

The background of the entire page is a photograph of a crowd of people at night, silhouetted against a bright, colorful light display. The lights are out of focus, creating a bokeh effect with various colors including blue, green, yellow, and orange. The people are in the foreground, looking towards the light display.

# B amazed

Bournemouth Tourism  
2016 Christmas Campaign Toolkit

For Christmas 2016 Bournemouth Tourism is running an extensive campaign to encourage people to come to Bournemouth during the festive period.

This campaign is focused around the strap line:

**This Christmas Bournemouth is the place to B**

with all advertising material using a heading focused on the capital 'B'. For example:

**B amazed**

**B charmed**

**B entertained**

**B energetic**

**B transported**

**B festive**

**B indulgent**

The following pages will outline the content of our Christmas campaign and serve as a toolkit for any advertising material you may want to produce for this festive period.

**B**  
**amazed**

## Adsmart TV Commercial

The show piece of our Christmas campaign is a 30 second TV commercial that will be broadcast on Sky to BH and SO postcode areas, for 6 weeks from the 14th of November.





## DL Leaflet

To support our Adsmart TV advert we have also produced a door drop leaflet that will be delivered to all households in the BH postcode area. This leaflet features and highlights festive events that will be happening during the Christmas period.

An example of the leaflet is below and media assets, that we have used, can be found in the accompanying folder:

Assets → Leaflet



## Facebook and Instagram social media

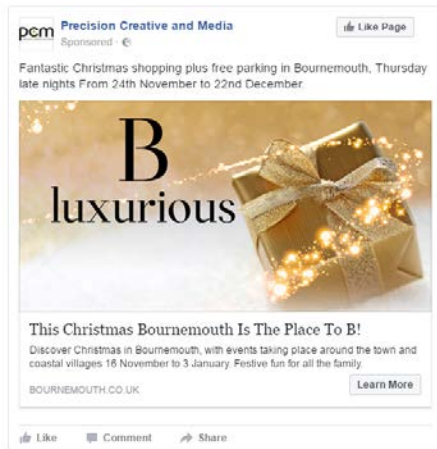
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We are running a Facebook and Instagram social media campaign from the 14th November to 22nd December that will be targeted at parents with children ages 3 to 12, to postcodes that are within a 90 min drive time.

Here are some examples of the ads that will be run and text that you can copy and paste to use in your own campaigns. Media assets can be found in the accompanying folder:

**Assets → Social**

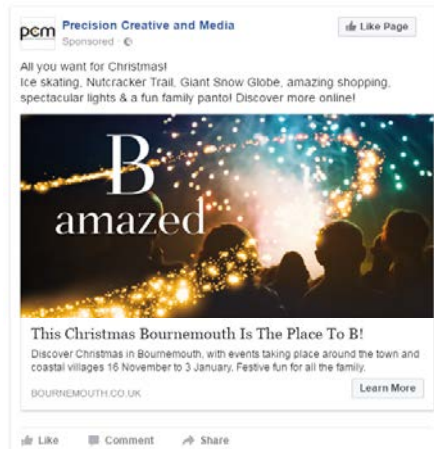
## Facebook



### This Christmas Bournemouth Is The Place To B!

Fantastic Christmas shopping plus free parking in Bournemouth, Thursday late nights From 24th November to 22nd December.

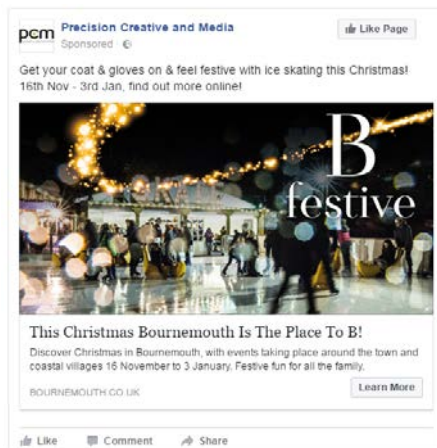
[Link →](#)



### This Christmas Bournemouth Is The Place To B!

All you want for Christmas!  
Ice skating, Nutcracker Trail, Giant Snow Globe, amazing shopping, spectacular lights & a fun family panto! Discover more online!

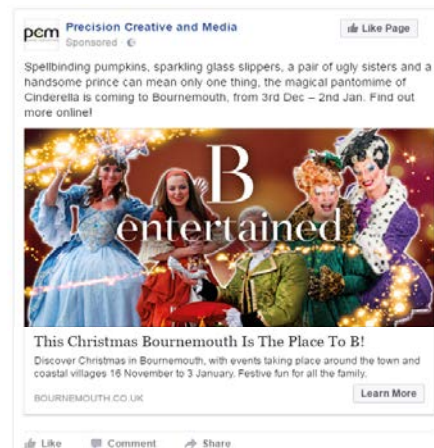
[Link →](#)



### This Christmas Bournemouth Is The Place To B!

Get your coat & gloves on & feel festive with ice skating this Christmas! 16th Nov - 3rd Jan, find out more online!

[Link →](#)

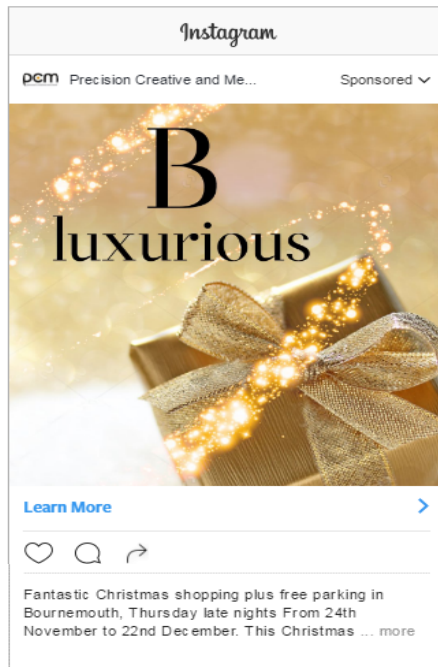


### This Christmas Bournemouth Is The Place To B!

Spellbinding pumpkins, sparkling glass slippers, a pair of ugly sisters and a handsome prince can mean only one thing, the magical pantomime of Cinderella is coming to Bournemouth, from 3rd Dec - 3rd Jan. Find out more online!

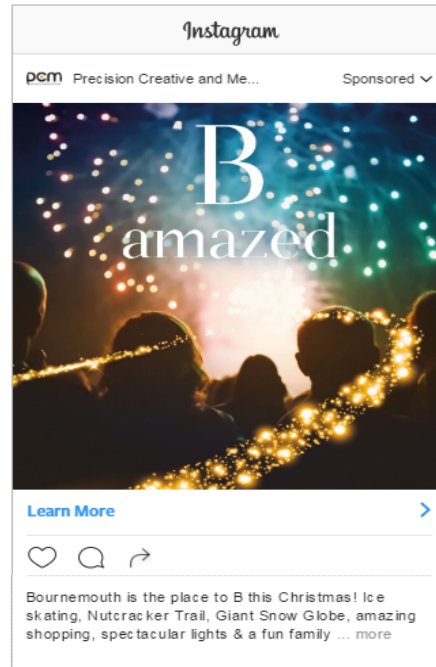
[Link →](#)

## Instagram



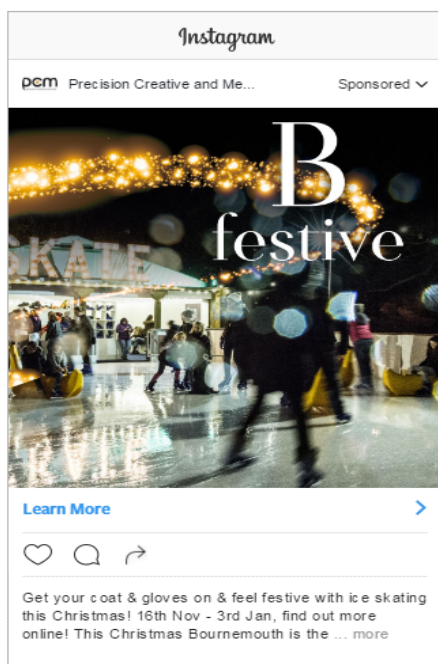
Fantastic Christmas shopping plus free parking in Bournemouth, Thursday late nights From 24th November to 22nd December. This Christmas Bournemouth is the place to B!

[Link →](#)



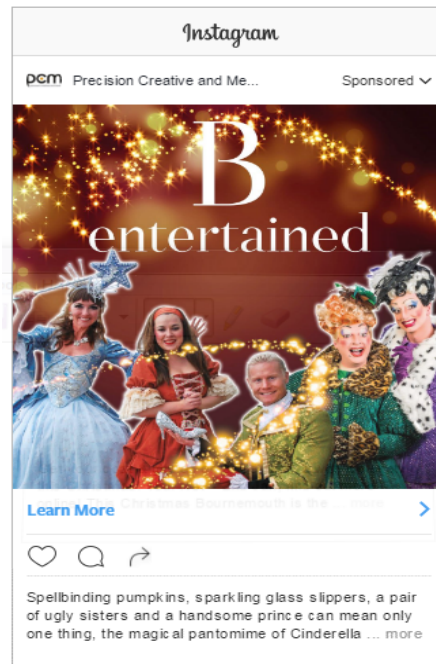
Bournemouth is the place to B this Christmas! Ice skating, Nutcracker Trail, Giant Snow Globe, amazing shopping, spectacular lights & a fun family panto! Discover more online!

[Link →](#)



Get your coat & gloves on & feel festive with ice skating this Christmas! 16th Nov - 3rd Jan, find out more online! This Christmas Bournemouth is the place to B! Find out more online!

[Link →](#)



Spellbinding pumpkins, sparkling glass slippers, a pair of ugly sisters and a handsome prince can mean only one thing, the magical pantomime of Cinderella is coming to Bournemouth, from 3rd Dec – 2nd Jan. Find out more online!

[Link →](#)



## Tan media

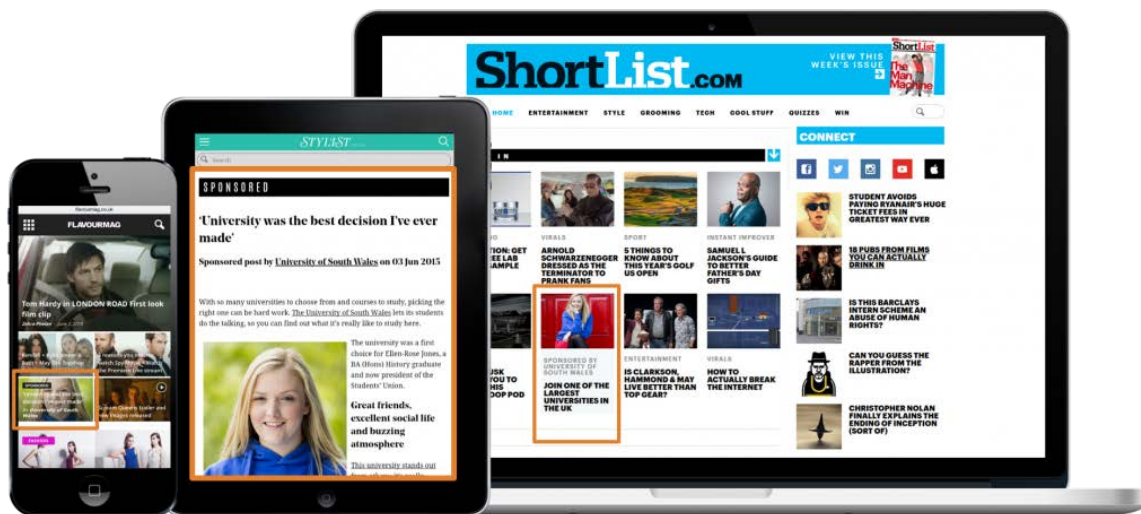
We are also running a Tan Media native advertising campaign for 6 weeks from the 14th November that will be targeted at families with children. This will be targeted at BH postcodes (on news, entertainment, travel and lifestyle pages) and a wider campaign targeting DT, SO and SP postcodes.

Native advertising is an online media channel, enabling brands and agencies to reach consumers within the flow of editorial on leading publisher's websites

It's branded editorial that matches the type and quality of a publisher's own content and therefore engages readers whilst simultaneously supporting your content marketing goals.

Media assets and editorial copy can be found in the accompanying folder:

Assets → Tan





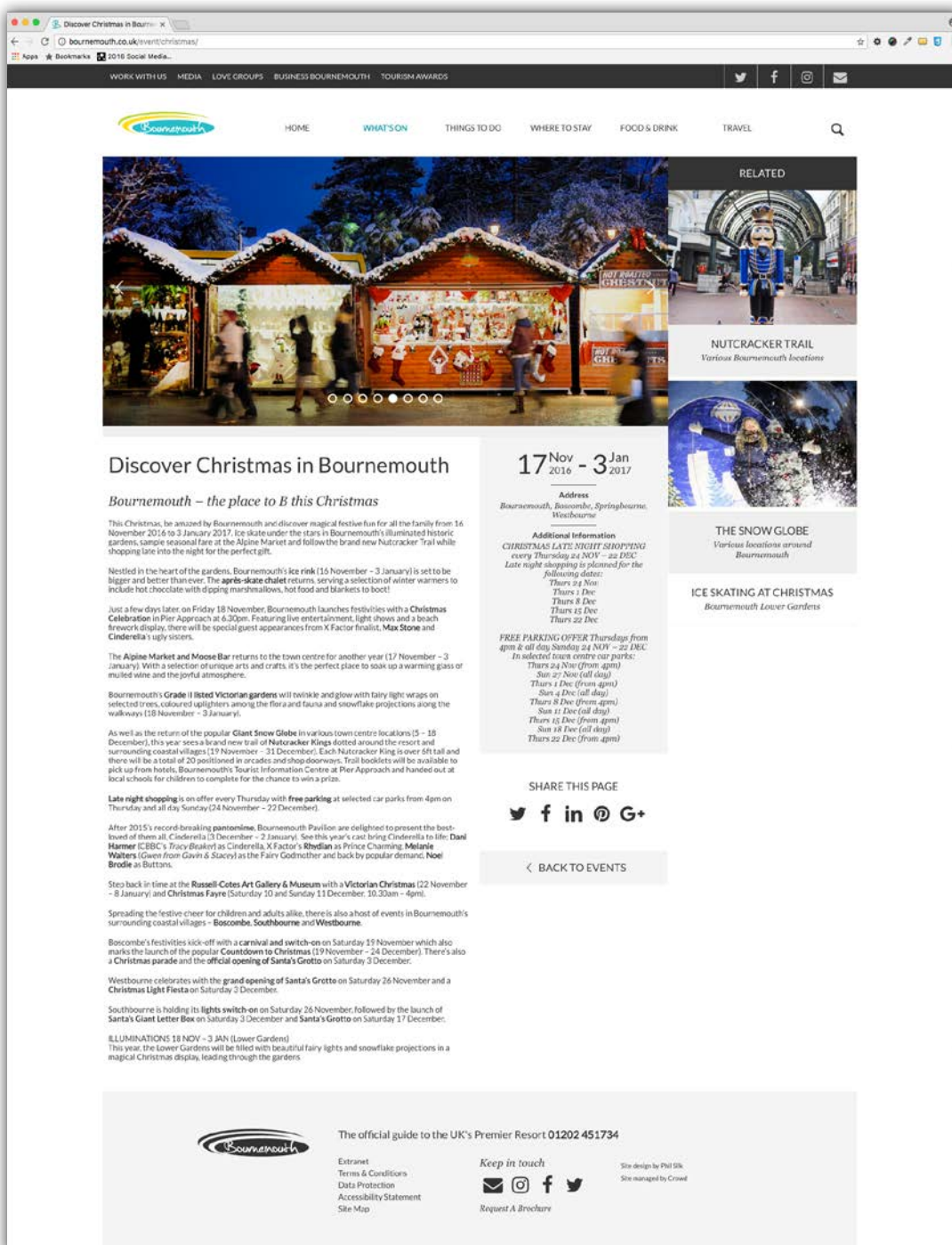
## Bournemouth Tourism Website

Finally we have updated the Bournemouth Tourism website with a dedicated landing page carousel that features all our events and news leading up to Christmas. This can be found at:

[bournemouth.co.uk/christmas](http://bournemouth.co.uk/christmas)

Carousel media assets, that we have used, can be found in the accompanying folder:

Assets → Website



## Fonts

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Below are examples of the fonts we have use through out this campaign, along with links to where they can be purchased.

### Headings and Bournemouth 'B'

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Salinas Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

[https://graphicriver.net/item/salinas-family/17384379?s\\_rank=1](https://graphicriver.net/item/salinas-family/17384379?s_rank=1)

### Body text

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Formata Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Formata Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

<http://www.myfonts.com/fonts/berthold/formata-pro/>

## Sparkles

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In support of all imagery we have used, a sparkle effect has been created and overlayed onto images that we have used throughout the campaign.

This image can be found in the accompanying folder below:

**Assets → Sparkles**



## Logos

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Below are of the Bournemouth Tourism and partner logos, used on all material.

Image assets for these can be found in the accompanying folder:

Assets → Logos



Bournemouth  
COASTAL BID



Bournemouth  
town centre bid





## Contact

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If you need any further information or help with campaign creative please contact:

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