



Category: Low Budget Campaign

Company: jamjar

Entry title: Barry Island Weekenders

Brief and objectives:

Visit the Vale, the tourism arm of Vale of Glamorgan Council, appointed jamjar to raise awareness of its summer line-up of events in Barry Island.

The objectives were to:

- Raise awareness of the Barry Island Weekenders during the six week school summer holidays amongst both local residents/families and visitors within an hour's drive time
- Use the Barry Island Weekenders as a way to boost the reach and effectiveness of Visit the Vale's social channels (target - increase followers/likes by 20% and generate 100,000 impressions and 5,000 engagements)
- Drive footfall to the events, with the aim of increasing visitors to Barry Island by 20% in 2017, compared to the school summer holiday period during 2016

Rationale behind campaign, including research and planning:

Having been brought on board at the end of June with the first event in four weeks' time, we acted fast to get a plan in place.

In order to establish the best course of action, we carried out an audit of Visit the Vale's social channels to understand the demographic of its current audience base and to see what content was performing well.

We also reviewed tourism reports and previous event feedback to glean insight from our target audience in terms of where they go for event information, how far they travel, what's the determining factors in their decision making etc

The strategy was determined by the insight of this research and how best to make use of our limited budget.

Strategy and tactics, including creativity and innovation:

Our initial research dictated that given the target audience we were trying to reach, digital communications was going to be the most effective way to reach them and given our tight budget, offer the most value for money.

As we had limited assets, we front loaded the budget and issued a news story detailing the summer line-up to local media, family bloggers, listings and tourism websites. Visit the Vale also commissioned photography and a short video of the first event, which was fortunately really visual, to push out and pre-promote the rest of the series.

Social media was the main channel used to create engagement and a buzz in the lead up to the events using #barryislandweekenders.

Our social audit showed that while Visit the Vale's social channels had a strong foothold in the local marketplace, its reach was geographically limited. So in order to reach visitors from outside of the area, we utilised a small proportion of the budget for Facebook advertising.

Based on Facebook's insight which told us 41% of Facebook users engage with public events each month, we utilised the power of Facebook Events for each of the Weekenders to increase visibility.

A social plan was developed to drip feed information about each event and capitalise on #FOMO – using exclusive sneak peaks, user-generated content and hype from excited visitors.

Creativity came in the social copy created, designed to help paint a picture of what visitors could expect, as well as encourage engagement.

Implementation of tactics:

June – jamjar appointed, research and planning phase to determine strategy

July 1st – three weeks out from the start of the summer holidays when people are starting to think about what to do with the kids....summer line-up release issued and Facebook events set up.

July and August – Social media plan implemented, included teaser content, event countdowns, reminders, highlights etc. A social advert for each event was placed three weeks prior to the event taking place targeting visitors from outside Vale of Glamorgan.

Measurement and evaluation:

Objective

- Raise awareness of the Barry Island Weekenders during the six week school summer holidays amongst families locally and within an hour's drive time

Result

- Total OTS: 1,051,324

Media highlights include listing in Sunday Mirror 'family days out' supplement and front page photo on the South Wales Echo.

Online highlights include:

<http://www.walesonline.co.uk/whats-on/whats-on-news/barry-island-lit-up-light-13353372>

<http://www.walesonline.co.uk/whats-on/film-news/you-can-watch-disneys-beauty-13359546>

<https://www.walesonline.co.uk/whats-on/family-kids-news/pictures-show-barry-island-lit-13373079>

<https://www.familiesonline.co.uk/local/glamorgan-heritage-coast/whats-on/barry-island-weekenders-2017>

Social media reach - 370,816 impressions, 10,690 engagements

Objective

- Use the Barry Island Weekenders as a way to boost the reach and effectiveness of Visit the Vale's social channels (target - increase followers/likes by 20% and generate 100,000 impressions and 5,000 engagements)

Result

- 75.7% respondents found about the events through social media
- Followers/likes increased by 49%, 370,816 impressions, 10,690 engagements

Objective

- Drive footfall to the events, with the aim of increasing visitors (local/outside the area) to Barry Island by 20% in 2017, compared to the school summer holiday period during 2016

Result

- 43,000 visitors to Barry Island over the school summer holidays, up 54% on previous year
- Visitors from the Vale – 53%
- Visitors from outside the Vale – 47%
- 83.3% of visitors visited Barry Island as a direct result of the events

Budget and cost effectiveness:

This campaign was delivered on a shoe string – agency fees £800, social advertising £400, photography £200.

Without any other marketing spend, the campaign generated 48,000 visitors to Barry Island during the school summer holidays, generating £583,180 worth of spend.