

Christmas Campaign
Lancashire Advent Calendar
December 2021

Visit
Lancashire

Digital platforms:

Email

Social

VisitLancashire.com

LancashireatChristmas.com

Christmas Campaign

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.

The Lancashire Christmas Campaign returns for 2021 with a bang! Promoting Lancashire's fantastic businesses through a shop local message, as well as encouraging short breaks and opportunities to win big with our fantastic digital advent calendar.

In 2019 the digital advent calendar received over 73,000 page views and 4,811 competition entries, with our dedicated Christmas and partner pages for the campaign on visitlancashire.com achieving 88,000 page views.

October	November	December
<ul style="list-style-type: none">• Christmas pages go live on VisitLancashire.com• Social media messaging begins	<ul style="list-style-type: none">• Social media messaging ramps up• Festive e-newsletters 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

- Successful digital interactive advent calendar, users open a new door every day in December
- Digital activity on visitlancashire.com with over 9.7 million page views per year
- Promoted to over 92,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 34% 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
- Theatre tickets
- Spa day
- Afternoon tea
- Tickets to event
- Lancashire product giveaway

Christmas Campaign

FREE partner package

- Inclusion in Digital Advent Calendar
- Listed in the highlight section of the campaign landing page
- Feature on campaign page on visitlancashire.com
- Social media – minimum 1 tweet and 1 Facebook post

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

Additional paid for opportunities available

E-newsletter		Partner rate
Solus Date subject to availability	Solus email to full visitor database Perfect for events, special offers, openings and new product launches Avg. open rate 35%	£495
Inclusion Date subject to availability	Inclusion in VL Newsletter to full visitor database Perfect for promoting updates from your business e.g. competitions, offers, new opening times Avg. open rate 35%	£100

Digital/Website opportunities		Partner rate (per week)
Displayed in 'Featured' section on visitlancashire.com homepage		£100
Come on in section; 1x1, 2x1 and 2x2		From £150
'Don't Miss' listing in relevant top navigation section		£150
2 nd Level 'In this section' feature (e.g. things to do, food & drink)		£150
3 rd Level 'In this section' feature (e.g. family days out, shopping and retail)		£100

Christmas Campaign



Click on the door to the advent calendar.

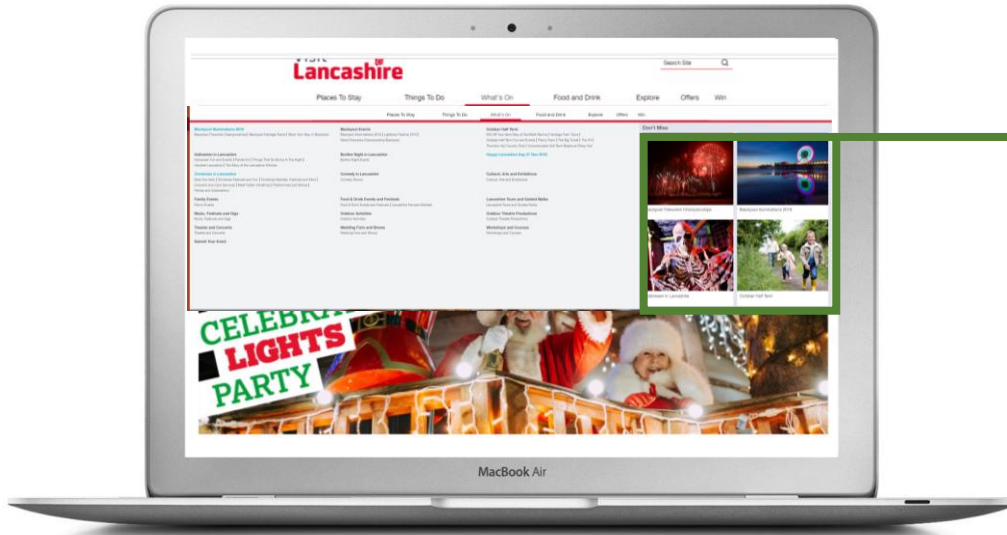
The door opens to the prize draw. Here there is opportunity to include information about your business, product or event as well as a link to your website.

Visitors to the site will be able to view the current day as well as any previous days. For example; the 5th December would open door 5 but visitors would also be able to access doors 1-4 as well.

All prize draws will run until the beginning of January. For each prize draw there will be an opt in to receive further information from the business providing the prize that day.

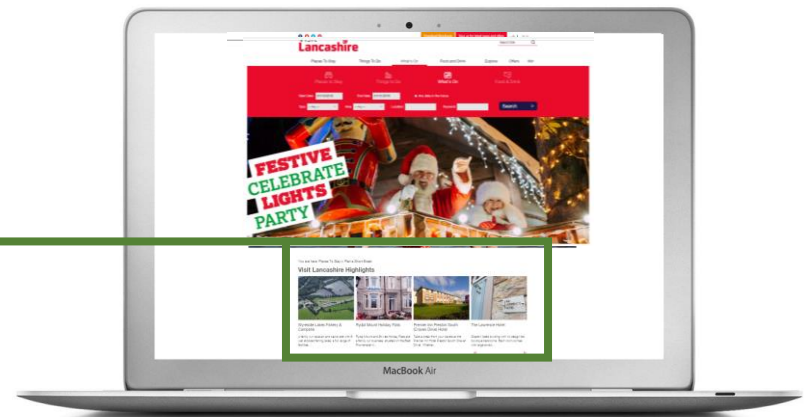


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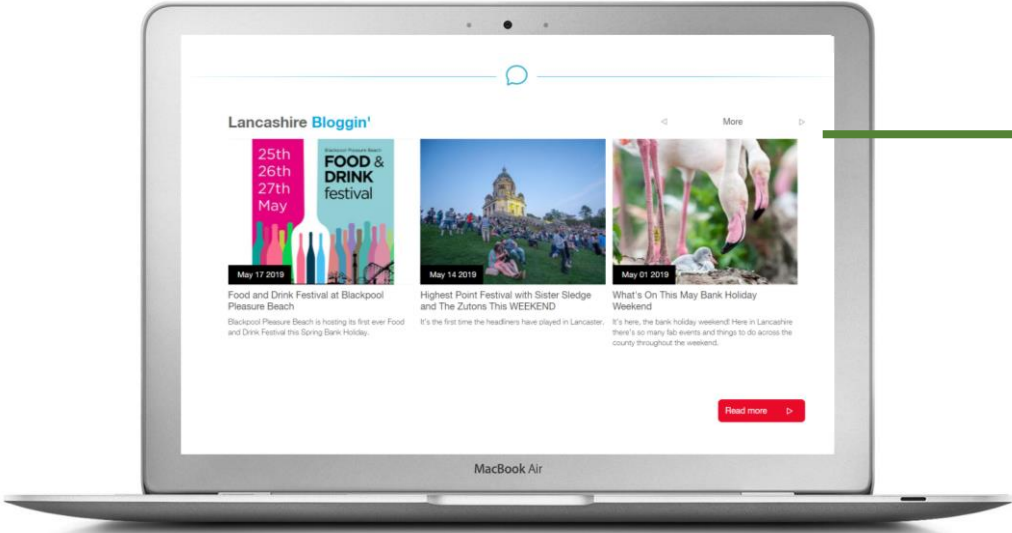


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



Christmas Campaign



Lancashire blog

Product displayed on campaign landing page

