

Campaign Purpose

Overview

The activity, which is an extension of the Rebalance closer to home campaign, runs from 13 September – 31 October. The activity aims 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 late escape in Jersey.

Key Objectives

- Drive bookings for autumn 2021
- Contribute to achieving our 2021 aim of reaching 7.3 million UK ABC1 adults



Campaign Message

The Great Late Escape

Visit Jersey launch an autumn digital campaign, running from 13 September – 31 October. Aligning with Jersey's Rebalance campaign theme, the autumn message will position Jersey as *The Great Late Escape* with two creative iterations:

FAMILY NARRATIVE

Jersey's landscapes come to life in the golden autumn light. Capture magical moments as you explore miles of stunning coastline and countryside, on foot or two wheels, discovering our rich culture. Rebalance with friends and family, watching the sun set on a perfect day.

COUPLE NARRATIVE

Reconnect and rebalance with an easy escape to Jersey this autumn. Less than an hour away, come and explore our dramatic coastline, miles of quiet and abundant country lanes and discover our unique history. Spend time in the great outdoors and build up an appetite for our local food, as fresh as the sea air.



Our approach

PRIME

Prime people emotionally to think differently about Jersey, that taps into their passion points.

PROMPT

Prompt people at the right time in the right place, to drive conversion.

PROVE

Prove the added value coming to Jersey, to drive advocacy and repurchase.

PR

Digital (programmatic, PPC, social, remarketing, website)

CRM

Partnerships (airlines, TOs - Secret Escapes)

Industry engagement



Location Targeting

Based on autumn connectivity



INCLUDE

Birmingham (+80 km)

Bristol Filton Airport (+80 km)

Castle Donington (East Midlands) (+80 km)

Exeter, Devon (+80 km)

Glasgow Airport (+80 km)

Leeds Bradford Airport (+80 km)

Liverpool John Lennon Airport (+80 km)

London (+80 km)

Manchester Airport (+80 km)

Newcastle Airport (+80km)

Poole, Dorset (+60 km)

Portsmouth (+60 km)

Southampton Airport (+80 km)



EXCLUDE

Jersey

Guernsey



Media plan

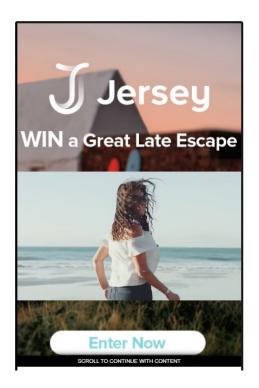
Media	Targeting	Placement	Creative Format	Platform/Device	Deal type	Est. Impressions	Est. CTR	Est. Clicks
Display								
Captify	Use of Captify's Search Intelligence technology to target users within the travel intender audiences	Programmatic	Video (with CTA overlay)	Desktop & Mobile	СРМ	1,897,497	0.07%	1,328
	Use of Captify's Search Intelligence technology to target users within the travel intender audiences	Programmatic	Interscroller	Mobile	СРМ	1,222,838	1.00%	12,228
Sublime	Large impact video skins format to capitalise on attention and drive awareness	Programmatic	Skins (Video Skin & Toproll)	Desktop & Mobile	СРМ	1,672,144	1.00%	16,721
						4,792,479		30,278

Estimated Monthly Delivery					
September (13th-30th)	October				
	I				
15%	25%				
7%	13%				
15%	25%				
37%	63%				



Creative Examples

Interscroller



Secret Escapes Microsite & Email



SYNTECTION OF THE GREAT LATE PERCENTAGE THE GREAT LATE

Meet the people behind the place



With the own peculiar customs, quinks, level and traditions, steepy is a supprising little idea. What better very look vialy pulsery collection meeting the wonderful people! Head down to St. Ouers with local leger ALEXT Enddard would little and be with a stage of the stage of the variety of valid existle points and sewweeds that you can find along Area shareline or, fallow in the footbase of maximum by harters with fusity Marked down at the island's this most little disclicitle size. Yes Calcide 45.

POTLIGHT ON:

Cider Making with The Cider Maker and his Wife

La Robellos Code en ground of their local mode, planting orbothan amount the siland each writer and sturing only the best applies - and notifizing eight - to protoce their saused-ming Gode de leinn come the autumn. Robell and Goden, illinctionably insureman 11 Teo Code Flaker and Ina Willia are vectoring synjoin them this autumn as they press the fault to entand the jates to make their accomplious codes in the STM bendary) person given as the routine meeting to leight person judge register themes, across the UK. Only latter the second world war of the opport cases. Make so set to Robellow the suit of your great geographeress had envelop coursel with an call on their your bar down.



at the autumn equinox You don't have to scratch too far beneath

You don't have to scratch too far beneath the surface to experience Jersey's rich and diverse past.

Unpick ancient stories

READ MORE

Captify Video



Meet the husband and wife cider makers

Richard and Sarah, affectionately known as 'The Cider Maker and his Wife' are welcoming you to join them this autumn...

READ MORE



Discover Jersey's green lanes on two wheels

For an island of just nine by five miles, Jersey has over 500 miles of glorious country lanes to explore...

READ MORE



Get Involved

What next?

- We would like to invite you to upload autumn offers to the EXISTING MyListing Portal <u>here</u>
- Use the imagery in your own marketing activity available in the Media Library <u>here</u> to inspire visitors to book Jersey this autumn.
- Upload your events for the Autumn/Winter edition of What's On to the NEW MyListing Portal here by 23 September.

