

# VISIT GUERNSEY

‘Discover the Island that Inspired the Film’ - 2018

## Background

- 70% of visitors to Guernsey are from the UK – however, few of the British public are aware of the beautiful island and even fewer are considering visiting for a short break or longer holiday.
- The aims of the multi-media campaign were to raise awareness of Guernsey, drive traffic to the Visit Guernsey website and ultimately increase consideration and number of visitors.

## Plan

- The release of wartime drama *The Guernsey Literary & Potato Peel Pie Society* in April 2018 provided a perfect contextual fit for the tourism board to drive awareness and consideration in cinema - the most impactful AV medium.
- Cinema played an integral role as part of the multi-media campaign - Visit Guernsey bought a Silver Spot package in the film, profiling efficiently for the board’s ABC1 45+ target audience. Campaign activity also ran across TV, Press, Digital and OOH.

## Results

- The campaign successfully drove traffic to the Visit Guernsey website with visits increasing by 50% across April and May.
- Furthermore, year-on-year visitors to the island increased by +2,719 in April and May – 51% above target, contributing an incremental £1.48m to the Guernsey economy.
- Cinema worked with great effect! When surveying those to visit Guernsey during the campaign period, cinema was as specifically attributed as having a direct effect for many.



**“Tactical cinema advertising was a key component of the multi-media campaign strategy, enabling our message to be seen and heard in a highly targeted and efficient way. We are delighted with the results of the campaign”**

*Mike Hopkins, Director of Marketing & Tourism, Visit Guernsey*



digital cinema media

Source: DCM Awards Case Study 2018 (July 2017 – June 2018).