

# 101 GREAT ADVENTURES

## ON THE ISLE OF WIGHT

Review of London & Regional campaign to promote visitors to the Island  
March – April 2015

## Client Objectives

Engage with your target audience BC1 – C2D,  
families and visitors to holiday parks/resorts

Deliver your proposition to your target market  
(based on Mosaic data)

Influence decision-makers to plan and book visits  
earlier in year

Promote the diversity of the Island using various  
creative messages

**To grow overall visitor numbers and increase  
revenue streams**

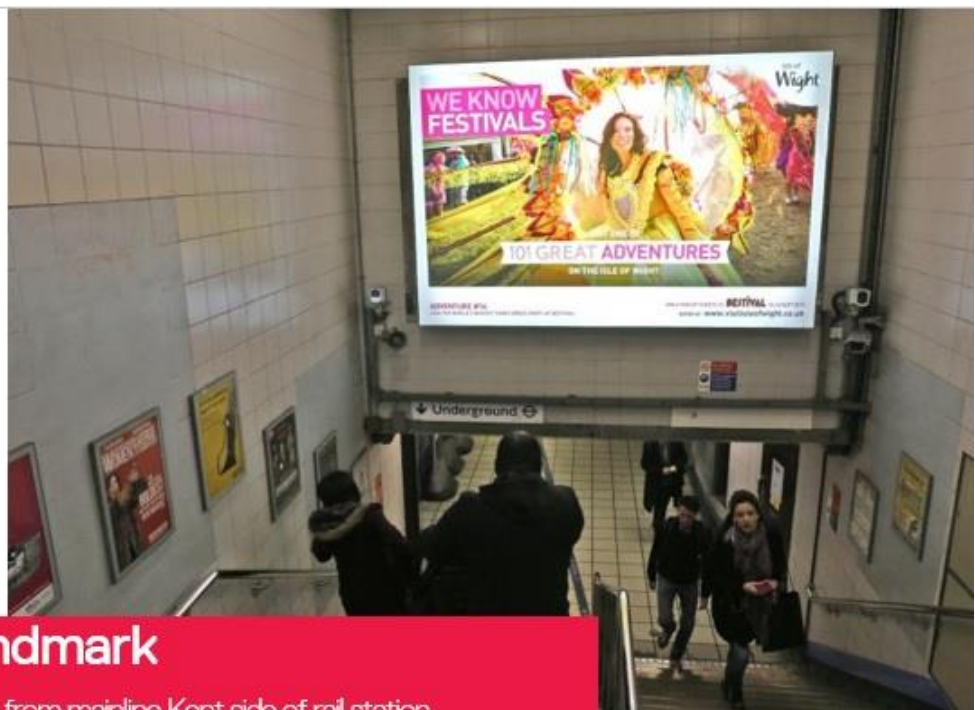




## Waterloo landmark

Over escalators 9-11 leading to Northern, Bakerloo & Jubilee lines from main ticket hall.

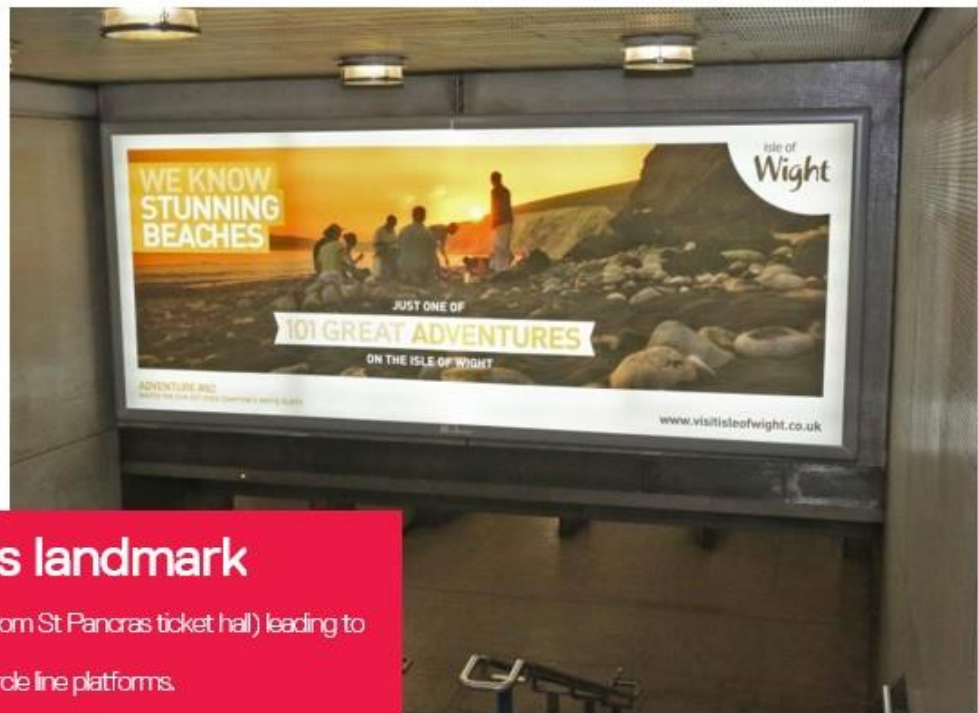
Station footfall: 3.235m/2wks



## Victoria landmark

Located on entrance from mainline Kent side of rail station.

Station footfall: 3.163m/2wks



## Kings cross landmark

Located above stairs (from St Pancras ticket hall) leading to Hammersmith/Met/Circle line platforms.

Station footfall: 2.966m/2wks

## Midland & Sheffield tram 6 sheets





- Engage with the target audience in Birmingham, Bristol & Cardiff
- Build the brand proposition on the busy High Street
- Display 3 creative on large format sites
- Up-weight in Bristol & Cardiff to increase OTS



Number of sites	Format	Audience	Campaign geography	Duration	Population	Reach	Coverage	OTS	Frequency
100 TS	Total	All Adults 15+	Birmingham	2 weeks	822,376	728,745	88.6%	9,498,880	13
30 TS	Total	All Adults 15+	Bristol	2 weeks	392,443	353,697	90.1%	2,612,290	7.1

## Birmingham









Number of sites	Format	Audience	Campaign geography	Duration	Population	Reach	Coverage	OTS	Frequency
40 SL	Total	All Adults 15+	Bristol,	5 weeks	392,443	362,658	92.4%	4,317,910	11.9
40 SL	Total	All Adults 15+	Cardiff,	5 weeks	262,339	235,931	89.9%	2,176,330	9.2