



Join the World. Discover the UK.  
UK domestic campaign.



## The Challenge

- Bring Generation Y 'home' by educating them on the geography and competitive tourism product available here, growing the base UK population who have an interest in taking holidays and breaks domestically, thus sustainably contributing to the UK economy.

## Objectives

1. Support the UK industry sales by growing demand for trips during shoulder period
2. To drive attitudinal change in 18-34yr olds in the UK leading to additional trip taking



Encourage 18-34 UK audience to take an additional trip in the UK or swap an overseas trip for a domestic one.

# Primary Target Audience

## Portrait – Free & Easy Mini-Breakers



WHO THEY ARE – DEMOGRAPHICS



FEMBs are a young audience with 73% of FEMBs aged between 15-44

The majority are single, highly educated and are slightly skewed towards females

They are more likely to be living in London vs. total population



Age 15-44 (73%)  
Average age – 35 years old



M/F: 47%/53%  
**60% (i191)** Single & **19% (i120)** living with partner



**46% (139)** have a degree or above



Average Personal HH: **£20,623**  
"I am coping or comfortable on my present income" **83% (i117)**



22% live in **SE & Anglia** (i93)

21% live in **London** (i148)

23% live in **North England** (i94)

CCS MINDSET

Image conscious	Adventurous	Social conscience	Cultured
<p>FEMBs care about their image and are willing to spend money to maintain it</p> <p>They consider themselves to be stylish and love to have the latest fashions &amp; trends</p>	<p>This audience seek variety and are always on the look out for something new to do</p> <p>This need for variety translates to their holiday choices &amp; they love to holiday in places other people don't go</p>	<p>This audience have a strong social conscience, whether that be helping others in need or the products they buy</p>	<p>FEMBs are cultured people with an interest in art and visiting museums &amp; galleries</p> <p>They have a global outlook, valuing the importance of education about other countries</p>
<p>"I Like To Buy The Newest Fashion Brands &amp; Styles Available"</p> <p>"I Consider Myself To Be A Very Stylish Person"</p> <p>"I Spend A Lot Of Money On Personal Beauty/Grooming Products &amp; clothing"</p>	<p>"I'm Always On The Lookout For New Exciting Things To Do"</p> <p>"I Prefer Holidays Off The Beaten Track"</p> <p>"Other People View Me As A Risk Taker"</p> <p>"I Try To Go Somewhere Different On Holiday Every Time"</p>	<p>"It Is Important To Do As Much As Possible To Help Refugees"</p> <p>"I Buy Fair Trade Products When Available"</p> <p>"Prefer Companies Involved With Charities"</p>	<p>"I Like To Learn About Art and Culture"</p> <p>"I'm Interested In Art and Things Of Beauty"</p> <p>"It's Important To Learn From The Culture Of Other Countries"</p>

## The idea & criteria

- Show the 18 – 34 year old UK audience the exciting, surprising and quirky experiences to be had in the UK through the eyes of their international peers.
- Reasons for travel:
  - Rest
  - Treat
  - Excite
- Passion points & interest
  - Culture
  - Learn something new
  - Physical activity
  - City breaks
  - Nightlife & Clubs
  - Food & restaurants
  - Also culture/history, countryside, camping, spas, theme parks

# Strategy

## 2. BREAK THE CYCLE

Break into the cycles of holiday inspiration: aligning to their moments of ideation and inspiration, and moments when this is most likely to be shared and authenticated by their friends

## 4. CONNECTING TO PURCHASE

Ensuring that they can seamlessly access and discover the right commercial partners for them

## 1. BURST THE BUBBLE

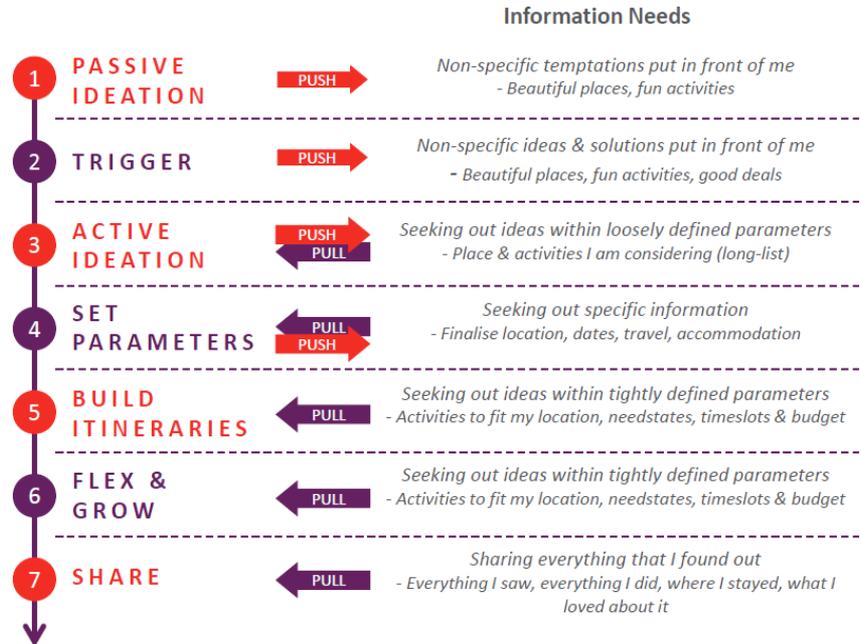
Breaking the algorithmic barriers of content distribution in order to have a seat at the table with our audience for an authentic conversation

## 3. INSERTING THE UK

Using the right channels and distribution methods to deliver our inspiring point of view on domestic holidaying in the UK

# Media Strategy & Consumer

- Authenticity, shareability and new exciting content are key for the audience.
- We need to break into their social bubble and target them at the right step in the consumer journey with relevant content & partners.
- New and exciting experiences shown need to be tangible and easily bookable.
- Channels include social, digital, OOH (media plan TBC) showcasing authentic content by the audience's peers.



## Timeline Overview

- September/October 2017: Spike 1
- November 2017 – January 2018: Always on
- February/March 2018: Spike 2

# Content criteria

- Relevant to 18 – 34 domestic audience & in line with their passion points and interests.
- Cover city, coast & countryside.
- Authentic & inspiring.
- #Lovegreatbritain and #LoveUK.
- Where possible align with idea of seeing the UK through the eyes of an international traveller.
- Any influencer content can be video, photography, boomerang, gif or other formats.
- When submitting content, usage rights must be cleared for use on campaign hub and potentially on other ATL and BTL channels.
- Content such as PR on new opening, events, or articles from partners' own websites should also be submitted.

# A note on imagery

- When it comes to still photography we are keen to give our audience a sense of being in the moments we portray, the sense they are experiencing it for themselves.
- Our imagery invites people to be part of our amazing moment. Whether that is a person, a pathway, an attraction, event or something else that is visually powerful.
- These moments captured in photography evoke an emotional response in our audience, like the feeling of euphoria as they dance in a crowded London club, or the sense of adventure when waiting for that perfect set at Portrush.
- This is a tough brief as shoots that have had every detail poured over could end up looking staged and posed, whereas moments that have been taken on the fly can lack focus and composition.
- The key components to an amazing moment are:
  - Something surprising, unexpected and shareable
  - Genuine, not artificially enhanced or treated.
- We are accessible and our moments feel authentic.



# Involvement

- Partners are invited to use the indicated hashtags #Lovegreatbritain and #LoveUK and submit content to [domestic.marketing@visitengland.org](mailto:domestic.marketing@visitengland.org) with immediate effect
- Further reminders & updates will be sent in the September industry newsletter once media plans are confirmed.
- Updates will include additional opportunities for involvement.

