



Visit Kent

Experience Research Report for Partners

8 July 2021

FABBRICA

Theme summaries

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Creative Experiences			Demographics		Location	Reach	Cross-over	Messaging
			Married	£60,000 HHI	Kent Essex Cambridgeshire West Sussex	826 website sessions 1.31m impressions	Shared Experiences	Informational messaging
Female 55yo+	Male 35-44	Female 35-44	Have children	Employed or retired			Health & Wellbeing	
					Escape The Ordinary			
Food & Drink			Demographics		Location	Reach	Cross-over	Messaging
			Married or Relationship	£60,000+ HHI	Kent Essex West Sussex Buckinghamshire	1,082 website sessions 1.66m impressions	Shared Experiences	Inspirational messaging
Female 25-34	Female 65+	Male 65+	Have children	Employed or retired			Health & Wellbeing	
					History & Culture			
Health & Wellbeing			Demographics		Location	Reach	Cross-over	Messaging
			Married	£70,000+ HHI	Kent Suffolk Hertfordshire West Sussex	1,179 website sessions 2.07m impressions	History & Culture	Inspirational messaging
Female 25-34	Male 25-34	Female 65+	No children	Employed or retired			Shared Experiences	
					Food & Drink			
History & Culture			Demographics		Location	Reach	Cross-over	Messaging
			Married	£50,000 HHI	Kent East Sussex Buckinghamshire Bromley	1,273 website sessions 1.7m impressions	Shared Experiences	Informational messaging
Female 65+	Female 18-24	Male 25-34	Have children	Employed or retired			Health & Wellbeing	
					Escape The Ordinary			

Theme summaries

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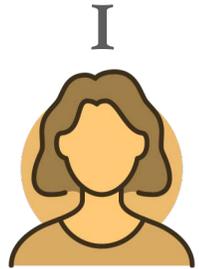
Escape The Ordinary			Demographics		Location	Reach	Cross-over	Messaging
			Married	£60,000+ HHI	Kent Essex East Sussex West Sussex	959 website sessions 925k impressions	Outdoor Experiences	Informational messaging
Male 35-54	Female 45-54	Female 65+	Have children	Employed or retired			Shared Experiences	
							Health & Wellbeing	
Outdoor Experiences			Demographics		Location	Reach	Cross-over	Messaging
			Married or Relationship	£100,000 HHI	Kent East Sussex Hertfordshire Bedfordshire	1,001 website sessions 750k impressions	Escape The Ordinary	Informational messaging
Female 55-65+	Male 65+	Male 25-34	Have children	Employed or retired			Shared Experiences	
							Health & Wellbeing	
Off The Beaten Track			Demographics		Location	Reach	Cross-over	Messaging
			Married or Relationship	£100,000 HHI	Kent East Sussex Bromley Essex	663 website sessions 656k impressions	Escape The Ordinary	Inspirational messaging
Female 45-54	Female 35-44	Female 65+	No children	Employed or retired			Shared Experiences	
							Outdoor Experiences	
Shared Experiences			Demographics		Location	Reach	Cross-over	Messaging
			Married	£70,000+ HHI	Kent East Sussex Essex West Sussex	1,284 website sessions 1.73m impressions	History & Culture	Informational messaging
Female 65+	Male 25-34	Female 25-34	50/50 Children	Employed or retired			Health & Wellbeing	
							Escape The Ordinary	

Creative Experiences

Which audience is most likely to visit your experience?

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What are their demographics?



Female 55yo +



Male 35-44



Female 35-44

People who **engaged the most** with Creative Experiences advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Creative Experiences resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

Where do they live?

Kent
Essex
Cambridgeshire
West Sussex
Buckinghamshire
Oxfordshire
Bedfordshire
Hampshire

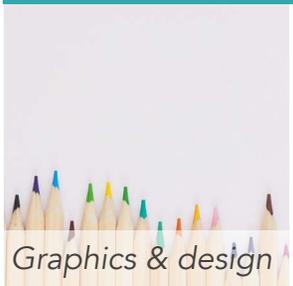
Married

Earning
£60,000
household
income

Have
children

Employed
as a
professional
or retired

What are their top interests?



Graphics & design



Arts & science



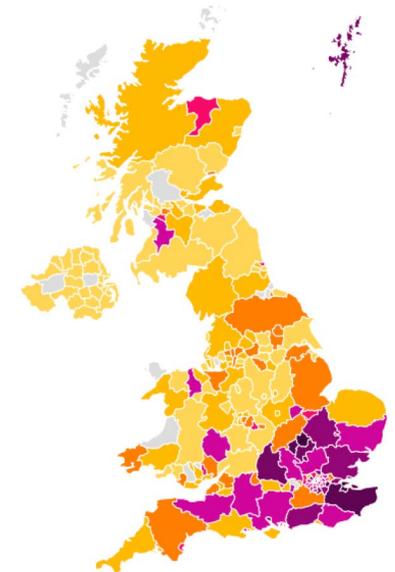
Fashion



Interior design

Top websites

1. Ladbible.com
2. Beachraider.com
3. Marieclaire.com
4. Tyla.com
5. Womanandhome.com



What messaging works best and what cross-overs are there?

Best performing messaging

The best performing messaging was **Informational** which achieved a **0.105% CTR** in the Experience campaign. It also had the most on-site engagement.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging



681 clicks/0.105%CTR
Top engagement: Male 35-44

Inspirational messaging



621 clicks/0.094%CTR
Top engagement: Female 35-44

Cross-overs (**Actions**: activities people *navigated to* on website)

- 1 Shared Experiences
- 2 Escape The Ordinary
- 3 Health & Wellbeing
- 4 Food & Drink
- 5 History & Culture

People who engaged with Creative Experiences advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

What combination of activities were chosen together with **Creative**?



Who are most likely to attend **Creative** activities?



Male 18-24
(18.8%)



Female 18-24
(24.1%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

1



We know a strong audience segment is married females aged 55+ living in Kent or Essex, employed with high disposable income (or retired) and an interest in art and design.

Partner with other related experiences

2

The people who engaged with *Creative Experiences* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



1 Shared Experiences

2 Escape The Ordinary

3 Health & Wellbeing

4 Food & Drink

5 History & Culture

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

4

People who engaged most with the *Creative Experiences* campaign preferred

Informational Messaging

What does this mean?

Informational messaging states clearly what is your experience so your target audience knows what they will get, and is more factual than emotional.



Use the AIDA model for content:

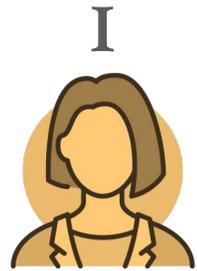
- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

Food & Drink

Which audience is most likely to visit your experience?

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What are their demographics?



Female 25-34



Female 65+



Male 65+

People who **engaged the most** with Creative Experiences advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Food & Drink resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

Where do they live?

Kent
Essex
West Sussex
Buckinghamshire
Bromley

Married or
Relationship

Earning
£60,000 or
£150,000
household
income

Have
children

Employed in
a managerial
role or retired

What are their top interests?



Entertainment



Animated movies



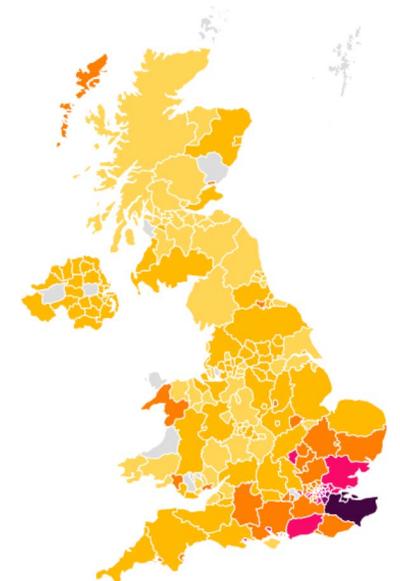
Healthy eating



Books

Top websites

1. Healthline.com
2. BBCGoodFood.com
3. RecipeTinEats.com
4. TheSun.co.uk
5. TheGuardian.com



What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Inspirational** which achieved a **0.068% CTR**. However, Informational had the most on-site engagement.

Inspirational worked best here but informational messaging generally worked best in the campaign. However, *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging

Over 30 food & drink experiences to enjoy safely.



532 clicks/0.064%CTR
Top engagement: Female 65+

Inspirational messaging

Tantalise your tastebuds with our foodie experiences.



558 clicks/0.068%CTR
Top engagement: Male 45-54

Cross-overs (**Actions**: activities people *navigated to* on website)

1 Shared Experiences

2 Health & Wellbeing

3 History & Culture

4 Creative Experiences

People who engaged with Food & Drink advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

What combination of activities were chosen with **Food & Drink**?

Outdoor Activities
71%

Local History/Culture
59%

Shared Experiences
50%

Who are most likely to attend **Food & Drink** activities?



Male 35-44
(30.8%)



Female 25-34
(49.1%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

1



We know a strong audience segment is married females aged 25-34 living in Kent, Essex or West Sussex, employed with high disposable income and an interest in entertainment, animated movies and healthy eating.

Partner with other related experiences

2

The people who engaged with *Food & Drink* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



1

Shared Experiences

2

Health & Wellbeing

3

History & Culture

4

Creative Experiences

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

4

People who engaged most with the *Food & Drink* campaign preferred

Inspirational Messaging

What does this mean?

Inspirational messaging tries to create an emotional connection with the audience, the offer and your brand. The content still needs to be clear about the product and benefits.



Use the AIDA model for content:

- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

FABBRICA

Escape The Ordinary

Which audience is most likely to visit your experience?

FABBRICA

What are their demographics?



Male 35-54



Female 45-54



Female 65+

People who **engaged the most** with Escape The Ordinary advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Escape The Ordinary resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

What are their top interests?



Board games



Bingo



Overseas travel



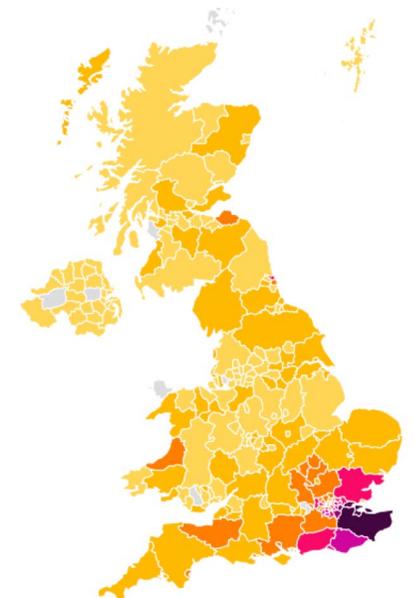
Puzzles

Top websites

1. Livescore.com
2. SportBible.com
3. OceanDraw.com
4. CyclingNews.com
5. JourneyRanger.com

Where do they live?

Kent
Essex
East Sussex
West Sussex
Bromley



What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Informational** which achieved a **0.085% CTR**. Informational also had the most on-site engagement.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging

30 brand new, COVID-safe experiences to try this summer.



380 clicks/0.085%CTR
Top engagement: Male 35-44

Inspirational messaging

Axe throwing, ghost tours, treasure hunts. Time to expect the unexpected.



385 clicks/0.081%CTR
Top engagement: Male 65+

Cross-overs (**Actions**: activities people *navigated to* on website)

- 1 Outdoor Experiences
- 2 Shared Experiences
- 3 Health & Wellbeing
- 4 Creative Experiences
- 5 Off The Beaten Track

People who engaged with Escape The Ordinary advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

Combination of activities chosen with **Escape The Ordinary**?



Who are most likely to attend **Escape The Ordinary** activities?



Male 18-24
(18.8%)



Female 18-24
(35.6%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

I



We know a strong audience segment is married males aged 35-54 living in Kent, Essex, or East Sussex employed professionals with high disposable income and an interest in board games or overseas travel.

Partner with other related experiences

2

The people who engaged with *Escape The Ordinary* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



- 1 Outdoor Experiences
- 2 Shared Experiences
- 3 Health & Wellbeing
- 4 Creative Experiences
- 5 Off The Beaten Track

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

4

People who engaged most with the *Escape The Ordinary* campaign preferred

Informational Messaging

What does this mean?

Informational messaging states clearly what is your experience so your target audience knows what they will get, and is more factual than emotional.



Use the AIDA model for content:

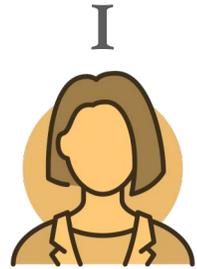
- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

Health & Wellbeing

Which audience is most likely to visit your experience?

FABBRICA

What are their demographics?



Female 25-34



Male 25-34



Female 65+

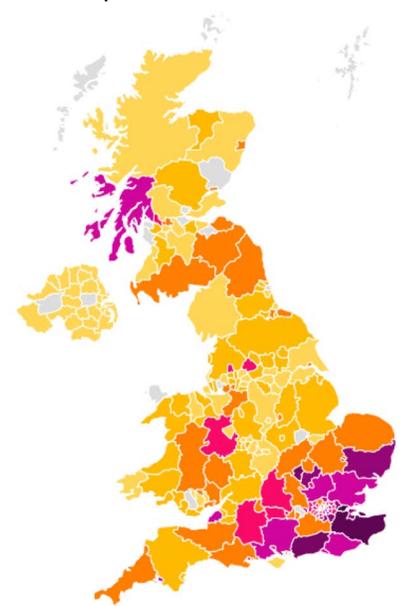
People who **engaged the most** with Health & Wellbeing advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Health & Wellbeing resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

Where do they live?

Kent
Suffolk
Hertfordshire
West Sussex
Bedfordshire
Buckinghamshire
Bromley
East Sussex
Hampshire



Married

Earning
£70,000 -
£150,000
household
income

No
children

Employed
as a
professional
or retired

What are their top interests?



Cricket



History



European travel



Economy

Top websites

1. TheSun.co.uk
2. Express.co.uk
3. Healthline.com
4. TheGuardian.com
5. Independent.co.uk

What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Inspirational** which achieved a **0.078% CTR**. Inspirational also had the most on-site engagement though Information had the highest session duration.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging

Put mental & physical health first with these top wellbeing experiences.



733 clicks/0.076%CTR
Top engagement: Female 35-44

Inspirational messaging

Slip into neutral & leave those home workouts firmly on pause...



867 clicks/0.078%CTR
Top engagement: Male 25-34

Cross-overs (**Actions**: activities people navigated to on website)

- 1 History & Culture
- 2 Shared Experiences
- 3 Food & Drink
- 4 Escape The Ordinary
- 5 Creative Experiences

People who engaged with Health & Wellbeing advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people said they would do)

Combination of activities chosen with Health & Wellbeing?



Who are most likely to attend Health & Wellbeing activities?



Male 35-44
(11.5%)



Female 45-54
(20.0%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

1



We know a strong audience segment is married females aged 25-34 living in Kent, Suffolk or Hertfordshire employed professionals with no children and an interest in history and European travel.

Partner with other related experiences

2

The people who engaged with *Health & Wellbeing* advertising and the webpage also engaged with these themes (in order).

what does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



- 1 History & Culture
- 2 Shared Experiences
- 3 Food & Drink
- 4 Escape The Ordinary
- 5 Creative Experiences

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

what does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

People who engaged most with the *Health & Wellbeing* campaign preferred

Inspirational Messaging

4

what does this mean?

Inspirational messaging tries to create an emotional connection with the audience, the offer and your brand. The content still needs to be clear about the product and benefits.



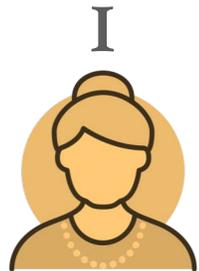
Use the AIDA model for content:

- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

History & Culture

Which audience is most likely to visit your experience?

What are their demographics?



Female 65+



Female 18-24



Male 25-34

People who **engaged the most** with History & Culture advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom History & Culture resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

Where do they live?

Kent
East Sussex
Buckinghamshire
Bromley
Suffolk
Essex
Bedfordshire
Oxfordshire
Hampshire

Married

Earning
£50,000
household
income

Have
children

Employed
as a
professional
or retired

What are their top interests?



Horse racing



Ecology



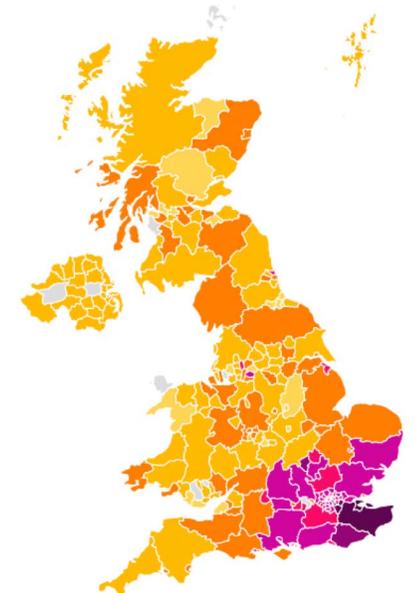
Video games



Architecture

Top websites

1. TheSun.co.uk
2. TheGuardian.com
3. Newzit.com
4. Express.co.uk
5. EntertainmentDaily.co.uk



What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Informational** which achieved a **0.087% CTR**. Informational also had the most on-site engagement.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging

Experience Kent's historic and cultural locations safely.



742 clicks/0.087%CTR
Top engagement: Male 55-64

Inspirational messaging

Cathedrals & kings!
Create your own historic, culture-fuelled story.



724 clicks/0.085%CTR
Top engagement: Male 25-34

Cross-overs (**Actions**: activities people *navigated to* on website)

- 1 Shared Experiences
- 2 Health & Wellbeing
- 3 Food & Drink
- 4 Escape The Ordinary
- 5 Creative Experiences

People who engaged with History & Culture advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

What combination of activities are chosen with **History & Culture**?



Who are most likely to attend **History & Culture** activities?



Male 35-44
(48.5%)



Female 35-44 & 65+
(52.0% ea.)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

I



We know a strong audience segment is married females aged 65+ living in Kent, East Sussex or Buckinghamshire, retired with children and an interest in horse racing and ecology.

Partner with other related experiences

2

The people who engaged with *History & Culture* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



1 Shared Experiences

2 Health & Wellbeing

3 Food & Drink

4 Escape The Ordinary

5 Creative Experiences

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

4

People who engaged most with the *History & Culture* campaign preferred

Informational Messaging

What does this mean?

Informational messaging states clearly what is your experience so your target audience knows what they will get, and is more factual than emotional.



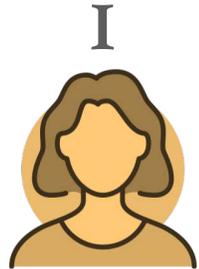
Use the AIDA model for content:

- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

Outdoor Experiences

Which audience is most likely to visit your experience?

What are their demographics?



Female 55-65+



Male 65+



Male 25-34

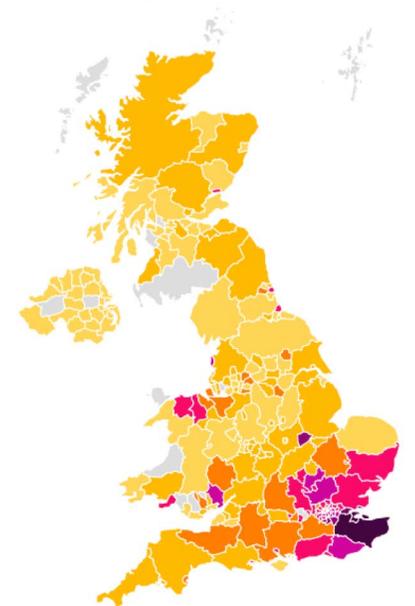
People who **engaged the most** with Outdoor Experiences advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Outdoor Experiences resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

Where do they live?

Kent
East Sussex
Hertfordshire
Bedfordshire
Bromley
Essex
Suffolk
West Sussex
Buckinghamshire



In a relationship or married

Earning £100,000 household income

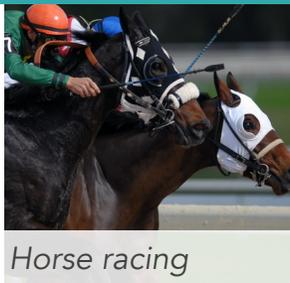
Have children

Employed as a professional or retired

What are their top interests?



Ecology



Horse racing



Travel to US



Travel to Africa

Top websites

1. LiveScore.com
2. SportBible.com
3. TravelerDoor.com
4. FootballInsider247.com
5. GPBlog.com

What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Informational** which achieved a **0.071% CTR**. Informational also had the most on-site engagement.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging

Kent's outdoor experiences provide a safe space to step out.



267 clicks/0.071%CTR
Top engagement: Male 25-34

Inspirational messaging

Put your best foot forward, and escape hibernation.



242 clicks/0.065%CTR
Top engagement: Male 18-24

Cross-overs (**Actions**: activities people *navigated to* on website)

1 Escape The Ordinary

2 Shared Experiences

3 Health & Wellbeing

4 Food & Drink

5 Creative Experiences

People who engaged with Outdoor Experiences advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

What combination of activities are chosen with **Outdoor Experiences**?



Who are most likely to attend **Outdoor Experience** activities?



Male 25-34
(57.8%)



Female 35-44
(66.7%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

1



We know a strong audience segment is female in a relationship or married, aged 55+ living in Kent, East Sussex or Hertfordshire, employed with children and an interest in ecology and travel to the US or Africa.

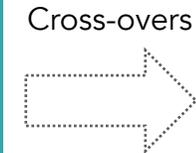
Partner with other related experiences

2

The people who engaged with *Outdoor Experiences* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.



- 1 Escape The Ordinary
- 2 Shared Experiences
- 3 Health & Wellbeing
- 4 Food & Drink
- 5 Creative Experiences

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

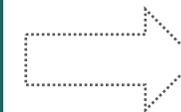
4

People who engaged most with the *Outdoor Experiences* campaign preferred

Informational Messaging

What does this mean?

Informational messaging states clearly what is your experience so your target audience knows what they will get, and is more factual than emotional.



Use the AIDA model for content:

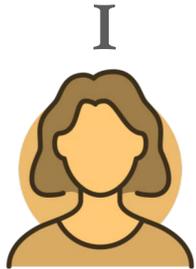
- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

Off The Beaten Track

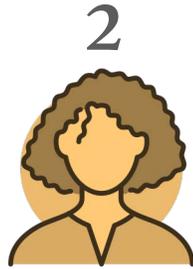
Which audience is most likely to visit your experience?

FABBRICA

What are their demographics?



Female 45-54



Female 35-44



Female 65+

People who **engaged the most** with Off The Beaten Track advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Off The Beaten Track resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

What are their top interests?



Cricket



History



Green lifestyle



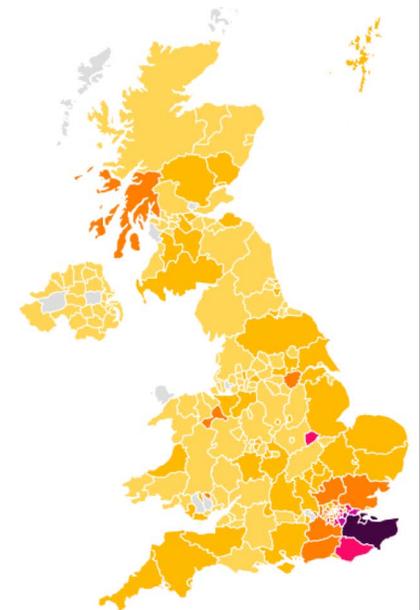
Gardening

Top websites

1. WorldSeaFishing.com
2. DIYnCrafts.com
3. EasyDrawingGuides.com
4. PlanetWare.com
5. SportBible.com

Where do they live?

Kent
East Sussex
Bromley
Essex
Hertfordshire
Surrey
West Sussex



In a relationship or married

Earning £100,000 household income

Have children

Employed as a professional or retired

What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Inspirational** which achieved a **0.071% CTR**. Inspirational also had the most on-site engagement, though Informational had a longer average time on site.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging

Running tours, guided walks & canoe trails. Socially distance safely.



186 clicks/0.057%CTR
Top engagement: Female 35-44

Inspirational messaging

Rural trails and secret city spots, venture off the beaten track.



234 clicks/0.071%CTR
Top engagement: Female 35-44

Cross-overs (**Actions**: activities people *navigated to* on website)

1 Escape The Ordinary

2 Shared Experiences

3 Outdoor Experiences

4 Health & Wellbeing

5 Creative Experiences

People who engaged with Off The Beaten Track advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

What combination of activities are chosen with **Off The Beaten Track**?

History & Culture
72%

Outdoor Experiences
67%

Shared Experiences
48%

Who are most likely to attend **Off The Beaten Track** activities?



Male 35-44
(17.7%)



Female 18-24
(24.1%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

1



We know a strong audience segment is female, married, aged 45-54 living in Kent, East Sussex or Bromley, employed with children and an interest in history, gardening and a green lifestyle.

Partner with other related experiences

2

The people who engaged with *Off The Beaten Track* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



- 1 Escape The Ordinary
- 2 Shared Experiences
- 3 Outdoor Experiences
- 4 Health & Wellbeing
- 5 Creative Experiences

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

People who engaged most with the *Off The Beaten Track* campaign preferred

Inspirational Messaging

4

What does this mean?

Inspirational messaging tries to create an emotional connection with the audience, the offer and your brand. The content still needs to be clear about the product and benefits.



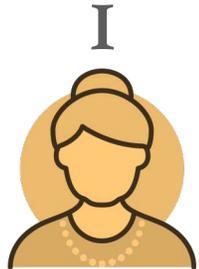
Use the AIDA model for content:

- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)

Shared Experiences

Which audience is most likely to visit your experience?

What are their demographics?



Female 65+



Male 25-34



Female 25-34

People who **engaged the most** with Off The Beaten Track advertising and the webpage are more likely to be from these demographic segments. These are the demographics for whom Off The Beaten Track resonated strongly, *but don't automatically discount everyone else.*

What does this mean?

By knowing your audience we can build a campaign with the best targeting to reach them and the messaging and imagery that will resonate with them the most.

Where do they live?

Kent
East Sussex
Essex
West Sussex
Bromley

Married

Earning
£70,000+
household
income

Split
children/
no children

Employed
as a
professional
or retired

What are their top interests?



Cricket



History



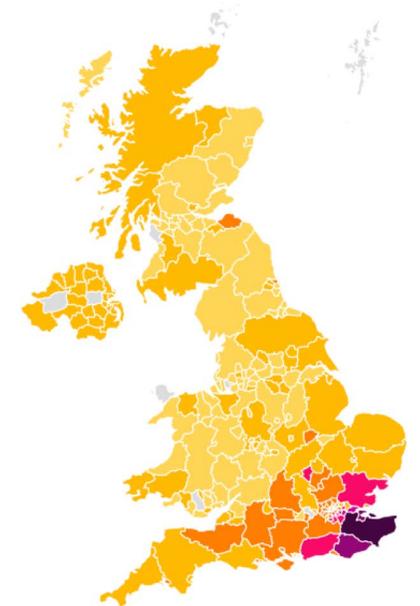
Olympics



European travel

Top websites

1. TheGuardian.com
2. ThePrimaryMarket.com
3. EntertainmentDaily.co.uk
4. Mirror.co.uk
5. MyHealthGazette.com



What messaging works best and what cross-overs are there?

Best performing messaging

The best performing creative was **Inspirational** which achieved a **0.098% CTR**, though Informational had more clicks. Informational had the most on-site engagement.

In the campaign informational messaging generally worked best, but *there was little difference against inspirational messaging, indicating the audience responds to the imagery or subject the most.*

- Informational messaging is more factual
- Inspirational messaging is more emotional

Informational messaging



936 clicks/0.095%CTR
Top engagement: Male 18-24

Inspirational messaging



729 clicks/0.098%CTR
Top engagement: Male 65+

Cross-overs (**Actions**: activities people *navigated to* on website)

- 1 History & Culture
- 2 Health & Wellbeing
- 3 Escape The Ordinary
- 4 Creative Experiences
- 5 Food & Drink

People who engaged with Shared Experiences advertising were also interested in these other themes. We know this through tracking people's behaviour on the website through user flow and heat mapping.

What does this mean?

By knowing the other themes that are of interest you can partner with other businesses that provide those experiences, and this will also help you target a wider audience.

YouGov report (**Opinions**: activities people *said they would do*)

What combination of activities are chosen with **Shared Experiences**?



Who are most likely to attend **Shared Experiences** activities?



Male 35-44
(33.1%)



Female 25-34
(43.8%)

What activity should I run to target this audience?

How do I structure the campaign?

Target your identified audience

1



We know a strong audience segment is female, married, aged 65+ living in Kent, East Sussex or Essex, retired with children and an interest in history and the Olympics.

Partner with other related experiences

2

The people who engaged with *Shared Experiences* advertising and the webpage also engaged with these themes (in order).

What does this mean?

Consider partnering with other businesses that provide these products so you can together create an integrated experience that your customers will love.

Cross-overs



1 History & Culture

2 Health & Wellbeing

3 Escape The Ordinary

4 Creative Experiences

5 Food & Drink

Tailor your media campaign targeting

3

We know the target audience, their location, interests, family status, the websites they use, and other experiences they like. This helps us build PPC and paid social campaigns that work.

What does this mean?

These audience demographics, locations, and interests can be used to create really focused targeting to ensure PPC and paid social activity is effective and doesn't waste time or budget.

Create messaging that resonates

4

People who engaged most with the *Shared Experiences* campaign preferred

Inspirational Messaging

What does this mean?

Inspirational messaging tries to create an emotional connection with the audience, the offer and your brand. The content still needs to be clear about the product and benefits.



Use the AIDA model for content:

- Grab the user's attention
- Tease them with an interesting detail
- Create desire with a benefit
- Tell the user what to do next (CTA)