

**#TimeforWiltshire... Visit Salisbury 2016
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.

We will be matching the investment made by participating businesses.

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

Time for Wiltshire... Visit Salisbury 2016

Incorporating our brand positioning the overall emphasis of this campaign is to highlight all of the timeless pleasures associated with a city break in Salisbury.

All elements will position Salisbury as a perfect short break destination, highlighting its history and heritage, emphasising the range of independent accommodation, shops, food and drink, events, arts, culture and festivals, activities, days out and evening entertainment under our product themes: timeless wonders, timeless pleasures, timeless places and timeless nature.

The campaign will focus on driving people to the new Visit Salisbury website.

Activity includes a range of digital, social media, print and PR.

Campaign Timeline

The campaign will launch **January 2016**

Booking deadline
16 October 2015

Salisbury BID are supporting this campaign enabling a larger distribution and additional outdoor advertising

**For full details of activity
please see overleaf**

Planned Campaign Activities

Print

Inspirational foldout mailer distributed via The Telegraph and The Mail (120,000 plus*)

Outdoor Advertising *

Digital and Social Media

E-newsletter to over 56,000 names

Dedicated landing page on visitsalisbury.co.uk

Social media campaign with an integrated Facebook video

Digital display advertising

Pre roll advertising

Themed blog

Instagram competition

Channels via VisitEngland and VisitBritain

Campaign PR

*(Salisbury BID are supporting these elements with additional budget for extra publications and outdoor advertising) All activity subject to availability.

Campaign Objectives

To attract more visitors to stay in Salisbury

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 Salisbury

To build awareness of high quality and wide offering of products

To raise awareness of getaways to Salisbury throughout the shoulder months

Levels of Campaign Engagement

All rates plus VAT

	Campaign Lead Sponsor	Level 2	Level 3
	£2,000	£295	£75
Inclusion in majority of digital advertising	Exclusive		
Full background image on Salisbury campaign pages	Exclusive		
Campaign web pages coverage	Lead	Feature	Listing
Advert in printed mailer	Half page back cover	Box advert	Listing
E-newsletter	Lead	Feature	*
Visit Salisbury App	Full entry	Standard entry	Listing
PR and social media	Lead	Feature	*
Inclusion in special offers activity	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 time in and around 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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