



JERSEY.
CURIOSLY
BRIT...(ISH)



BUILDING ON THE SUCCESS OF THE CAMPAIGN

The 'Curiously Brit...(ish)' campaign is a successful brand platform that we are running across the seasons to drive awareness and interest in Jersey as a holiday destination.

The campaign concept is evergreen and continually evolving with seasonal product experiences that encourage visitors to think differently about Jersey and discover new and exciting experiences on holiday all year around.

Our campaign analytics and audience feedback from our spring/summer 2022 campaign were positive. Not only does the 'Curiously Brit...(ish)' campaign carve a strong brand positioning for Jersey that help us stand out in a competitive travel landscape, It continues to encourage prospective visitors to think differently about Jersey and taps into their motivations to travel. Research commissioned by Visit Jersey through The Nursery showed that the appeal of Jersey rises to 69% amongst those who have seen our advertising indicating the strong impact of the campaign. Tracking shows that our familiarity score has increased from 17% in February 2020 to 26% in February 2022 which is a good predictor of purchase, indicating that consumers have researched the destination, and this can be impacted by compelling advertising. It is effectively delivering the message that Jersey is a short-haul break that's close to home, but a world away from the familiar British holiday.

Our Curiously Brit...(ish) autumn campaign aims to drive awareness and interest in Jersey as a holiday destination for UK travellers, with a focus on September to November. It aims to increase the appeal of the island and encourage prospective visitors to think differently about Jersey and top into key motivations to travel.

WHAT'S THE BIG IDEA?

The Curiously Brit...(ish) campaign is designed to provoke curiosity about Jersey's continental side by serving up a refreshingly different twist on the familiar British holiday. It highlights our connectivity and proximity to the UK but surprises and delights our audience with unique Jersey experiences and laidback continental influences to provide

compelling reasons to visit.

We have refreshed the campaign with a new suite of advertising creative with seasonal flavours that capture the golden hues, crisp sea air, continental feel and lingering warmth of Jersey's autumn season. All just a short hour's flight away for UK travellers.

WHAT'S THE CREATIVE STORY?

Welcome to the Curiously Brit...(ish) island of Jersey. A place that's familiar, with a delightfully continental twist. Roll out a picnic rug and take in a fiery sunset over the Atlantic, forage for wild blackberries on wooded country lanes that lead to clear views over France, bask in late-summer embers over al fresco aperitifs, then paddle your feet in sheltered bays when our waters are at their warmest. You'll feel closer to Brittany than Britain. Jersey's not a summer fling, it's a year-long sunshine feeling.

Jersey's not quite British, we're Brit...(ish). A place where you'll feel you're truly on holiday. See you on the Brit...(ish) side of the Channel.

CREATING REASONS TO VISIT THIS AUTUMN

We know our target audience is craving new and exciting holiday experiences this autumn. We have curated seasonal autumn experiences that highlight Jersey's quirky points of difference and provide compelling reasons to visit in the shoulder season. We will showcase the host of surprising and unique experiences on offer in autumn in Jersey to encourage UK visitors to ponder the exciting possibilities of planning an autumn holiday in Jersey and drive referrals to your business.

TELLING A STORY FOR EVERYONE

Each advert will tell a rich visual story that taps into our target audience's key motivations to visit this autumn: Outdoor adventure, coastal and rural landscapes, heritage and culture, food and drink. The images will work beautifully in tandem with the copy to celebrate Jersey's unique points of difference and curiously continental side. The play is always in the juxtaposition between the familiar (British) and the continental (ish).

HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

- Media plan we will be tracking against targeted reach and frequency
- Campaign tracking and evolution of creative and media effectiveness and efficiency
- Website tracking in terms of volume and the user journey
- Partner referrals (airlines, tour ops, accommodation partners)

WHAT CAMPAIGN ASSETS WILL WE CREATE?

- 4 x 20 second campaign videos with new natural soundscapes and original brand sonic sting (1 brand new, 1 reworked and two existing videos)
- 4 x 15 second campaign videos with new natural soundscapes and original brand sonic sting.
- Video edits with natural soundtrack but without font overlay are available on request
- Suite of new campaign imagery on media library

HOW WILL WE SHARE THE STORY?

Our creative content will drive our local audience through to a dedicated hub on Jersey.com where we will house the campaign content, product experiences, daily deals and promotional offers.

HOW WILL WE SHOUT ABOUT IT?

The Curiously Brit...(ish) campaign will be rolled out in bursts of activity from August - November 2022.

PAID

- Tactical advert placements across top tier national UK media including The Times, The Guardian, Daily Telegraph, Daily Mail, Mail on Sunday, Times Magazine and Sunday Times Magazine
- TV – Channel 4 London, ITV Meridian, ITV Carlton (London weekday) and ITV LWT (London weekend)
- VOD advertising on All4, ITV and Sky
- Programmatic digital video advertising, across Seen this, Sublime and more
- OOH placements in London Underground - Cross Track

- Paid social media activity to target & retarget UK audience subsets

OWNED

- Email marketing to Visit Jersey database
- Automated emails to competition entrants
- Always on social content across VJ channels

EARNED

- Press office
- Press trips with top tier media

HOW CAN INDUSTRY GET INVOLVED?

- Upload offers for Autumn 2022 using the [MyListingPortal](#)
- Download the Curiously Brit...(ish) Creative Guidelines Pack, which is available for download from the business website. The pack contains a creative overview of the campaign, example ad concepts, example imagery for inspiration in your own channels and creative messaging
- Use the campaign video assets and imagery in your own marketing activity as a free marketing 'hook' to heighten awareness of your own business
- Upload images of your visitor attraction, experience or event to [Visit Jersey's Media Library](#) for your business to be featured in our campaign activity
- 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 in the library
- This is your opportunity to inspire visitors to discover Jersey's exotic side through your unique experiences, events and promotions. Update your product details on visit Jersey's [MyListingPortal](#) with Curiously Brit...(ish) offers and experiences to feature on the [jersey.com](#) website
- Share social imagery using #theislandbreak, #jerseyci and @visitjerseyci
- Get in on the messaging and encourage visitors to discover the Brit...(ish) side of the Channel this autumn
- Share your news and activities with Visit Jersey for consideration to promote through our PR activities. Please send to marketing@visitjersey.je



HOW CAN I FIND OUT MORE?

If you want to find out more about this campaign, please get in touch with any ideas or questions at product@visitjersey.je