



Escape the Everyday: Destination Management
Organisations' Recovery Marketing Fund

Local Marketing Activation March – June 2022

Marketing Toolkit for Applicants

January 2022

Introduction

This toolkit will provide you - our industry partners - with information and tools so that we can work together to build consumer confidence and inspire consumers on the thousands of ways they can escape the everyday.

VisitEngland is relaunching the next phase of the domestic marketing campaign, *Escape the Everyday* (“the campaign”) in early 2022. The campaign will continue to support the English tourism industry’s recovery by encouraging a pre-nester audience to consider an England short city break in spring and summer, by showcasing the breadth of experiences available.

Cities will continue to remain a focus for this next phase of the *Escape the Everyday* campaign, which continue to be impacted by lower levels of international visitors. Cities will play host to some of 2022’s unmissable events including the Commonwealth Games, the Queen’s Platinum Jubilee, UNBOXED and the UEFA Women’s Euros, which the campaign will highlight.

Our Approach

The *Escape the Everyday* campaign encourages people to escape the unique everyday that we are currently experiencing. It will inspire consumers to enjoy England by showcasing the breadth of experiences on offer this spring and summer.

Ahead of launching the campaign, we have evolved the consumer call to action, campaign need states and headline messaging in line with seasonal hooks and insights from consumer sentiment.

The campaign highlights our unique tourism offer by focusing on three key need states:

- Feel Excited
- Feel Good
- Feel Connected

The campaign focuses on two key segments:

- Primary: ABC1 25-34-year-olds, based in the UK with no children in household
- Secondary: ABC1 35-44-year olds, based in the UK with no children in household

The campaign communicates that England is:

- Safe and enjoyable
- Offers the consumer the chance to escape their everyday
- Fun and exciting

The campaign call to action is:

- Enjoy a UK break this spring/summer

Underpinned by messaging principles:

- Quality time with friends
- Ease and spontaneity
- Affordable and good value for money
- Support local

Consumer Need States

Based on consumer testing, we have identified three need states which underpin the creative and content of the campaign.

Feel Excited

We want to feel excited about the unmissable events taking place in cities across England.

We want to make up for lost time and what better way to do it than by experiencing the buzz and excitement of the Commonwealth Games, the Platinum Jubilee, UNBOXED and the UEFA Women's Euro. These are just some of the major events and festivals in the 2022 calendar and they can only be found here in the UK.

Feel Good

We want to feel good about the choices we make when taking a city break in England.

We want to be more sustainable on our breaks, whether that's staying at places that have a green ethos, eating at zero-waste restaurants, visiting attractions that go the extra mile to conserve energy or taking part in festivals and events that promote sustainable living.

Feel Connected

We want to feel connected and make up for lost time with the family and friends we haven't been able to see.

We are looking for fun and engaging experiences that will reignite friendships and create new memories that last. Think paddle boarding or cycling tours in historic cities, bottomless brunches on rooftops with iconic views and experiential theatre productions.

Consumer Need States and Hero Experiences

Example experiences that work across the need states:

Feel Excited		Feel Good		Feel Connected	
Commonwealth Games	The Queen's Platinum Jubilee Celebrations	Sustainable Hotel	Local Produce Cooking Course	Group Kayaking Session	Street Art or Food tour
UNBOXED Festival	Women's Euros 2022	Independent High St Shopping	Meditation and Mindfulness Session	Live Music at City Festival	Rooftop Bar Watchign Sunset

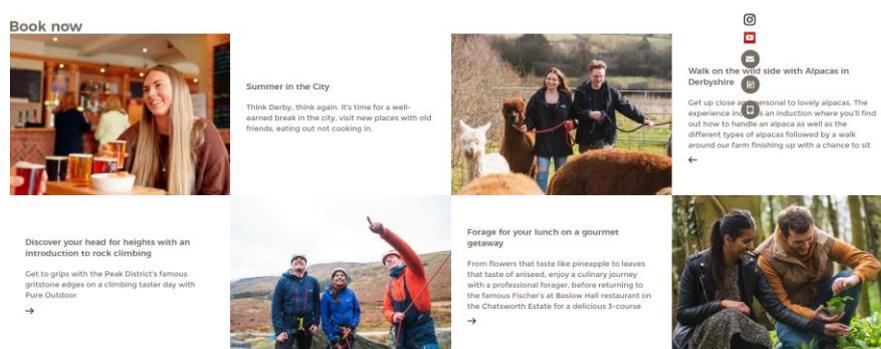
Toolkit Assets

For further information on logos, typography, colour palate and guidelines for imagery and footage please visit page 12 and beyond of the current Escape the Everyday toolkit <https://www.visitbritain.org/download-escape-everyday-toolkit>. **The updated toolkit featuring the revised need states will be available in February.**

Campaign page and consumer journey

Maximise the way in which you surface products and ensure a smart consumer journey from look to book. Consider the following:

- **Landing page creative** - have a clear creative that shows 'from' prices which allows the consumer to click to book easily
- **Campaign products focus** - position products above the fold and the first thing people see, so that users are not presented with long-format video / text before seeing bookable content
- **Avoid overwhelming the consumer** - with too much choice and focus on just campaign products
- **Keep the consumer journey quick and simple** - ensure that the user journey is not too elaborate and makes it easy to find bookable products
- **Avoid consumers "leaking" from your site** - think about where consumer can "leak" from your website or the campaign "yellow brick road" or customer journey to go and book direct, and are therefore not then trackable in campaign results
- **Maximising conversion of the consumer journey** - how will you take the consumer on a journey that drives bookings?
- **Product availability** - work with your suppliers to ensure availability is live pre-launch and kept up to date throughout the campaign.
- **Drive 'look to book' in minimal steps** - ideally try to move consumers from look to book in 3 to 4 screens
 1. Campaign page / advert / social post with from price
 2. Product page
 3. Availability search / actual price
 4. Checkout



Get your Ad Creative right

Your Ad creative needs to feature strong calls to action to "book". Consider including:

- **Highlight key booking drivers** - think about what creative would get maximum click throughs / consumer attention e.g. kids go free, % discount or from prices to show value of the product
- **Pricing lead creative** - to ensure users are primed when they land or are attracted by the price

- **Consider the steps to booking via advert links** - how many steps do consumers need to take clicking the book now icon? The quicker they get to the booking page the less chance you have of losing them e.g. match the link destination with what the consumer is expecting.



Maximise the campaign opportunities on your own website

Boost the visibility of the campaign at every turn on your website.

- **Maximise links back to the campaign page** - ensure that if someone has not responded to the campaign, they are made aware of it wherever they land on your website
- **Home page visibility of the campaign** - think about your homepage as a shop window. Maximise promotion of the campaign and bookable products by bringing them front and centre when consumers land
- **Consider cross selling opportunities** - can you boost the campaign with the visibility of associated products?
- **Product pages and external links** - consider where the book button appears, how many opportunities there are on the page to lose visitors via external links and how prominent these "exit" links are compared to the "book direct" links. Where are there links that take people off your site? Make them harder to find, e.g. bottom of the page, less prominent colour etc. Every lost consumer on the site reduces trackable campaign ROI
- **Product spotlight and rotating as campaign progresses** - is there a place that having regular book direct daily / weekly spotlight could capture visitors attention that is timely e.g. Easter, May half-term, the Queen's Platinum Jubilee weekend etc.

Use website intelligence to help shape your campaign

Utilise your website stats to understand the consumer journey through your site and use this to identify opportunities to put the campaign in front of the consumer.

- **Website traffic** - where are the high traffic areas that need the 'neon signs' with the campaign links? Look to include bookable products either in an advert / mention or similar e.g. think about your website as a retail business shop floor
- **Consumer browsing habits** - where do people browse for the longest? What would capture their eye whilst they are in this "aisle"?
- **Website searches** - look at stats to see what is being searched for. Are there ways to ensure campaign products can feature in top searches? Consider using some of the top searched terms when creating campaign content

Social Media / Influencers

Consumers will book directly from social posts and blogs so consider the journey they will go on.

- **Consider book direct links and where they take the consumer** - match the links with what the consumer is expecting to view e.g. a product specific post should go to that product page or booking URL and the consumer should not have to search again for the product on the campaign page
- **Bloggers and travel writers paid activity use of bookable URL links** - consider sharing the DMO URL bookable links with bloggers to ensure these posts drive bookings into your campaign ROI and do not just link direct to the individual business