

'Curiously Brit...(ish)' Spring Summer Campaign

26 December 2022 – April 2023



JERSEY.
CURIOUSLY
BRIT...(ISH)



CAMPAIGN OBJECTIVE

Our ambition is to drive awareness and interest in Jersey as a holiday/short break destination for UK travellers in Spring/Summer 2023, with an emphasis on promoting Jersey as an ideal destination for year-round visits. We want to encourage potential travellers to think about Jersey differently, by tapping into their motivation for travel.

CAMPAIGN CONCEPT

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 round. Our campaign analytics and audience feedback from the campaigns to date are 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, but it also continues to encourage prospective visitors to think differently about Jersey and taps into their motivations to travel.

WHAT'S THE BIG IDEA?

- The campaign is designed to provoke curiosity about Jersey's exotic 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 fresh experiences and European influences to provide compelling reasons to visit.
- The campaign uses ironic juxtapositions between the familiar (British) and the exotic (ish), witty wordplay, colourful imagery, humour, and wit to warmly invite our audience into the intrigue and deliver something unexpected.
- Each image captures the twist on the familiar with copy and imagery working in tandem to deliver something unexpected and exotic.

TELLING A STORY FOR EVERYONE

Each advert will tell a rich visual story that taps into our target audience's key motivations to visit: 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).

CREATIVE CONCEPTS

- Saturday Night Takeaways – With a slice of paradise. A couple sitting on paddleboards enjoying pizza from a wood fired oven at a beach shack on Portelet Bay – tropical.
- A British Period Drama... Live streamed on the sea air... 1,500 years in the making. Breathe in the living history at Elizabeth Castle with tales of smugglers, pirates, musketeers and heavy artillery.
- Discover rooms with a sea view... Where do not disturb is taken literally. Walk out to historic Seymour Tower across the seabed at low tide and stay the night in perfect seclusion in the most southerly stay in the British Isles.
- Who's for fish and dips? Served in the sunniest *plai*ce in the British Isles. When you're tucking into fresh fish and chips on a Victorian bathing pool, you could almost be back in Blighty but your 'fish dinner' is fresh Jersey lobster plucked from local waters.

WHAT CAMPAIGN ASSETS HAVE BEEN CREATED?

- 4 x 20 second campaign videos with new natural soundscapes and original brand sonic sting (2 brand new, 2 existing videos reworked with soundtracks and sonic sting)
- 5 x 15 second campaign videos with new natural soundscapes and original brand sonic sting. (3 brand new, 2 existing videos reworked with soundtracks and sonic sting)
- Video edits with natural soundtrack but without font overlay are available on request
- Suite of new campaign imagery on media library

Our creative content will drive our local audience through to a dedicated hub on Jersey.com.

HOW WILL WE SHARE THE STORY?

The Curiously Brit...(ish) campaign will be rolled out in bursts of activity from 26 December 2022 – April 2023.

PAID MEDIA

- Tactical advert placements across top tier national UK media including The Times, The Guardian, Daily Telegraph, Daily Mail, Mail on Sunday, Telegraph Magazine (Saturday) and Sunday Telegraph as well as Metro (LDN) and Evening Standard.
- TV – Channel 4 London (All time) Channel 4 London (Peak), ITV Southeast, ITV Carlton (London weekday)
- VOD advertising on All4, ITV and Sky
- Programmatic digital video advertising, across Seen this, Sublime as well as Ozone Interscroller new for this campaign.
- OOH placements in London Underground - Cross Track
- Paid social media activity to target & retarget UK audience subsets

Print advertisements

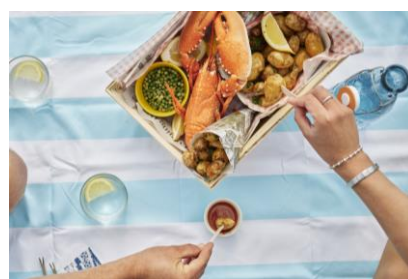


Campaign videos

- Fish and Dips <https://youtu.be/-G71KRwYr5E>
- British period Drama https://youtu.be/Un_IUjut9gs
- Saturday Night Takeaways <https://youtu.be/ThUpfnXSs-A>
- BBQ – https://www.youtube.com/watch?v=e_H5v4XtPwU

INDUSTRY TOOL KIT

- An industry toolkit will be shared with industry ahead of the campaign launch on 26 December.
- All assets will be made available within the Visit Jersey Media Library.
- Sign up to our industry enews for the latest updates <https://business.jersey.com/newsletter>



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