

A photograph of four people (two men and two women) sitting on a wooden fence. They are dressed in casual, outdoor-appropriate clothing. The background shows a scenic view of a valley with rolling hills and a coastline under a hazy sky. A large, bright pink triangle is overlaid on the bottom half of the image, containing the text.

Visit Isle of Wight
**VISITOR ECONOMY
CONFERENCE**

Branding & Marketing the Isle of Wight

Will Myles
Visit Isle of Wight

Martin Hull
Designate

What we will talk about today:

- 2023 Highlights
- Twixmas 2023 / 24
- Moving forward into 2024
- Isle of Wight Visitor Branding
- Get Involved - Marketing, Social Media, Trade Press & PR

- 2023 Highlights:
- Social Media – Across all 3 platforms – total reach was **47,488,1477 people** with **842,272 post engagements** across **1,405 posts** and messages.
- Twixmas 2022 / 23 – Sky Adsmart to targeted areas and demographics – **898,781 impressions** with a **reach of 203,984**.
- VisitIsleofWight.co.uk – **1,624,247 Users** with **2,179,907 sessions** and **4,450,402 page views**.
- **44 e-newsletters** were sent to a current e-database of **35,524**

- 19 businesses awarded a Green Tourism Award in 2023
- VIOW achieved a Green Impact Award
- New sustainability section launched on the VIOW website with 24 brand new interactive walking & cycling route uploaded
- Took part in 6 consumer exhibitions with a cumulative attendance of over 300,000 people
- Attended 4 trade shows reaching over 5,000 B2B businesses
- Delivered the Isle of Wight Walking Festival in May and October, with over 2,100 people taking part, 46% from off-island.

- Press & Travel Media
- Interactions on a daily basis with journalists and writers and direct interactions with over 80 journalists.
- Annual AVE (Advertising Value Equivalent) for 2023 is worth £43.48 millions

Winter 2023 / 24

Winter messaging: November'23 – early February'24

Key themes include:

November: Walking/Great outdoors, Golfing days & breaks, Food & Drink (fancy getting lunch?), Christmas (shopping, events & breaks), Dog friendly, Day trips.

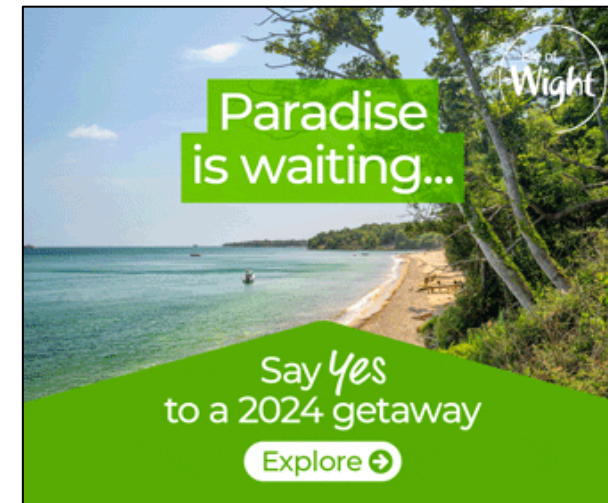
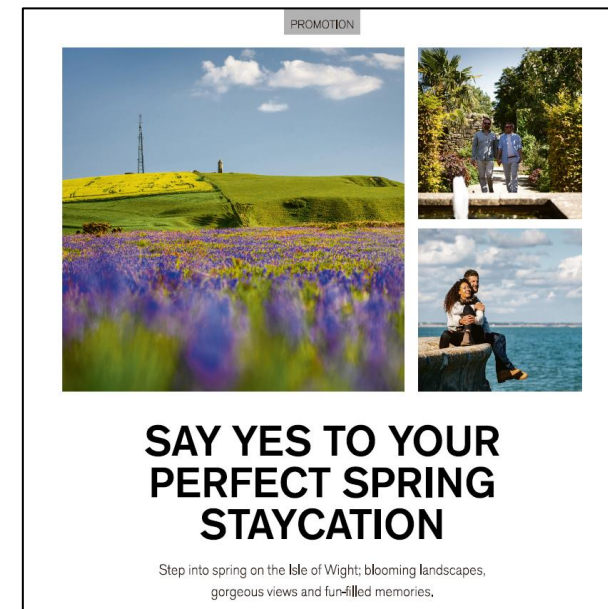
December: Weddings & Mini-moons, Golfing days & breaks, Food & Drink (warm winter comforts), Christmas (last minute shopping), Romantic breaks and getaways, Day trips.

January: Weddings & Mini-moons, Romantic breaks, February Half-Term, Towns & Villages, Great outdoors, Day trips.

Book Now for 2024 (Spring/Summer holiday focus) started in November and will run until early March.

Audience: Young and senior couples, active seniors, Families (IGF), solo travellers, newly engaged couples, golf enthusiasts.

Advertising activity included: Sainsburys Magazine Online, Muddy Stiletto's, Sainsburys Magazine (Jan issue), Great British Staycation magazine (Jan issue) & Cheshire, Cotswolds, Dorset, Derbyshire, Devon, Somerset, Kent, Sussex Life, Essex & Hertfordshire Life (Spring getaway promotion).



Winter – Social media & Google ads

Social media highlights:

The main focuses were walking, golf breaks, food and drink, Christmas bookings, February half-term, weddings, romantic breaks, and Book Now for 2024.

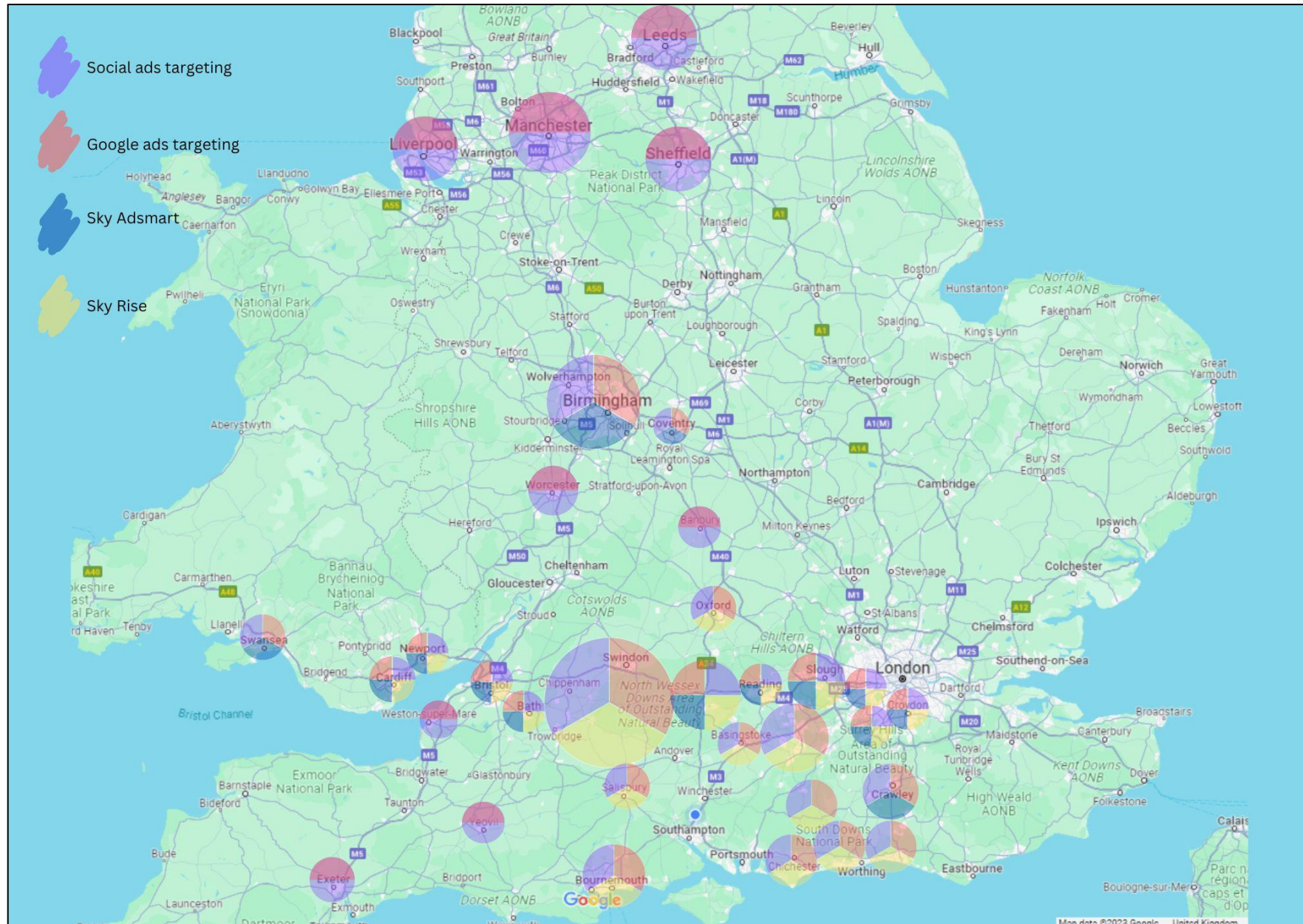
- £1.02 average cost per click (77p industry average)
- 1.6% average click through rate (0.9% industry average)

Google ads highlights:

- Golf course was most popular keyword for November, and Christmas Holidays in England was popular for December.
- 7.7% CTR & 38p average CPC for Google search (4.7% industry average CTR & £1.20 industry average CPC)
- 2% CTR & 5p average CPC for Google display (0.47% industry average CTR & 34p industry average CPC)

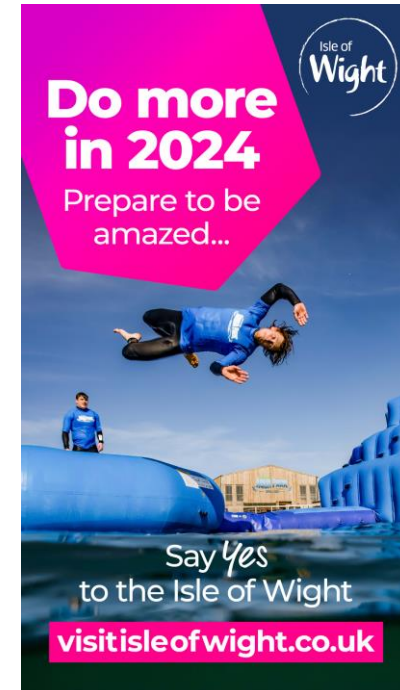
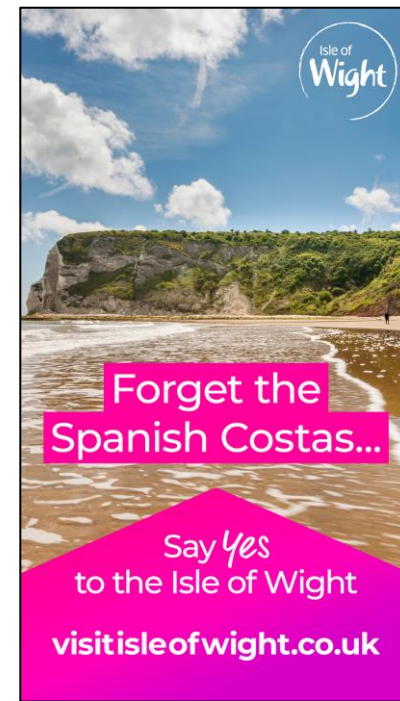
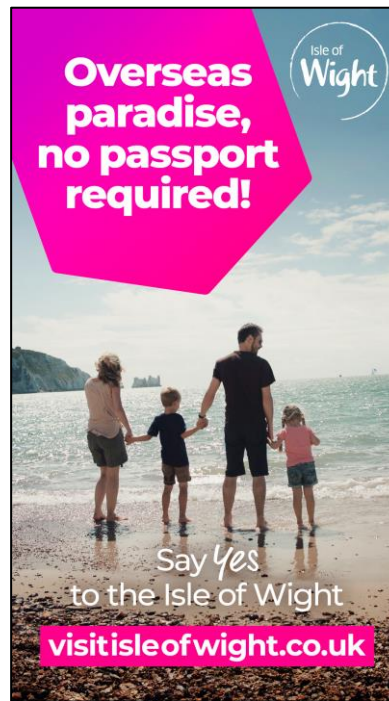


Target locations – Twixmas



Twixmas campaign update – Skyrise

- 26th Dec 2023 – 31st Jan 2024.
- All digital, programmatic approach
- Targeted to families & over 55s.
- 3.6million impressions booked, we have achieved 2.3million so far. (Across DOOH, audio, digital video and digital display).
- **DOOH** – 534 unique screens. 357 hours delivered so far, 390k impressions. Do More has had most amount of plays, followed by Overseas paradise & South of France.
- **Audio** has a listen through rate of 97% and had 355k total listens. Octave and DAX performing best in terms of listens.
- **Digital ads** (video and display) has resulted in 809 clicks so far (0.05% CTR). Families performing stronger at present.



Twixmas campaign update – *Skyrise in situ*



Pentonville Road



Waterloo Station



St Pancras Station



Victoria Place



Kings Cross Station



Victoria Station

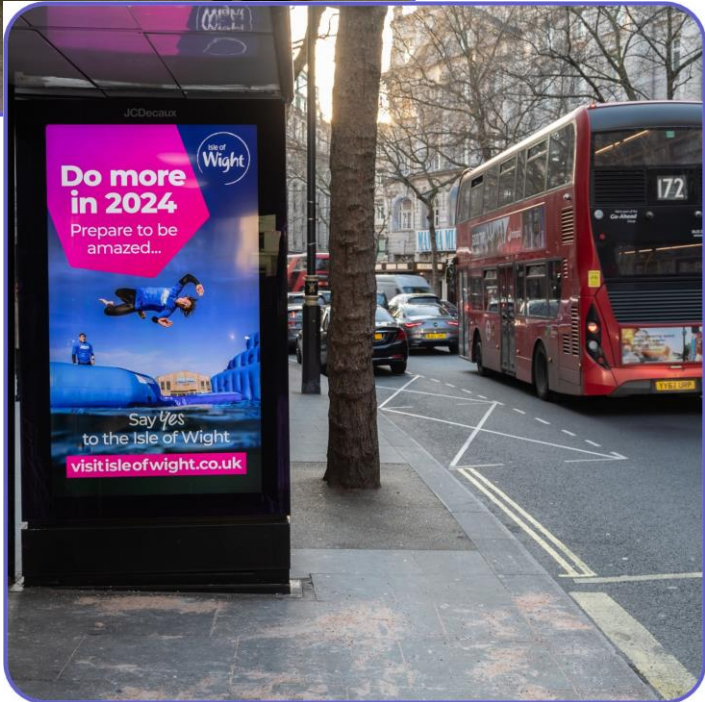
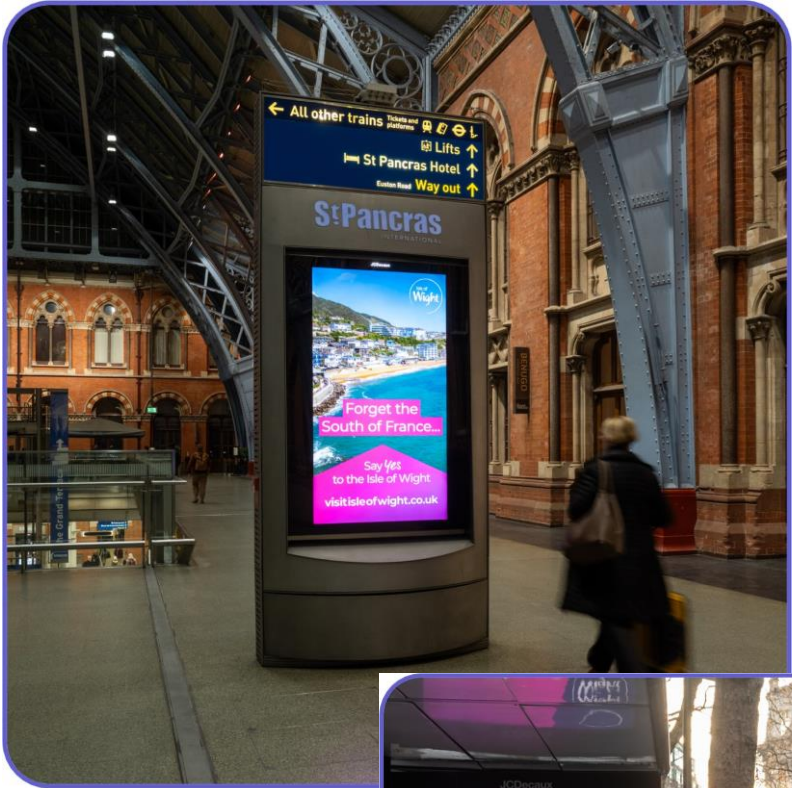


Aldwych Street



Baker Street

Twixmas campaign update – *Skyrise in situ*



Twixmas campaign update – Youtube

- 146k views (129k of them are via TV)
- 29 seconds average view time (98.3% average percentage viewed)
- Most popular between 18-24 years, closely followed by 25-34 years
- 55% viewers are male
- Most popular cities by views are: Birmingham, Manchester, Liverpool, Leeds & Sheffield.
- The less popular locations by views include: Salisbury, Farnborough, Newbury, Chichester & Patchway (South Gloucester).



Twixmas campaign update – **Sky Adsmart**

- All locations = 422k impressions delivered
- London targeting = 183k impressions (target 293k total) so far
- All other locations = 239k impressions (target 383k total) so far
- 5 average frequency to household

- VOD has been strong delivering **429 clicks** and a **4.29% CTR** currently.



Twixmas campaign update – Google Display

- Top 3 most clicked ads are over 50s audience
- Overall, Birmingham, Liverpool, Leeds and Bristol are some of the better performing locations across both platforms.
- Display has delivered 918k impressions, 5,639 clicks so far (0.61% CTR)
- Less popular locations include Woking, Slough, Farnborough, Banbury and Chichester.



Twixmas campaign update – Social media adverts & website stats

Social Media:

Top posts performing posts by reach:

1. Families - Video - 22,286 reach
2. Over 50s – Video - 21,596 reach

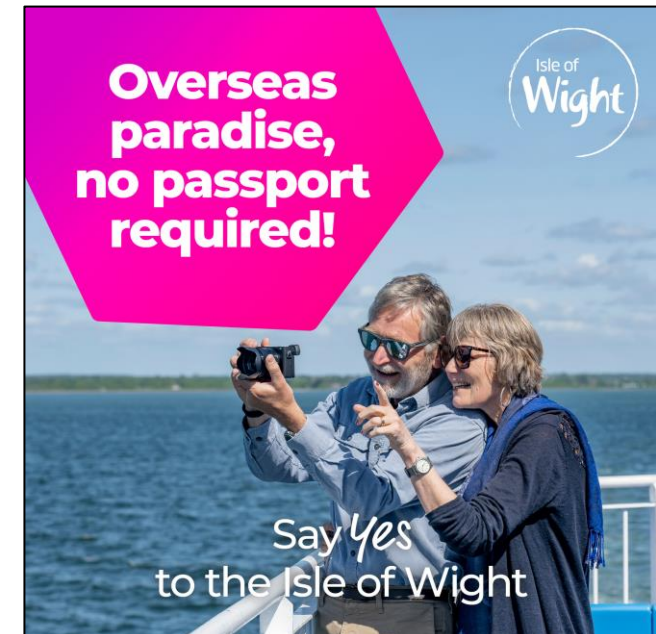
Top posts performing posts by link clicks:

1. Over 50s Video - 1,073 link clicks
2. Families Video - 496 link clicks

- Average 14p cost per click for families ads
- Average 7p cost per click for over 50s ads

Website:

26th Dec'23 to 15th Jan'24: **79k users** (up 66% compared to previous period), **74k new users** (up 69%). Organic search increased by 78%.



Spring 2024

Spring messaging: Feb – end of April

Key themes include: Walking Festival (25th anniversary – Spring & Autumn), Easter Holidays & Events, Spring seasonal (focusing on cottages, hotels, B&BS – pubs, tearooms & local produce – walking, beaches & dog friendly – history, attractions & watersports), Looking ahead to May Half-Term, Summer holidays, Fishing breaks & Day trips.

Series 2 – Channel 5 Jewel of The South live.

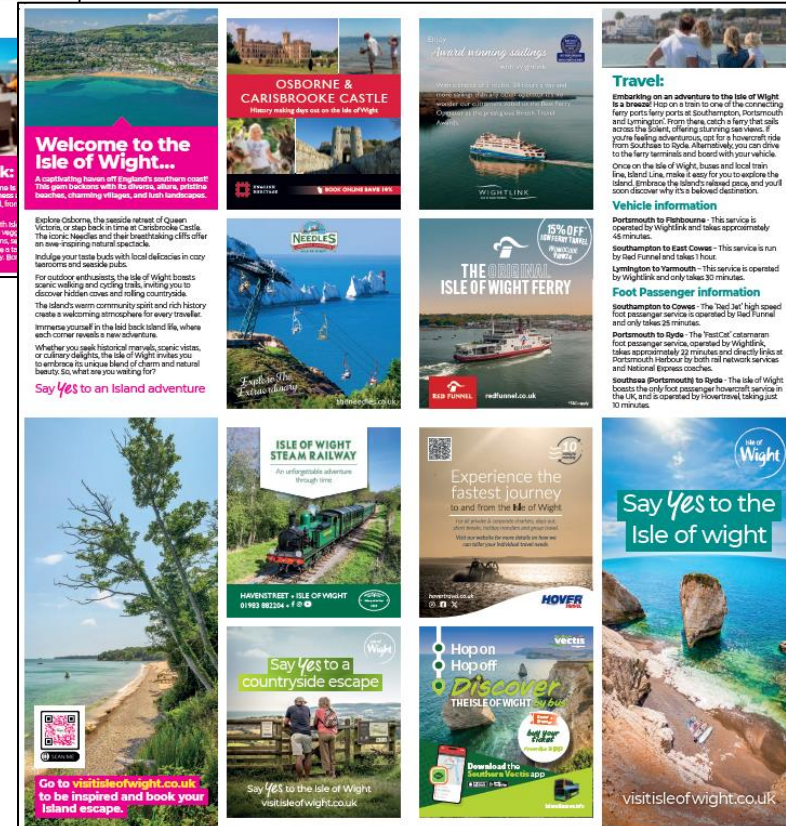
Audience: Families, Couples, Active seniors, fishing enthusiasts, solo travellers.

Advertising activity include: GHR Easter radio campaign (starting 26th Feb for 6 weeks), Sainsburys Magazine Online MPU x2, Sainsburys social post, Silver SurfersNCTA blog feature (Great outdoors), Solent Handbook & Guide.



Trade and Exhibitions

- Utilising the Say Yes theme and branding
- The group will be attending the following:
 - Vakantiebeurs, The Netherlands – 10 Jan trade, 11 – 15 Consumer
 - Britain & Ireland Marketplace (BIM), InterContinental London the O2, 26 January 2024
 - Excursions, Wembley Stadium – 27 January 2024
 - Coach Tourism Association – Annual Conference 28 – 30 January 2024
 - Caravan and Camping Show, NEC Arena Birmingham – 13 – 18 February 2024
 - National Outdoor Show, NEC Arena Birmingham – 23 & 24 March 2024
 - New Forest Show, New Forest Showground – 30 July – 1 August 2024
 - Isle of Wight County Show – 13 & 14 July 2024
 - Group Leisure and Travel Show – 5 October 2024 (TBC)
 - World Travel Market (TBC) – 5 to 7 November 2024
- New Exhibitions leaflet is being produced
- FAM trip 23 April– Fri 26 April, for 25 trade businesses




PR - Recent national media

THE TIMES Today's sections Past six days Explore Times Radio

and car hire (simpsonstravel.com)

29. Isle of Wight adventure



The Isle of Wight steam Railway line

Find old-fashioned summer-holiday fun just a...
The Isle of Wight's attractions hit vital points o...
from the fossil-filled Dinosaur Isle museum to the...
rescue centre (reopening on February 9), the th...
steam railway and, wait for it, the National Poo...
cycling trails and beaches built for buckets and...
adventure at Glamping the Wight Way, staying...
across the River Yar and dark skies for stargazi...
rolltop baths and phone-charging points.



INDEPENDENT

TRAVEL GUIDES

Isle of Wight travel guide: Where to eat, drink, walk and stay on England's biggest island

The star of the Solent is too often labelled as an outdated seaside spot but it has a timeless heritage, an abundance of countryside and a seafood scene that sparkles, says **Natalie Wilson**

4 days ago • Comments



News Politics Opinion Culture Money Sport **Life & More** Puzzles Newsletters

Big Reads Travel Living Well Interviews Experience

LIFESTYLE

I'm a climate scientist - this is why I never have baths and rarely go to the supermarket

Read More

rates from the middle of next year, and in fact, we're already seeing mortgage rates come down in anticipation," says Jack Meaning, chief UK economist at Barclays. "This is as the speed of price rises slows, which should continue to provide at least some boost to the spending power of people who have been squeezed through the cost of living crisis. 2024 will be a year of transition, from headwinds to tailwinds, but by next Christmas, we should be able to toast in a more positive spirit."

Isle of Wight marks 25 years of its walking festival

If you've never been walking on the beautiful **Isle of Wight**, 2024 ought to be the year you change this. The seasonal spring (11-19 May) and autumn (5-13 October) walking festivals have now been running for two-and-a-half decades and this year's offering of more than 60 guided walks will be as glorious as ever.


yahoo/sport



The most sought-after holiday destinations

 <p>Isle of Wight Hampshire</p> <p>Annual Google searches:</p> <p>234,960</p>	 <p>Isles of Scilly Cornwall</p> <p>Annual Google searches:</p> <p>132,600</p>	 <p>St Ives Cambridgeshire</p> <p>Annual Google searches:</p> <p>110,370</p>
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Sun News Sport Fabulous TV Showbiz Money Travel



LIFT OFF The English beach which you get to by chairlift – with multicoloured cliffs and fairground rides


It's often praised as being one of the most picturesque in the area

Kara Godfrey
Published: 11:01, 20 Jan 2024

A BEACH in the UK has won fans for its rather unique way of getting to it - via a chairlift with stunning views.

6. Glamping on the Isle of Wight

Leave the car behind and take the ferry to the Isle of Wight. Visit **Isle of Wight** provides useful transport tips, and the top nature-first place to stay is **Tapnell Farm**. A former 800-cow dairy farm, it has been transformed into an eco-tourism business, home to Tom's Eco Lodge and farm accommodation as well as the Cow Restaurant. Among various conservation efforts, they are reestablishing woodland and hedgerows on their land to create habitat for wildlife, as well as carrying out swallow surveys for the British Trust for Ornithology (which guests can help with). *One night in an Eco Pod from £175, sleeping up to four;* visitisleofwight.co.uk



An aerial photograph of a coastal area. On the left, there is a dense forest of green trees. In the foreground, a stone tower with a crenellated top and a small window stands on a circular base. A paved path leads from the tower towards a wide, sandy beach. The beach is bordered by a low wall and a green lawn area. The sea is visible on the right, with a pier extending into the water in the distance. The sky is blue with light clouds.

Spanish Costas?

Next Steps in a challenging world

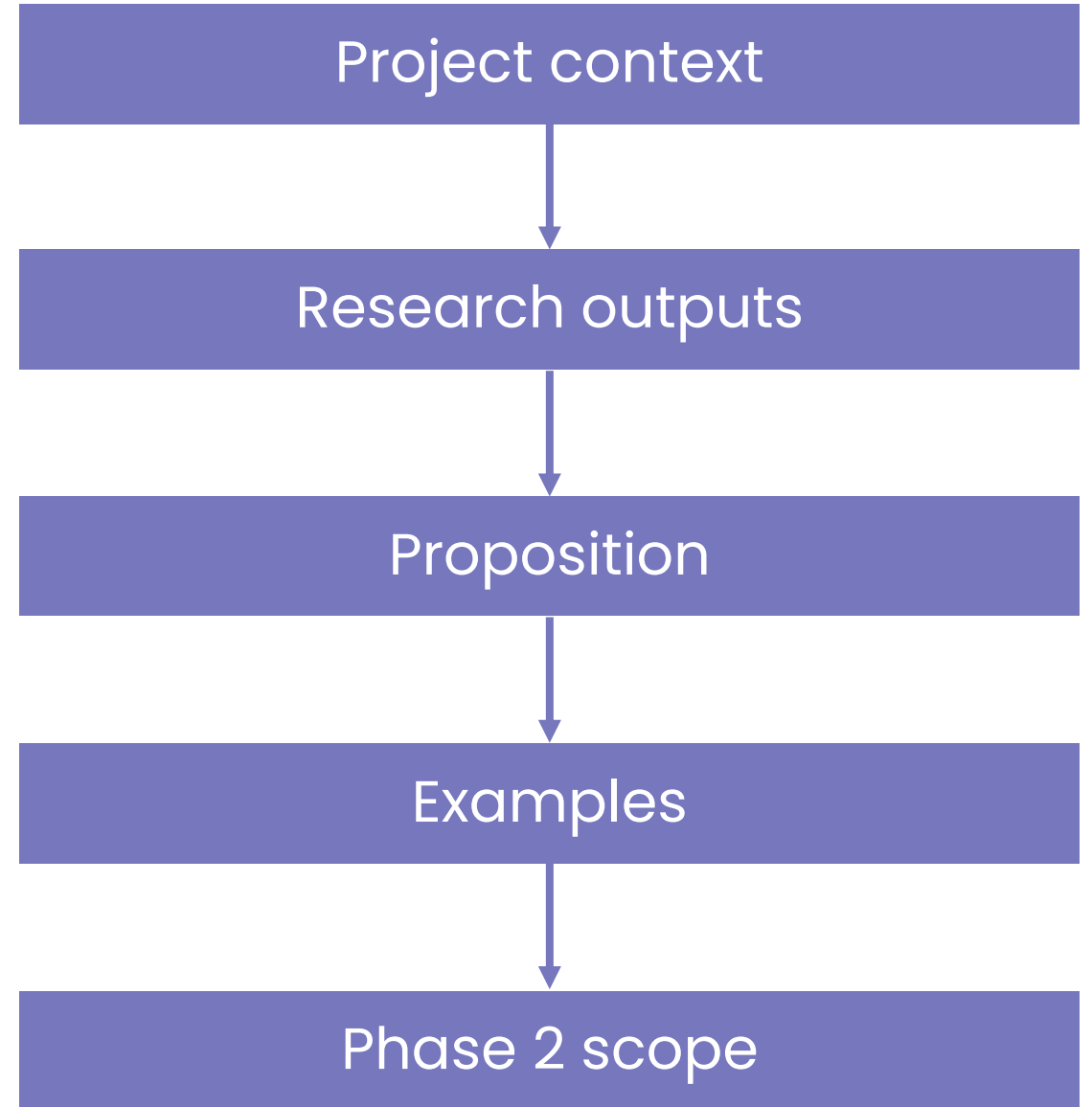
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Visit Isle of Wight
**VISITOR ECONOMY
CONFERENCE**



Visit Isle of Wight X **Designate**

What we'll take you through today



Brief

Brand ambitions for Visit Isle of Wight

**Capture the
imagination of a
new generation
of visitors**

Brand ambitions for Visit Isle of Wight

**Capture the
imagination of a
new generation
of visitors**

**Create a
brand that all
stakeholders
can feel a part
of**

Brand ambitions for Visit Isle of Wight

**Capture the
imagination of a
new generation
of visitors**

**Create a
brand that all
stakeholders
can feel a part
of**

**Differentiate
ourselves with
an *ownable idea***

Project overview

Project context

INTERNAL

1

BRAND STRATEGY

Audit and analysis
Territories
Proposition

Project context

INTERNAL

1

BRAND STRATEGY

Audit and analysis
Territories
Proposition

EXTERNAL

2

BRAND CREATIVE

Tag line
Update and refresh
visual expression.
Messaging
and Tone of Voice

Project context

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EXTERNAL

3

BRAND ACTIVATION

Go-to-market strategy
Integrated planning
Campaigns roll out

Project context

INTERNAL

EXTERNAL

1

We are here

BRAND STRATEGY

Audit and analysis
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Proposition

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BRAND ACTIVATION

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Campaign roll out

1

**BRAND
STRATEGY**

Brand strategy process

Brand and
business truth

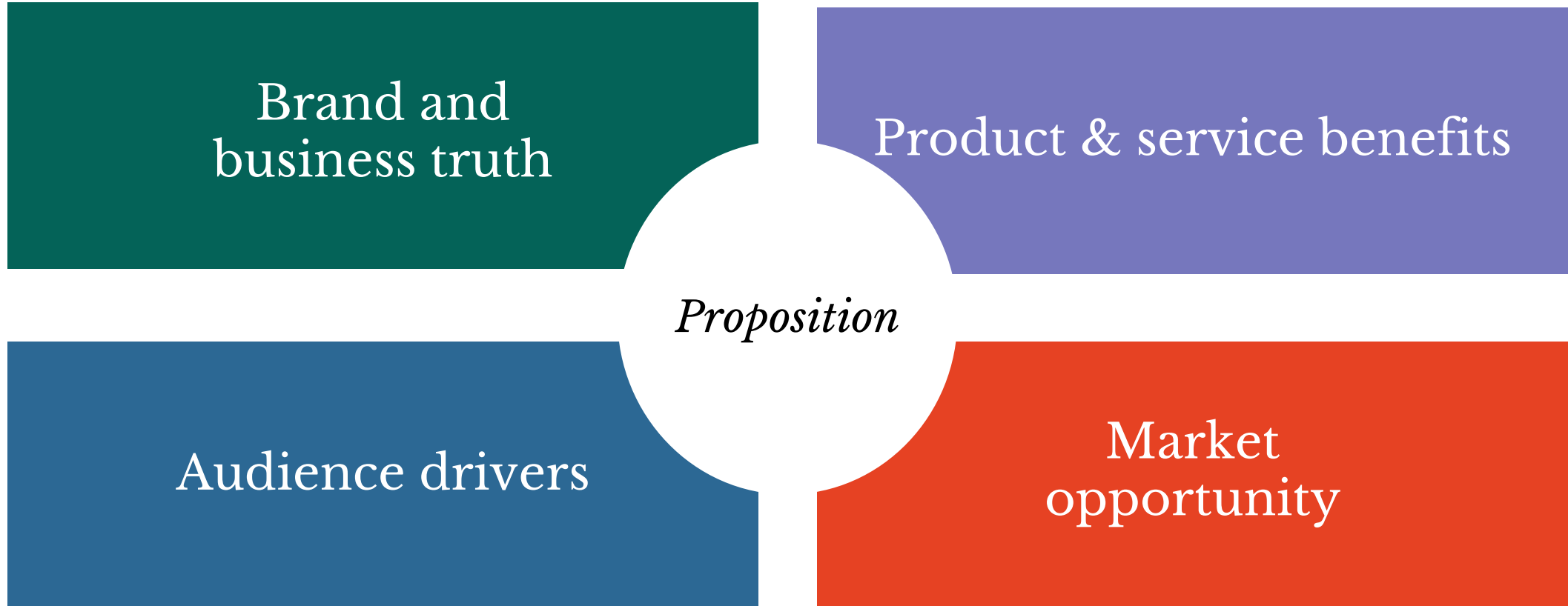
Product & service benefits

Audience drivers

Market
opportunity



Brand strategy process



What we've been up to

20

Interviews with
stakeholders

6

Interviews with islanders
or customers

10

Data/reports read

10

Competitor audits

3

VIOW immersion sessions

2

Visits to the Isle of Wight

Brand

What's great about the Isle of Wight

Hospitality is part of our DNA

Open to others and
look out for each
other

People always say
hello, they say
thanks at
roundabouts!

People are more
welcoming here

There's a laid back
attitude:
"Somewhen"



Source: Designate stakeholder interviews

What's great about the Isle of Wight

Hospitality is part of our DNA

Open to others and
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hello, they say
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People are more
welcoming here

There's a laid back
attitude:
"Somewhen"



We are an island...

Source: Designate stakeholder interviews

What about the locals?

A community waxing lyrical about what the Island has to offer

Wanting to shift outdated perceptions

Enthusiastically highlighting the new and the exciting activities on the island

Source: Designate stakeholder interviews

What about the locals?

A community waxing lyrical about what the Island has to offer



Wanting to shift outdated perceptions

Enthusiastically highlighting the new and the exciting activities on the island

An island of advocates

Source: Designate stakeholder interviews

Product

Now + Next

Classic

Comforting

Consistent

Contemporary

Conscious

Creative

Audience

Consumers are looking for local connection

“

Connecting with local communities, learning about local cultures and harnessing authentic experiences are all key for travelers.

”

‘People-Positive’ travel is pegged as the successor to sustainable travel.

Going forward, regenerative travel will focus on travel being social-led instead of product-led, says the report, with people-positive travel focusing on forging deeper human connections, as well as considering the environmental and social impact.

Source: Forbes Travel Trends 2024 : ‘A Sustainable Future for Travel’ Report by Intrepid Travel and The Future Laboratory

Market

Competitor audit overview: Sea of sameness



Market opportunity

Market

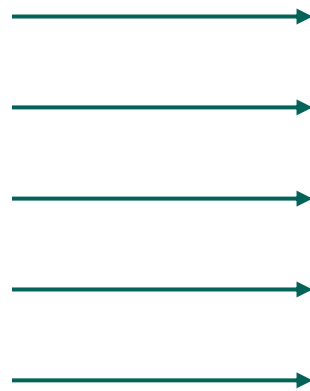
Opportunity



Market opportunity

Market

Safe
Image led
Corporate TOV
Helicopter view
Places



Opportunity

Vibrant
Graphic language
Local TOV
Ground level
People

A romantic couple is seen from behind, embracing on the deck of a ship. They are looking out at the ocean under a soft, hazy sunset sky. The man is wearing a dark blue shirt, and the woman is wearing a light-colored, textured dress. The ship's railing is visible in the foreground.

*So how can we make the
Isle of Wight stand out . . .*



Statement of intent

We want to create a closer and more personal connection by addressing our audiences directly.

We want to shift perceptions by showcasing both the warmly familiar as well as the excitingly new and vibrant side that the island has to offer.

Let's hero everything our island has to offer using our Island's welcoming personality, the way we talk, the language we use, the things we create.



There's more to the Isle of Wight than you know. A lot more.

And we can't wait to show it to you – beach by beach,
gallery by gallery, craft brewery by craft brewery.

You'll meet some characters along the way.

From the fishermen who make the daily catch to the
award-winning chefs who serve it up with a sunset view.

The sculptor who turns driftwood into works of art.
Or the mixologist who puts a local spin on traditional cocktails.

They're ready to welcome you onto the island
in a way that only islanders know how.

Together, we'll open your eyes to a whole lot more, so...

Let us show you the Isle of Wight in full colour

What we need to bring to life at the next stage

Let us show you the Isle of Wight in *full colour*

Why care?

An authentic first hand voice.
Our enthusiastic personality

What we need to bring to life at the next stage

Let us show you the Isle of Wight in full colour

Why care?

An authentic first hand voice.
Our enthusiastic personality

Why care?

There's so much more
than you expected

We need to make sure that...

**We give a sense
of ourselves as a
collective**

**We are always
invitational**

**We show the
vibrancy of the
island**

Some indicative external messaging built around our idea....

We are the Isle of music/passion/tastes/colour...

We speak from the heart

We can't wait to share it with you

"The island according to..."



"Welcome to <Jemima's> Isle of Wight"

This is my island story

"Welcome to the Isle of stories"

Join us... <and explore 5000
acres of National Trust land>

Hello from... <the islands tastiest cupcakes>

From us to you...

"Do you speak Island?"

The next phase

INTERNAL

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Tag line
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BRAND ACTIVATION

Go-to-market strategy
Integrated planning
Campaign roll out

Using locals for external comms - examples

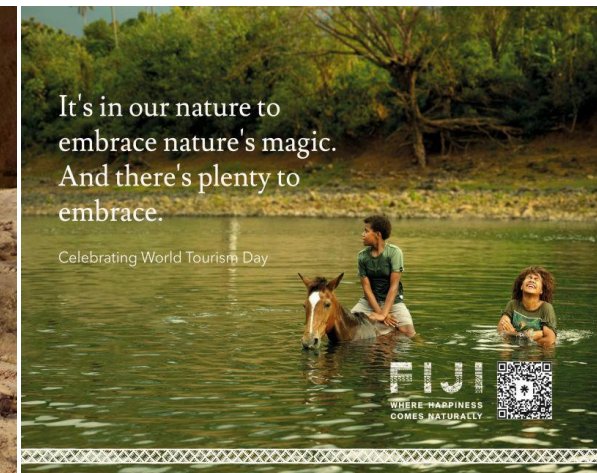
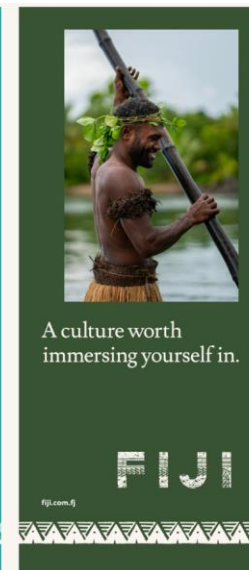
Tourism Australia

'Come Live Our Philausophy'



Fiji

'Where happiness comes naturally'



Further examples

Iceland - X (Twitter)



California - hero video



What we'll produce in the next phase

Lite brand toolkit	
A new brand positioning line for the Isle of Wight	A creative articulation of 'Let us show you the Isle of Wight in full colour'. This can serve as external language that can live outside campaigns and your always on owned channels. Eg web, brochures, POS
Brand Personality	Defining the traits that inform how we look, sound and behave as a brand
Brand Messaging	Guidance on how the new positioning allows VIOW to talk about all core topic areas, alongside examples, so language can be reflected across always on owned channels. Exploration will be based on approved messaging matrix (proposed on slide 33)
Brand look & feel	Guidance on how the new positioning affects visuals at a brand level. This will include guidance on colour use, typography, a proposed photography approach.

From

A single track
campaign approach

To

Consistent but
flexible approach for
campaigns

Consistent but flexible campaigns

2024



Brand proposition - the idea that and common thread shows itself in all assets (website and materials etc)
AND informs the below campaigns throughout the year (to a greater or lesser degree - dependent on the concept)

Always on Brand Campaign?

Launch campaign?

Tactical campaign?

Tactical campaign?

Tactical campaign?