



#TimeforWiltshire
Autumn Partner Marketing Campaign Opportunity



Don't miss out, here are the details of our **latest consumer** campaign:

We are delighted to offer this far reaching and wide ranging marketing opportunity to our partners.

This offers excellent value for money, high profile activities, which in most cases would be unaffordable or impossible for many businesses to secure independently.

Made of England... the England you love in one county
Visit Wiltshire - you'll be here in no time

Targeting the UK short-break escape market, positioning Wiltshire as an ideal destination that is easy to get to for a well deserved short break. Whether your ideal break is calming, comforting, refreshing or bursting with high adrenalin excitement, it's time for Wiltshire.

Available to all our partners it encompasses products such as our beautiful gardens, events and festivals, arts and culture, relaxing spas, accommodation, attractions and activities all under our product themes timeless wonders, timeless pleasures, timeless places and timeless nature.

The campaign will focus on driving people to visit the website. Activity includes lead generation, digital advertising, social media, print and PR.

Campaign Timeline

The campaign will launch
September 2016

Booking deadline
12 August 2016

For details of integrated campaign activity please see overleaf.

Planned Campaign Activities

Inspirational digital flyer distributed via an autumn lead generation campaign run by results driven marketing experts Lifestyle Media plus a targeted e-newsletter to 250,000

Dedicated landing page on visitwiltshire.co.uk

VisitWiltshire E-newsletter to over 70,000 names

Launch of new video

Social media campaign with an integrated Facebook video

Facebook carousel adverts

Digital search advertising

Channels via VisitEngland and VisitBritain

Pre roll advertising for new video

Themed blog

Competitions on social media and within the flyer

Campaign PR

Campaign Objectives

To attract more visitors to stay in Wiltshire

To increase the profile of Wiltshire as a short break destination

ROI of additional spend of £714,000

To increase the dwell time of visitors to Wiltshire

To build awareness of high quality and wide offering of products

To raise awareness of getaways to Wiltshire throughout the shoulder months

Levels of Campaign Engagement

All rates plus VAT

	Campaign Lead Sponsor	Level 2	Level 3
	£2,250	£325	£95
Inclusion in majority of digital advertising	Exclusive		
Full background image on Wiltshire campaign pages	Lead		
Campaign web pages coverage	Lead	Feature	Listing
Advert in digital mailer	Half page back cover	Box advert	Basic Listing
E-newsletter	Lead	Feature	*
PR & social media	Lead	Feature	*
Included in Facebook advertising with Links to product page	Lead priority	Priority	*
Opportunity to submit competition prizes	Lead priority	Priority	*

Bespoke packages available, please email Fiona for more details
fionaerrington@visitwiltshire.co.uk

* subject to availability

Target Audiences

Using information from our Destination Management Plan we will be targeting Mature Mainstreams and Experience Seekers within a 2 hour drive of Wiltshire including London.

These complement our Experian types, Hardworking Families, Yesterdays Captains, Garden Suburbia and Innate Conservatives.

Get in touch today!

Don't miss this great value for money and effective marketing opportunity.

Spaces are limited...

Email

fionaerrington@visitwiltshire.co.uk

or telephone on

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