Summer is an island in tune with nature. An island bursting with unique culture, where you can reconnect and revitalise in the fresh sea air. Your summer of rediscovery starts here. Our summer activation ‘Summer is here’, delivers a tactical nudge to drive last minute bookings for summer 2019.

08 May - 31 July 2019
Summer is here

Campaign messaging

Aim

Building on the success of last year’s campaign around ‘How a visit to Jersey makes you feel’, ‘Summer is here’ delivers on key Jersey passion pillars of natural harmony, culture, self-discovery and togetherness with messages of revitalisation, reflection, and the strong sense that summer is located here in Jersey.

We will repurpose our existing creative assets to tell this summer story to create four new video edits.

Our summer activity has been be phased in two stages. **Summer 1** key campaign objectives were to drive early summer bookings and increase preference with repeat visitors across our key UK source markets. We deployed an impactful print campaign across targeted supplements within national media titles to lift destination awareness and drive people into www.jersey.com where extended campaign elements will be housed e.g. rich media content, product itineraries and articles.

**Summer 2** launched in May 2019 through digital channels, building on the creative message of summer 1, retargeting our engaged audience with relevant summer offers, and incentivizing last minute bookings across our target markets.

Calls to action

*Your summer of rediscovery starts here.*

*Win a summer escape to #theislandbreak.*

*Win your 2019 summer holiday.*

Assets and opportunities

- 4 x summer campaign edits / summer imagery
- Media plan
- Share your summer stories on social media using hashtag #theislandbreak
Summer is here

Content strategy

Summer content will be curated and built around four key passion pillars:

**Natural harmony is here**
The island shaped by the sea, in tune with nature
(attractive scenery)

**Culture is here**
The island bursting with unique people, food and places
(things to see and do)

**Find yourself here**
The island where you can revitalise in the fresh sea air
(time to relax and wellbeing)

**Come together here**
The island that can bring you closer together. Make the most of your island break by creating memories and bonding experiences that you’ll share.
(Shared experiences)
Summer is here

Feel the sand between your toes in **under one hour** from UK airports.

YOUR SUMMER STARTS HERE ➔
#theislandbreak

Fly to Jersey in **under one hour** from UK airports.

BOOK YOUR SUMMER HERE ➔
#theislandbreak
Summer is here

Campaign imagery
Get involved

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.

• This is your opportunity to inspire visitors to explore the island break through your unique experiences, events and promotions. Update your product details on visit Jersey’s MyListingPortal with winter 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 with your business. Share inspiration for content guides - how does your product celebrate the island break in winter? Contact product@visitjersey.je
Summer is here

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.
# Summer is here

## Campaign media plan

**UK - Launch 8 May 2019**

<table>
<thead>
<tr>
<th>Media</th>
<th>Format</th>
<th>Targeting</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer campaign boost</td>
<td>Outstream &amp; skippable video format - 30&quot; Video</td>
<td>In-Stream format across The Telegraph, The Times and the In-Stream format across The Independent and the Daily Mail</td>
<td>8-11</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>TV</td>
<td>Standard Banners</td>
<td>Press Extension (MD Telegraph, Independent, Times, Mail, Guardian)</td>
<td>8-11</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Print</td>
<td>Standard Banners</td>
<td>Brand the list</td>
<td>8-11</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>