



We are
Storytellers.



Jersey

- **Our content journey**
- **Content development Eco-system**
- **Content Distribution**
- **Secret Escapes & Product development**

Jersey isn't different, but it is special



24
beautiful
beaches



500
miles of
spectacular walking



A unique
heritage



Microclimate



150
Restaurants



34
Attractions



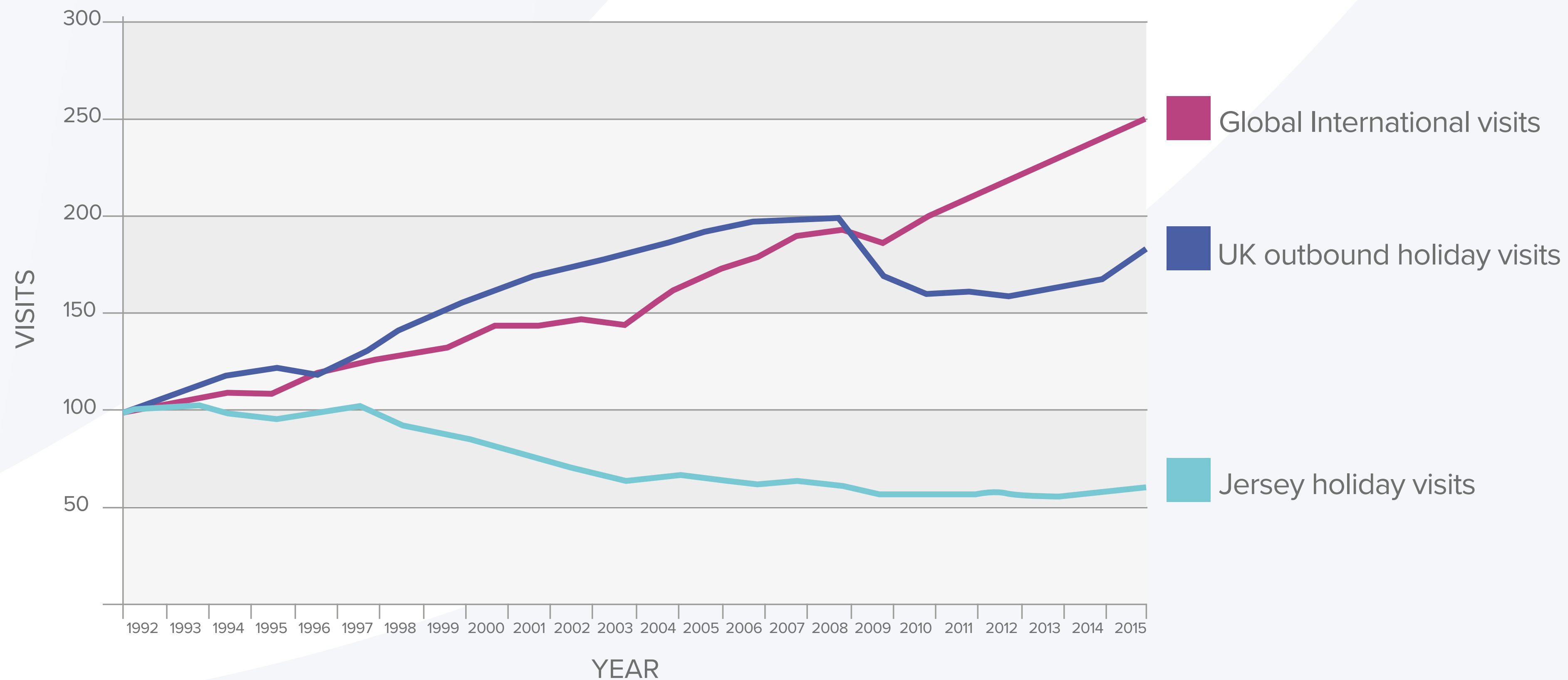
42
Events



3
Castles



So..... What the hell happend?



Discover
#theislandbreak





Connecting with visitors is our priority

1
Inspiration

2
Deliberating

.....

3
Booking


Jersey



Great content is more than just a pretty image

Content Eco-System

Content Strategy

Hero | Hub | Hygiene

Research

Data driven insights

Content Methodology

People | Place | Seasonal | Bookable



People

A night sky filled with stars and a few streaks of light. In the foreground, the dark silhouette of a stone archway is visible, set against a warm, orange glow from the horizon. The word "Place" is written in large, white, sans-serif font across the center of the image.

Place

Seasonal



Bookable

What we have produced

100+ 60+ 4 48+

local people

locations

languages

films

15+ 130+ 10K+

ambassador
series

features &
articles

images



Content Creation v Content Distribution

Great
content
lives
forever



Content Eco-System

Smartly distribute our message to the right people

Our activity needs to engage potential visitors across: paid, owned, shared and earned media - which all serve a different purpose through their path to purchase.

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.

Distribution partners

Media partners

Search

Website

Email

Social

Influencers

PR

Visitors

Paid

Owned

Shared

Earned

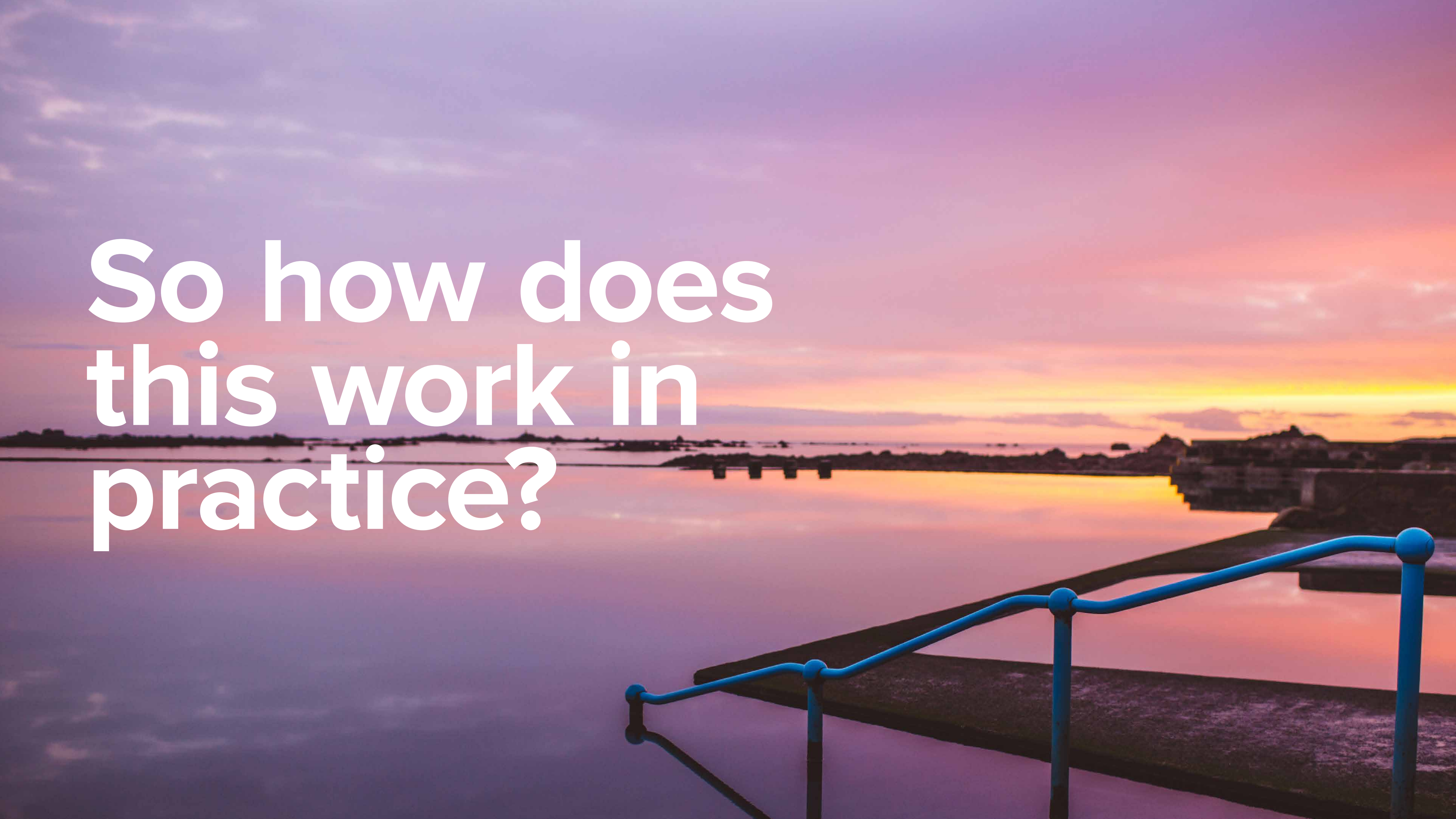
BUILD

ENGAGE

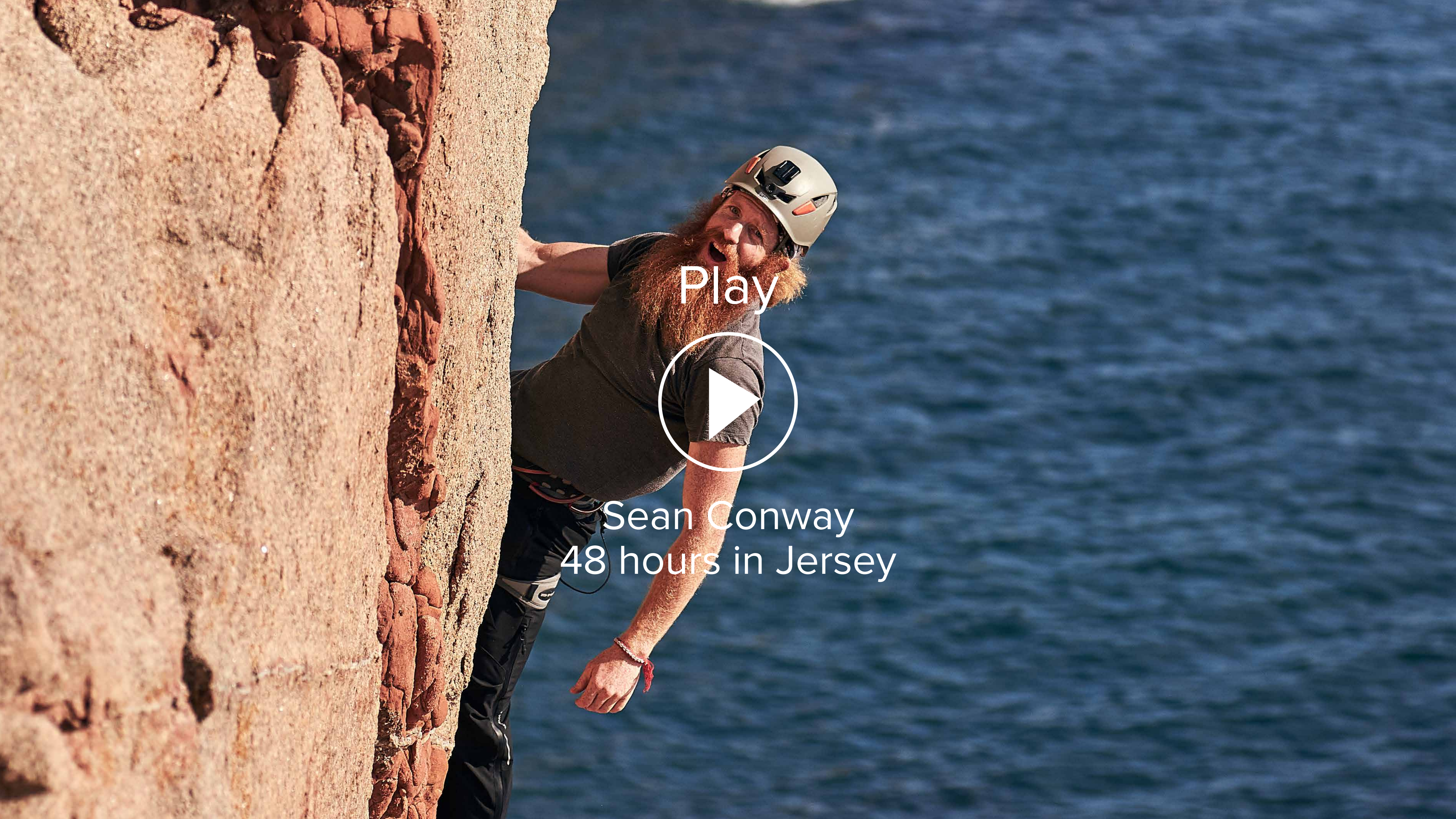
CONVERT

Content Distribution



A scenic view of a body of water at sunset or sunrise. The sky is a mix of purple, pink, and orange, with the sun low on the horizon. The water reflects the colors of the sky. In the foreground, there is a blue metal railing on a concrete walkway. In the distance, a city skyline is visible across the water.

So how does
this work in
practice?



Play



Sean Conway
48 hours in Jersey

Great content lives forever

3rd party converters

Website/copy/video/images

3rd party brands

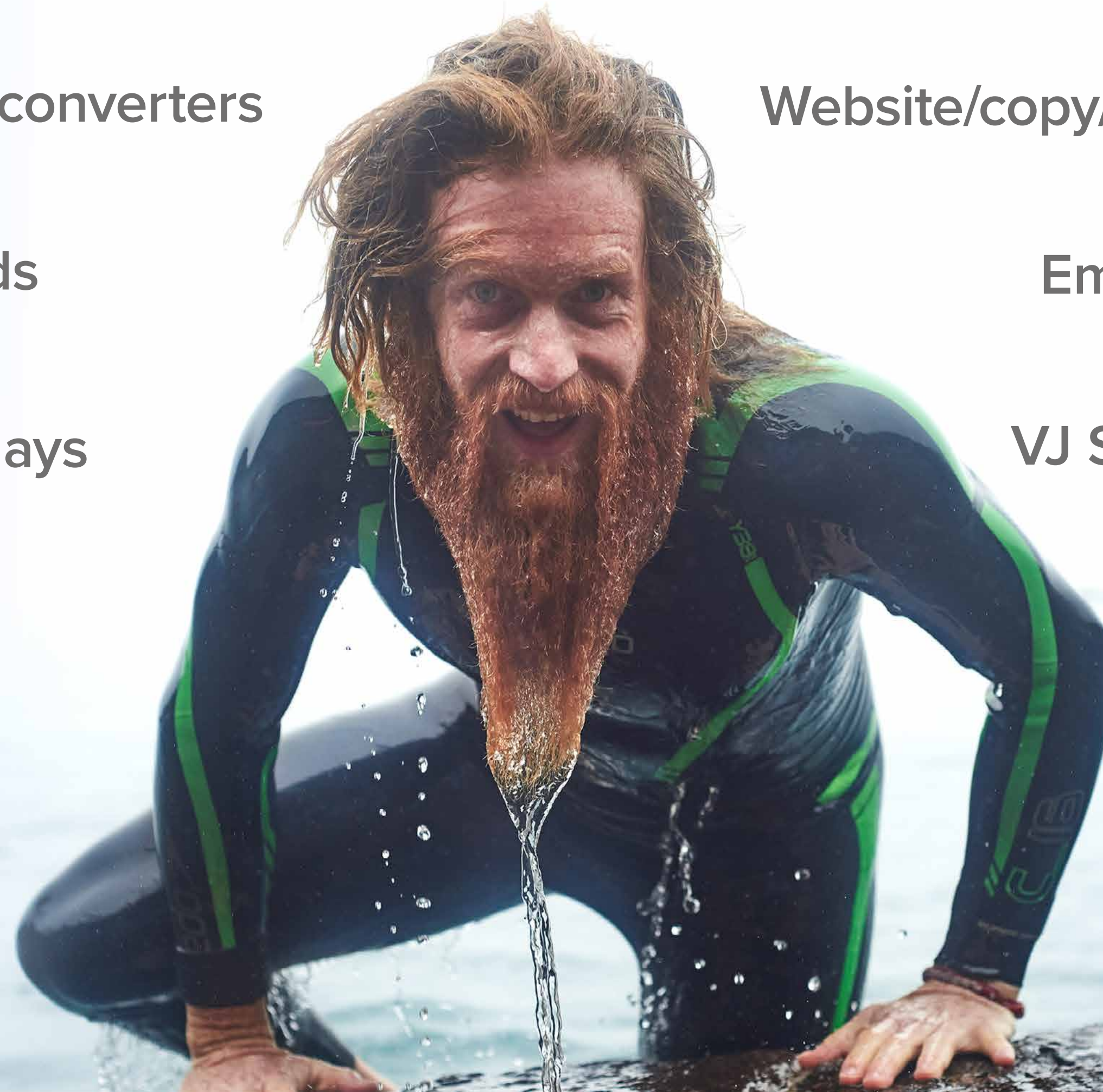
Email

PR: Adventure holidays

VJ Social: Insta/FB live

Influencer social:
Video edit

VJ Social:
Video Edit

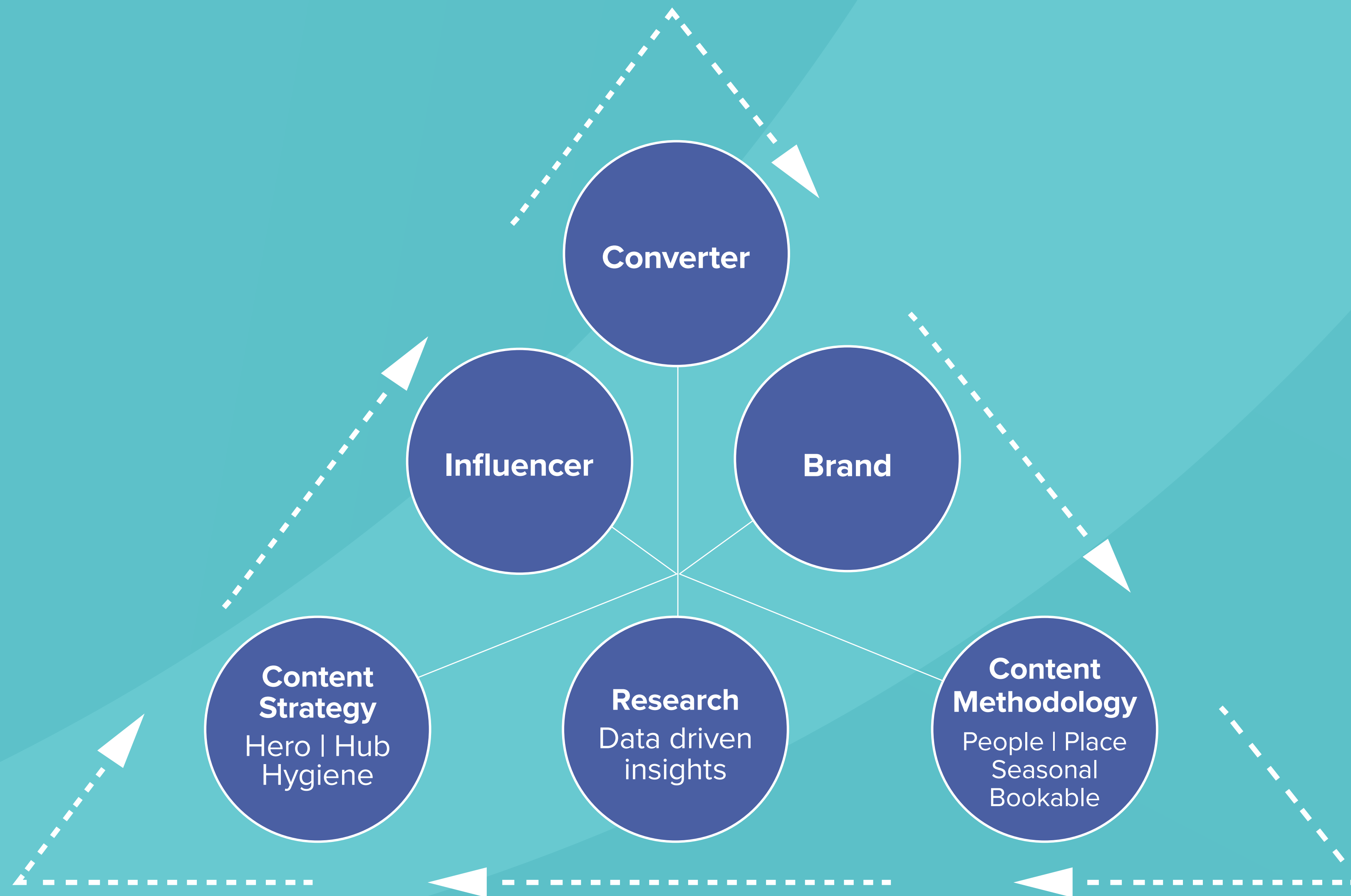


How are we getting on?

Holiday visitors

2016:
+3%

2017:
+13%



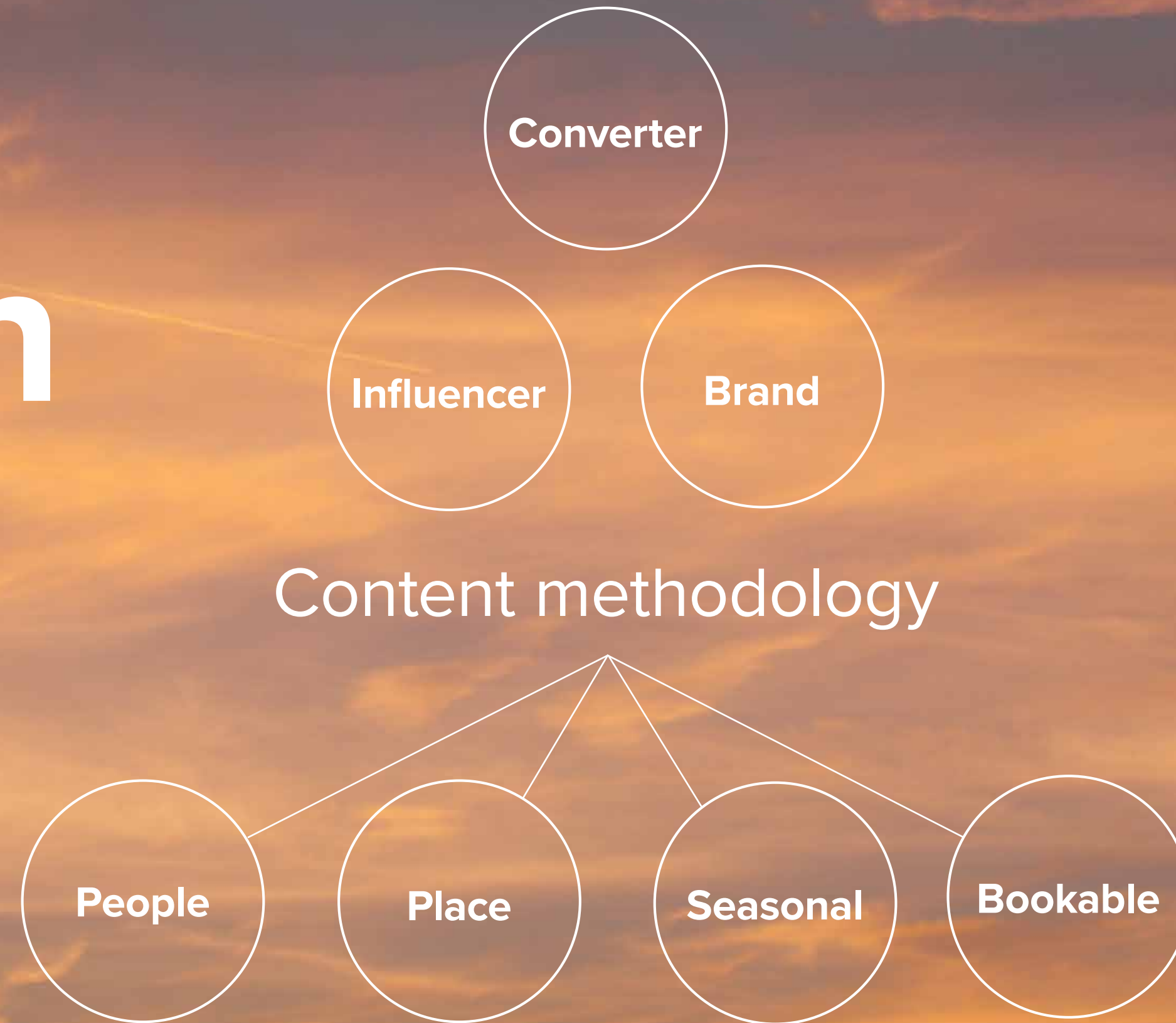
Content Eco-System

Play



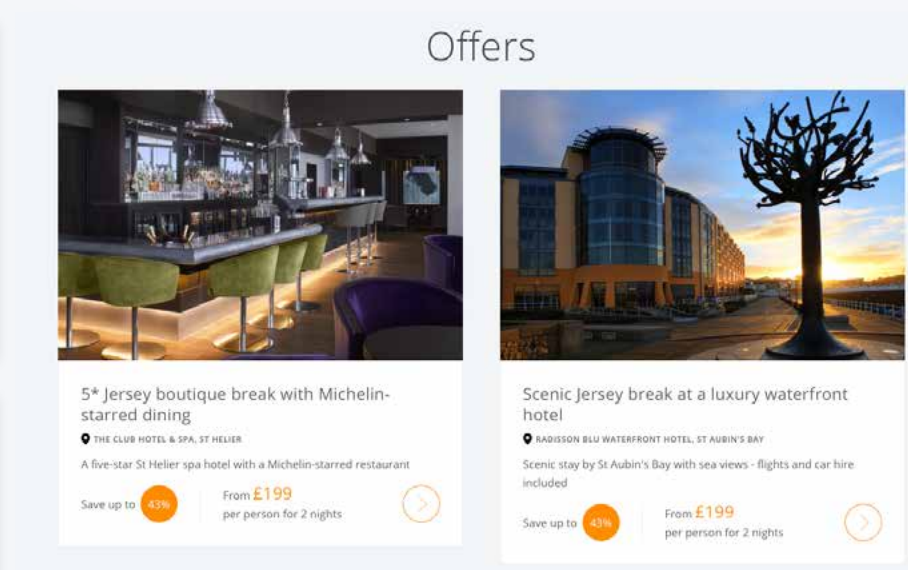
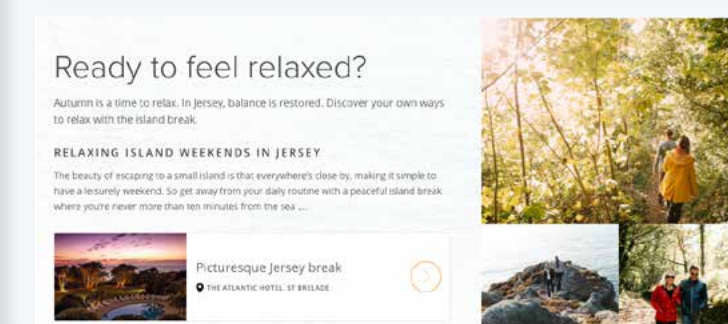
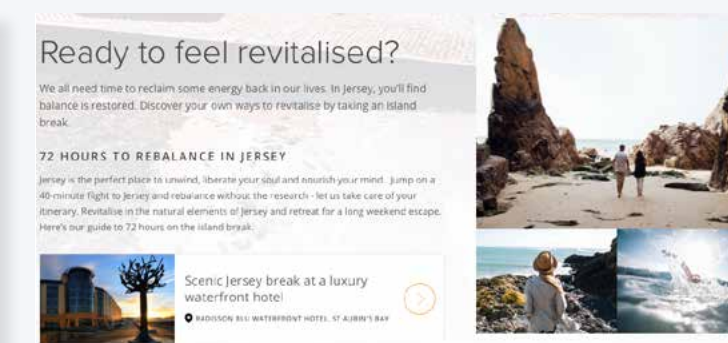
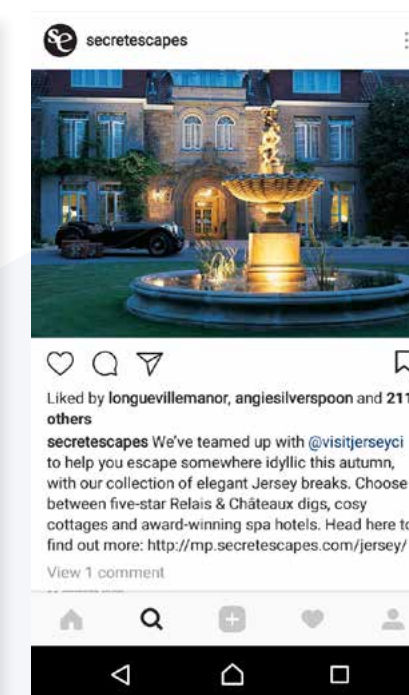
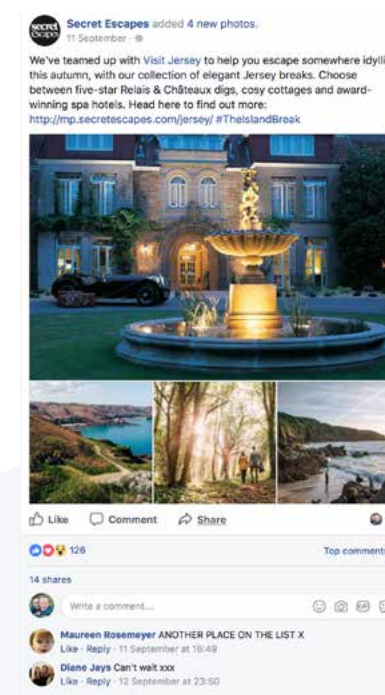
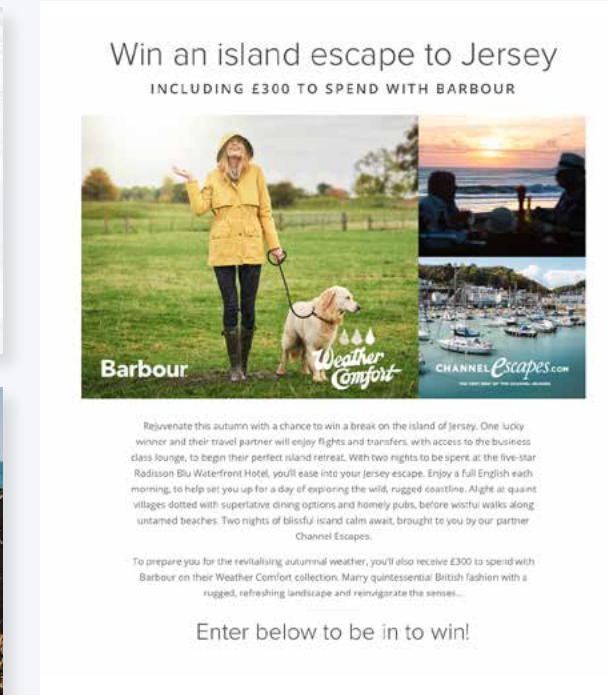
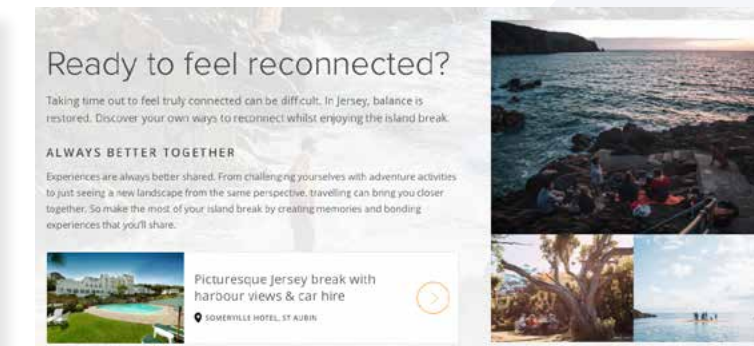
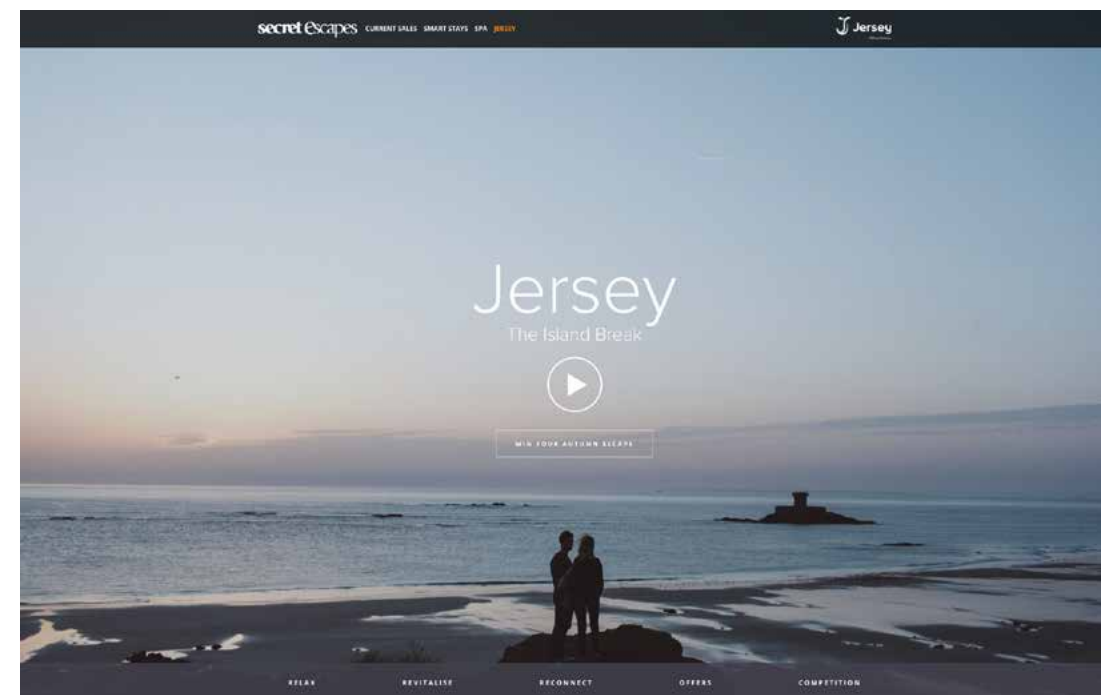
How do you want to feel?

Deploying the campaign



Converter: secret escapes

- We used a variety of networks that specialise in high engagement, video interactions while serving the content in the right environments.
- A combination of creative rich format video to generate brand awareness, engagement and ultimately conversion.



Influencer: Sean Conway

**We don't just tell
a story, we give
a story to tell**



Brand: Barbour®

- Leading heritage and lifestyle brand
 - Family business
 - Celebrates the unique values of the British countryside
 - Beautifully functional
- Authenticity
 - Credibility
 - Impact



People

- We used real people in the campaign content. We invited them to slow down for a minute, to relax, revitalise and reconnect.
- These were lawyers, doctors, and teachers – normal people who will play a part in our future content.

Place

- Each part of the island has its own personality.
- We focused on the most unique experiences.
- Take to market the most relevant and engaging features of Jersey in a more expressive way.

Seasonal

- We created an autumn campaign with a custom guide generator and data capture.
- Users were served with 1 of 3 videos, itineraries and offers based around 3 feelings, 'relaxed', 'revitalised' or 'reconnected.'
- Users received a follow up email (with share functionality) including itineraries and seasonal offers based around their selected feeling.
- Users subscribed to an automated email in September, October & November including offers across travel, accommodation and holiday providers.

Bookable



**Identify strategic
partners**



**Bookable
product**



**Personal
engagement**



**Experiential
tourism**



**Shape
itineraries**



secret escapes

Campaign results

“Jersey continues to act as a great case study for the wider business. It’s a great example of how we can influence our members at a key browsing stage...especially when you have good content.”

Where we have seen moderate growth of 5% in the rest of the domestic market Jersey has far outperformed this in September with close to 8% growth YOY on overall bookings and a 9% growth in room nights. It seems our members love your Island!”

George Hiles, Global Head of Media

21K+

visits to the Jersey hub

5.5m

dwelt time

27%

email open rate

6k

competition entries

32%

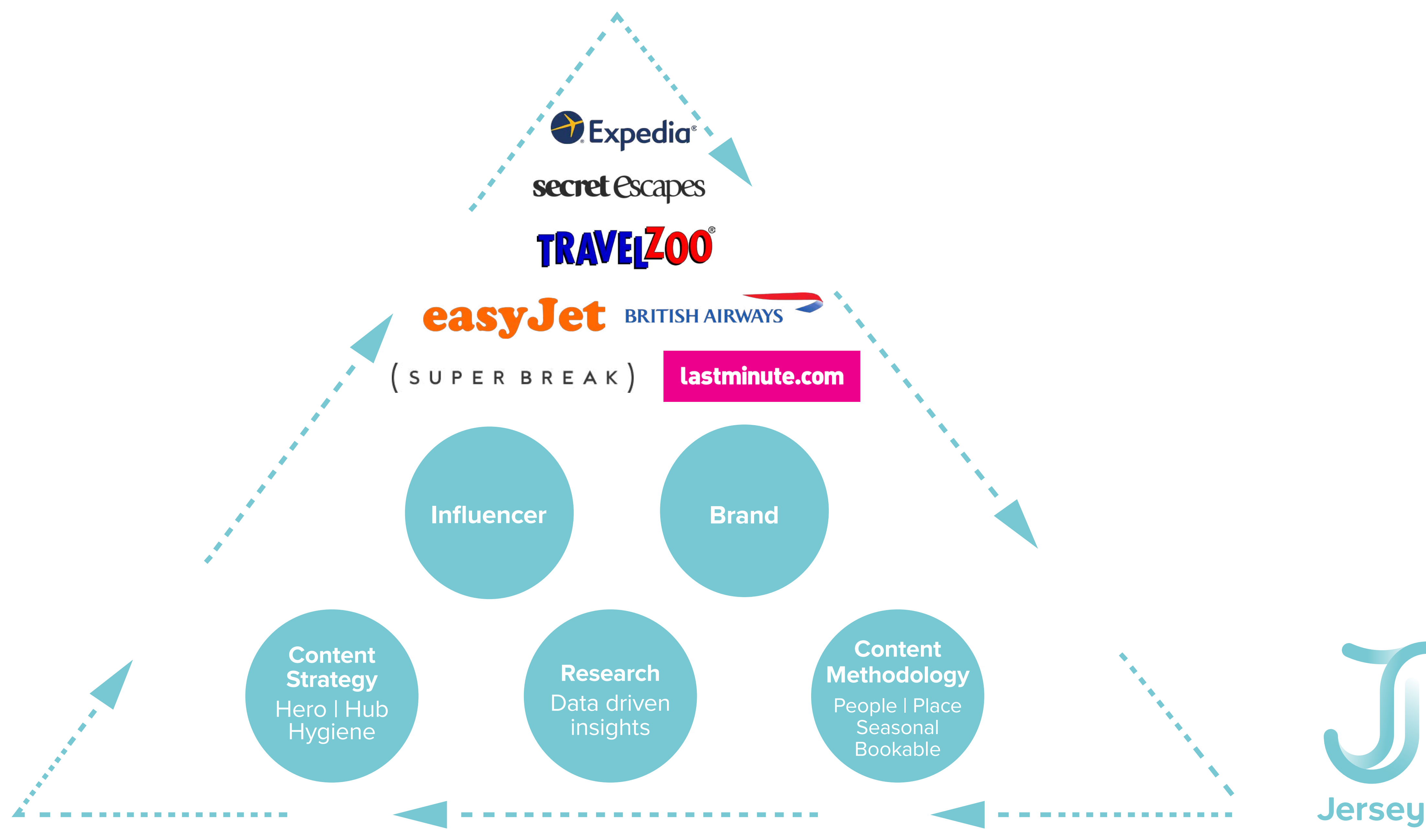
want more

+5%

sales up



Jersey



How are we getting on?

2016:
+3%

2017:
+17%