



# 149TH OPEN CAMPAIGN ACTIVITY

CAMPAIGN PARTNERSHIP PROPOSAL



# THE OPPORTUNITY

---

Visit Kent has been successful in promoting the county's offering via a wide range of inspiring organic marketing, and tactical campaign activity. Over the past two years the Visit Kent marketing and campaigns strategy has shifted significantly, in-line with advances in our wider strategy, and in response to further data and insight into audience trends.

Experience-led marketing campaigns that incorporate greater levels of personalisation are what modern travellers - of all age groups - are now expecting from us as destinations. Research on booking behaviour of 18-34 year-olds carried out by WeSwap in 2018 found that 37% of millennials have had their holiday destination influenced by social media.

The return of The Open to Royal St George's provides an excellent opportunity to present and promote a diverse and dynamic visitor offering to a wide audience. It's not just about the hundreds of thousands of visitors expected at the championship but the millions following online. We will be delivering a campaign that highlights the fact that Royal St George's is located in Kent and that there is a wider golf and visitor offer available across the destination. The campaign will provide multiple touch-points, increase the number of opportunities for engagement, capitalise on the staycation trend and raise awareness of Kent as a year-round destination.

The marketing and campaign strategy outlined in this proposal is therefore focused on getting the right content in front of the right audience, at the right time, on the right channel. It is aligned with our Visitor First strategy and #KentyTwenty which responds to emerging visitor trends for authentic experiences and encourages overnight stays.

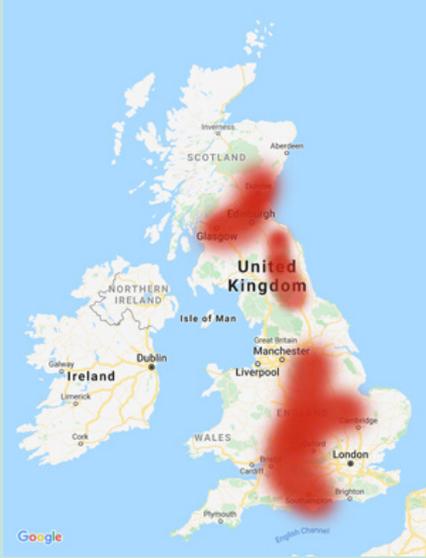
## **The 149th Open campaign - launching July 2020.**

Primarily focused on a 'golfing' audience. We anticipate a significant level of online activity from this audience during the championship. Geo targeting of paid digital advertising will be set to extend across the UK. Regular monitoring will allow us the flexibility to adjust specific locations in order to maximise results.

A three phase campaign delivered over 4 weeks. Phase one to raise awareness that the Open is in Kent. Phase two pushing the destination message and Phase three encouraging a visit now people have seen the Championship unfold.



# TARGETING



**There will be three phases to delivery of this campaign activity:**

- **Before - the build up in the week before the championship**
- **During - the tournament week**
- **After - two weeks post tournament**

During each phase the messaging will be tailored appropriately. Targeting for phase 1 will focus on those people who are interested in Golf, outdoor activities and short breaks, aged between 30 and 65. Through careful monitoring of the results we will then be able to modify the targeting for phases 2 and 3 accordingly.

Geographic targeting will be set to affluent areas excluding the South East and London. The map opposite gives an indication of this targeting, monitoring of results will again determine adjustments to the geo-targeting as the campaign progresses.

# WINTER IN KENT 2019 CASE STUDY

During the Winter of 2019 Visit Kent ran a two month Winter campaign, offering five partners heightened exposure in the annual advent calendar competition, in addition to dedicated content, and paid and organic social media promotion. The campaign enjoyed excellent reach and engagement, and far-reaching competition entries as a result of the planning, targeting and content that we identified and delivered.

## IN FIGURES

58,207

Microsite  
page views

400K

Impressions  
generated

16.5K

Competition  
entries

41%

E-news opt in  
rate \*\*

\*\* Through this excellent opt-in rate we are able to continue expanding our database, reaching more geographical areas beyond Kent and London. With a number of campaign competitions across the year targeting a broader range of audiences, we'll have the opportunity to build a robust database for future segmentation.



2019 COMPETITION ENTRANTS

# THE TEAM

In order to generate the best return on investment for our partners, this year's Visit Kent campaigns team incorporates a wide range of skill sets and knowledge, from research, to marketing and account management. By delivering the majority of the work in-house, we are able to deliver an effective campaign with limited agency costs and therefore more spend on campaign activity.

## RESEARCH

The Visit Kent research team will be a core part of the team, helping to direct the strategy in order to deliver the best results for our partners. The team will work with marketing on the targeting of the campaign, identifying new potential audiences, outside of Visit Kent's current organic followers. The team will also use their wealth of knowledge and research to identify consumer lead times, therefore ensuring the right messaging is being served to the right audience at the right time.

## MARKETING

The Visit Kent marketing team will lead on the majority of campaign delivery, including content creation, paid social promotion, social media activity, e-newsletters and competition builds. The team will also leverage their PR connections and experience to deliver influencer activity for the campaign, an increasingly important area, and a brand new addition to Visit Kent campaigns.

## ACCOUNT MANAGEMENT

Our campaign Account Manager will be the first point of contact for campaign liaison and reporting. Your primary contact throughout the campaign process, they will work to understand the individual needs of each partner, ensuring that the aims, objectives and needs of your own business are incorporated into the wider campaign activity. This Account Manager will work closely with both partners and the marketing team to deliver regular updates and ensure partners are kept informed at each stage of the campaign.

## SLEEPING GIANT MEDIA

Sleeping Giant is an award-winning digital marketing agency, based in Folkestone, Kent. As one of the leading digital agencies in Kent, their expertise covers both search and social media marketing. As part of the Visit Kent campaigns team, Sleeping Giant will lead on the management and delivery of PPC and programmatic display ads.



# 2020 CAMPAIGN ACTIVITY PROPOSED

---

## influencer activity

Visit Kent will work with a carefully selected travel and lifestyle influencer to generate inspirational experiential content across their channels, campaign partners will enjoy involvement in the activity and the resulting content and coverage.

## competition

Participation in a competition, which will be a central strand of the campaign. The competition will benefit from paid promotion, organic social media, an e-newsletter inclusion and Visit Kent homepage takeover. Campaign partners will also receive GDPR compliant opt in data to help build their own databases.

## press activity

Inclusion within campaign focussed press releases, priority pitching to media contacts and outlets during the campaign's duration.

## paid social promotion

An opportunity for partners to reach new audiences through geo-targeted, audience demographic advertising on Facebook and Instagram.

## pay per click campaign

Presence in dedicated agency-led PPC campaign, targeting those searching for golf related information. This will be an opportunity to raise awareness of each of the partners during a time when consumers are actively following the event.

## programmatic display advertising

Presence in dedicated agency-led Google display campaign, targeting those searching for golf related information, active and outdoors and an interest in short breaks.

## a strong digital presence

Prominence alongside Kent's leading destinations and attractions as part of a digital campaign, website takeover and organic social media campaign on Visit Kent, running parallel to the campaign's paid activity. A bespoke, inspirational campaign landing page, organic social media posts, and inclusion in any related campaign digital activity.

## golf in kent publication

Inclusion within the Golf in Kent publication delivered by Sideways Media to be distributed widely across Kent, including accommodation providers for the 149th Open.

## experiential

Presence within the experiential pop-up at St Pancras international and the destination stand at Royal St George's

## e-newsletter inclusions

Inclusion within two campaign e-newsletters to Visit Kent's consumer database, with links to the campaign landing page and a dedicated section for each partner.

## direct links

Both the e-newsletters and campaign landing page will include direct links to each partner's preferred landing page on their own website. This allows some flexibility with what each partner can promote as part of the campaign, and also creates a streamlined user journey.

## collaboration with Kent's leading businesses

The Open campaign is another fantastic vehicle for collaborative partnerships, developing further opportunities for partners to work collectively, providing visitors with a reason to visit Kent now.

# MEASURING YOUR RETURN

## WHAT CAMPAIGN REPORTING CAN I EXPECT?

As part of this campaign, you will benefit from regular updates from Visit Kent's business liaison contacts. All campaign activity will be monitored continually by the marketing team and any required adjustments to live activity will be made if and when necessary. Once the campaign is complete, you will receive a full report produced by Visit Kent with results from all activity areas. You will also have the opportunity to meet with the team to discuss this report further, and ask any additional questions.

Some of the specific measures we will look at include:

- GDPR compliant opt-in data for your business
- Digital reach
- Number of impressions
- Media value and reach.

## WHAT ADDED VALUE CAN VISIT KENT PROVIDE?

Visit Kent delivers agency standard marketing with the added benefit of our partner network and the sector specific support that you would expect from one of the UK's leading and trusted Destination Management Organisations. As a not-for-profit business, everything we do is based on visitor research and is designed with the sole objective of growing the Kent visitor economy.

## WHY BE PART OF A DESTINATION CAMPAIGN?

The Visit Kent destination brand and our engaged network of partners allow us to bring people together to deliver collaborative destination marketing activity. To reach new audiences, it's essential for businesses to feature on high quality third party channels. Through this seasonal promotion Visit Kent partners have the unique opportunity to feature in a wide range of inspiring content activity, aligning your business with wider destination partners and providing cross sell opportunities.

Our Open Golf campaign gives your business the opportunity to target new and different audiences, positioning you alongside a fantastic group of engaged Kent businesses as part of the destination story, whilst increasing buying power and reach for everyone involved.



## NEXT STEPS

# Be part of Visit Kent's Open Golf campaign

*If you would like to be involved with this special campaign, we'd love to hear from you...*



## GET IN TOUCH WITH US

JOSH CARTER

Project Executive  
josh.carter@gotoplaces.co.uk

PINAR KARAOGLAN

Business Development Executive  
Pinar.Karaoglan@visitkent.co.uk

## COST

- Participation in the Visit Kent Open Golf campaign: £2,500

## TIMELINE & DEADLINES

If you are interested in getting involved with 2020's Open Golf campaign, the Visit Kent team would be delighted to hear from you. Please contact Josh Carter or Pinar Karaoglan directly to express your interest or confirm participation. Alternatively, if you have any further questions or would like to arrange a meeting to discuss this opportunity further, the team would be happy to do so.

The launch date for 2020's campaign is **Friday 10th July**. However the influencer activity will be required to take place in advance of this.

This is a fantastic opportunity to be part of an exciting new digital-led campaign, and partner opportunities are limited. We require confirmation of your participation **by Friday 30th April**.

Thank you, we look forward to hearing from you.

MORE FROM  
@VISITKENT

[www.visitkent.co.uk](http://www.visitkent.co.uk)

21.9k

*Instagram followers*

48.2k

*Twitter followers*

21k

*Facebook followers*