

# Rebalance closer to home.

2021 Campaign Toolkit



Jersey

23 March 2021

# The brief.

## Objectives:

1. Drive bookings for summer 2021
2. Contribute to achieving our 2021 aim of reaching 7.3 million UK ABC1 adults
3. Ensure standout in what will be a hugely competitive landscape

This activity will target our Grow & Nurture audiences from March to June to:

- Emphasise that Jersey is an easy escape, on the doorstep of the UK and part of the British Common Travel Area.
- Instil confidence in visitors to consider Jersey as a safe destination.
- Inspire visitors to take a short break or long holiday in Jersey.

Research has recently been commissioned to help inform the changing profiles of our best prospects markets. This will help us to better understand opportunities to target new segments, their motivations, attitudes, needs and behaviours to help inform our marketing messages, ways of communication and product development strategies.





# Consumer insights.

## Evolving consumer travel preferences.

- The trend for domestic travel and staycations will continue.
- Greater concerns around personal wellbeing, air quality and humans' impact on the environment.
- Desire to spend time in open spaces, with fresh air and private accommodation.
- Yearning for a holiday but cautious about travelling far away from home.
- Preference for active holidays, involving fitness activities or cycling and walking.
- Travellers craving wide open spaces and inspiring views are longing for the great outdoors, to truly immerse themselves in the wilderness.

### Essential reading

Keep abreast of the national mood and intentions for travel:

[COVID-19 Consumer Sentiment Tracker | VisitBritain](#)

[ABTA Six Trends for Travel in 2021](#)



# Campaign messaging

## Narrative:

Rebalance closer to home.

Say goodbye to travel stress this summer and enjoy an easy escape to the sunshine island that's on your doorstep. For short breaks and long lazy summer holidays, reconnect with loved ones from the sunniest spot in the British Isles as you explore our special island. Leave refreshed, revitalised and ready to take on the world again.

Find your perfect balance here.

## Creative campaign parameters:

- Jersey is closer to home
- Jersey is a fantastic holiday destination
- Book with confidence
- A holiday in Jersey is time well spent
- Feel relaxed and revitalised

## Tonality:

Warm and reassuring to travellers but with a confident, positive and liberating balance.

### Familiar

Safety and comfort  
Preparation for arrival / uncrowded locations / isolated activities / open air spaces

### Unfamiliar

Liberation and escape:  
Discovery / adventure / heritage / reconnecting with the great outdoors

### Value

Surprise and delight  
Memorable moments / togetherness / reconnecting with loved ones



# Rebalance closer to home.

## One campaign, one audience\*

Our campaign content will be segmented around our two key target markets to reflect their changing needs and demands and respective booking periods. We remain agile to reflect changing market trends and identify any new best prospect visitor segments.

### Grow

25-54  
Couples  
Families  
Working  
Independent traveller  
60 miles from UK departure points  
ABC1

### Messaging priority:

Drive visitation for summer 2021

### Nurture

55 - 70  
No children  
Retired  
3+ nights  
60 miles from UK departure points  
ABC1C

### Messaging priority:

Drive visitation for summer 2021

We have developed two sets of campaign imagery, media strategies and user journeys to resonate with each audience segment.

We further developed our rebalance messaging for each audience, underpinned by unique product experiences, which we will serve up to the right audience at the right time.

\* Research has recently been commissioned to help inform the changing profiles of our best prospect markets. This will help us to better understand opportunities to target new segments, their motivations, attitudes, needs and behaviours to help inform our marketing messages, ways of communication and product development.



# Content strategy.

## Rebalance safe in the knowledge

Video profiling for each of our motivational experiences 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 target 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 restorative break 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 booking.

Nurture:

[https://www.youtube.com/watch?v=T3nj\\_rKtvGU](https://www.youtube.com/watch?v=T3nj_rKtvGU)

Grow:

<https://www.youtube.com/watch?v=GzA670-La5I>



# Creative narrative.

## Grow

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### Content pillars:

Nature, Adventure, Relaxing breaks, Family imagery

### Assets:

6 x campaign edits and supporting

## Nurture

Rebalance closer to home.

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### Content pillars:

Nature, Adventure, Relaxing breaks, History & Heritage imagery

### Assets:

6 x campaign edits and supporting





# Example creative.



## Rebalance closer to home

Say goodbye to travel stress this summer and enjoy an easy escape to the sunshine island that's on your doorstep. For short breaks and long lazy summer holidays, reconnect with loved ones from the sunniest spot in the British Isles as you explore our special island. Leave refreshed, revitalised and ready to take on the world again.

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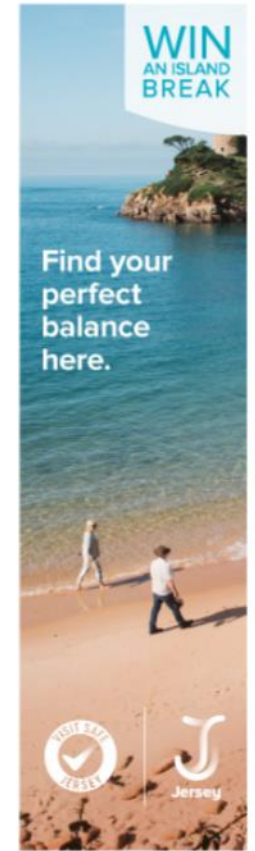
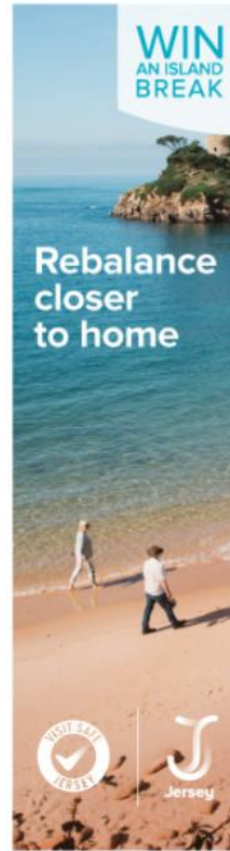
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Find your perfect balance here.







# Media plan.

We try to strike the right balance in order to **build** demand for Jersey. **Engage** with users and ultimately **convert** them to be a visitor. Download the media schedule [business.jersey.com/rebalance-closer-home](https://business.jersey.com/rebalance-closer-home)

The  
Guardian

THE  TIMES

The Observer

The Daily Telegraph

The Sunday Telegraph

Daily  Mail

The  Mail  
ON SUNDAY

MIQ



captify

  
Jersey

## Media schedule – Print.

[illegible]



# Media schedule - Digital.

Media	Targeting	Placement	Creative Format	Platform /Device	Est. Impressions	Est. CTR	Est. Clicks	29/03/2021	April	31/05/2021
Display										
Media IQ	A combination of audience, keyword, and contextual targeting to find high-value Grow & Nurture users. Retargeting previous site visitors and Lookalike targeting via pixel activity	Programmatic	300x250, 728x90, 160x600, 970x250, 300x600	Desktop, Tablet, Mobile	19,311,334	0.07%	13,518			
Captify	Use of Captify's Search Intelligence technology to target users within the Grow & Nurture audiences	Programmatic	Video (with CTA overlay)	Desktop & Mobile	1,114,673	0.07%	780			

# Media – Extended print schedule.

							T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	
							June																															
Media Channel	Media partner	Primary audience	Format	Position	Volume	Volume type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
National Newspapers	Guardian	Grow	Full Page	FH	520,000	Avg. Issue Readership					X														X													
	Observer	Grow	Full Page	FH	499,000	Avg. Issue Readership												X															X					
	Times	Grow/Nurture	Full Page	FH	834,000	Avg. Issue Readership					X																											
	Times	Grow/Nurture	Half Page Horizontal	FH	834,000	Avg. Issue Readership																			X													
	Daily Telegraph - Travel	Nurture	Full Page	FH	749,000	Avg. Issue Readership												X																				
	Sunday Telegraph	Nurture	Full Page	FH	788,000	Avg. Issue Readership						X																										
	Sunday Telegraph	Nurture	Half Page Horizontal	FH	788,000	Avg. Issue Readership																				X												
	Daily Mail	Nurture	Half Page Horizontal	FH	2,118,000	Avg. Issue Readership					X																											
	I Newspaper	Grow	Full Page	FH	369,000	Avg. Issue Readership					X														X													

# 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 visitor.





# PR coverage.

**THE TIMES**

AFTER LOCKDOWN

**25 spectacular island escapes**

Check into a Genoese fortress, snorkel with dolphins in the Azores or hide away in a Swedish cabin on a lake

**7 Jersey Channel Islands**  
Splendid isolation beckons at La Crête Fort on Jersey's rugged north coast. Built in the 1830s to keep out the French and repurposed as a holiday home in 2005, it sits on a narrow promontory with the sea on three sides and only seagulls for company. The vaulted dining room is the architectural highlight, although if the weather is good you'll be up on the ramparts from dawn till dusk soaking up the views. Provided that those seagulls don't steal your lunch, of course.  
**Details** Seven nights' self-catering for five from £1,120 (jerseyheritage.org)



## 10 British mini break destinations you might not have considered

...because there's more to Britain than the Cotswolds

*Instead of Devon, choose Jersey*



Taking the term staycation to its furthest reaches, a trip to Jersey puts you closer to the coast of France than that of Britain. Possibly most famous for its esteemed potatoes and venerated dairy products, the Channel Island is also worth a visit for its salty sea air, green valleys, gorgeous bays and beaches, and cliff-top walks. The nine-by-five-mile crown dependency also packs in historic castles, an opera house, war tunnels, Michelin-starred restaurants and assorted breweries, distilleries and lavender farms.

**Where to stay:** Settle onto The Atlantic's ocean-facing terrace for homegrown oysters, whitebait with bloody Mary mayo, and seared squid with fennel.

NEWS WEBSITE OF THE YEAR

The Telegraph

★ Travel » Destinations » Europe » Channel Islands » Channel Islands Articles | Telegraph

## The best things to do in Jersey, the gem of the Channel



Follow

By **Antonia Windsor**

20 MARCH 2021 • 4:00AM

These are unusual times, and the state of affairs can change quickly. Please check the latest travel guidance before making your journey. Note that our writer visited pre-pandemic.

Jersey is the gem of the Channel. The most southerly of the British Isles, it boasts the most hours of sunshine of anywhere in Great Britain. It also provides plenty of varying landscapes in which to enjoy those golden rays: wooded valleys, flower-strewn cliff paths, rocky coves and wide sandy beaches. Hire a bicycle and you can enjoy a network of "green lanes" where the speed limit is just 15mph. Or feel the sea in your hair on a boat tour, in a kayak or on a paddle board. Or simply don your walking shoes and tramp along granite cliffs watching the waves crashing below.

### Island-wide

#### Ponder a pagan past



# Case studies.

Experience development examples.

## Case Studies

### Norway: A nature-loving nation

The expression *friluftsliv* describes the value of spending time in remote locations for spiritual and physical wellbeing. The concept of being in nature for purely recreational purposes has been part of Norwegian culture for centuries.

*Friluftsliv* has its own law, *Friluftsløven*, which includes the right to roam.

In Norway, the government-sponsored “libraries” to invite people to borrow outdoor gear.

The Norwegian Trekking Association (DNT) has more than 260,000 members. Each year volunteers work for more than 550,000 hours doing maintenance on DNT’s 550 cabins, marking trails, planning trips et cetera.

**Why not offer guests the opportunity to borrow outdoor essentials, somewhere to wash their cycle kit or store their bike securely?**

Friluftsliv: The Norwegian love for the outdoors ([visitnorway.com](http://visitnorway.com))

### Intrepid launch new Aussie adventures

Karryon have launched new tours, where travellers can expect more active and wellness itineraries, as well as trips that highlight local food and produce.

After a year when many extended families have been separated by border closures or forced to spend extended time in lockdown, there are also new family adventures that will bring families closer and out of the house.

Visitors enjoy dark sky adventures, nature trails and family focused trips with private yoga.

**Accommodation - located in the Jersey National Park? Why not create a bespoke nature trail? Peaceful garden? Consider offering private yoga. Tour operator – check out our adventure itinerary.**

Intrepid Launches 14 New Local Aussie Adventures ([karryon.com.au](http://karryon.com.au))

Quality Time? Set Off On A Family Friendly Retreat With Intrepid ([karryon.com.au](http://karryon.com.au))

### Six Senses Hotels Resorts Spas

Six Senses have an intent focus on ensuring sustainability in every aspect possible across all of their locations and have various environmental initiatives to ensure guests as well as the communities they are based in learn and connect more with the natural world while also boosting local economies and preserving culture.

Six Senses have launched reconnection experiences. Close encounters with wildlife, yoga on the beach, forest bathing, fresh air and more. Reconnect with nature at its glorious best and, in the process, rewild your own soul.

**Jersey has all of these authentic experiences. Shout about them in your marketing or use one of our trade itineraries.**

[Reconnection Experiences \(\[sixsenses.com\]\(http://sixsenses.com\)\)](http://sixsenses.com)



# Next steps.

How to get involved.

## Amplify the story.

Whether it's using sharing the campaign messaging or using a stunning campaign image or making sure your jersey.com web-listing reflects how your business will be celebrating the campaign theme – every little bit counts, towards making a big impact. Use the campaign messaging and images that will allow you to get involved easily. Images and a few carefully selected words can transform your promotional effort.



## Power of partnerships.

When we look at what our content needs to do through the eyes of visitors. Are there local businesses /organisations you could explore working with to create new experiences or products in celebration of the theme to inspire visitors and locals? How can you work together to target new markets and expand your reach? Why not create new tours, new online content, themed events and accommodation packages. Last year for our 'Rewild Yourself' product, Jersey Adventures developed a product to 'liberate your spirit' – the Awesome Foursome, comprising a 60ft Castle abseil, a coastal kayak, a high-speed RIB and coasteering adventure.

## Itineraries.

Share our itineraries for nature, adventure, family and heritage which are key themes within the campaign.

Inspire your visitors to discover something new on their island break.

- [Adventure.](#)
- [Nature](#)
- [Family](#)



Share compelling offers on jersey.com using the MyListing Portal.





## Brilliant Basics - Experiential Tourism and Social Media.



Get match fit with our Brilliant Basics Programme. We have how to guides dedicated to help you create experiences which give visitors experiences they'll never forget and inspire them through social media to discover them. Find out more **[business.jersey.com/brilliant-basics](https://business.jersey.com/brilliant-basics)**



## Shape your experiences.

Start planning your activities which celebrate Jersey's rebalance story to feature in the campaign. Tell us about them by emailing **[product@visitjersey.je](mailto:product@visitjersey.je)** and upload to the My Listing Portal.

## Use our marketing assets.



When our campaign launches, 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.

Gain access to a wide range of campaign imagery. Don't forget - you can also share your own imagery on the library, which Visit Jersey will make available to media upon request.

