

Serving up island life

Phase two: 02 September - 30 November 2019



Serving up island life

Campaign messaging

Aim

We aim to promote Jersey as a year round destination, so our latest campaign doesn't just run for one season, it will run across the remainder of 2019. For phase two, September to November, we are embracing our unique food story and fresh experiences to give visitors an authentic serving of island life.

For phase two, September to November, we aim to build an appetite for Jersey this autumn with an emotive campaign deployed across UK and France, working closely with local product suppliers to link the message to bookable visitor experiences.

This encompasses everything from our field to fork stories, where fresh produce is plucked from farm, field and sea and served the same day, foodie experiences from beach-food to fine dining, to Jersey's world-famed produce (Lobsters, Oysters, Dairy & Jersey Royals) and the passionate people behind the menu.

Help us serve up island life for our visitors and leave them with an authentic taste of Jersey.

Calls to action

Reserve your spot

Hungry for more

Win your fresh experience

Book it while it's fresh

Now taking reservations for island life

Assets and opportunities

- 6 x campaign edits / imagery
- Media plan
- Field to fork product toolkit
- Share your foodie stories on social media using hashtag #theislandbreak

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Content segmentation

We are segmenting our campaign content into four portions of island life, underpinned by unique product experiences, which we will serve up to the right audience at the right time:

Are you ready to discover?

You want to feel revitalised, refreshed and ready for a taste of island life.

What will be your favourite?

Get a flavour of the real Jersey with our famous island produce.

What will you share?

Share family food memories while you breathe the island air with a smile on your face and freshness in your heart.

Hungry for adventure?

Jersey is the perfect place for you to tackle the day head on and restore your balance.

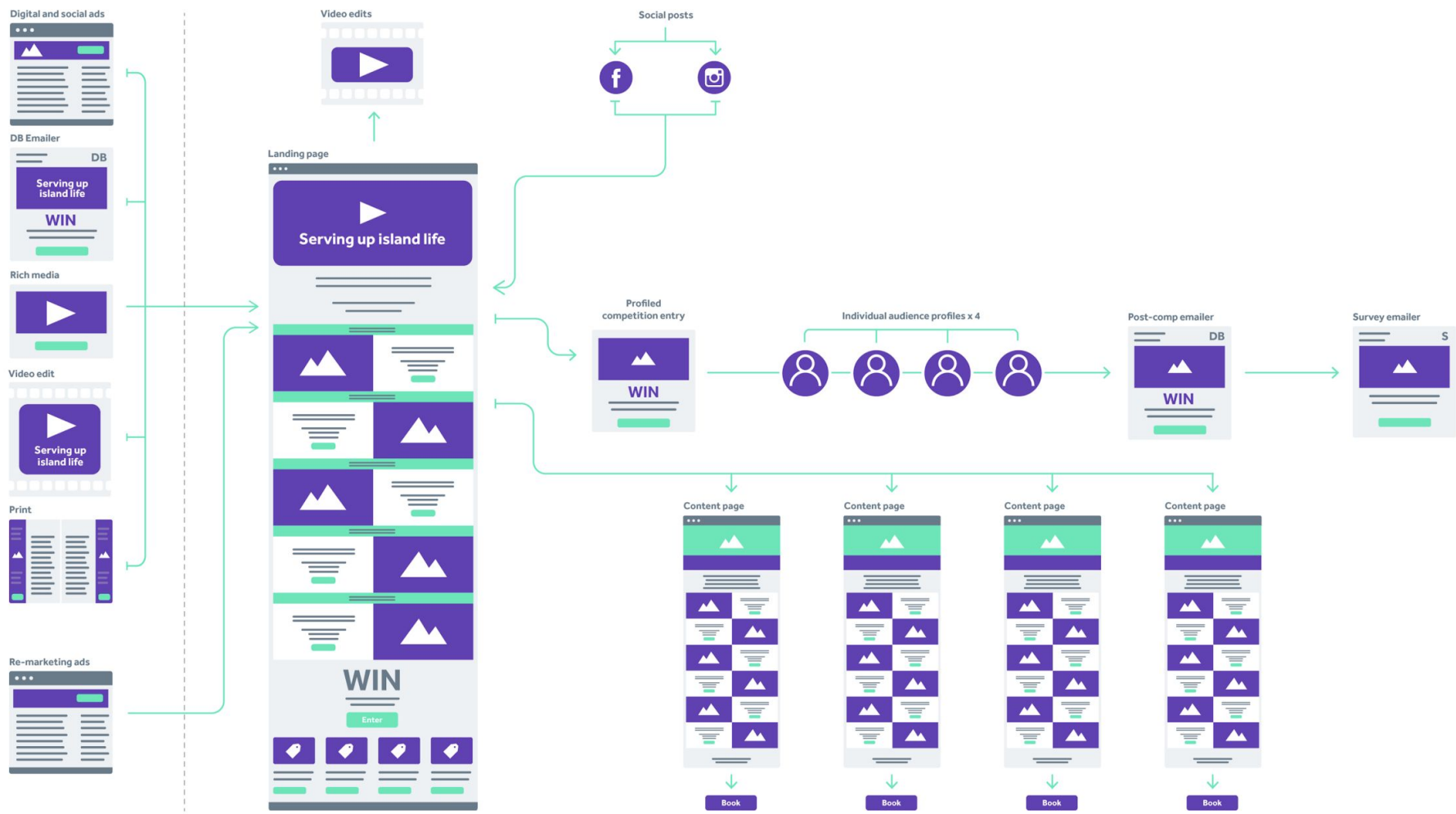
Building an appetite for Jersey

Video profiling for each of the above foodie 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 a fresh experience 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.

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Campaign journey



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Campaign imagery



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Example creative (Digital prospecting)

300 x 250



300 x 50



320 x 50



468 x 60



728 x 90



970 x 250



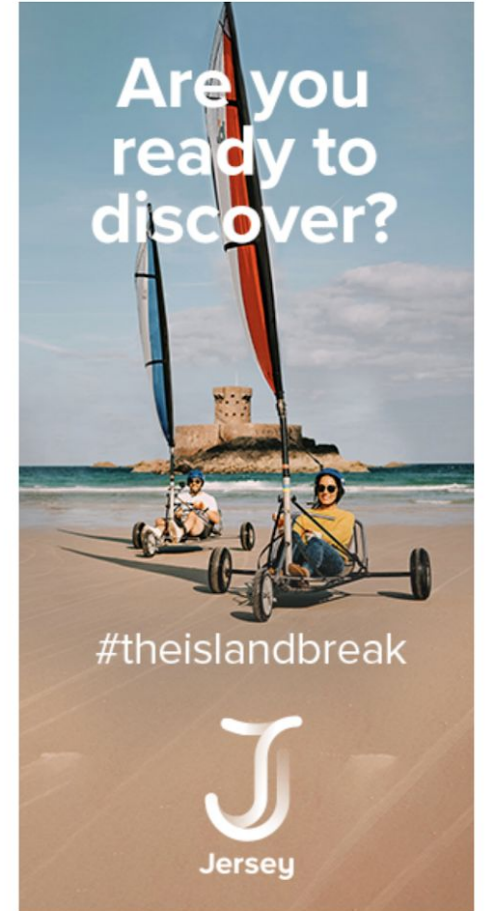
120 x 600



160 x 600



300 x 600



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Example creative (Digital retargeting)

300 x 250



300 x 50



320 x 50



468 x 60



728 x 90



970 x 250



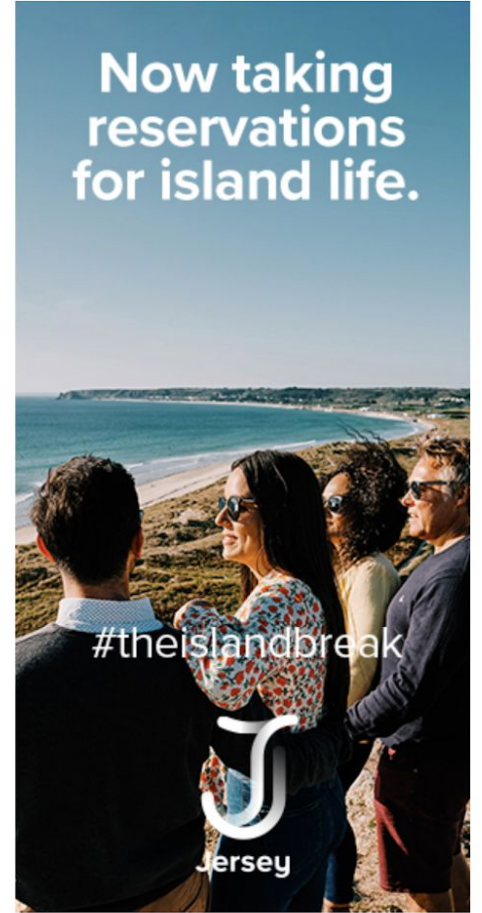
120 x 600



160 x 600



300 x 600



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Example creative (Print)

Sunday Times - 5x6 Ad



What will you share?

Served fresh in under one hour from UK airports,
feed your soul with a taste of island life.

Reserve your spot
jersey.com/freshly-served

WIN
YOUR FRESH
EXPERIENCE

Jersey

The Guardian - 6x8 Ad



**Hungry for
adventure?**

Served fresh in under one hour from UK airports,
feed your soul with a taste of island life.

Reserve your spot
jersey.com/freshly-served

WIN
YOUR FRESH
EXPERIENCE

Jersey

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Creative narrative (Copy)

In Jersey, our food is as fresh as the sea air. From field to fork in the time it takes for the tide to rise, it's served just as nature intended. Work up a healthy appetite with a breath of fresh sea air as the new season bursts into life. Our pride and passion is our world famous local produce. From our beach food culture to our award-winning restaurants, our food is special, it's food from the heart to feed the soul. Tuck into a serving of island life, where friendships are nourished and moments are savoured.

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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 field to fork story? Download our ['Field to fork' toolkit](#) and 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.

UNRULY
A News Corp Company

TimeOut
London

 Instagram

 ADARA

Silence.

**The
Guardian**

The Telegraph

Adludio 


Jersey

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Campaign trade 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.

TRAVELREPUBLIC

BRITISH AIRWAYS
Holidays

TRAVELZOO®



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Campaign media plan

UK - Launch 02 September 2019

					Phase two		
Media	Format	Section	Targeting	Further detail	CPM/CPE/CPC	Est. click/views	CTR %
Content							
Time Out	Print advertorial	Magazine - Travel/Food	Grow 1 & 2	Editorial feature written by Time Out journalists	-	388,000	-
Captify	Native	Desktop and Mobile	Grow 1 & 2	Target users based on search behaviour and serve ad in relevant contextual environments	£2.50	11,600	0.50%
Display - Digital							
Adara	Adara Video + Ad-selector Video	Desktop and Mobile	Grow 1 & 2	3rd party, key-word and domain targeting. Further details on targeting tab	£17.60	9,943	0.50%
Unruly	Video	Desktop and Mobile	Grow 1 & 2	3rd party, key-word and domain targeting. Further details on targeting tab	£0.10	375,000	0.75%
Adobe	Ad-selector Video	Desktop and Mobile	Grow 1 & 2	3rd party, key-word and domain targeting. Further details on targeting tab	£20.50	2,898	0.10%
Display - Print							
The Guardian	Page 3 strip (8x7)	News	Grow 1 & 2	Solus	-	133,497	-
The Guardian	Front page strip (6x8)	Travel	Grow 1 & 2	Solus	-	135,330	-
The Observer	Page 3 strip (8x7)	News	Grow 1 & 2	Solus	-	167,821	-
Sunday Times	Front Page Strip (5x6)	Travel	Grow 1 & 2	Solus	-	722,886	-
Metro - National	Front Page Strip (7x7)	Travel	Grow 1 & 2	Solus	-	1,426,261	-
Daily Telegraph	Front Page Strip (10x8)	News	Grow 1 & 2	Solus	-	360,117	-
Engaging, Interactive Media							
Silence	Expandable display banners driving to bespoke unit + Mobile Banners	Desktop	Grow 1 & 2	Mixture of the relevant audience, contextual and keyword targeting strategies.	£0.80	77,813	1.00%
Silence	High impact mobile display inc Video	Mobile	Grow 1 & 2	Mixture of the relevant audience, contextual and keyword targeting strategies.	£0.50	20,000	1.00%
Ad-Ludio	High impact mobile display inc Video	Mobile	Grow 1 & 2	Engaging and intuitive sensory mobile ads, sold on a CPE basis. Overlaying relevant targeting strategies to reach the target audience.	£0.35	85,714	1.00%
Traffic Driving							
MIQ	Standard display prospecting	Desktop and Mobile	Grow 1 & 2	Mixture of the relevant audience, contextual and keyword targeting strategies.	£2.00	9,800	0.07%
MIQ	Standard display retargeting	Desktop and Mobile	Grow 1 & 2	Retargeting users who have clicked through to site but not yet converted based on recency and propensity	£5.00	1,120	0.07%
Ad-serving inc IAS							

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Campaign media plan

French - Launch 05 September 2019

Client: Visit Jersey France
Campaign: Serving up Island life- Phase 2
Campaign Dates: September 1st - 30th November 2019
Status: Planned

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