



# 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

**Bournemouth has all you want for Christmas**

- ❄️ Ice skating
- ❄️ Nutcracker Trail
- ❄️ Giant Snow Globe
- ❄️ Amazing shopping
- ❄️ Spectacular lights
- ❄️ Panto
- ❄️ Coastal Village Events

[Bournemouth.co.uk/Christmas](http://Bournemouth.co.uk/Christmas)

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

**Ice skating & Après Skate Chalet – Lower Gardens**  
16 NOV – 3 JAN

**Nutcracker Trail – Bournemouth**  
19 NOV – 31 DEC

**Giant Snow Globe – Town Centre**  
5 DEC – 18 DEC

**Cinderella – The Bournemouth Pavilion**  
3 DEC – 2 JAN

**Late Night Shopping\* & Free Parking\*\***  
24 NOV – 22 DEC

\*Every Thursday until 22 Dec. \*\*Thursdays from 4pm & all day Sunday until 22 Dec, selected car parks

## 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**

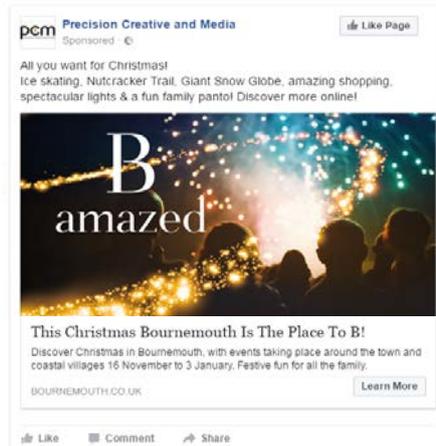
## Facebook



### 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.

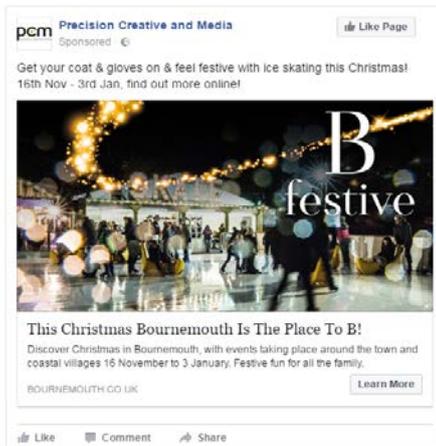
[Link →](#)



### 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 →](#)

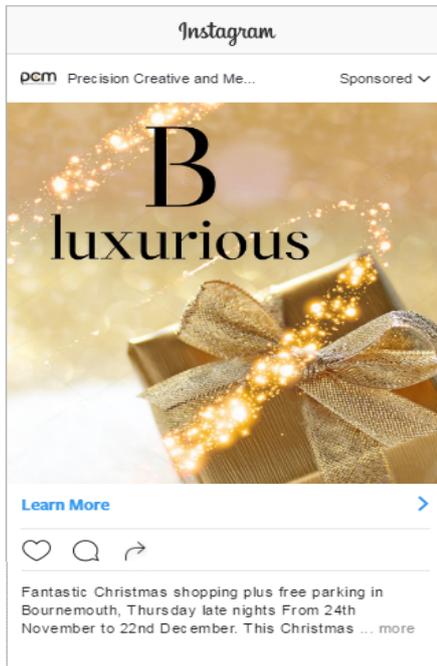


### This Christmas Bournemouth Is The Place To B!

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!

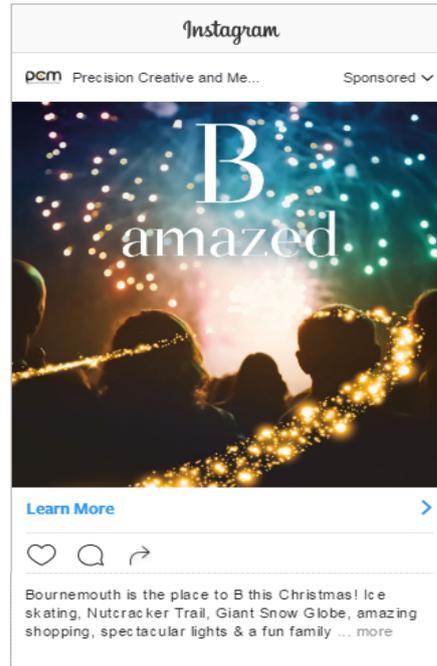
[Link →](#)

# Instagram



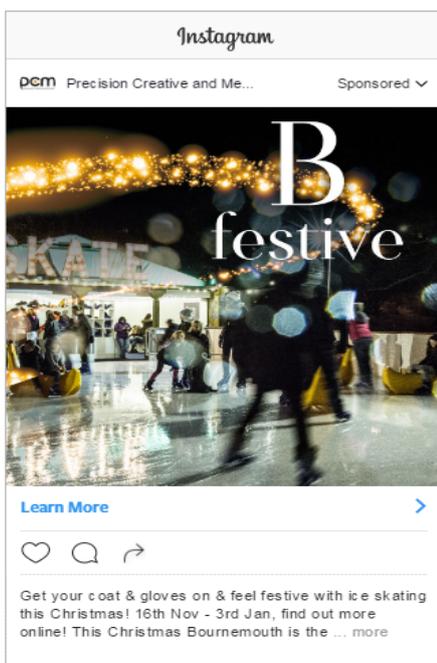
Fantastic Christmas shopping plus free parking in Bournemouth, Thursday late nights From 24th November to 22nd December. This Christmas Bournemouth is the place to B!

[Link →](#)



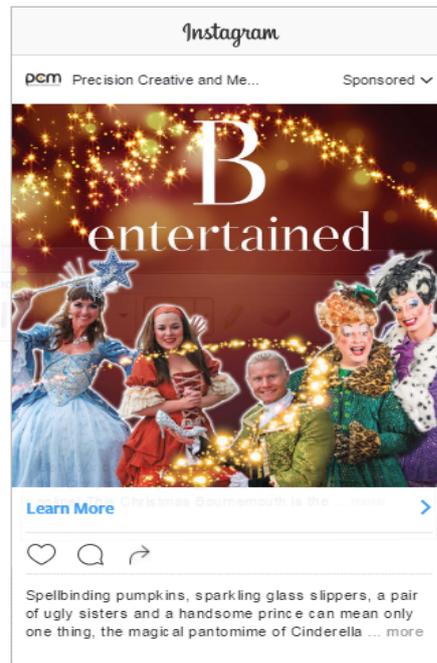
Bournemouth is the place to B this Christmas! Ice skating, Nutcracker Trail, Giant Snow Globe, amazing shopping, spectacular lights & a fun family panto! Discover more online!

[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



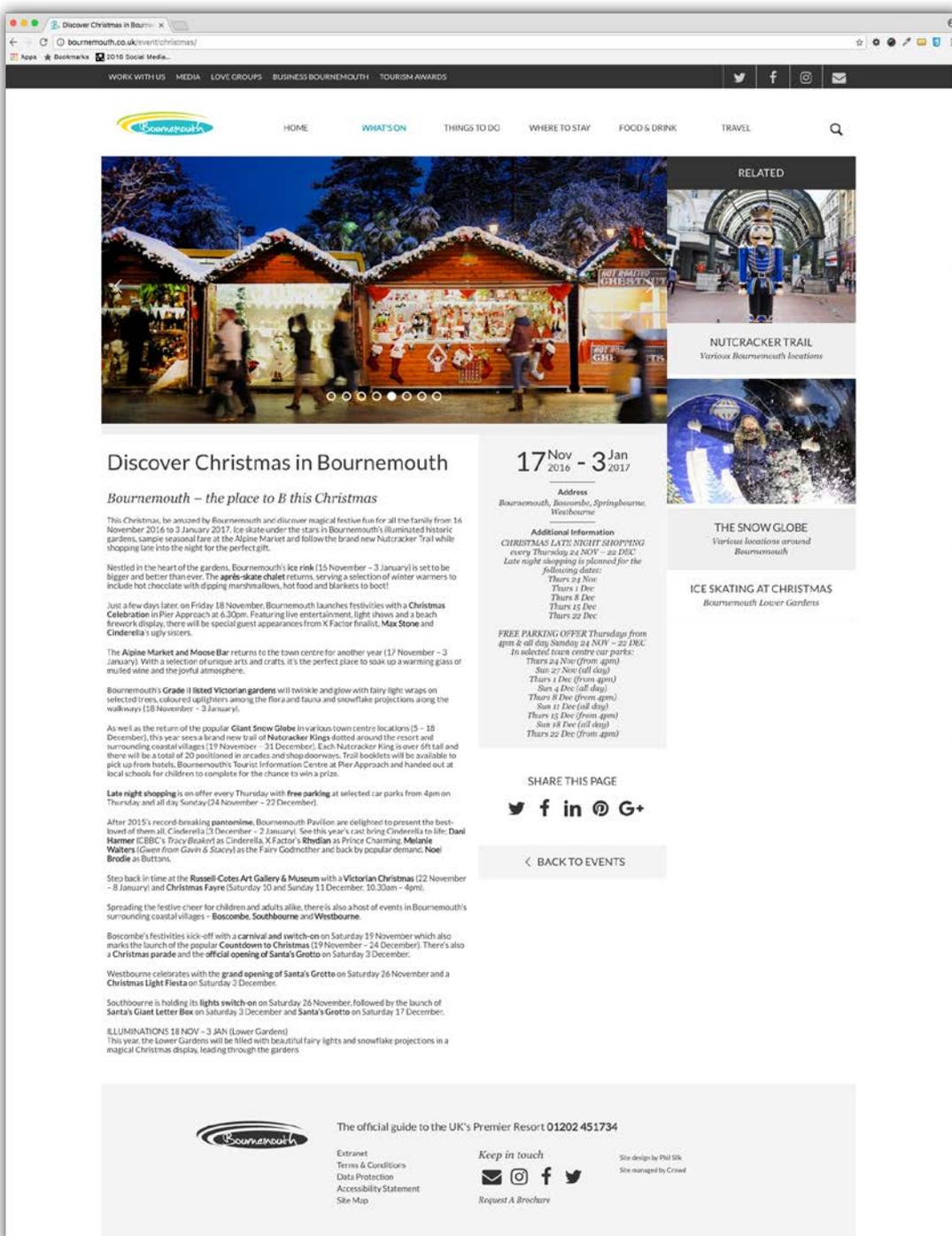
## Bournemouth Tourism Website

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



Discover Christmas in Bournemouth

**Bournemouth – the place to B this Christmas**

This Christmas, be amazed by Bournemouth and discover magical festive fun for all the family from 16 November 2016 to 3 January 2017. Ice skate under the stars in Bournemouth's illuminated historic gardens, sample seasonal fare at the Alpine Market and follow the brand new Nutcracker Trail while shopping late into the night for the perfect gift.

Nestled in the heart of the gardens, Bournemouth's ice rink (16 November – 3 January) is set to be bigger and better than ever. The après-ski chalet returns, serving a selection of winter warmers to include hot chocolate with dipping marshmallows, hot food and blankets to boot!

Just a few days later, on Friday 18 November, Bournemouth launches festivities with a Christmas Celebration in Pier Approach at 6.30pm. Featuring live entertainment, light shows and a beach fireworks display, there will be special guest appearances from X Factor finalist, Max Stone and Cinderella's ugly sisters.

The Alpine Market and Moose Bar returns to the town centre for another year (17 November – 3 January). With a selection of unique arts and crafts, it's the perfect place to soak up a warming glass of mulled wine and the joyful atmosphere.

Bournemouth's Grade II listed Victorian gardens will twinkle and glow with fairy light wraps on selected trees, coloured uplighters among the flora and fauna and snowflake projections along the walkways (18 November – 3 January).

As well as the return of the popular Giant Snow Globe in various town centre localities (5 – 16 December), this year sees a brand new trail of Nutcracker Kings dotted around the resort and surrounding coastal villages (19 November – 31 December). Each Nutcracker King is over 5ft tall and there will be a total of 20 positioned in arcades and shop doorways. Trail booklets will be available to pick up from hotels, Bournemouth's Tourist Information Centre at Pier Approach and handed out at local schools for children to complete for the chance to win a prize.

Late night shopping is on offer every Thursday with free parking at selected car parks from 4pm on Thursday and all day Sunday (24 November – 22 December).

After 2015's record-breaking pantomime, Bournemouth Pavilion are delighted to present the best-loved of them all, Cinderella (13 December – 2 January). See this year's cast bring Cinderella to life: Dani Hamer ICEBC's Tracy Beaker as Cinderella, X Factor's Rhydian as Prince Charming, Melanie Walters (Guest from Gavin & Stacey) as the Fairy Godmother and back by popular demand, Noel Brodie as Buttons.

Step back in time at the Russell-Cotes Art Gallery & Museum with a Victorian Christmas (22 November – 8 January) and Christmas Fayre (Saturday 10 and Sunday 11 December, 10.30am – 4pm).

Spreading the festive cheer for children and adults alike, there is also a host of events in Bournemouth's surrounding coastal villages – Boscombe, Southbourne and Westbourne.

Boscombe's festivities kick-off with a carnival and switch-on on Saturday 19 November which also marks the launch of the popular Countdown to Christmas (19 November – 24 December). There's also a Christmas parade and the official opening of Santa's Grotto on Saturday 3 December.

Westbourne celebrates with the grand opening of Santa's Grotto on Saturday 26 November and a Christmas Light Fiesta on Saturday 3 December.

Southbourne is holding its lights switch-on on Saturday 26 November, followed by the launch of Santa's Giant Letter Box on Saturday 3 December and Santa's Grotto on Saturday 17 December.

ILLUMINATIONS 18 NOV – 3 JAN (Lower Gardens)  
This year, the Lower Gardens will be filled with beautiful fairy lights and snowflake projectors in a magical Christmas display, leading through the gardens.

**17 Nov 2016 - 3 Jan 2017**

**Address**  
Bournemouth, Boscombe, Springbourne, Westbourne

**Additional Information**  
CHRISTMAS LATE NIGHT SHOPPING every Thursday 24 NOV – 22 DEC  
Late night shopping is planned for the following dates:  
Thurs 24 Nov  
Thurs 1 Dec  
Thurs 8 Dec  
Thurs 15 Dec  
Thurs 22 Dec

**FREE PARKING OFFER** Thursdays from 4pm & all day Sunday 24 NOV – 22 DEC  
In selected town centre car parks:  
Thurs 24 Nov (from 4pm)  
Sun 27 Nov (all day)  
Thurs 1 Dec (from 4pm)  
Sun 4 Dec (all day)  
Thurs 8 Dec (from 4pm)  
Sun 11 Dec (all day)  
Thurs 15 Dec (from 4pm)  
Sun 18 Dec (all day)  
Thurs 22 Dec (from 4pm)

**THE SNOW GLOBE**  
Various locations around Bournemouth

**ICE SKATING AT CHRISTMAS**  
Bournemouth Lower Gardens

**NUTCRACKER TRAIL**  
Various Bournemouth locations

SHARE THIS PAGE  
Twitter Facebook LinkedIn Google+  
BACK TO EVENTS

The official guide to the UK's Premier Resort 01202 451734

Extranet  
Terms & Conditions  
Data Protection  
Accessibility Statement  
Site Map

Keep in touch  
Request A Brochure

Site design by Phil Silk  
Site managed by Crowd

## 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/>

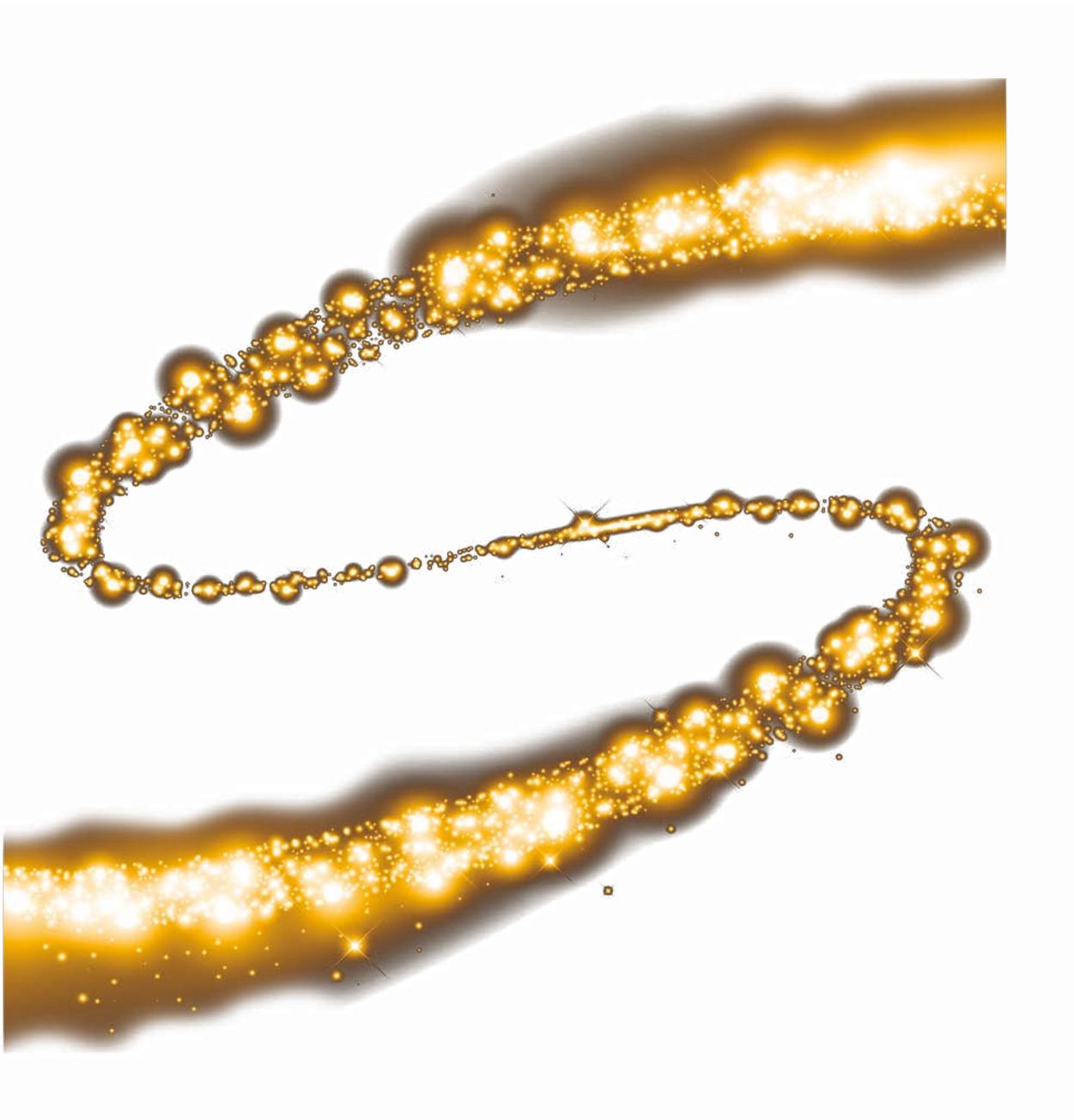
## Sparkles

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In support of all imagery we have used, a sparkle effect has been created and overlaid 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



## Contact

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

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Group Account Director



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