

JERSEY. CURIOUSLY BRIT...(ISH)

Campaign Toolkit
26 December 2021 - 31 March 2022

WHAT IS THE 'CURIOUSLY BRIT...(ISH)' CAMPAIGN?

The 'Curiously Brit...(ish)' campaign aims to drive awareness and interest in Jersey, as a holiday destination for UK travellers in Spring & Summer 2022. It encourages prospective visitors to think differently about Jersey, and tap into their motivations for travel.

Visit Jersey's consumer research has identified a potential visitor market of 12 million British travellers, broken down into three core audience segments: Authentic Adventurers, Easy Explorers, Culture Chasers.

After two consecutive summers of holidaying at home, Visit Jersey's consumer research has identified that our target UK audience is craving to visit somewhere different and enjoy new and exciting experiences. But there is still some hesitancy around medium and long-haul travel due to uncertainties and safety concerns around COVID-19 and Brexit.

This presents an unprecedented opportunity for Jersey to market itself as an easy short-haul break that's close to home, part of the UK common travel area, but a world away from the familiar British holiday.

WHAT'S THE BIG IDEA?

The Curiously Brit...(ish) 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 unique Jersey experiences and laidback continental influences to provide compelling reasons to visit.

WHAT'S THE CREATIVE STORY?

Welcome to the curiously Brit...(ish) island of Jersey. A place that's familiar, yet ever so slightly exotic. Jump on a short flight from over 20 UK airports, and in just under an hour you'll feel the sand between your toes as the sun sinks over the warmest part of the British Isles. Wander a little off the beaten path, and the air of British familiarity gives way to a curiously continental feel. When you're walking barefoot over hidden beaches that whisper their secrets at low tide, basking in the

afternoon sun over Rosé wine in the most southerly vineyards in the British Isles, losing yourself on gentle French lanes with patchworks of sleepy farms and fields that lead to crystal clear views to France. Dip a toe in turquoise waters, star-gaze by ancient ruins, scale the white dunes of Jersey National Park. You'll feel closer to the Mediterranean than the Mersey. 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 YEAR-ROUND

We know our target audience is craving new and exciting holiday experiences. We have curated visitor experiences that highlight Jersey's exotic points of difference and provide compelling reasons to visit. We will showcase the host of fresh, exotic and unique experiences on offer in Jersey to encourage UK visitors to ponder the exciting possibilities of planning a holiday in Jersey and drive referrals to your business.

TELLING A STORY FOR EVERYONE

Rather than produce ads for each individual audience segment, we are broadening the appeal of our campaign by creating rich visual stories designed to appeal to all of our target audience segments.

Each advert will have multiple elements that tap into all of 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 exotic side.

HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

- Visit Jersey Media plan will be tracked 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 operators, accommodation partners).

WHAT CAMPAIGN ASSETS WILL WE CREATE?

- 5 x campaign videos (Mini-discoveries that explore Jersey's exotic side). There are 20 second and 15 second versions of the edits
- Suite of new campaign imagery on media library (Asset bank)

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. We will also run an ambassador content series through social media with local influencers to urge islanders to take a proper staycation in Jersey.

HOW WILL WE SHOUT ABOUT IT?

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

PAID

- Tactical print and digital advert placements across top tier national UK media including The Times, Guardian, Telegraph, Observer and more.
- VOD advertising on ITV and Channel 4
- Programmatic digital video advertising
- OOH placements in key London areas of high footfall
- Paid social media activity to target & retarget UK audience subsets.

OWNED

- Email marketing to Visit Jersey database
- Automated emails to email sign ups
- Always on social content across VJ channels.

EARNED

- Press office
- Press trips with top tier media
- Creative launch activation

TRAVEL INDUSTRY PARTNERSHIPS

To extend the reach of this campaign Visit Jersey will be working with our trade partners, travel operators and OTAs to drive bookings for 2022. Activity includes:

- Media partnership with Wanderlust and tactical inserts in Travel Weekly magazine
- Partnerships with tour operators such as Secret Escapes to target the consumer direct.

HOW CAN INDUSTRY GET INVOLVED?

- Upload offers for Spring/Summer 2022 using the MyListing Portal.
- 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.
- 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.
- Download our [social media guide](#) on how to engage on social media.
- Get in on the messaging and encourage visitors to discover the Brit...(ish) side of the Channel.
- Share your news and activities with Visit Jersey for consideration to promote through our PR activities. Please send to media@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