



*Do it for
Jersey*

Do it for Jersey

Campaign toolkit

11 March - 31 May 2021



The opportunity

A new hope for the industry

With the breaking news that Hotels, restaurants and bars are opening, the industry finally has an opportunity to recover. There is a pent-up demand for UK visitors to take a holiday.

But we're not out of the woods yet. We're still waiting for inbound travel to resume, until then, we can only inspire visitors to keep dreaming of us from afar.

Fortunately, we have a captive market of 106,000 islanders who are in dire need of a well-deserved holiday.

We can't replace the visitor numbers and spend in 2019, but we can give the industry a timely shot in the arm with a creative campaign to entice our locals to holiday at home this year.

Key insights

Jersey people are more than a bit fed up. They feel jaded, claustrophobic and seriously bored. No wonder, when their basic freedoms have been taken away from them. After the year from hell, they just want to let their hair down, take a well-deserved break and have some fun.

They won't take too much convincing to go out for dinner or head back to the pub to watch the Six Nations, but we need locals to do more than that. We need them to take a proper holiday in Jersey.

Ten's of thousands of local's

disposable income and annual leave has been banked into savings. When you add it up, this equates to a huge sum of potential revenue for the tourism industry. If we want them to part with their hard earned savings, and pump them into the tourism economy, we can't just gloss over what has happened.

We need to use humour, honesty and humanity to acknowledge what islanders have been through in a sensitive way, and rouse them to reclaim their freedom by taking a proper holiday in Jersey.

What do we want locals to think, feel and do?

Think?

We want locals to think differently about a holiday in Jersey.
To think about Jersey as a host of different experiences,
to consider the exciting possibilities and opportunities of
planning a holiday in Jersey.

Feel?

To feel excited about planning a holiday in Jersey.
We want locals to feel revitalised and refreshed by seeing the
island through uplifting experiences.
To see the island through fresh eyes.
To fall back in love with tourism.

Do?

To plan and take a staycation in Jersey.
Rediscover parts of the island they'd forgotten about.
Become brand advocates through word of mouth referrals to
friends and family.
Become tourism ambassadors for the island through sharing
on social media.

What's the big idea?

The fact is, Jersey's visitor economy urgently does need islanders to go on staycation.

Hardly much of a sacrifice is it?

It's hardly onerous to choke down cocktails at El Tico... or soak in a hot tub at Ayush Spa...

It's not much of a hardship to sink into silk bed-sheets at the 5-star Grand Hotel...

But someone has to be that hero.

Do it for Jersey

Our playful campaign reminds islanders it's no sacrifice to holiday at home with an ironic call-to-arms: 'Do it for Jersey'.

After a year of concern and uncertainty, finally we have something to look forward to: Take a well earned staycation!

The campaign creative features islanders as martyrs, applauding them for the huge 'sacrifices' they are making on holiday, as they indulge in incredible Jersey experiences in one

of the most beautiful and enviable places to live in the world.

We can still tell the honest narrative that the tourism industry needs you to step up and go on staycation to support livelihoods and businesses, but the big secret? You might just enjoy it (but keep it under your sun-hat!)

It's the same message. Just delivered with a punchline.



Creative narrative:

*Everywhere, all over Jersey, islanders are forcing themselves to ignore their instincts on staycation. They're submitting to spas, enduring exfoliation, succumbing to surfing, forcing down lobster linguine. All for the good of Jersey. Can you be a hero too? Of course you can. Generations of grit run through your veins like a pearl in a Jersey oyster. It's time to courageously check into a local hotel and sink into soft bedsheets. To rouse your fighting spirit and tell housekeeping you'll be lying in late. To do your solemn duty and tan your booty. Be our hero. **Do it for Jersey.***

Audience segmentation

We have sub-divided our campaign content across three local audience segments with relevant, bookable product experiences under each:

Staycay for two.
Couples.

Staycay with friends.
Groups.

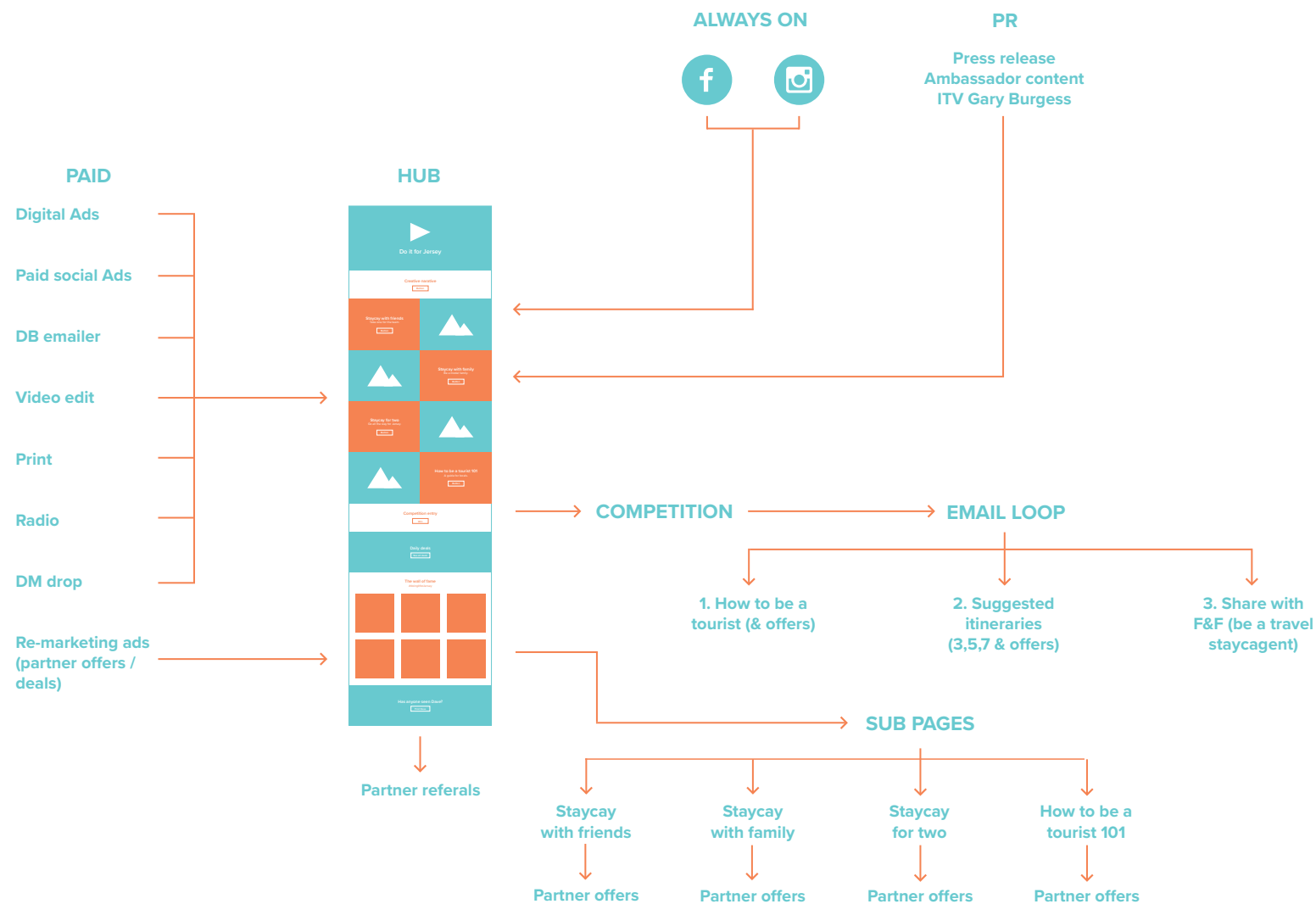
Staycay with family.
Families.

Campaign journey

Our creative content will drive our audience through to a dedicated hub on Jersey.com where we will house the campaign content, product experiences, daily deals and promotional staycation offers. We will also run an ambassador content series through social media with local influencers to urge islanders to take a proper staycation in Jersey.

Competition mechanic: There will be a competition message to drive data capture from a local audience. They will sign up with their details on the campaign hub to enter. They will then be entered into an automated email loop with campaign content, tactical offers, daily deals.

Campaign journey





How will we bring the
campaign to life?



Campaign imagery

We are talking to an initiated audience who are already familiar with the beauty of the island. The destination imagery that we usually use to give a sense of place, will therefore be secondary to a more product-focused visual style showing locals enjoying bookable experiences on staycation.



Direct marketing

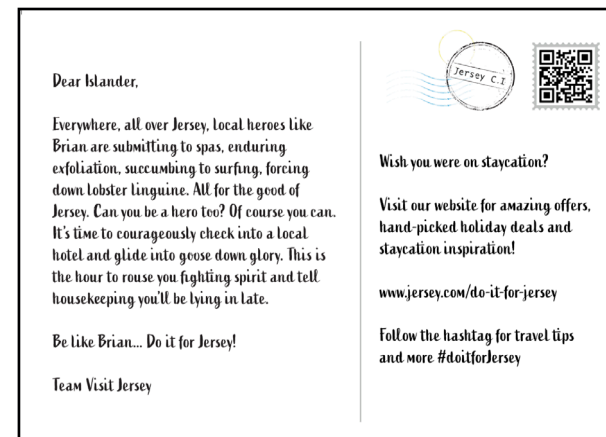
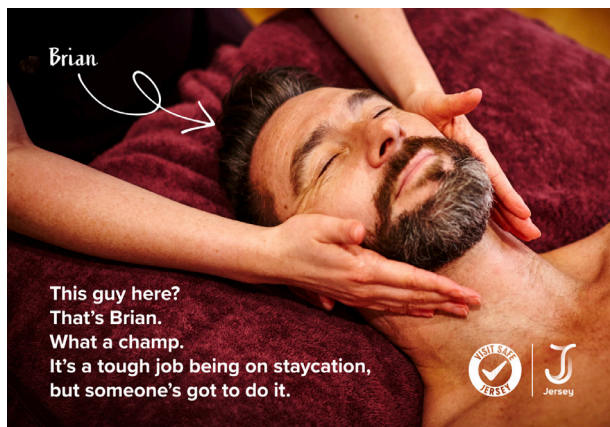
To ensure we reach every islander far and wide with our campaign message, we are organising an island wide mail drop to every residential address in Jersey.

Our creative concept is a simple postcard with a strong call to action to visit our campaign hub to find amazing staycation deals and offers.

We can't feature every industry partner in one printed mail drop, nor is there

a necessity for this when we have this functionality on Jersey.com

So we have kept this simple to focus on the primary objective of this activity - driving islanders to our campaign hub on Jersey.com where we house all our campaign content including product experiences, partner offers, daily deals. This helps us drive locals along the booking funnel from thinking to looking and booking.



A6 double sided postcard

Ad concepts

See that lady on the beach? That's Jade. She's been sunning her hot-dog legs for three full hours now and only stirred once to turn the page of her romance novel. Later, she'll check into her sea-facing suite for a steamy soak in the bath. It must be pure torture. But like so many islanders, she knows it's her duty to tan her booty.

We tip our sun-hat to you, Jade.

Be like Jade. Do it for Jersey!

.....

Brad and Bella are taking one for the team. These local lovebirds are putting their suds where their mouths are to choke down cold beers over a torturously slow sunset at St Ouens Bay. Later they'll retreat back to their glamping spot to recharge in a luxury yurt. It's a tough gig being on staycation, but someone's gotta do it.

Be like Brad and Bella. Do it for Jersey!





How can we align the
promise to the product?



Framing the product

We have framed and curated Jersey's product experiences around our campaign concept to give islanders reasons to rediscover the island, as well their lost sense of fun.

Keep calm and pamper on.

(Spa and wellness)

Go all the way for jersey.

(Hotel getaways)

Swig for victory.

(Nightlife)

Step up to the plate.

(Food & drink)

Be a legend.

(Heritage & culture experiences)

Be a hero.

(Adventure & water sports)

Take one for the team.

(Family and group activities)

Go the extra mile.

(Walking / cycling / running)

Increase your staying power.

(Hotel promotions)

Lend a hand on the sand.

(Beach activities)



How do we serve up the
right messages to the right
people at the right time?

Media strategy

On the basis that we have a sizable audience through our owned channels, (approx 25% of our social following), the limited number of on-island media outlets, and the relatively small population size, we are confident our message will carry far and wide. News travels fast here, there is always one or two degrees of separation between any two Jersey people.

So our media strategy focuses on organic reach, local brand advocacy, media and brand partnerships, and earned PR.

We are investing in strong, shareable creative that emotionally connects with a local audience and inspires them to rediscover their island on staycation.

Quite simply, when content is newsworthy, rewarding and relevant to people's lives, they will talk about it and pass it on to their friends and family around the world.

Media placements

Paid

- We work with local influencers with a significant social following to share their experiences.
- Media partnership with JEP & Bailiwick Express.
- Tactical advert placements across local print, radio, TV, and digital media.
- Paid social media activity to target & retarget local audience subsets.

Owned

- Email marketing to Visit Jersey local database
- Automated emails to your competition sign ups.
- Organic social content across your channels.

Earned

- Press office - Local & UK media in liaison with OGB.
- Locals share on social.



Media partners



Become a Jersey Holiday Rep

A nifty guide



Hi de Hi!

Dear Jersey Ambassador,

Your island needs **YOU** to be our Jersey Holiday Rep.

We are building a team of local influencers from the industry to help our tourism community and support Jersey jobs. We are looking for enthusiastic island ambassadors like you to represent what makes our island a vibrant and unique place for visitors and locals.

We are launching a staycation campaign, '**Do it for Jersey**', to encourage islanders to take a proper holiday in Jersey and spend their 2020 savings on a well-deserved break in support of the tourism industry.

And we need YOUR help.

After a year of binge-watching Netflix, the furthest most locals have travelled is their local supermarket, so we are giving them a refresher on 'How to be a tourist' in Jersey through an exciting new travel guide for locals.



What's a Jersey Holiday Rep?

Don't worry, we don't need you to be a tour guide, this is purely a fun idea for social media! We are creating fun pieces of social media content to help us inspire locals to rediscover forgotten parts of the island, try new experiences, and have some good old fashioned fun. Because after all, that's what holidays are all about.

Are we talking Hi de Hi?

Yes! We're talking about a lively bright uniform, lanyard, clip board, yellow coat and all! All in the name of holiday fun!

What's in it for me?

We will promote and raise the profile of your business through Visit Jersey's channels and feature your supplied offers and promotions in our campaign content. You will also receive local positive media coverage of your support of our campaign. You get the chance to support your tourism industry and represent your island. Plus all the Jersey ice cream you can eat!



What do you need from me?

Be part of the campaign video:

We need one day of your time to feature as a Jersey Holiday Rep in a short campaign video. This will be a fun and playful shoot where we capture Jersey Holiday Reps showing locals how to be a tourist (putting flakes in Jersey ice cream, popping a flag on a kid's sandcastle, teaching them how to say 'aaah' when sipping a cocktail, the proper way to inflate a rubber ring!).

Be featured on Jersey.com

We will feature you and your business on our campaign pages to drive traffic and referrals to your business.

Share the 'Do it for Jersey' campaign assets on your channels

Please help us amplify the reach of our campaigns by sharing our campaign videos and posts on your channels.

Feel free to rep!

We would love you to share product experiences, staycation ideas and inspiration on your channels with your Jersey Holiday Rep hat on!

Welcome visitors back!

When borders reopen, we have planned various PR initiatives to build excitement about Jersey as a visitor destination. We'd love you to help us welcome visitors back to our shores with a warm Jersey welcome in airport and harbour arrivals.

Use the hashtag #doitforJersey across your channels.



Campaign timeline

1

Set-up

W/C 08 March

Staycation activity launches

Final creative concept with campaign proposition, creative narrative & supporting CTA messaging

Campaign hub live

Active press office

Confirmation of media plan

2

Build

W/C 15 March

First wave of paid media deployment with strong call to action to book

Building momentum on owned channels

Inspiring locals to plan their staycation

3

Engage

W/C 29 March

Second wave of paid media deployment with strong call to action to book

Launch hero campaign video/s

Email marketing

Launch ambassador content

Supporting initiatives in run-up to the Big Weekend

4

Convert

W/C 05 April

Continue to push campaign messaging through owned and paid channels

Retargeting ads with strong CTA to book and specific product offers



**How you can
get involved**



Help us to encourage locals to do it for Jersey

Give locals reasons to rediscover!

We need you to upload your staycation deals and offers to our MyListing Portal so we can weave them into our campaign activity and drive referrals through to your business.

Mid-Weekend Break

We plan to re-educate our locals that there are in fact TWO weekends in a given week. Wednesday and Thursdays are known as the mid-weekend.

It's great - beaches are less busy, bag the best tables in your favourite restaurants, and you can stay-cay in style for much less.

Super Staycay Sundays

Each Sunday we will enthusiastically push your getaway deals for locals through social media content.

Upload your mid-weekend and Staycation deals and offers to our MyListing Portal and we will share them on Visit Jersey's channels each week!



Join in with the campaign messaging

SENTIMENT	ALL	COUPLES	FRIENDS	FAMILIES
PRIMARY MESSAGE	Everywhere, all over Jersey, local heroes are submitting to spas, enduring exfoliation, succumbing to surfing, and choking down lobster linguines. All for the good of Jersey. Can you be a hero too? Of course you can. It's time to courageously check into a local hotel and glide into goose down glory. This is the hour to rouse your fighting spirit and tell housekeeping you'll be lying in late. Be a hero! Do it for Jersey!	Our heart goes out to you local lovebirds. You've bravely checked into some random Fisherman's cottage to watch the sunrise with someone special. Shown us how much you give a shuck over fresh Jersey oysters and champagne. Plugged your ears in a speakeasy jazz bar. Begrudgingly told housekeeping you'll be lying in late. We have some more ideas on how you can go all the way... for your island.	Whether you're piling on calories over a decadent Relish picnic in St Ouen's Bay, choking down chilled beers and wood-fired pizzas at Portelet Beach, or contorting your body into unnatural shapes on a Drift Yoga retreat, friends are forever. We know it's a hardship, but you and your bezzies are our heroes. Here's some staycation inspiration for your efforts...	The model family, we salute your sacrifice. Gritting your teeth through fresh produce in an award-winning restaurant, joylessly sliding down the Merton flume. Your little troopers slaving over sand-castles in the hot sun as Mum checks into a sea-facing suite for a steamy soak in the bath. It must be pure torture. Here's a few tips on how your family can face a few nights on staycation...
PLAN YOUR STAYCATION	Now the island is coming out of hibernation, you don't need to jump on a long haul-flight to plan an adventure. There is nowhere better than home to reconnect with those you love, rediscover relationships and simply be together on a break. Escape your routine with these action-packed itineraries with enough staycay inspiration to keep you busy for the whole week! All you have to do is pack your sunnies and the perfect people to share it with.	Plan your perfect romantic escape. Loved up and local? We've created the perfect escape plan with enough staycation inspiration to keep you loved up locals busy for a whole week! As if you needed an excuse...	Plan an epic reunion with friends. Missing your long lost friends? Plan an epic reunion with this action-packed itinerary with enough staycay inspiration to keep you and your buddies busy for the whole week! All you have to do is pack your sunnies and the perfect people to share it with.	Plan the ultimate family adventure. Kids climbing off the walls? Whatever your appetite for adventure, from adrenaline fuelled activities to family foodie favourites, here are some easy-to-plan family adventures in the place you call home.
REDISCOVER YOUR ISLAND	After a year of binge-watching Netflix, your idea of long haul travel is probably from sofa to supermarket. So we've created a nifty guide for locals as a refresher on how to be a tourist in Jersey. Welcome to a world where everywhere is a selfie opportunity, where champagne is perfectly acceptable for breakfast. Here's how to rediscover your island from a fresh perspective.			
TAKE A MID-WEEK BREAK	When you're on staycay, there are in fact two weekends in any given week. The regular kind and the more decadent kind from Tuesday to Thursday. The world opens up to you on a mid-weekend break: bag the best table at your favourite restaurant, book a luxurious facial on your schedule, and grab huge discounts on Hotel stays. If you're feeling adventurous, you could stay in a different corner of Jersey each night. Retreat to a rustic hideaway on Tuesday then swan into your suave St Helier suite on Wednesday. Get that mid-weekend feeling with these hand-picked holiday deals!			
FIND A HOLIDAY DEAL	Wish you were on staycation? Click here for amazing offers and hand-picked holiday deals!			
WIN A STAYCATION	Be that couple! We're looking for two local heroes who are willing to WIN a staycation for two with every luxury imaginable to include a two-night stay at The Club Hotel & Spa, three course dinner for at La Chaire restaurant, an indulgent facial or massage treatment at Ayush spa and afternoon tea for two at Grand Jersey Hotel & Spa. Enter for your chance to WIN this terrible prize!			

Get involved

- 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 locals to explore the island break through your unique experiences, events and promotions.
- Update your product details on Visit Jersey’s [MyListingPortal](#) with staycation offers and experiences to feature on the jersey.com website.
- Use the hashtag #doitforjersey across your social channels. Download our [social media guide](#) on how to engage on social.
- Share Super Staycay Sunday deals.
- Share your mid-weekend getaway deals.
- Get in on the messaging and encourage locals to do it for Jersey!

