

Summer is here campaign

26 December - 31 January 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 incentivize early 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 will be phased in two stages. **Summer 1** key campaign objectives are to drive early summer bookings and increase preference with repeat visitors across our key UK source markets. We are deploying an impactful print campaign across targeted supplements within national media titles to lift destination awareness and drive people into www.jersey.com where extended campaign elements will be housed e.g. rich media content, product itineraries and articles.

Summer 2 will launch 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

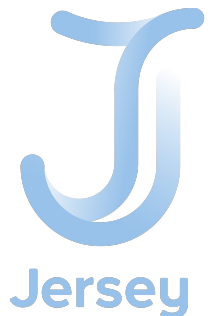
Your summer of rediscovery starts here.

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

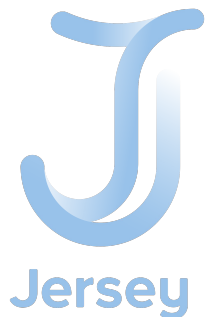
The island bursting with unique people, food and places
(things to see and do)

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.

WIN YOUR 2019 SUMMER HOLIDAY

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. jersey.com



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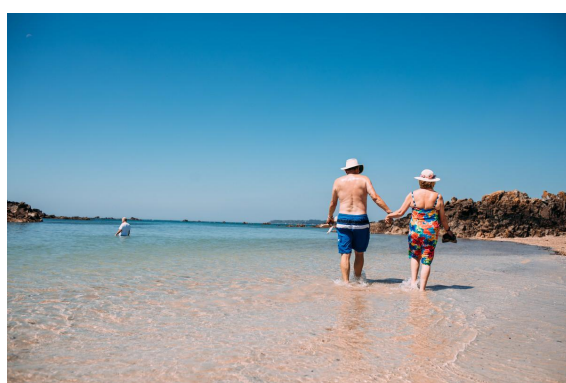
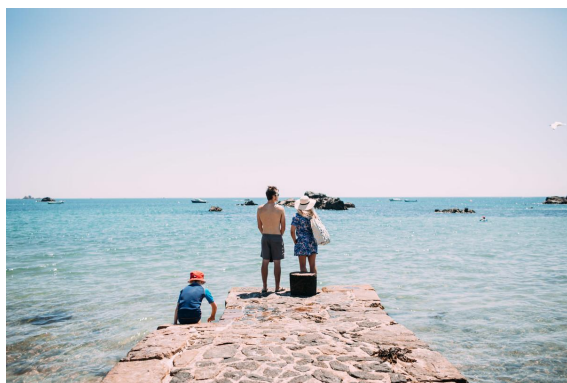
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Summer is here

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**



Summer is here

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

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Campaign media plan

UK - Launch 26 December 2019

Media	Format	Section	Insertions	December				January			
				10	17	24	31	7	14	21	28
Newsbrand - Print											
The Times	Full Page	FH News	1			29th					
The Times	Half Page	FH News	1					12th			
The Times Magazine	Full Page	FH News	1				5th				
Sunday Times - Travel Supplement	Front Page Strip 5x6	Front Page - Travel	1					6th			
The i	Half Page	FH	2					12th		26th	
Daily Telegraph	Half Page	FH	2			29th		12th			
Daily Telegraph	Front Page Strip 10x8	Front Page	2						18th	31st	
Sunday Telegraph	Half Page	FH News	1				6th				
Sunday Telegraph	Strip 10x8	Travel	2					13th		27th	
Guardian	Page 3 strip 8x7	FH News	2				5th			26th	
Guardian	Front Page Strip 8x7	Travel	1						19th		
Observer	Page 3 strip 8x7	FH News	2			30th				27th	
Observer Magazine	Full page	FH	1					13th			
Daily Mail	Front Page Strip 10x7	Travel	2			29th		12th			
Mail On Sunday	Front Page Strip 10x7	Travel	2				6th		20th		

