



**VISIT JERSEY
CAMPAIGN GUIDELINES**



**WHERE SEA
MEETS SOUL**



CREATIVE NARRATIVE

Jersey. There's something in the water.

Something in the wild sea air on wave-carved cliffs that blows away the cobwebs and invigorates the soul. In nourishing catch plucked fresh from the tide this morning and served up from sea to plate in unforgettable seaside gems. In wide open blue spaces where few souls tread that beckon you to the sea. It's in the salty souls of surfers at sunrise. It's in the drama of our rushing cave waterfalls and crashing surf on towering cliffs and the tranquility of tinkling streams in woodlands. In miles of untouched beaches washed clean by the biggest tides in Europe that you'll often have all to yourself. However you feel when you land on our shores, there's a deep, elemental magic in our sea air that gives you a natural spring in your step. The city washes clean off you on bright and breezy walks along secluded bays. When you resurface on dry land, you will feel renewed, reinvigorated, restored. Welcome to an island overflowing with experiences that reconnect you with the sea. A wild blue wonder that lies a stone's throw from France and Britain and the cares of the dry, dreary world. Dip a toe and you'll never want to leave. You can't bottle it. It's blowing on the fresh sea breeze and the very air you breathe. You can only immerse, dive in deeply, and breathe it all in.

WHAT INSPIRES OUR TARGET AUDIENCE

Both our audiences share a love of being on or near the coast and outdoors experiences.

EASY EXPLORER

Our holiday motivations are...

- ✓ Get off the beaten track
- ✓ Visit historic sites
- ✓ Have peace and quiet
- ✓ Connect with nature / wellbeing
- ✓ Be physically active in the great outdoors
- ✓ Slow down to a different pace of life
- ✓ Go wildlife spotting

MOMENT MAKERS

Our holiday motivations are...

- ✓ Enjoy gourmet food and memorable times with friends
- ✓ Gathering stories to tell on Instagram
- ✓ They enjoy being in or on the sea
- ✓ Seeking out something a little bit different to tell their friends and family about on the 'gram
- ✓ Want to feel special and spoilt
- ✓ Relaxing by having fun in luxurious surroundings
- ✓ WOW factor / Instagram moment
- ✓ Visit the coast





A FRESH LOOK AND FEEL

This campaign has a minimal, clean visual style that gives Jersey's natural beauty plenty of room to breathe and inspire awe. Its focus is on simple lines and wide open breathing spaces to create negative space for powerfully emotive messages.

Using a minimal, clean and contemporary look will challenge the perception that Jersey is old fashioned.

We are creating breathing space between the lettering and although not always possible, we should be using aerial imagery to capture Jersey's wide open open spaces. This challenging the perception that Jersey is small and cramped.

We aim to give as much

inspiration through as few elements as possible. Stripping back to the bare minimum and only using what is absolutely necessary. We are quality over quantity.

We are a breath of fresh sea air from the crowded urban places and fast pace of modern life, we challenge rampant consumerism and we deepen our visitor's connection to nature through sustainable experiences.

A graphic map device has been created to provide a strong sense of place and highlight our proximity.

We are creating a campaign that is bursting with vitality and freedom in the wild sea air that hints at adventures to come.



Fly in an hour from 20 UK airports

 **WHERE SEA MEETS SOUL**
Plan your adventure at Jersey.com



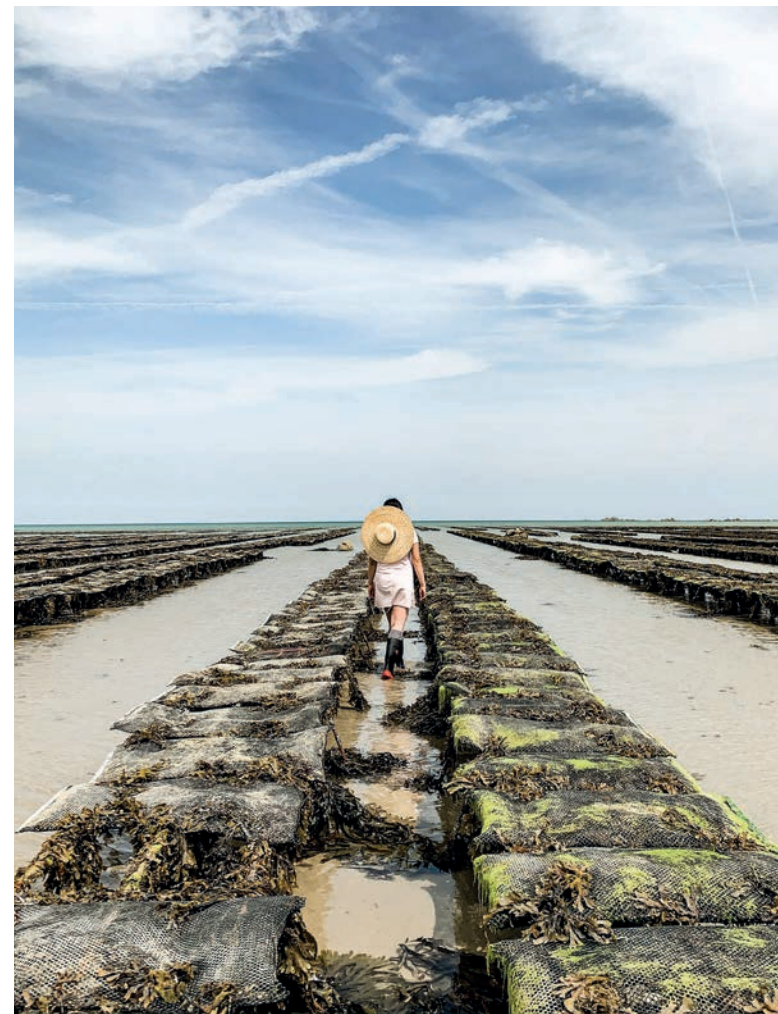
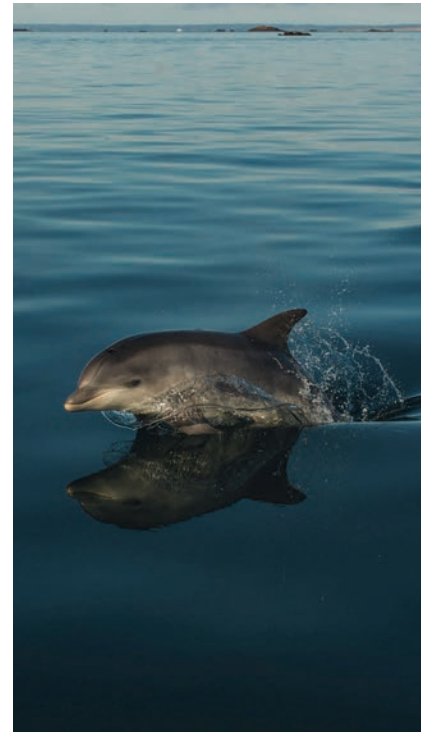
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 **STYLE OF
IMAGERY**

Showing Jersey from a different perspective using stunning aerial imagery that captures wide open breathing spaces and shows the visual contrast of land and sea and diversity of

experiences to see and do. We aim to change the perception of Jersey through vast unexplored land and seascapes, focusing on spring and autumnal imagery to extend the peak season.



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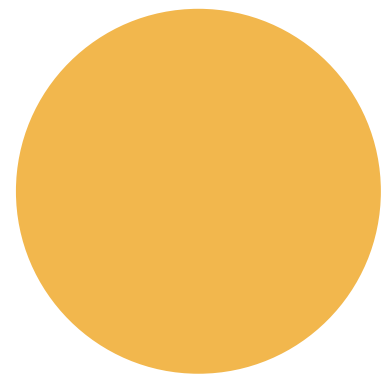
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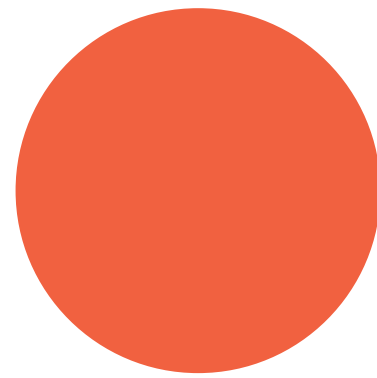
**COLOUR
PALETTE**

Our colours are vibrant, bright and inspired by Jersey's green and blue spaces. They are in spring and autumn

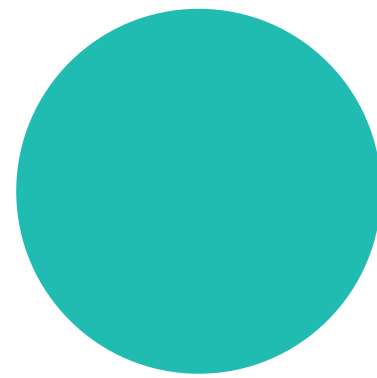
tones yet bright enough to work across every season. We have a spectrum of warm and cool tones for versatility.



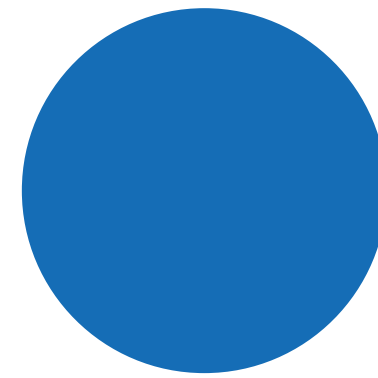
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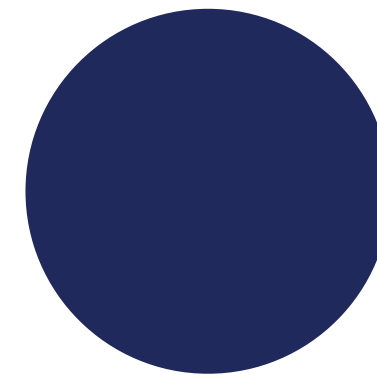
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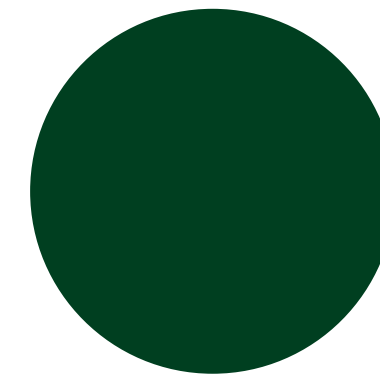
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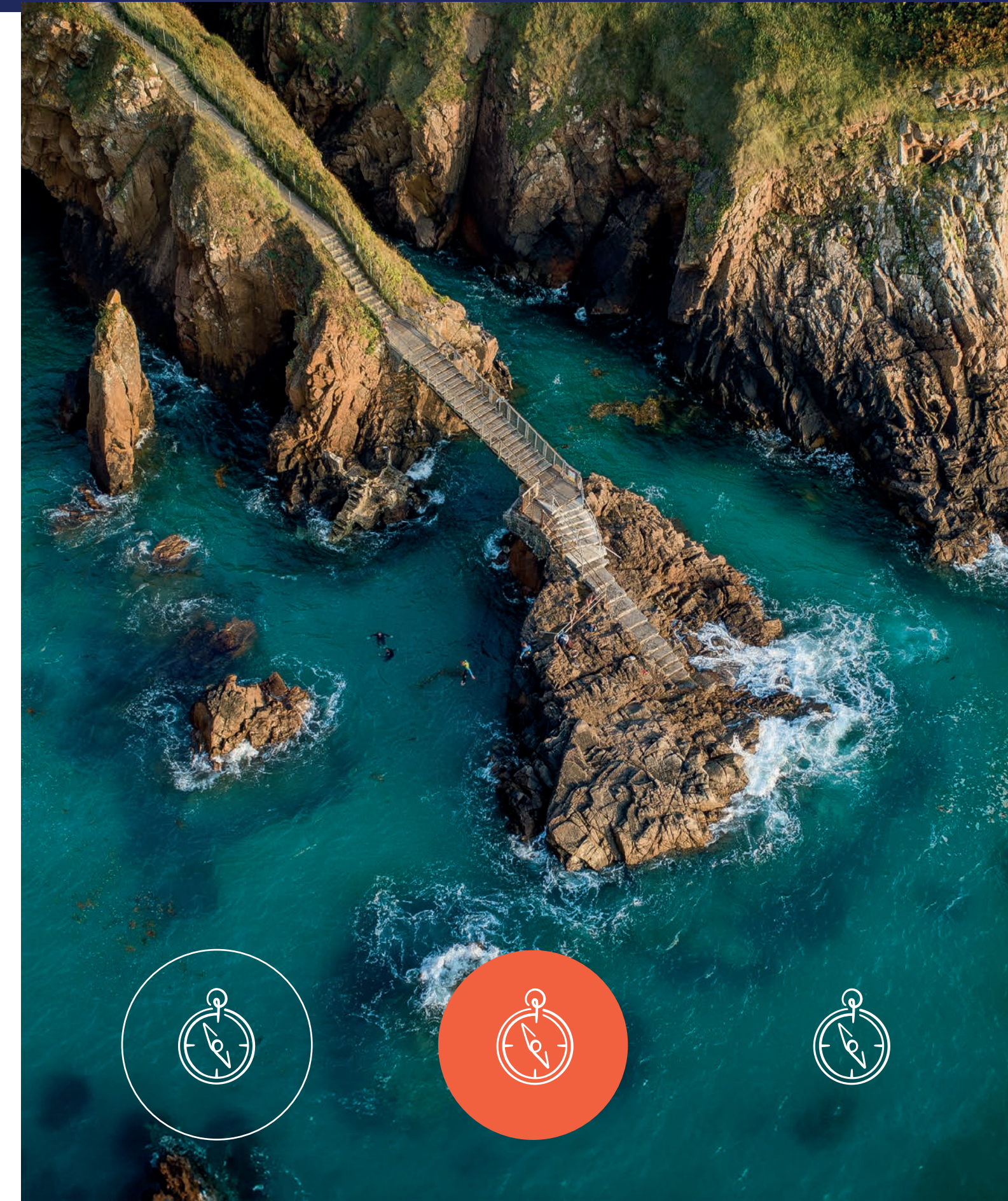
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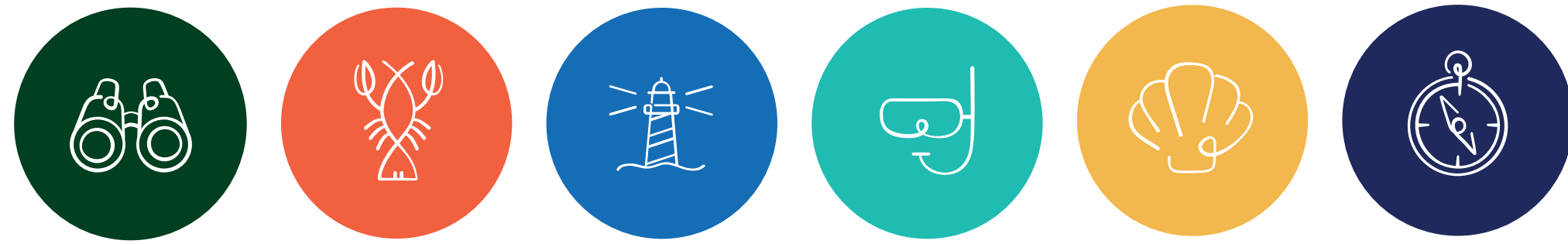


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 **ICON
SUITE**

Icons can be used in a transparent outlined roundel, in a colour block roundel or without a roundel when placed in the negative space of an image,





PRODUCT VERTICALS

ALIGNING THE PROMISE WITH PRODUCT

We will align our four core product pillars with the campaign theme by developing distinct propositions for each segment of our offering.

We have curated product experiences for each product pillar that resonate most closely with our audience's motivation to travel and provide unique and compelling reasons to visit.

We can then use this storytelling framework to curate our existing video footage and imagery into creative content for the campaign.

Food and drink

Nourish your body and soul.

Wellness

A dose of vitamin sea.

Great outdoors

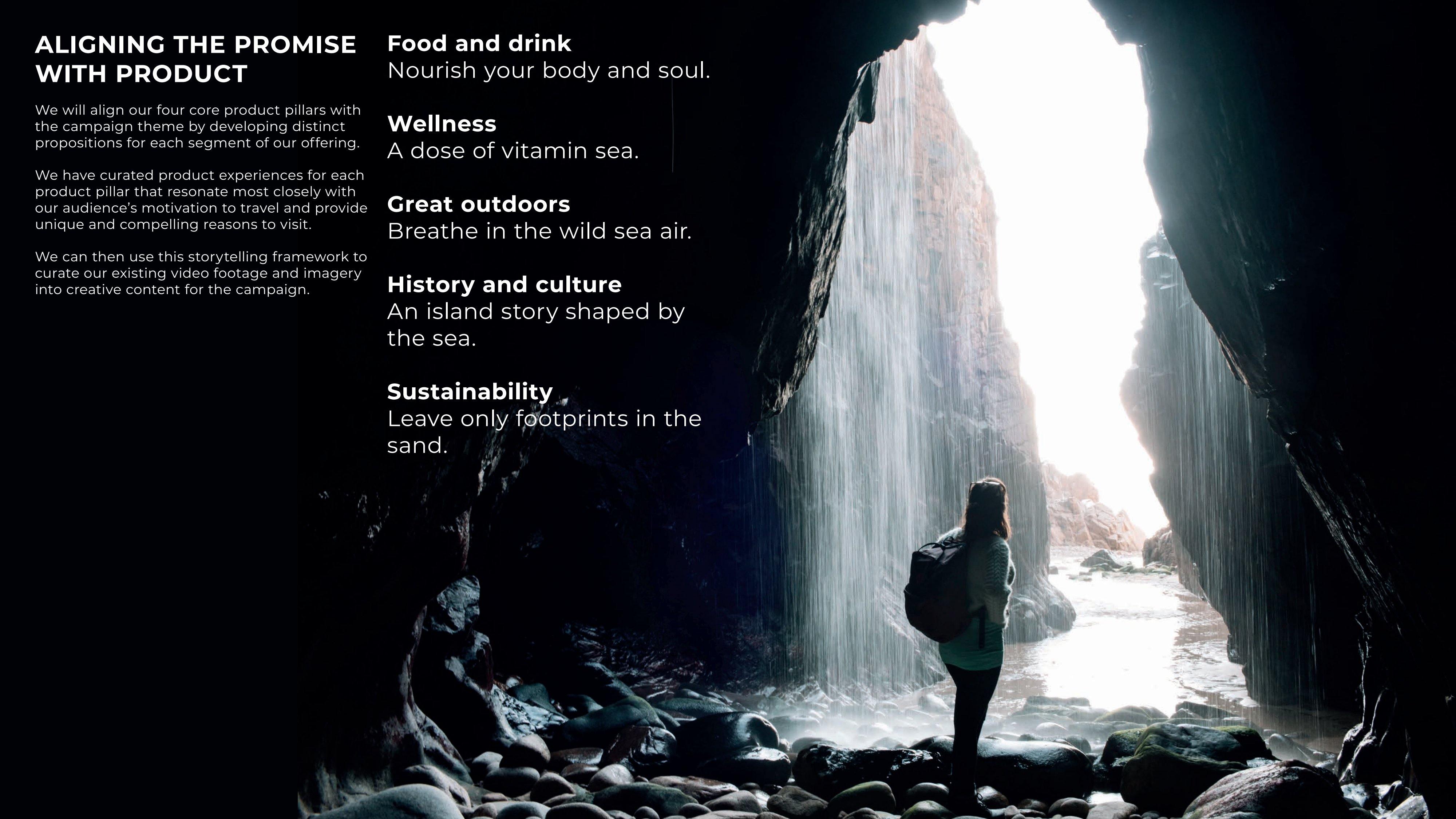
Breathe in the wild sea air.

History and culture

An island story shaped by the sea.

Sustainability

Leave only footprints in the sand.





FOOD AND DRINK

Nourish your body and soul

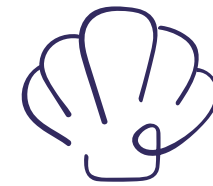
Jersey packs a rich natural larder into our nine by five miles with enough seafoodie memories to make your wildest, fishiest dreams come true. Our tides feed the land and nourish your soul. Jersey is bursting with quality, sustainably sourced local seafood served up fresh all year round. Hauled in by local Jersey fishermen fresh on the morning tide then served sea to plate in fine-dining restaurants and beachside gems. Even our famous Jersey potatoes are nourished by Jersey Vraic seaweed. Stumble upon friendly seaside pubs where local fishermen swap stories, tuck into hand-dived scallops on beach shacks with your toes in the sand, savour a velvety Jersey ice cream by the most incredible lighthouse you've ever seen, there's enough on our plate to make you feel alive, alive-o.



GREAT OUTDOORS

Breathe in the wild sea air

Jersey is a natural playground for salty souls who want to be as wild and free as the sea. From invigorating walks in Jersey National Park through windblown grasslands and pristine shores, to meditative moments on soaring cliffs where drama and beauty meet the majesty of the Atlantic ocean. With 45 square miles of pristine beach hopping, criss-crossed with winding country paths, flanked by soaring sea cliffs and circled by turquoise waters that lead to close encounters with dolphins on deserted islets, You'll wake up to views of cliffs, sea and sky with the promise of bright and breezy walks along secluded beaches and bays. An escape to Jersey is a time to reset, sharpen your senses, and reconnect with the wild sea air in wide open spaces.



WELLNESS

A dose of vitamin sea.

Jersey is a little world of calm, serenity and solitude in wild blue spaces. This island escape offers the ultimate retreat for questing souls, where fine seafood, luxury spa treatments, wild swimming, beach yoga and tidal foraging are firmly on the menu. Discover a secluded sanctuary with miles of wide open nature where few souls tread. Jersey is the ultimate restorative experience that embraces forest bathing, beach-side sauna, cold water swimming and couples' spa experiences. Uncover hidden bays and grottos that reveal their secrets at low tide. Bask in perfect solitude on miles of untouched beaches washed clean by the biggest tides in Europe that you'll often have all to yourself. Rebalance your body on stand up paddle boards on hidden bays at the golden hours of sunset. Recharge with al fresco seafood freshly served in ancient viviers by the sea. This is the secret island retreat that's waiting to be discovered to rejuvenate your mind, body and soul.



HISTORY & CULTURE

An island story shaped by the sea.

Jersey is an island that wears the traces of its colourful past. Discover an island story that stretches back to the Ice Age when the sea cast us from the continent. Explore a maritime landscape that takes in World War II bunkers, majestic castles and shattered ruins on sheer cliffs, tales of smugglers and pirates, neolithic burial chambers, woolly mammoths that once roamed the headlands, and ancient lighthouses that stood sentinel for centuries.



SUSTAINABILITY

Leave only your footprints in the sand

Jersey is a nature lover's island that's deeply connected to its natural environment from shore to not-so-distant shore. From patchworks of purple wildflowers that grow on its dramatic headlands to the windswept dunes and wild wetlands teeming with birdlife that nestle in our northern cliffs, or in the cleanest beaches in Europe surrounded by local waters where you find archipelagos of desert islets and bottle-nosed dolphins playing in your wake, we are conscious of the impact tourism can have on both our natural environment and community. That's why we take our responsibility as stewards of our island seriously. Jersey's natural playground is open all year-round for our visitors to admire, not overwhelm.

As an island we have pledged to become a carbon neutral destination by 2030. We hope you share our travel philosophy to leave behind only your footprints in the sand. If you are a conscious traveller, we have some planet-friendly, low-carbon ideas to help you tread lightly.