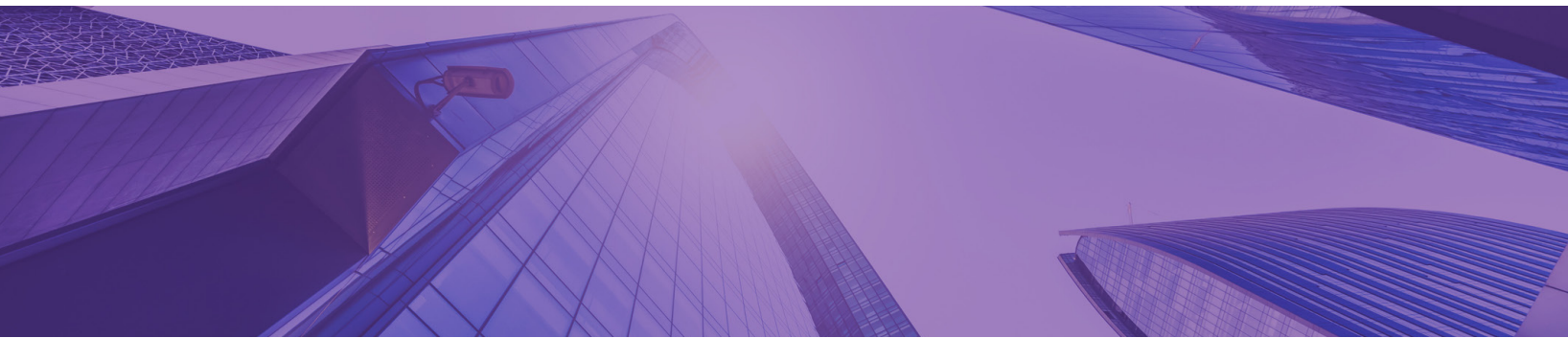


Visit Jersey Case Study



● The Challenge

Within a crowded UK and EU tourism marketplace, Visit Jersey were determined to ignite a new wave of pride and passion for the island in the eyes prospective travellers. Visit Jersey's campaign would remind the world how special Jersey is as a place to reconnect, unwind and relax.

Visit Jersey's objectives were to generate awareness and interaction via their impressive video creative. The creative showcased the different people that visit the island and frame the destination as the perfect location for an escape. The video aimed to drive visitors through to the Visit Jersey suite, where users could then be targeted for partner referrals or data capture.

Campaign KPIs:

1. Video completion rate
2. Viewability

● The Strategy

For Visit Jersey it was critical to laser focus their targeting and reach genuine in-market travellers from the UK. In order to achieve this, UM Bristol, Visit Jersey's media agency, would need to partner with an organisation capable of enhancing the impact of their media activity by using real-time traveller profiles, traveller decision making intelligence and through taking a holistic view of the traveller's booking journey. ADARA worked with UM Bristol to fulfil these objectives, executing a video campaign driving site visitation to jersey.com.

At a Glance

- Visit Jersey wanted to encourage UK travellers to consider the island when booking a city break
- ADARA delivered an impressive 75% completion rate on the video creative, achieved by targeting genuine in-market, UK travellers
- Viewability averaged 77% and Visit Jersey continue to work with ADARA through 2018





Why ADARA?

ADARA is the world's travel data co-op and have partnerships with more than 190 trusted travel brands across the globe, including many of the leading airlines, hoteliers, GDSs and OTAs.

The scale and scope of these data partnerships is at the core of ADARA's ability to detect travel intent in real time. Using ADARA's audience data, Visit Jersey were able to reach a qualified audience of in-market travellers from the UK, resulting in higher performance of the video campaign.



The Results

"Working with ADARA and their unique offering has allowed Visit Jersey to reach qualified in-market travellers with our exciting video creative, driving awareness and increased visitation in to the region".

Adam-Caerlewy-Smith, Head of Marketing, Visit Jersey

- Over the course of the 9 week winter campaign, ADARA achieved an impressive completion rate of 75%, exceeding the target set by Visit Jersey comfortably
- Viewability was also very strong, at an average of 77% across the campaign
- Based on these outstanding results, Visit Jersey have continued to select ADARA for future campaigns throughout 2018



Brand: **Visit Jersey**

Agency: **UM Bristol**

Name of Campaign: **Love Winter Campaign**

Date of Campaign: **1st Jan 2018 - 28th Feb 2018**



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