

Little steps. Big adventures.

Rediscover home

18 June – 18 July 2020



Jersey

Rediscover home

Little steps. Big adventures.

The 'Rediscover home' campaign will aim to remind residents that Jersey is an amazing place and that sometimes we forget what is right here on our doorstep. We are all islanders and that makes us and our environment special.

This summer, we will be challenging islanders to rediscover home and to do something they've never done before that's unique to our amazing little island.

From foraging to exploring, rock pooling to baking wonders. It might be watching sunrise at Gorey, having a picnic in the woods or catching the sunset at Portelet whilst tucking into freshly baked pizza.

The campaign is for everyone – young, old, couples, singles and families. By taking part, we want islanders to discover something new about Jersey and maybe even themselves, and by taking part we'll all be doing our bit to support one of our oldest and most valued industries.

This is not a momentary crush; it's the rekindling of a long-term love affair.



Rediscover home

Campaign Messaging

Aim

To inspire islanders to reconnect with all that our little island has to offer to help drive local pride and encourage islanders to further share the island spirit, enjoy their own #theislandbreak and in turn support local, and ultimately become tourism advocates.

- Encourage islanders to support local business and the wider tourism offering, increasing spending within the local economy.
- Encourage Jersey residents to connect with all that the island has to offer and enjoy their very own #theislandbreak.
- Galvanize locals to share content that drives local pride and celebrates our island spirit – each becoming their own island advocate and sharing their island experiences with family and friends.
- Support a ‘we are in this together’ feeling and that the tourism and hospitality industry is a vital part of island life.

Calls to action

- Rediscover Home
- Drive web traffic referrals to local businesses
- Become an advocate for your island (share experiences using the #rediscoverhome and #theislandbreak)



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Content Segmentation – Six Pillars



Little wonders. Big smiles.

(Natural environment)
e.g. Bioluminescence walks at low tide, exploring the 15mph green lane network by bike



Little indulgences. Big pleasures.

(Food and drink)
e.g. Make your own Black Butter and Jersey Wonders, or learn how to fillet the catch of the day



Little rock. Big story.

(Heritage and history)
e.g. Head to the top of Mont Orgueil Castle to see France, try out your photography skills and capture a starry night at Grosnez



Little Connections. Big belonging.

(Health and wellbeing)
e.g. Try wild swimming or yoga on the beach at sunrise



Little exploits. Big thrills.

(Sports and activities)
e.g. Coasteering and paddleboarding around Jersey's coasts



Little sleeps. Big dreams.

(Accommodation)
e.g. Get away from it all for a restorative overnight stay in one of our boutique hotels, unique campsites or a quirky heritage let

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First Day of Summer Challenge

Saturday 20 June 2020 marks the first day of summer and the galvanising moment for the campaign.

This our moment to mobilise islanders and get them all behind the campaign. We want 20 June to be a call to arms for the whole island to get out and rediscover home. From this day, we are challenging islanders to try something new and unique to Jersey and to share their discoveries amongst their friends and families by using the #rediscoverhome hashtag.

This will be a key date of the campaign to trigger action and kickstart the sharing of content.

Islanders will be invited to take part in the 'Challenge'... to discover and participate in something new that's unique-to-Jersey then share their experience online utilising the #rediscoverhome and #theislandbreak hashtags.

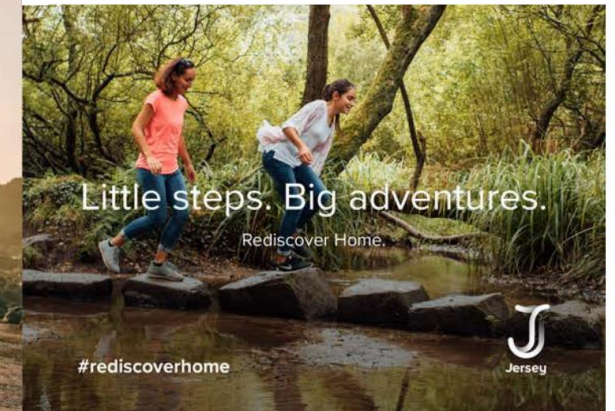
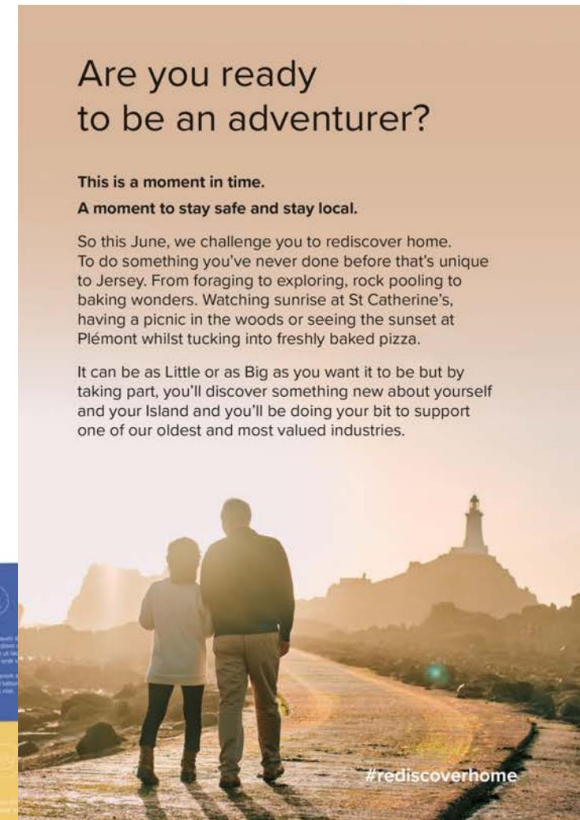


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Example Creative



*** Mailshot mock up - example for illustrative purposes.



Rediscover home Get Involved

Help us to challenge islanders to rediscover our island home

You can get involved by encouraging participation. Raise awareness and prompt user generated content sharing.

This is your opportunity to inspire islanders to explore the island break through your unique experiences, events and promotions.

- Update your business listing details on visit Jersey's [MyListingPortal](#) with offers and experiences to feature on the jersey.com website.
- Upload your product offering and promote your new adapted model in line with current guidelines which will be listed on the campaign site.
- [Register](#) for Visit Jersey's Media Library.
- Use the hashtags #rediscoverhome and #theislandbreak across your own social channels. Download our social media guide on how to engage on social [here](#).
- Tell us what's happening with your business. Contact the team via product@visitjersey.je to share how you have adapted to new guidelines.
- Encourage your customers to use #rediscoverhome tag.

#rediscoverhome



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Campaign Media Partners

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