

Little island. Big spirit.

Phase One
27 December - 31 March 2020



Little island. Big spirit.

Campaign messaging

Aim

For 2020, we are embracing our unique heritage and culture to share the rich stories that make little Jersey so special. We aim to promote Jersey as a year round destination, so our latest campaign will run across the whole of 2020. For phase one, from January to March, we are providing an incentive for our visitors to book in the winter, spring and summer months.

Our creative narrative will focus on what makes Jersey unique as a place in the world to visit. This campaign is about proudly asserting our cultural identity to the world. We are celebrating who we are as a people; our rich culture, history, language, customs and traditions that gives us our independent spirit and carves our unique niche as a destination brand.

All brought to life by the colourful Jersey ambassadors that make our visitor experiences unforgettable. .

'Little island. Big Spirit' will be a creative platform to evolve our brand and help differentiate us in a crowded travel market. For this next stage in our evolution, we will refresh our brand messaging framework to inject our fresh, bold, spirited and fun personality firmly in our DNA.

As ever, YOU are our greatest ambassadors to help us on this journey. Help us inspire our visitors to discover the little island that's big on spirit.

Calls to action

Discover what makes a little island so big on spirit.

Explore more.

Win an epic escape.

Assets and opportunities

- 10 x campaign edits / imagery
- Media plan
- Share your stories on social media using hashtags #theislandbreak and #littleislandbigspirit

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Audience segmentation

One campaign, two audiences.

Our campaign content will be segmented around around our two key target markets to reflect seasonal demands and respective booking periods for each segment.

1. GROW

25-54
No children
2+ holidays a year
Short break
4-6-week lead time
Working
Independent traveller
60 miles from UK departure points
ABC1

Messaging priority:

Drive visitation in winter months from January - March 2020

2. NURTURE

55+
No children
Retired
3+ night holidays
12 - 24 weeks lead time
60 miles from UK departure points
ABC1C2

Messaging priority:

Drive early summer bookings from May - September 2020.

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

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

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Content strategy

Capturing the little island with a big spirit.

Video profiling for each of our unique cultural 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 an epic escape 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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Creative narrative

GROW

Liberate yourself in Jersey, where originality is guaranteed. Feel our island ways rub off on you as you explore our amazing scenery, befriend our locals and discover our heritage treasures. We've got our own language. Our own currency. Our own laws. Our own legendary knitted jumpers. Our own famous potatoes. Our own celebrated dairy cows. We love who we are and we know you will, too. Discover what makes our little island so big on spirit.

NURTURE

Looking for an island that's as original as you? Welcome to Jersey, where we love to do things differently. We even have our own language. Our own currency. Our own laws. Our own legendary knitted jumpers. Our own famous potatoes. Our own celebrated dairy cows. Making us unexpectedly independent and deliciously unique. Now, isn't that worth experiencing? Discover what makes our little island so big on spirit.

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Campaign imagery - NURTURE



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Campaign imagery - GROW



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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.



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Campaign media plan

GROW - 27 December 2020 - 28 February 2020

DIGITAL

Media	Format	Targeting	Further detail	Total Circulation/ Impressions/ engagements	Dec-19					Jan-20				Feb-20			
					2	9	16	23	30	6	13	20	27	3	10	17	24
Content																	
Platform 360	Native Curated Content	Grow 1 & 2	Publisher Selection TBC, Recommended: The Independent & Families domains	356,128										£12,500 2nd January			£11,500
Display - Digital																	
Adara	Adara Skins	Grow 1 & 2	3rd party, key word and domain targeting. Further details on targeting tab	1,271,246										£17,500 2nd January			£7,500
Adobe	Ad selector Video	Grow 1 & 2	3rd party, key word and domain targeting. Further details on targeting tab	1,760,290										£24,500 2nd January			£10,500
Engaging, Interactive Media																	
Silence	Expandable display banners driving to bespoke unit + Mobile Banners	Grow 1 & 2	Mixture of the relevant audience, contextual and keyword targeting strategies.	3,832,547										£12,500 2nd January			£12,500
				1,886,792										£5,000 2nd January			£5,000
Traffic Driving																	
Affectv	High impact, Standard + Mobile	Grow 1 & 2: Applying learnings from Affectv's browse, search, share, and pixel data to target users in market for travel, as well as to build look a like audiences. Affectv smart retargeting techniques will identify high value customers and re-engage with them at the learned optimum frequency.	160x600, 300x250, 300 x 600, 320x50, 728x90, 970 x 250, Flipper	6,836,485										£12,500 2nd January			£12,500

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Campaign media plan

GROW - 27 December 2020 - 28 February 2020

PRINT

Media	Format	Section	Circulation	Readership	Total impacts	Dec	January			February				
						30	6	13	20	27	3	10	17	24
Newsbrand - Print												16th		
Sunday Times Travel Supplement	Front Page Strip (5x6)	Front Page - Travel	722,886	1,222,000	1,222,000		8th				7th			
Guardian	Page 3 strip (8x7)	FH News	135,330	805,000	1,610,000			18th						
Guardian Travel Supplement	Front Page Strip (6x8)	Travel	135,330	805,000	805,000		12th							
Observer	Page 3 strip (8x7)	FH News	167,821	710,000	710,000					2nd				
Observer Magazine	Full page	FH	167,821	573,000	573,000							18th		
Escapism	Full page	FH	84,327	305,100	305,100									
Time Out	Full page	FH	309,000	388,000	388,000		7th							
National Geographic Traveller	Full page	FH	58,242	234,000	234,000						8th			

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Campaign media plan

NURTURE - 02 January 2020 - 31 March 2020

DIGITAL

Media	Format	Targeting	Further detail	Total Circulation/ impressions/ engagements	Dec-19					Jan-20				Feb-20				Mar-20						
					2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30		
Engaging, Interactive Media																								
Silence	Expandable display banners driving to bespoke unit + Mobile Banners	Nurture 1 & 2	Mixture of the relevant audience, contextual and keyword targeting strategies.	2,458,726						£4,500 27th Dec					£6,000					£4,500 Until 31st March				
				819,575						£1,500 27th Dec					£2,000					£1,500 Until 31st March				
Traffic Driving																								
Affectv	High impact, Standard + Mobile	Applying learnings from Affectv's browse, search, share, and pixel data to target users in market for travel, as well as to build look-a-like audiences. Affectv smart retargeting techniques will identify high value customers and re-engage with them at the learned optimum frequency.	160x600, 300x250, 300 x 600, 320x50, 728x90, 970 x 250, Flipper	4,132,518						£4500 27th Dec					£6,002					£4,500 Until 31st March				
			3D Para-scroll	436,147						£4500 27th Dec					£6,002					£4,500 Until 31st March				

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Campaign media plan

NURTURE - 02 January 2020 - 31 March 2020

PRINT

Media	Format	Section	Circulation	Readership	Total impacts	December					January				February				March										
						2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30						
Newsbrand - Print																													
The Times Magazine	Full Page	ROM	421,009	937,000	1,874,000							25th				22nd													
Sunday Times Travel Supplement	Front Page Strip (5x6)	Front Page - Travel	722,886	1,222,000	1,222,000													1st											
The i	Front page (7x7)	FH	239,443	493,000	986,000							22nd												27th					
Daily Telegraph	Front Page Strip 10x8	Front Page	360,117	919,000	2,757,000							17th		30th				24th											
Sunday Telegraph	Strip 10x8	Travel	283,691	1,006,000	5,030,000						12th			2nd		16th		1st				22nd							
Guardian	Page 3 strip 8x7	FH News	135,330	805,000	2,415,000													15th							27th				
Guardian Travel Supplement	Front Page Strip 6x8	Travel	135,330	805,000	1,610,000													15th							28th				
Observer	Page 3 strip 8x7	FH News	167,821	710,000	1,420,000														2nd			1st							
Observer Magazine	Full page	FH	167,821	573,000	1,146,000													16th								15th			
National Geographic Traveller	Full page	FH	58,242	234,000	234,000																	5th							
Conde Nast Traveller	Full page	FH	81,002	335,000	335,000																	28th							

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Get involved

Help us to make the world fall in love with 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 heritage and culture story? Get in touch with product@visitjersey.je

