



Bournemouth Coastal BID

Campaign intro and Hotel tools V1

22nd July 2014

The brief

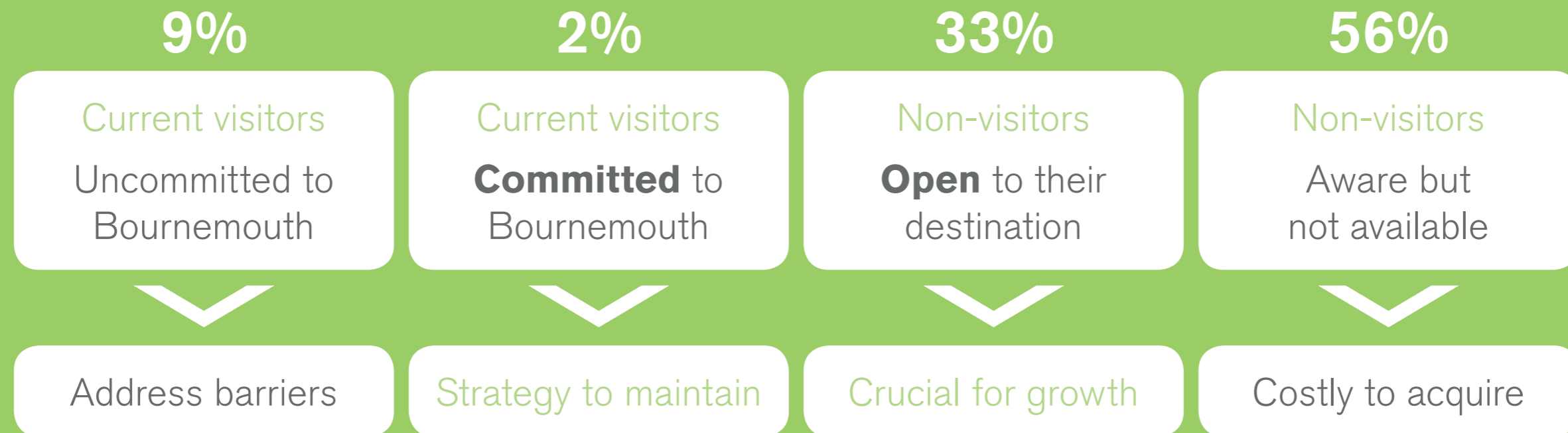
Develop a creative approach for the Autumn 2014 using the Colour Your Life framework, promoting Bournemouth ensuring maximum use of the campaign by individual businesses, especially accommodation providers, within their own marketing activities.

Main target markets to include 35-55+ year olds living within the M25, open, non-visitors, empty nesters and pre-nester couples

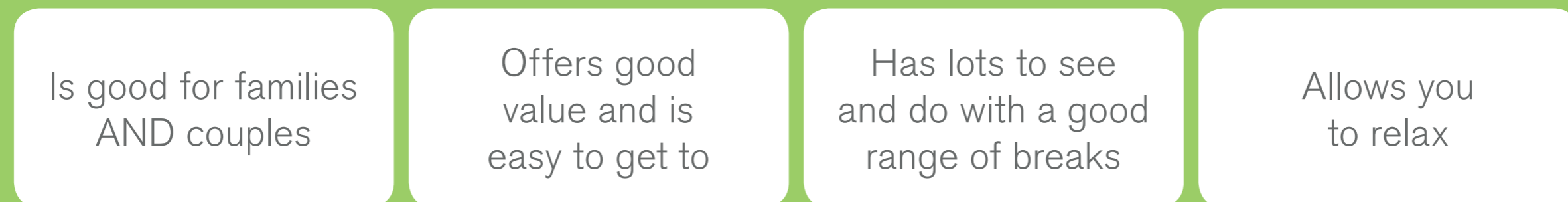


our targeted visitors:

Our Visit England research identified **four** main visitor groups:



When targeting the 'open' visitors, they recommended we should focus on the fact that Bournemouth:



the solution:
2 approaches:

- a)** to attract and engage new customers (33%)
- b)** to get your old customers back (2%)

For **new** visitors:

Bournemouth
Tourism marketing
emails

London
underground
campaign

Google adwords

Targeted Pay
per click banner
campaign

Targeted Facebook
advertising

The campaign will be spread across both traditional poster campaigns, in The London Underground and digital avenues including Google, Facebook and email marketing.



The **external** campaign:
So much going on,
so much to see and
do, places to eat, to
shop, to relax...

**It's all
in Bournemouth.
Are you?**







ONE KNEE, OR OPEN SEA?

Be it popping the big question or popping on a lifejacket, with so many activities both on the water and off it combined with a dazzling array of fine dining, sumptuous hotels, spas and first class shopping – Bournemouth is a big yes!

BOURNEMOUTH.CO.UK/ALLIN
FACEBOOK.COM/BOURNEMOUTH-TOURISM

**COLOUR
YOUR
LIFE!**



SEASIDE OR POOLSIDE?

Stretch your legs and explore some of the fantastic outdoor spots around Bournemouth and its coastline, or stretch them out and relax at one of many spas... just remember to take your boots off if you do both!

BOURNEMOUTH.CO.UK/ALLIN
FACEBOOK.COM/BOURNEMOUTH-TOURISM

**COLOUR
YOUR
LIFE!**

TIME FOR TEA
BY THE SEA

ALL IN Bournemouth

WIN £300 HOLIDAY VOUCHERS

COLOUR YOUR LIFE!

SPONGE CREAM OR THE GREEN

The lower garden golf course is a great place to test your putting skills but if you are more of a fine diner, Bournemouth has plenty of sea view eateries to fill your boots. We're not stopping you from doing both, however!

BOURNEMOUTH.CO.UK/ALLIN
FACEBOOK.COM/BOURNEMOUTH-TOURISM

GO FOR A SPIN
ON THE COAST

ALL IN Bournemouth

WIN £300 HOLIDAY VOUCHERS

COLOUR YOUR LIFE!

IN THE SADDLE, OR IN THE SWING?

Out of town adventure or downtown disco, Bournemouth has plenty of coast and country to explore for those outdoor types and even more to while away the wee hours. Just make sure you pack your dancing feet as well as your cycling shoes.

BOURNEMOUTH.CO.UK/ALLIN
FACEBOOK.COM/BOURNEMOUTH-TOURISM

In summary

We're offering people a glimpse of the
huge scope of activities Bournemouth has to offer

We'll deliver a footfall of over
15 million people through outdoor advertising

We'll deliver a measurable, trackable audience of over
five thousand people through digital advertising
not counting organic digital growth and existing
individual customer lists

getting your old customers back

To get your old customers back as well as new ones,
we're giving existing Bournemouth guests a chance to
win prizes for their most treasured moments

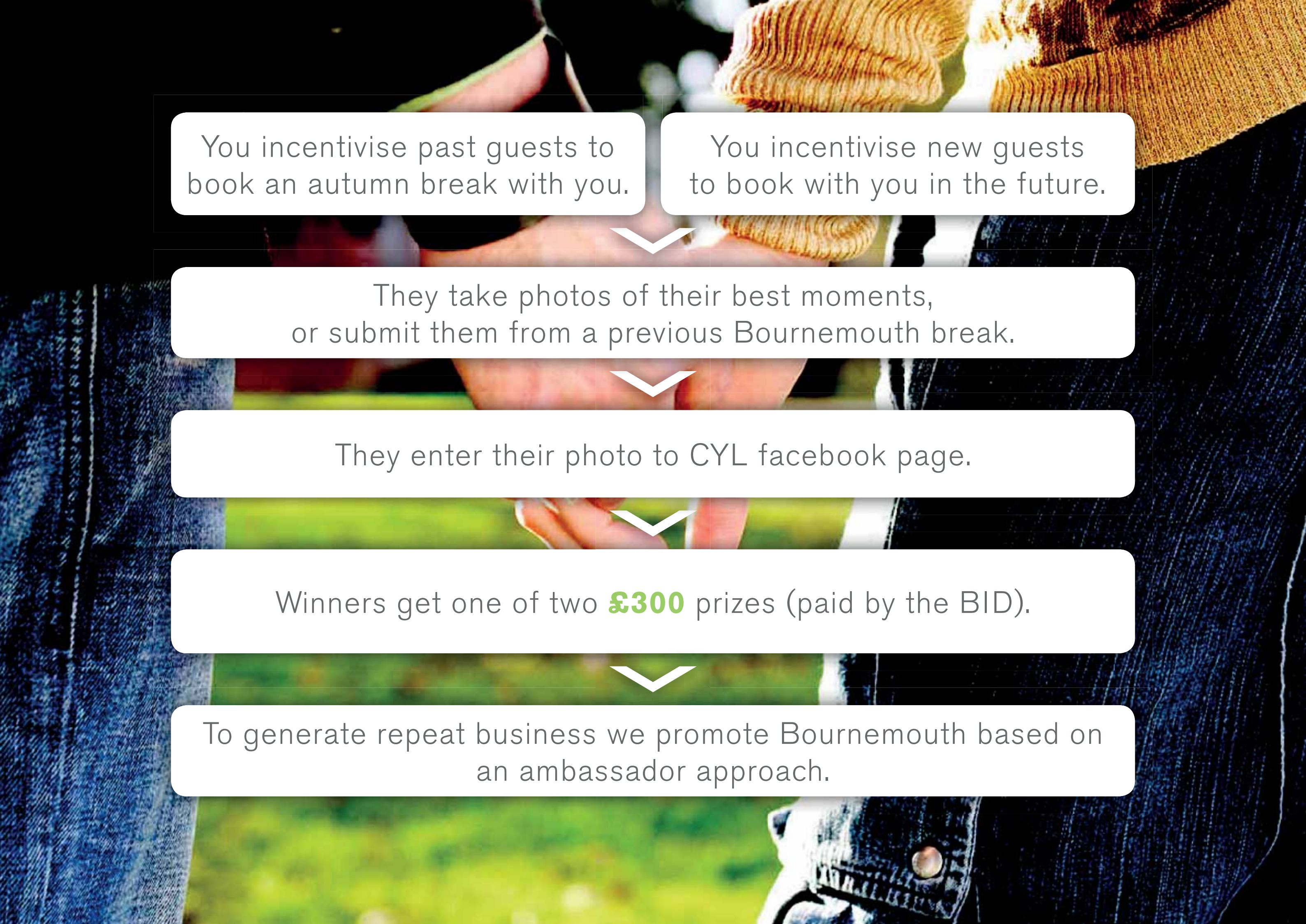
A wide-angle photograph of a beach at sunset. The sun is low on the horizon, creating a bright, golden glow that reflects on the wet sand and the water. The sky is filled with dramatic, dark clouds. In the background, there are several buildings, including a large, modern-looking structure with a glass facade. The overall atmosphere is serene and beautiful.

It's all about
Capturing the **Moment**

Bournemouth gives people the opportunity to create great memories.

Your visitors have already, or will capture these moments in 'selfies' and photos.

We'll help you convert these moments into engagement and loyalty.



You incentivise past guests to book an autumn break with you.

You incentivise new guests to book with you in the future.

They take photos of their best moments, or submit them from a previous Bournemouth break.

They enter their photo to CYL facebook page.

Winners get one of two **£300** prizes (paid by the BID).

To generate repeat business we promote Bournemouth based on an ambassador approach.

the **incentive**:

The BID will cover two £250 accomodation and £50 attraction vouchers to market as a prize.

You can ride the wave and throw in **any** additional offer you want - either in conjunction with Moments, or just simultaneously to encourage them to book with you.

For example:

£300 worth of holiday vouchers

£300 worth of holiday vouchers

PLUS

A 3 course meal for two

£300 worth of holiday vouchers

PLUS

Any two spa treatments

£300 worth of holiday vouchers

PLUS

300 trained Llamas for a day

To help promote this competition
we'll provide you with tools:

'Moments' imagery
for your printed
marketing

Banners for
facebook, website &
digital marketing

A4 posters for
reception/key areas

A5 leaflets

Other simple tools Tandi can also help you with:

Direct mail

Eshots

Newsletters

getting their attention

Here are some ideas

WIN £300
HOLIDAY VOUCHERS
Just for having fun!

Bournemouth

WHAT SELFIE WILL YOU CAPTURE?
From the perfect meal to a well timed tea, from the big day to the smallest detail - capture your memories for a chance to win!
Turn over to find out how →

COLOUR YOUR LIFE!

CAPTURE YOUR SELFIE IN BOURNEMOUTH!
From the perfect meal to a well timed tea, from the big day to the smallest detail - capture your memories for a chance to win!
Entering your memories for a chance to win is easy:

HAVE SOME FUN ⇒ **ENTER YOUR SELFIE ON FACEBOOK** ⇒ **WINNERS EVERY MONTH**

We'll be giving away **£300 worth of hotel vouchers*** each month during October and November to use in **any** of our participating hotels, restaurants and attractions – so B&B, luxury weekend break, **it's up to you!**


Go have some fun then enter your moment at
FACEBOOK.COM/BOURNEMOUTH-TOURISM

Find out where to use your vouchers
BOURNEMOUTH.CO.UK/SELFIE

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Bournemouth
COASTAL BID

In-room and key area flyers



WHAT SELFIE WILL YOU CAPTURE?
CAPTURE | SHARE | WIN!

Bournemouth

WIN £300 HOLIDAY VOUCHERS

COULD YOU CAPTURE THE PERFECT SELFIE?
From the perfect meal to a well timed tea, from the big day to the smallest detail - capture your memories for a chance to win!

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FACEBOOK.COM/BOURNEMOUTH-TOURISM

COLOUR YOUR LIFE!

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COLOUR YOUR LIFE!

Bournemouth COASTAL BID



Example banners for digital marketing

TROUBLE SEEING SOMETHING? VIEW IT ONLINE

COLOUR YOUR LIFE!
Bournemouth

Visit bournemouth.co.uk
for more information



Capture your selfie in Bournemouth this autumn

Kayak adventures

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Sights on the seafront

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IT'S ALL IN BOURNEMOUTH ARE YOU?


bournemouth.co.uk/selfie #bournemouthselfie





TROUBLE SEEING SOMETHING? VIEW IT ONLINE


Real Park
HOTEL




Have some Summer fun this Autumn at Real Park Hotel Bournemouth

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Executive doubles from £65pp/pn
[Check availability and book >](#)



Executive twin from £55pp/pn
[Check availability and book >](#)



Go have some fun for your chance to win - it's that easy!

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[Find out more >](#)

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Example Moments imagery for your own emails

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creative media