

The Great Late Escape

A family of four is enjoying a campfire at dusk. A man with long hair and a beard is sitting on the ground, holding a young boy on his back. A young girl is sitting next to him, looking at the fire. The fire is burning brightly in a metal fire pit. In the background, there is a white building with a steep roof and a stone wall with two surfboards leaning against it. The sky is a mix of orange, pink, and blue.

Visit Jersey, Autumn Campaign 2021

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

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

Autumn Campaign 2021

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.



Autumn Campaign 2021

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



Autumn Campaign 2021

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



Autumn Campaign 2021

Media plan

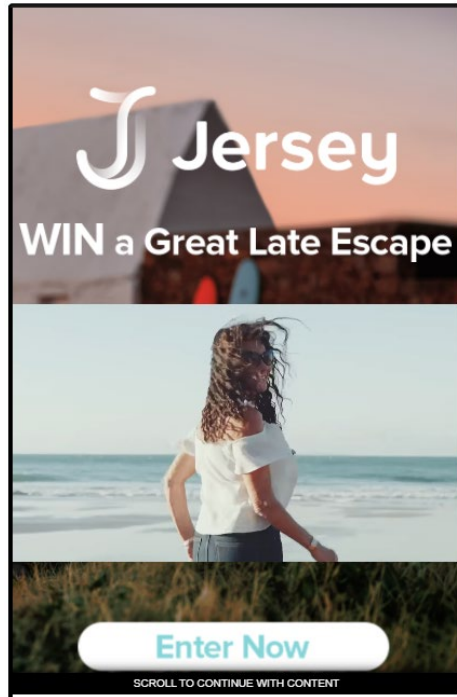
Media	Targeting	Placement	Creative Format	Platform/Device	Deal type	Est. Impressions	Est. CTR	Est. Clicks
Display								
Captify	Use of Captify's Search Intelligence technology to target users within the travel intender audiences	Programmatic	Video (with CTA overlay)	Desktop & Mobile	CPM	1,897,497	0.07%	1,328
	Use of Captify's Search Intelligence technology to target users within the travel intender audiences	Programmatic	Interscroller	Mobile	CPM	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	CPM	1,672,144	1.00%	16,721
						4,792,479		30,278

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

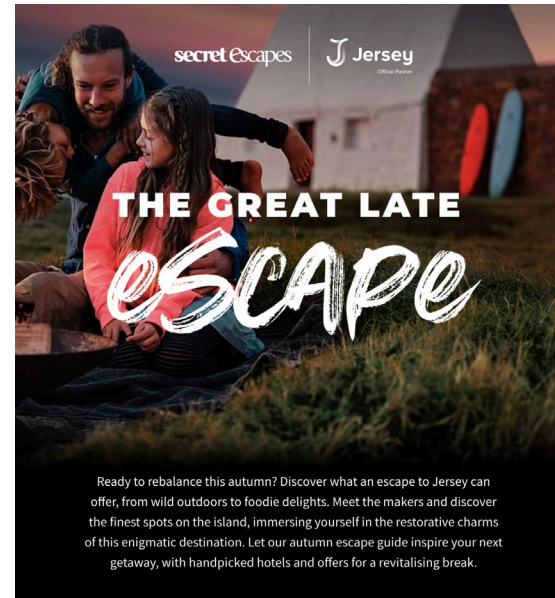


Creative Examples

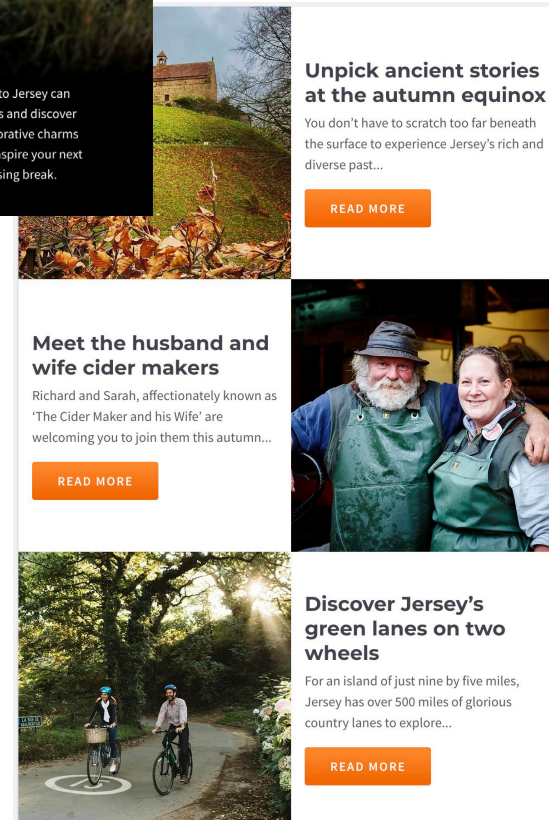
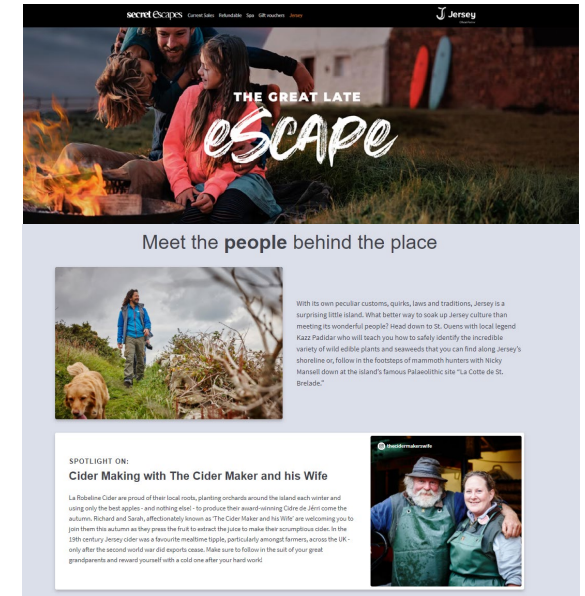
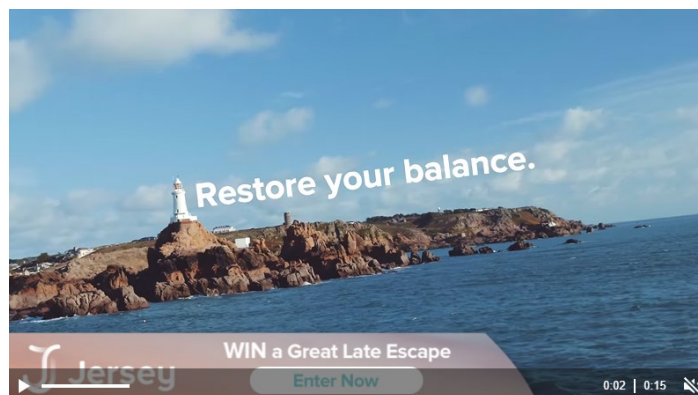
Interscroller



Secret Escapes Microsite & Email



Captify Video



Autumn Campaign 2021

Get Involved

What next?

- We would like to invite you to upload autumn offers to the **EXISTING** MyListing Portal [here](#)
- Use the imagery in your own marketing activity available in the Media Library [here](#) 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.

