

# Summer Campaign

July 2022 – September 2022

Digital platforms:

Email

Social

issuu

[VisitLancashire.com](https://www.visitlancashire.com)

# Visit Lancashire Summer Campaign

Summer is on its way and we are ready to welcome back visitors with open arms. Whether its families, couples or small groups of friends, they are ready to create fun filled memories, and we know of course, that the best place to create those memories is Lancashire!

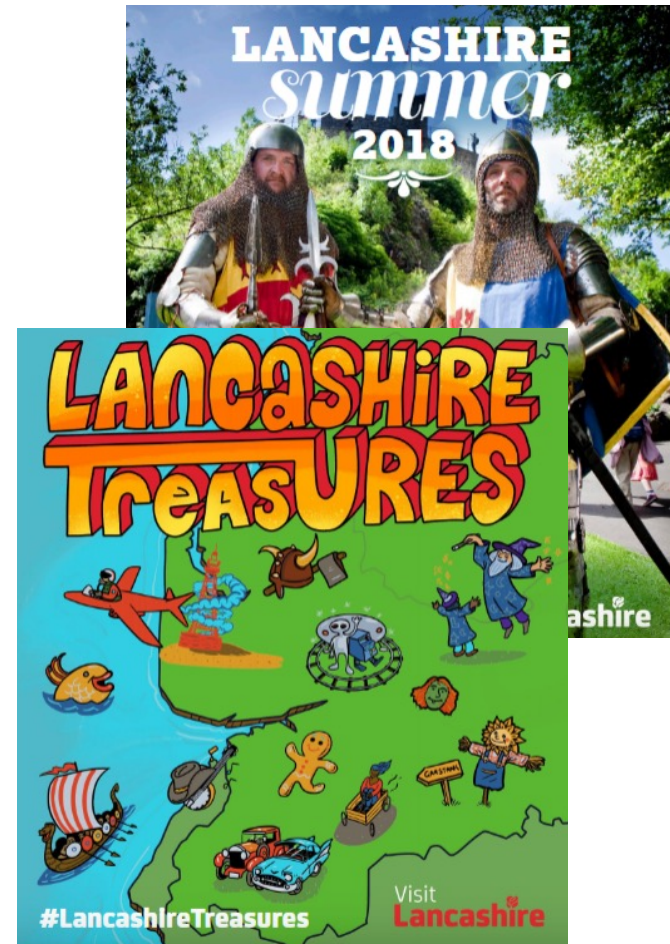
That's why this year our summer campaign will include a bumper summer guide focusing on 'Adventure in Lancashire'. This doesn't mean jumping out of planes, although it could! This is more about finding those things that feel like an adventure, from discovering a new walk, a favourite dish, historic gem or unique place to stay.

We will also be taking a look at more sustainable travel around the county, perfect for those with green credentials.

Activity we engage both existing audiences as well as those who have not considered our great county before.

## Reasons to advertise

- Digital summer guide that users will be able to download and/or print
- Digital activity on visitlancashire.com with over 9.6 million page views per year
- Promoted to over 117,000 social media followers (Visit and Marketing Lancashire)
- E-newsletters to Visit Lancashire consumers, over 30% open rate (industry average 18%)
- Increasing reach through digital advertising – social media
- PR targeted at the summer visitor market



# Visit Lancashire Summer Campaign

## Headline\* partner package

We are also offering two partners the chance to headline the campaign for £700+VAT

- Logo on contents page
- DPS advert/advertorial in digital guide
- Product placement on campaign page
- 'Highlight' placement on campaign landing page
- 4-week placement on the 'Don't Miss' feature within the top navigation on homepage
- Inclusion on one e-newsletter
- Minimum two tweets and two Facebook posts
- Featured in summer round ups on Instagram stories
- Blog feature

**Targeting:** Families, couples and small groups looking for fun filled days out, exciting short breaks and holidays in Lancashire.

**Ideal for:** Accommodation, attractions, experiences, food and drink.

Digital Guide activity package		Member rate
Premium*	<b>Full page advert/advertorial in digital guide</b> 'Highlight' placement on campaign landing page 2-week placement on the 'Don't Miss' feature within the top navigation on homepage Product placement on campaign page Inclusion on one e-newsletter Minimum two tweets and two Facebook posts	£500+VAT
Standard*	<b>Half page advert in digital guide</b> 'Highlight' placement on campaign landing page Product placement on campaign page Minimum two tweets and two Facebook posts	£250+VAT
Basic	Product placement on campaign page	£50+VAT

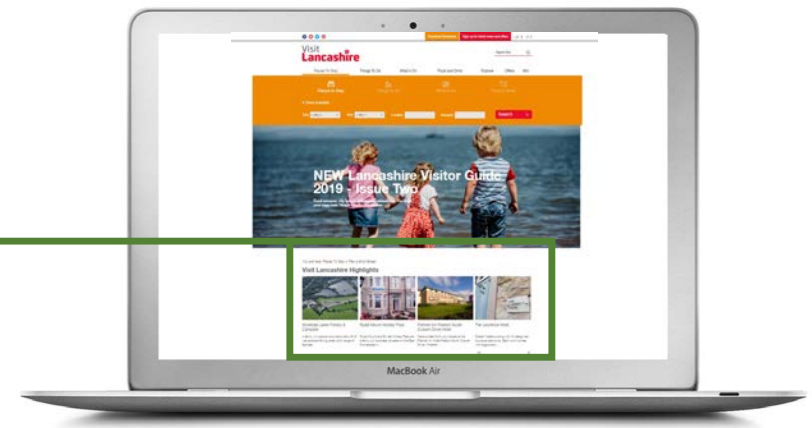
\* Boost package available for £50+VAT – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

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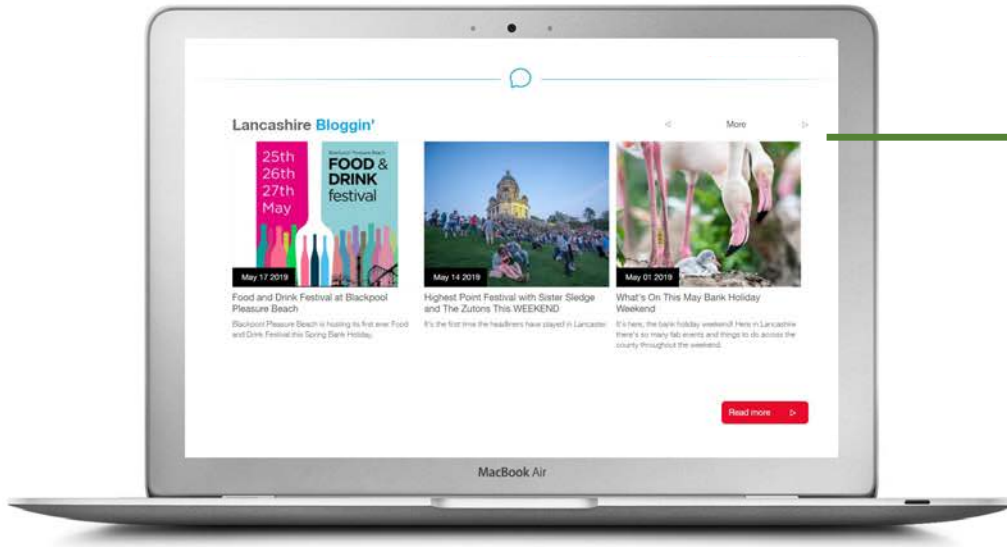


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



# Visit Lancashire Summer Campaign



Lancashire blog

Product displayed on campaign landing page

