

Christmas Campaign Digital advent calendar

October 2019 – December 2019

Visit
Lancashire

Digital platforms:

Email

Social

VisitLancashire.com

LancashireatChristmas.com

Calling all Lancashire attractions, retailers, events, accommodation providers and places to eat!

The days are drawing in and before we know it Christmas will be upon us. This is a magical time of year with families of all ages looking to entertain generations and create more fun filled memories as well as sourcing those all important Christmas gifts. We know the best place to create those festive memories and find the perfect present is of course Lancashire.

Be part of our biggest Christmas digital campaign yet, with over 325,000 pages views last year between November and December we have established quite a following for all things festive in the County. Ranking number one across a number of festive search terms including – Christmas markets in Lancashire, Things to do at Christmas in Lancashire, Lancashire at Christmas plus many more.

This year we are introducing our brand new interactive Advent Calendar in December which is another a great opportunity to be seen by consumers in that all important run up to Christmas by running a fantastic prize draw or special offer with us. Entries for all the prize draws will close on 31st December and be drawn the first week of January. To gain maximum benefit we suggest special offers can be redeemed in 2020.

October	November	December
<ul style="list-style-type: none"> Christmas pages go live on VisitLancashire.com Social media messaging begins Opportunity to feature in newsletter 	<ul style="list-style-type: none"> Social media messaging ramps up Festive enewsletters begin Festive branding goes live on website Festive blogs begin to go live 	<ul style="list-style-type: none"> Launch of advent calendar Social media messaging continues to increase Festive blogs

Reasons to advertise

- NEW digital interactive advent calendar, users open a new door every day in December
- Digital activity on new visitlancashire.com with over 9.7 million page views per year
- Promoted to over 80,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 36% open rate (industry average 18%)
- Increasing reach through social media platforms
- PR targeted at the Christmas family market

Popular prizes

- Dinner for 2
- Overnight stay
- Lancashire hamper
- Attraction entry
- 50% off food in January
- Theatre tickets
- 2 for 1
- Spa day
- Afternoon tea
- Tickets to event
- Lancashire product giveaway

Headline partner package

We are offering one partner the chance to headline the campaign for £750+VAT

- Day 1 prize or offer on Advent Calendar
- Guaranteed name check in promotion of prizes for the calendar
- Two-week placement on the 'Don't Miss' feature within the top navigation of website
- Placement on 'Highlight' section of campaign landing page for the duration of December.
- Top placement on one themed enewsletter
- Feature on campaign page on visitlancashire.com
- Social media – minimum 4 tweets and 2 Facebook posts

	Standard rate +VAT	Partner rate +VAT
Premium package		
<ul style="list-style-type: none"> • Days 2,3 or 4 prize or offer on Advent Calendar • Two-week placement on the 'Don't Miss' feature within the top navigation of website • One-week placement on 'Highlight' section of campaign landing page • Inclusion in one themed enewsletter • Feature on campaign page on visitlancashire.com • Social media – minimum 2 tweets and 2 Facebook posts 	£695	£595
Enhanced package		
<ul style="list-style-type: none"> • Prize or offer between day 5-12 on Advent Calendar • One-week placement on 'Highlight' section of campaign landing page • Inclusion in one themed enewsletter • Feature on campaign page on visitlancashire.com • Social media – minimum 2 tweets and 2 Facebook posts 	£585	£495
Standard+ package		
<ul style="list-style-type: none"> • Prize or offer between day 13-20 on Advent Calendar • Inclusion in one themed enewsletter • Feature on campaign page on visitlancashire.com • Social media – minimum 2 tweets and 1 Facebook posts 	£375	£300
Standard package		
<ul style="list-style-type: none"> • Prize between day 21-24 on Advent Calendar • Feature on campaign page on visitlancashire.com • Social media – minimum 2 tweets and 1 Facebook posts 	£280	£200
Essentials package		
<ul style="list-style-type: none"> • Placement on dedicated campaign page • Minimum of 1 tweets & 1 Facebook post 	£100	£50

Social media messages can relate to wider business messages not necessarily relating to offer/ prize draw.

Visit Lancashire Christmas Campaign



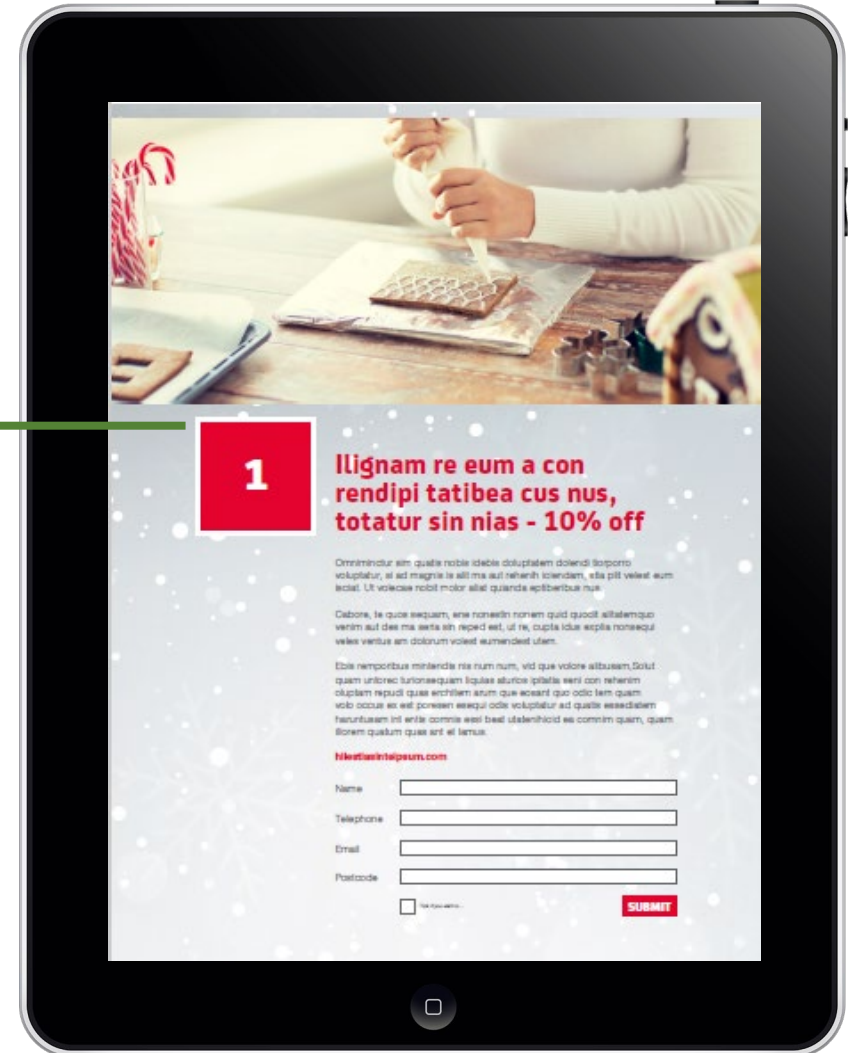
Click on the door to the advent calendar.

The door opens to the offer or prize draw. As well as the opportunity to include copy about your business, link to your website

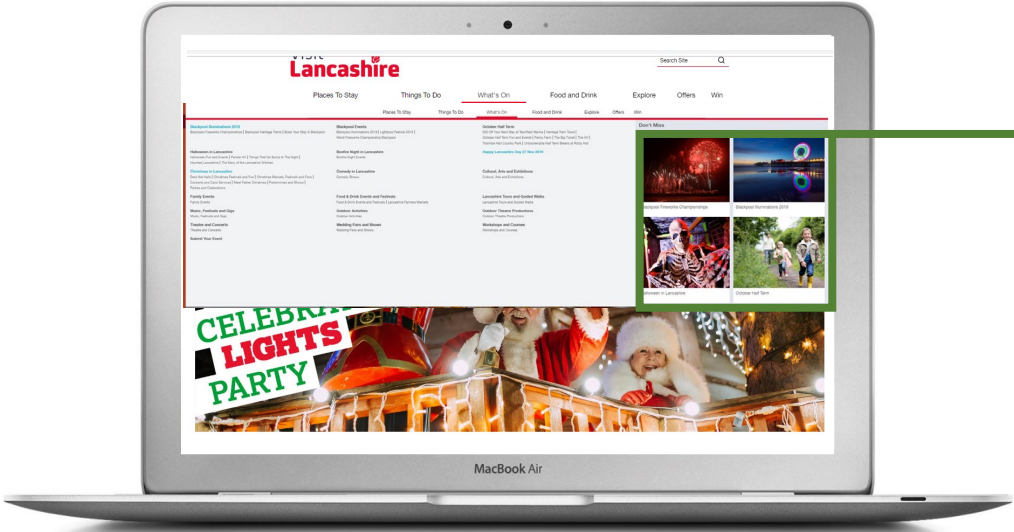
Users will be able to view the current day and previous days. For example the 5th December would have door 5 open and users will be able access doors 1-4 as well. The earlier you feature in the calendar the longer your offer/ prize draw will be viewable.

All prize draws will run until the end of December.

Users who agree to allow us to share their contact details with the business connected to each individual prize draw

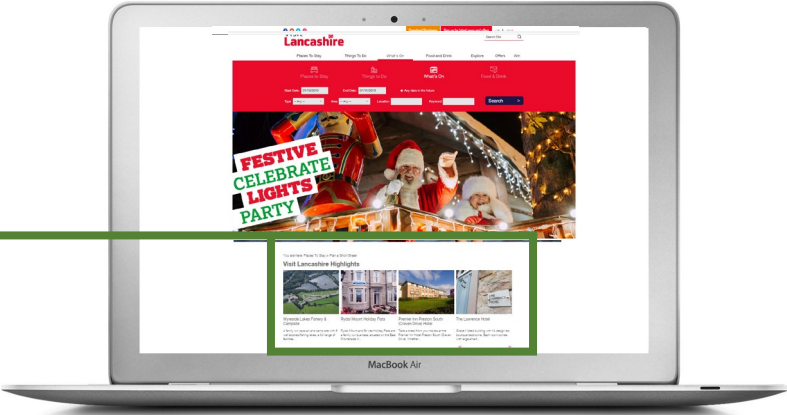


Visit Lancashire Christmas Campaign

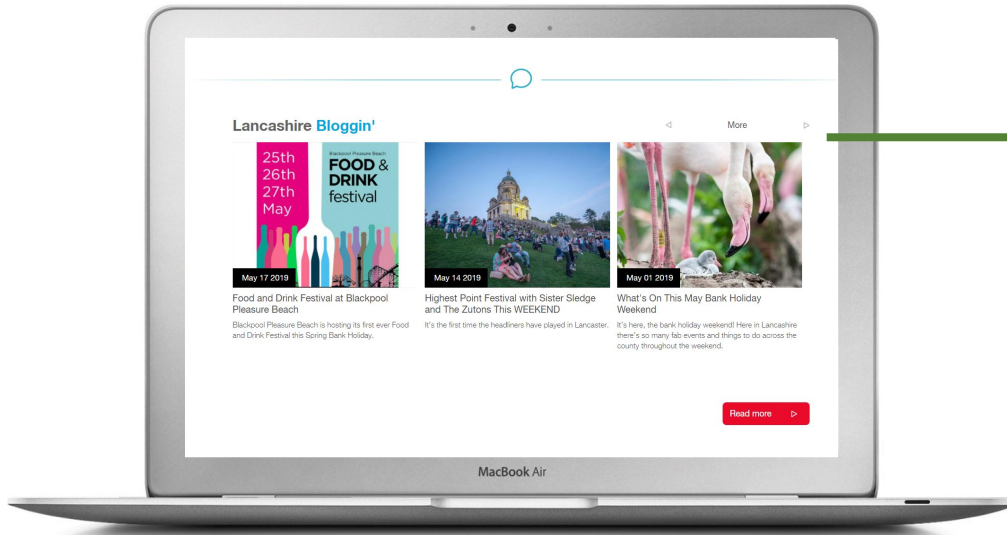


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



Visit Lancashire Christmas Campaign



Lancashire blog

Product displayed on campaign landing page

