## **Find yourself here**

The island where you can revitalise in the fresh sea air  
(time to relax and wellbeing)

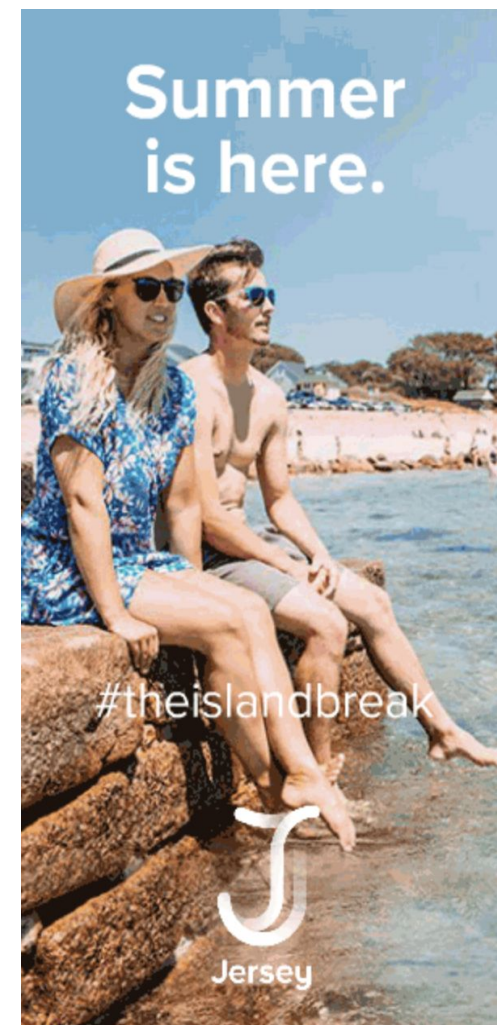
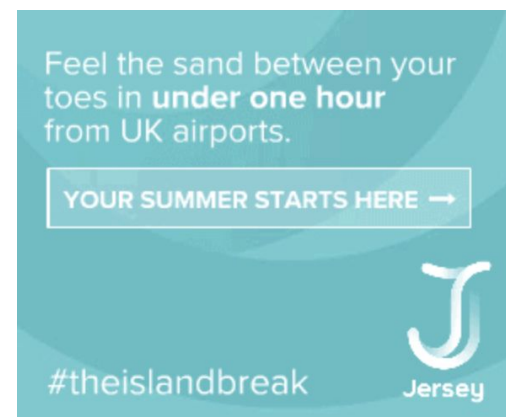
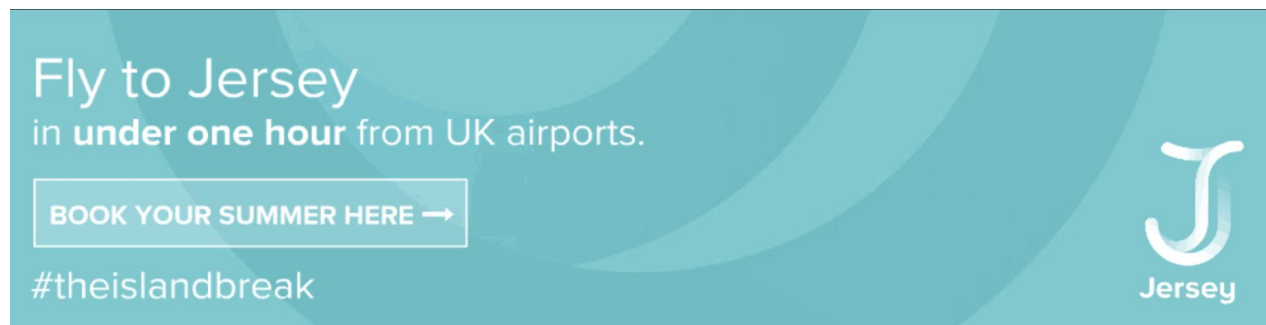
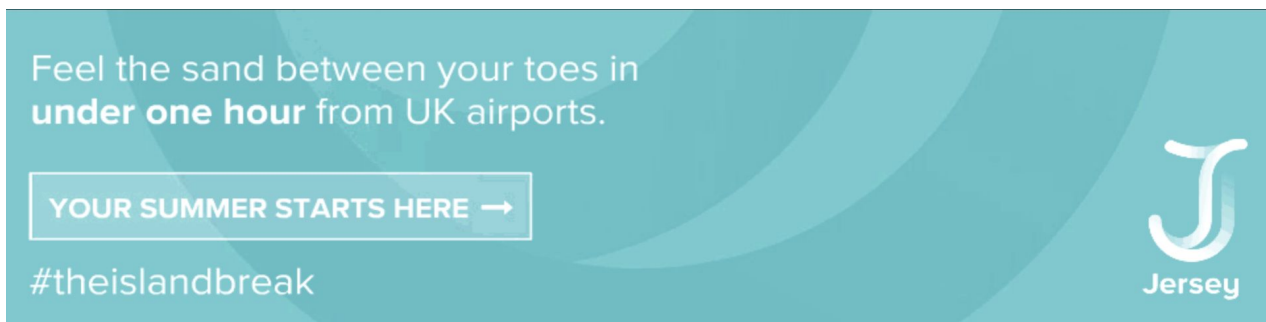
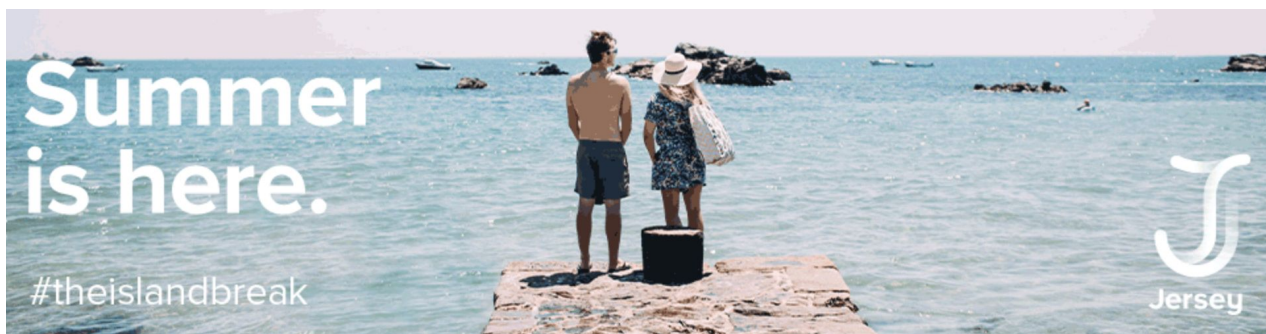
## **Come together here**

The island that can bring you closer together. Make the most of your island break by creating memories and bonding experiences that you'll share.  
(Shared experiences)



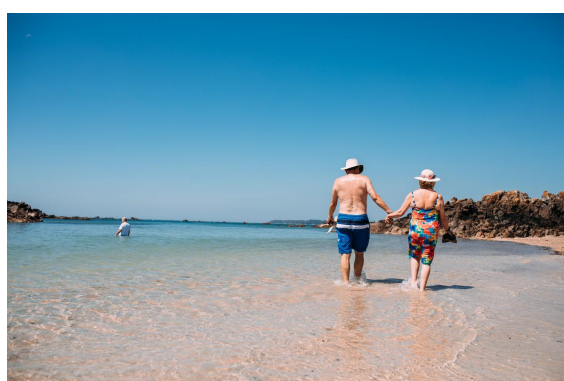
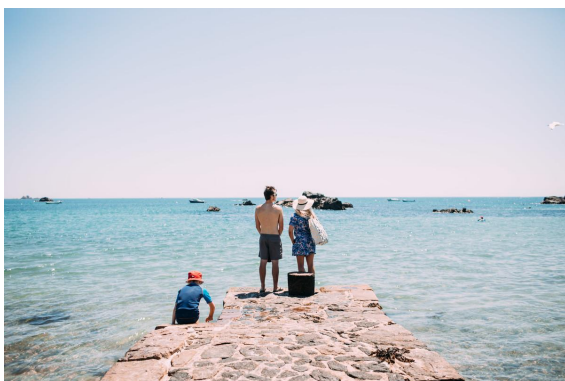
# Summer is here

## Example creative



# Summer is here

## Campaign imagery



# Summer is here

# 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**



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# 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.

THE  TIMES

The Telegraph

 Instagram

TheObserver

The  
Guardian

The  Mail  
ON SUNDAY

  
Jersey

# Summer is here

# Campaign media plan

UK - Launch 8 May 2019

			Bank Holiday											
Media	Format	Targeting	May				June				July			
			6	13	20	27	3	10	17	24	1	8	15	22
Summer1 campaign boost														
Unruly	Outstream & skippable video formats - 30" Video	In-Article format across The Telegraph, The Times and the In-Stream format across The Independent and the Daily Mail.		17										31
MIQ	Standard Banners	Press Extension PMP: Telegraph, Independent, Times, Mail, Guardian		17										31
MIQ	Standard Banners	Broad site list		17										31
Ad-serving														

