Just as winter feels like it’s never going to end, Jersey’s dramatic shift from winter to spring gets underway.

Experience the island break, as it bursts into life with colour and a newfound optimism for the future.

UK Spring Campaign

7 March – 30 April 2018
Campaign messaging

Aim

Spring feels like it arrives early in Jersey, bringing vibrant colours and new life with it. We want to share the dramatic shift into spring that people can experience whilst enjoying an escape to the island break.

Campaign theme

SPRING STARTS EARLY IN JERSEY

Assets and opportunities

- Spring campaign edit/imagery
- User generated spring content using #theislandbreak
- Media plan
SPRING STARTS EARLY

Campaign journey

The event
- Pavement artist creates their artwork

Viral edit
- 60-second video
- 30-second teaser

Marketing communications
- Social advertising
- Digital display advertising
- Database emailer
- Print advertising

Campaign page
- The making of ‘Spring starts early in Jersey’ video
- Competition

Retargeting: Book now
- Digital ads
- Social ads

Offers page

1 week
- Follow-up emails
- Unique Spring Experience 1
- Early Bird offers

2 weeks
- Unique Spring Experience 2
- Early Bird offers

3 weeks
- Unique Spring Experience 3
- Early Bird offers

Share by Email

Forward to a friend
- Personalised share/Post
- Share Pop-Up Web page

Jersey
SPRING STARTS EARLY

Campaign media partners

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.
## Campaign media plan

<table>
<thead>
<tr>
<th>Media</th>
<th>Format</th>
<th>Section</th>
<th>Further detail</th>
<th>Insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Video</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad You Like</td>
<td>Native</td>
<td>Travel</td>
<td>integrated in fixed</td>
<td>1</td>
</tr>
<tr>
<td>Offers</td>
<td>Pre-roll</td>
<td>Travel</td>
<td>non-skippable pre-roll</td>
<td>1</td>
</tr>
<tr>
<td>Tracks</td>
<td>Inbound LANDMARKS: Mobile - Desktop &amp; Tablet</td>
<td>Travel</td>
<td>pay per completed view</td>
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<tr>
<td>Lonely Planet</td>
<td>Sponsored video</td>
<td>ROS</td>
<td>rich media sponsor with video</td>
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<tr>
<td><strong>Digital Display</strong></td>
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<tr>
<td>Regional</td>
<td>Skin</td>
<td>Travel</td>
<td>Audience/Commercials/Keywords/Renewal Strategies</td>
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</tr>
<tr>
<td>Regional</td>
<td>Standard Banners</td>
<td>Travel</td>
<td>Retargeting</td>
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<tr>
<td>Time Out</td>
<td>digital feature page</td>
<td>Travel</td>
<td>Landing site</td>
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<tr>
<td>Time Out</td>
<td>Tenda</td>
<td>Travel</td>
<td>20 second video</td>
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<tr>
<td>Time Out</td>
<td>Rich Media Title/Page</td>
<td>Travel</td>
<td>banner housing 30s video</td>
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<tr>
<td>Time Out</td>
<td>story ads - native traffic drivers</td>
<td>Travel</td>
<td>drive to feature page</td>
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<tr>
<td>Time Out</td>
<td>Facebook video distribution</td>
<td>Travel</td>
<td>time out ad video promoted via Facebook</td>
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<tr>
<td>Time Out</td>
<td>Productive for Facebook video</td>
<td>Travel</td>
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<tr>
<td>Regional seasonal offering</td>
<td>Video</td>
<td>Leisure Travel</td>
<td>Text Video</td>
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</tr>
</tbody>
</table>
SPRING STARTS EARLY

Campaign imagery
Help us to tell Jersey’s story

• 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 on the library.
• Start planning your activities which celebrate spring in Jersey. This can include special offers, discounts, fun events and promotions. Update your product details on Visit Jersey’s MyListing Portal with spring offers and experiences to feature on the Jersey.com website.
• Use the hashtag #theislandbreak across your social channels. Download our social media guide on how to engage on social.
• Keep in touch with what’s happening in your business. Share inspiration for content guides – how does your product celebrate the island break in spring? Contact product@visitjersey.je