

# Kent Contemporary Campaign – **Summer in Kent** Campaign Report 2018

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# Introduction & Summary

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Since 2010, Visit Kent has run an annual outdoor advertising campaign - the Kent Contemporary campaign – with key partners to reposition the destination as the Garden of England for the 21<sup>st</sup> century, building on awareness of what the county has to offer whilst being able to surprise and delight in new ways.

Working with leading creative agency, M&C Saatchi and global marketing and advertising agency AKA, the campaign features striking imagery (with the Visit Kent and Southeastern Railway branding) on London outdoor and digital media, targeting London audiences to inspire them to take more day trips and short breaks to Kent.

The campaign allows partners to use media that they may not afford on their own, gain extra opportunities for exposure and access further distributions channels.

## **2018 partners**

The 2018 campaign followed the same format as 2017 (when further digital activity was explored as a way of refreshing the campaign and increasing longevity), and welcomed new partnerships from Howletts Wild Animal Park, Leeds Castle and Kent & Sussex Holiday Cottages. 2018 also incorporated a brand-new video of Margate in partnership with Thanet District Council – the first exclusively video partnership in Kent Contemporary’s campaign history.

2018 partners were:

1. Southeastern (branding only)
2. Thanet District Council (3 x creatives)
3. Hever Castle
4. English Heritage (Dover Castle)
5. Canterbury Business Improvement District (BID)\*
6. Shepherd Neame
7. Howletts Wild Animal Park
8. Leeds Castle
9. Kent & Sussex Holiday Cottages\*\*

*\* In partnership with Canterbury City Council and Whitefriars Canterbury, one creative*

*\* Campaign accommodation sponsor – no creative*

## **2018 timing**

In previous years Kent Contemporary has launched both in May (ahead of the summer season), and later into summer (around mid-June). For the first time in 2018, the campaign took a two-pronged approach with our destination partners launching their paid-for activity earlier (on 22<sup>nd</sup> May) and our attractions launching theirs later (on 2<sup>nd</sup> July). This approach ensured that all partners were targeting our key London audience at the optimum time for them personally, whilst also extending the length of this year’s campaign overall.

## 2018 activity at a glance

**22<sup>nd</sup> May to 21<sup>st</sup> September**

<b>Outdoor</b>	<ul style="list-style-type: none"><li>○ 4 x transvision screens at Kings Cross Station (20 second spots on rotation during entertainer hours – 7pm-close)</li><li>○ 125 x London underground 16 sheets</li><li>○ 21 x London over ground Adrail D6 sheets</li></ul> <p><i>*Please note, the split timing of this year's campaign meant that the total numbers shown above were divided into two bursts of activity e.g. 2 x transvision screens in burst one (May) and 2 x transvision screens in burst two (July)</i></p>
<b>Digital Formats</b>	<ul style="list-style-type: none"><li>○ Captify (programmatic advertising)</li><li>○ Teads in-read video display advertising</li></ul>
<b>Social media</b>	<ul style="list-style-type: none"><li>○ Promoted Facebook carousel/link adverts for partner creatives</li><li>○ Facebook, Twitter and Instagram posts across Visit Kent channels driving website traffic</li><li>○ Facebook and Twitter banner takeovers of all campaign images</li><li>○ Instagram stories for each partner</li><li>○ Promoted Facebook carousel adverts for two campaign competitions</li></ul>
<b>Web</b>	<ul style="list-style-type: none"><li>○ Campaign landing page on <a href="http://www.visitkent.co.uk">www.visitkent.co.uk</a> with partner profiles</li><li>○ Homepage takeovers of all campaign images</li><li>○ PPC and Google Adwords</li></ul>
<b>Content</b>	<ul style="list-style-type: none"><li>○ 2 x competitions to drive traffic and encourage data capture</li></ul>
<b>PR &amp; E-comms</b>	<ul style="list-style-type: none"><li>○ Dedicated PR activity</li><li>○ Campaign images used across B2B newsletters</li><li>○ 4 x dedicated B2C newsletters</li></ul>

## 2018 results summary

- The total reach for the 2018 campaign (AKA run activity) was over 44.3 million impressions (48.6% increase on 2017)
- The out of home transvision and outdoor panels delivered 36.8 million impressions
- Digital promotions delivered 4.8 million impressions, generated 8,318 clicks
- Paid social media promotions reached 986,656 people
- 64,859 views to campaign page(s), 2nd most visited page on the website during campaign (37.7% increase on 2017)
- 80,755 visits to partner pages during the campaign period (22.4% increase on 2017)
- More than 14,000 entries to two competitions
- The campaign's paid social media activity, social advertising run by AKA and promotions run in-house for two competitions, reached 1,038,136 people and generated 30,964 website visits.



## **AKA REPORT**

# > Campaign Headlines

- Overall objective was to **raise awareness** of Kent as a key destination for domestic tourists from London and the surrounding areas and profile all participating partners and their offer
- Campaign **split into two key periods** this year to better reflect the needs of partners (Destinations/Attractions)
- **Effectiveness of campaign** was measured by looking at overall reach, interactions and engagement as well as traffic to the Visit Kent website
- Relevant **digital learnings utilised** from last year's campaign to maximise the performance for this year



## > Target Audiences

### Progressive Middle-Agers

ABC1 35+ with children

An all-round passion for arts and culture

Index highly for an interest in nature and spending leisure time outdoors

Potential for intergenerational groups including grandparents

### Culture Vultures

ABC1 25-35 independent adults

Travelling as a couple or as a group

Socially active and heavily reliant on visuals and word of mouth when deciding what to consume or engage with

# ➤ Reaching our Target Audiences | Out of Home

- **Cost effective** way of delivering **awareness** on a large scale
- A format that **indexes highest** for both audience groups
- Reach a general London audience; both **commuters** and **weekend travellers**
- Utilising both **Underground** and **above-ground** advertising for high visual impact
- Using **digital formats** provides flexibility on the creative to help bring it to life



# > Reaching our Target Audiences | Digital Formats

- **Captify** (digital display) uses **search behaviour** as the main indicator of intent to identify those most likely to be in market
- It uses an algorithm to understand how users are searching for interests and content, targeting those most likely to click through
- **Teads** is in-read video display advertising serving video ads across a range of premium publishers
- An excellent opportunity for our video content to run alongside relevant editorial



# > Reaching our Target Audiences | Social Advertising

- Facebook – All Placements targeting
- Main objective: to drive traffic to the Visit Kent website
- Auto-optimising to deliver both brand engagement and website visits
- Geo-targeted to target only those most likely to convert (**London + 30 miles**)
- Use same visuals as out of home to increase chances of brand recall



facebook Messenger

# ➤ Reaching our Target Audiences | Paid Search (PPC)

- Paid Search activity supports rest of the campaign
- Drives conversions at the end of the consumer funnel
- Runs alongside key activity dates and the weeks that follow
- Matches keywords entered to key landing pages to drive maximum click through rates
- Prospect for audiences who were in-market for domestic visits via terms such as “days out in Kent”



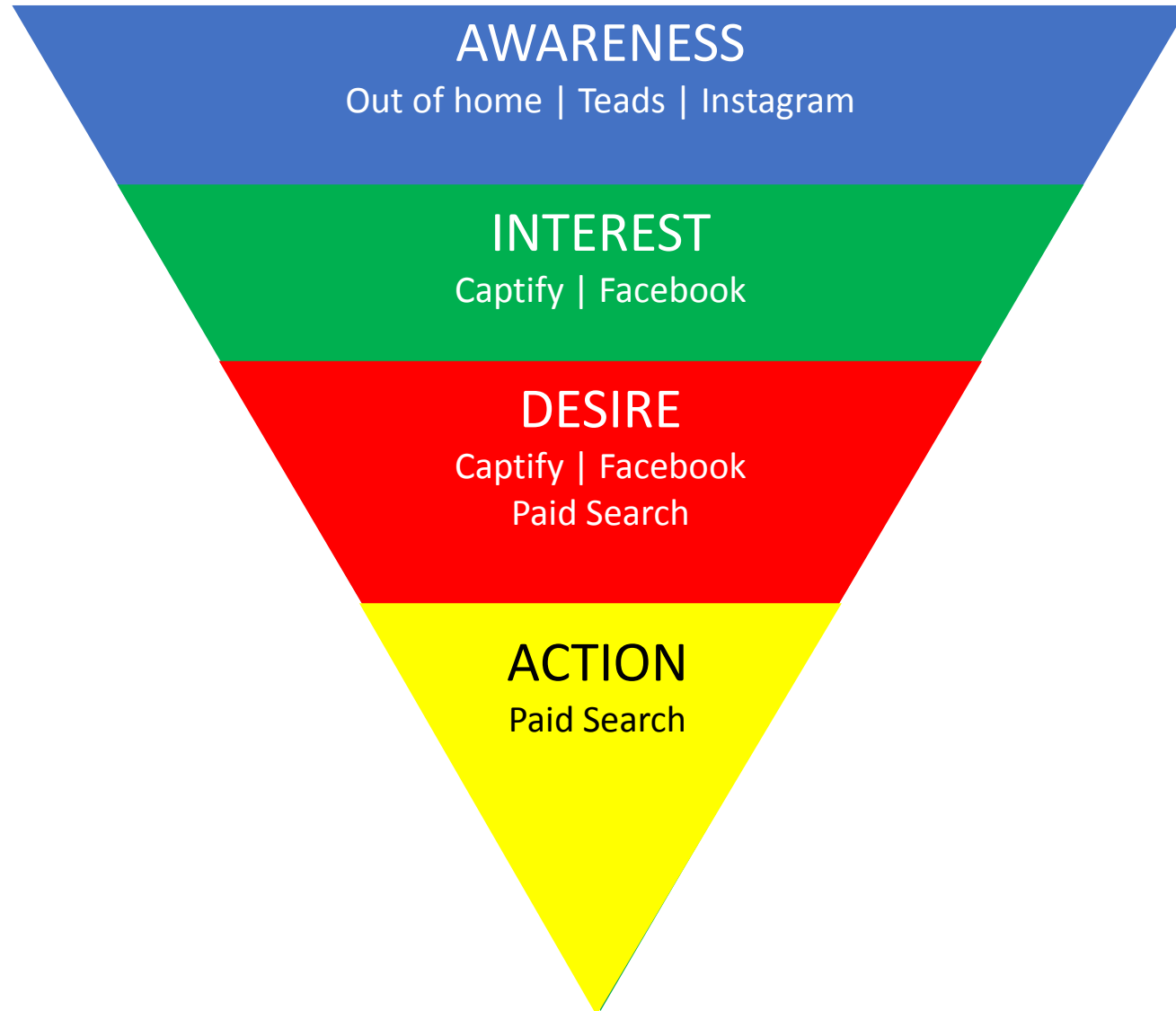
## ➤ Reaching our Target Audiences | PPC Summary



- The campaigns were split into:
  - Branded searches for Visit Kent
  - Generic partner specific keywords that contained keywords relating to those searching for things to do in that location
- The keyword list was compiled based on the best performing keywords from last year's campaign
- We directed generic terms to pages on the Visit Kent website that had a strong representation of these keywords, e.g. Hever Castle ads went to the Hever Castle & Gardens page



# ➤ Consumer Behaviour vs Marketing Activity

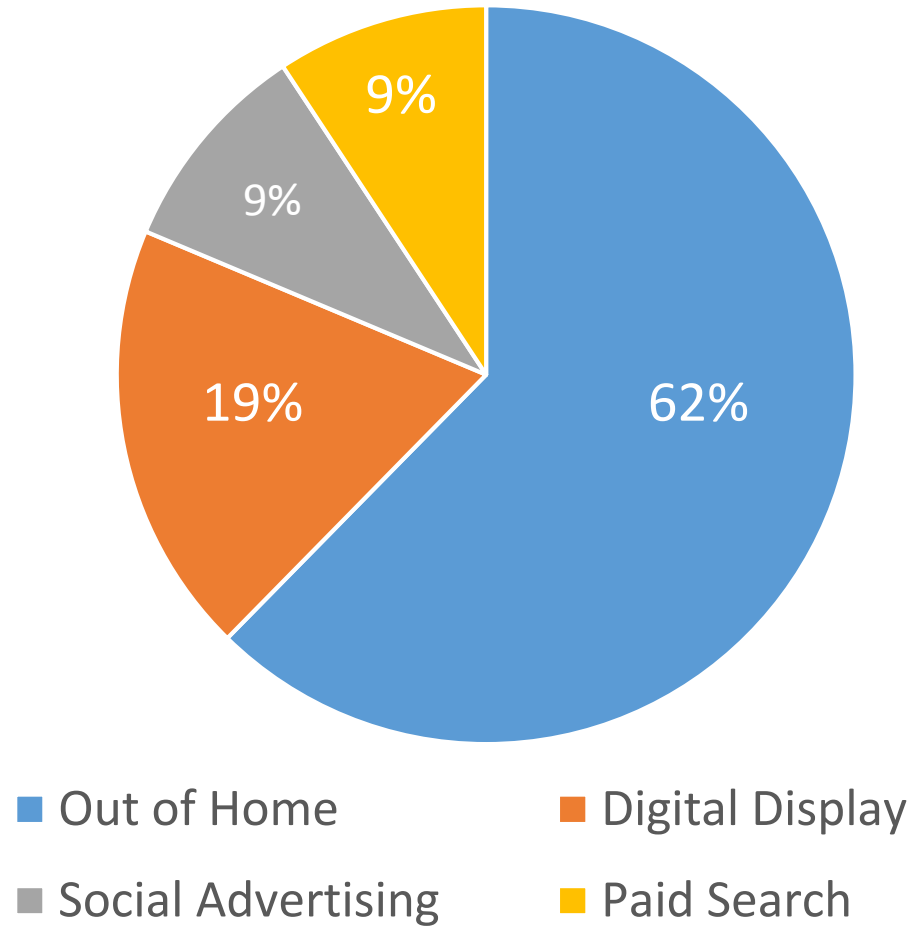


## > 2018 Campaign | Key Learnings

- The total reach for the 2018 campaign was **44,281,668**, compared to 29,798,500 in 2017
- 53.82% of reach generated by our Destinations campaign
- 45.84% of reach generated by our Attractions campaign
- 0.33% of reach generated by our PPC Brand campaign and August Teads campaign
- The campaign generated just over **40,000** clicks to the Visit Kent website, compared to 41,000 in 2017



## > Breakdown of budget



## > Comparing Spend with Reach

ACTIVITY	% OF BUDGET PER CHANNEL	TOTAL REACH	% OF REACH PER CHANNEL	% OF OFFLINE SPEND	% OF ONLINE SPEND
OUTDOOR	62%	36,804,572	83%	62%	37%
DIGITAL DISPLAY	19%	5,202,853	12%		
PPC	9%	86,063	1%		
SOCIAL	9%	2,188,180	4%		



**DESTINATIONS CAMPAIGN**

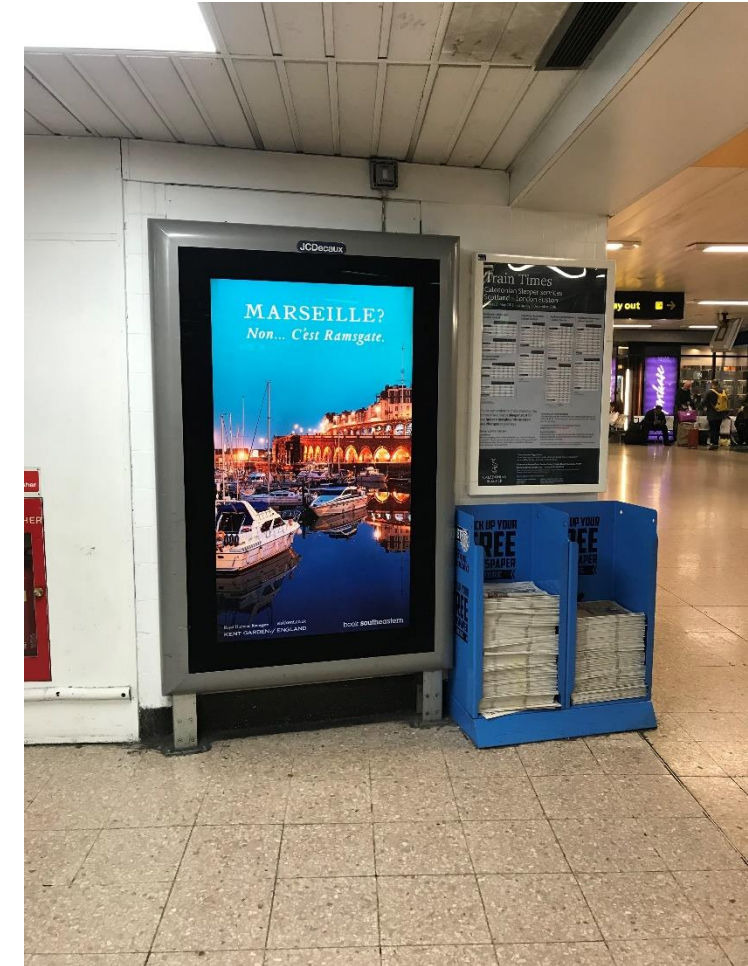
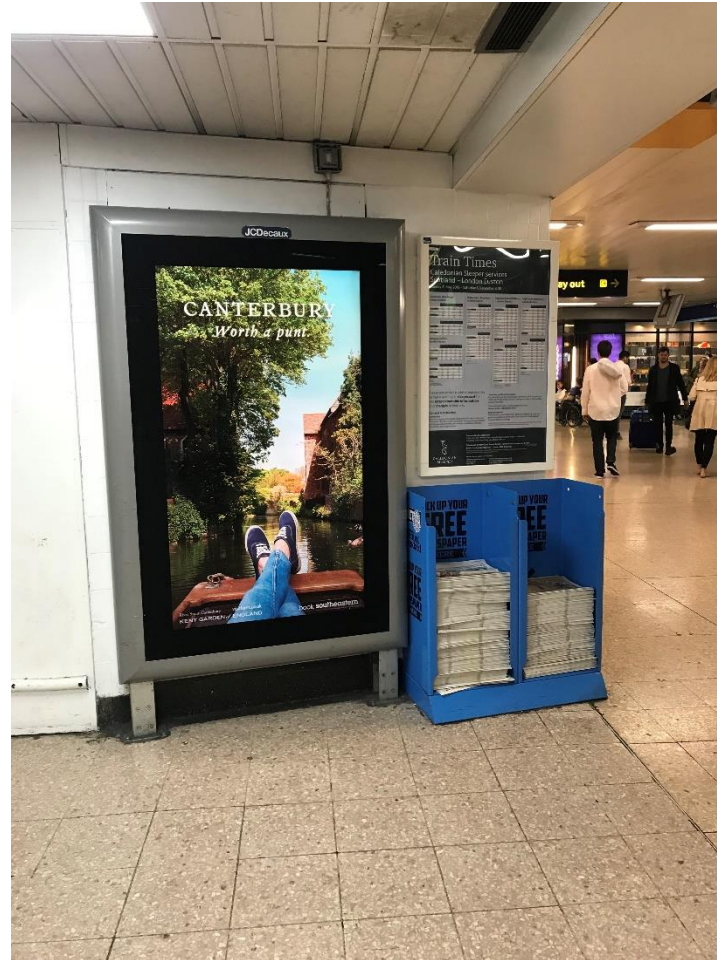
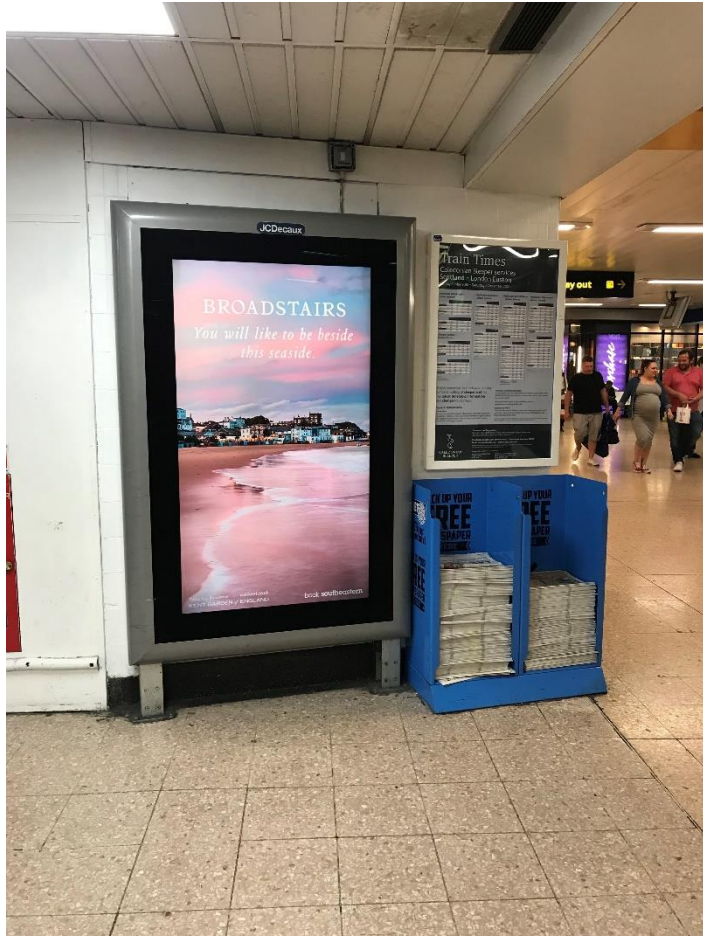
## ➤ London Underground 16 sheets | in-situ



Stations included: St Pancras, Hammersmith, Waterloo, South Kensington, Kennington, Shepherds Bush, Euston, Marble Arch, Hyde Park Corner



## ➤ Rail D6s | in-situ



Stations: Waterloo, Euston, Victoria, Liverpool Street, London Bridge, Cannon Street, Clapham Junction, Charing Cross

## ➤ Rail D6s | in-situ video





# > Kings Cross | Transvision

- Premium rail format
- Large, elevated high resolution digital screens
- Positioned next to **departure boards** capturing the attention of travelers that pass through Kings Cross every day
- Utilising **leisure hours** enabled us to reach an audience already active in the days out market
- Entertainer hours – (7pm-close)



## ➤ Combined Out of Home Delivery | 21 May - 3 June

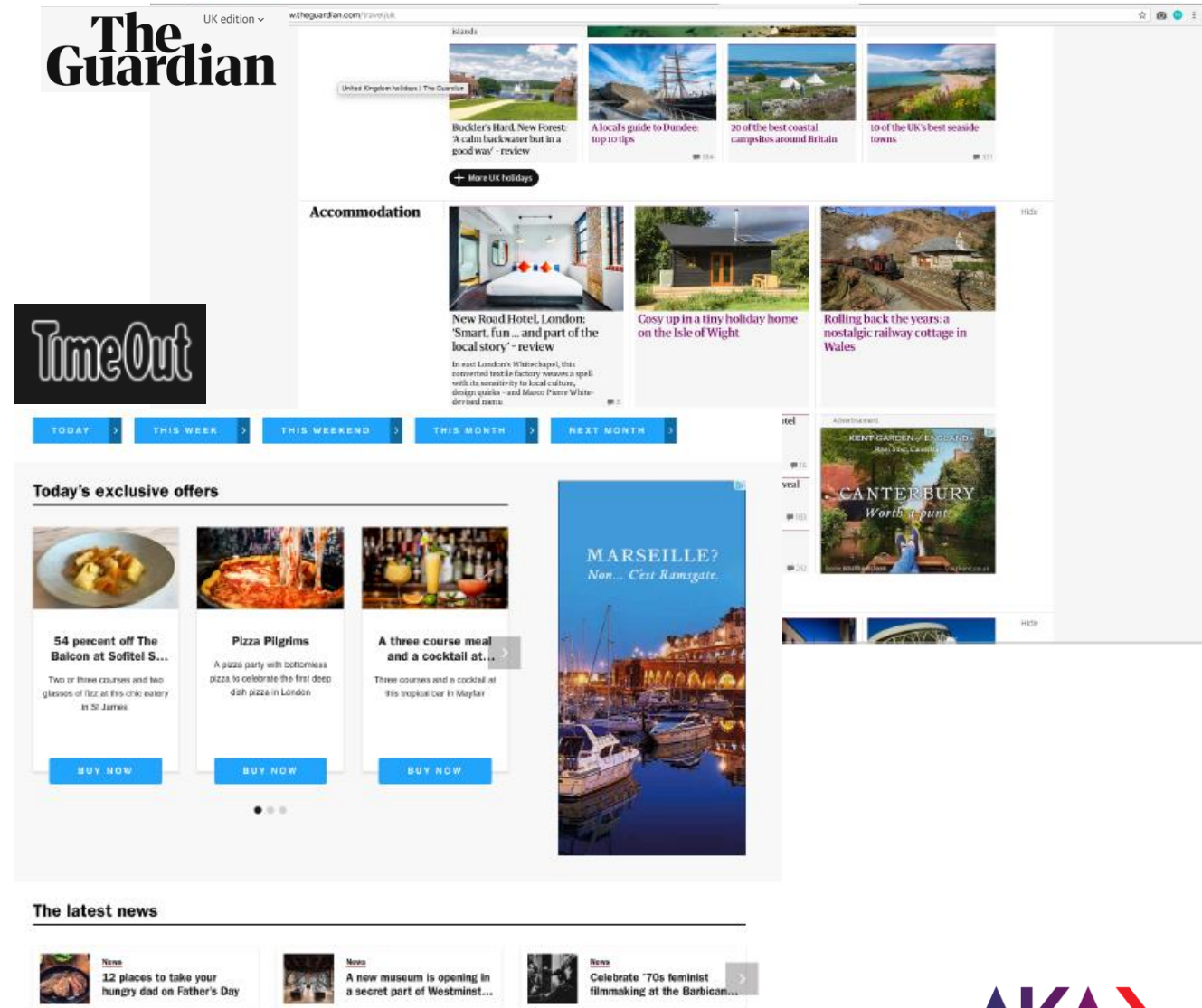
Format	Booked Delivery	Actual Delivery	Added Value
LU 16 Sheets	4,128,000	12,089,142	66%
Adrail D6s	7,963,000	7,963,000	0%
Transvision Screens	1,279,627	1,279,627	0%
TOTAL	13,370,627	21,331,769	66%



# ➤ Digital Advertising | Captify

## Broadstairs, Ramsgate and Canterbury

- 25 May - 7 June
- Ran across desktop, tablet and mobile
- Southern England counties targeted excluding Kent
- **1,374,532 impressions**



## > Digital Advertising | Captify Results

Total Impressions:	1,374,532
Total clicks:	1,945
CTR:	0.14%
Benchmark CTR:	0.08%



- All 3 creatives performed above the benchmark
- The MPU performed fairly evenly across the 3 creatives
- The HPU performed slightly better for Broadstairs (0.13% vs 0.09%) compared to Canterbury or Ramsgate

## > Social Advertising Results

Campaign	Impressions	Reach	Link clicks	Link CTR	Post Shares	Post reactions	Post comments	Page likes
Margate   29 May - 18 June	351,186	132,512	9,121	2.60%	174	725	97	0
Broadstairs   21 May – 11 June	130,329	62,768	1,288	0.99%	24	280	9	201
Ramsgate   21 May – 11 June	141,963	76,960	1,170	0.82%	19	213	13	137
Canterbury   21 May – 11 June	288,042	141,024	3,814	1.33%	53	441	35	591
Total	911,520	413,264	15,393	1.69%	270	1,659	154	929

- Margate performed very well in this burst of activity, followed by Canterbury (CTR)
- The Margate ad also performed the best in terms of overall engagement (shares, comments, etc)
- These positive results for Margate could be due to the creative, which was a **video** and tends to be **more engaging** with audiences

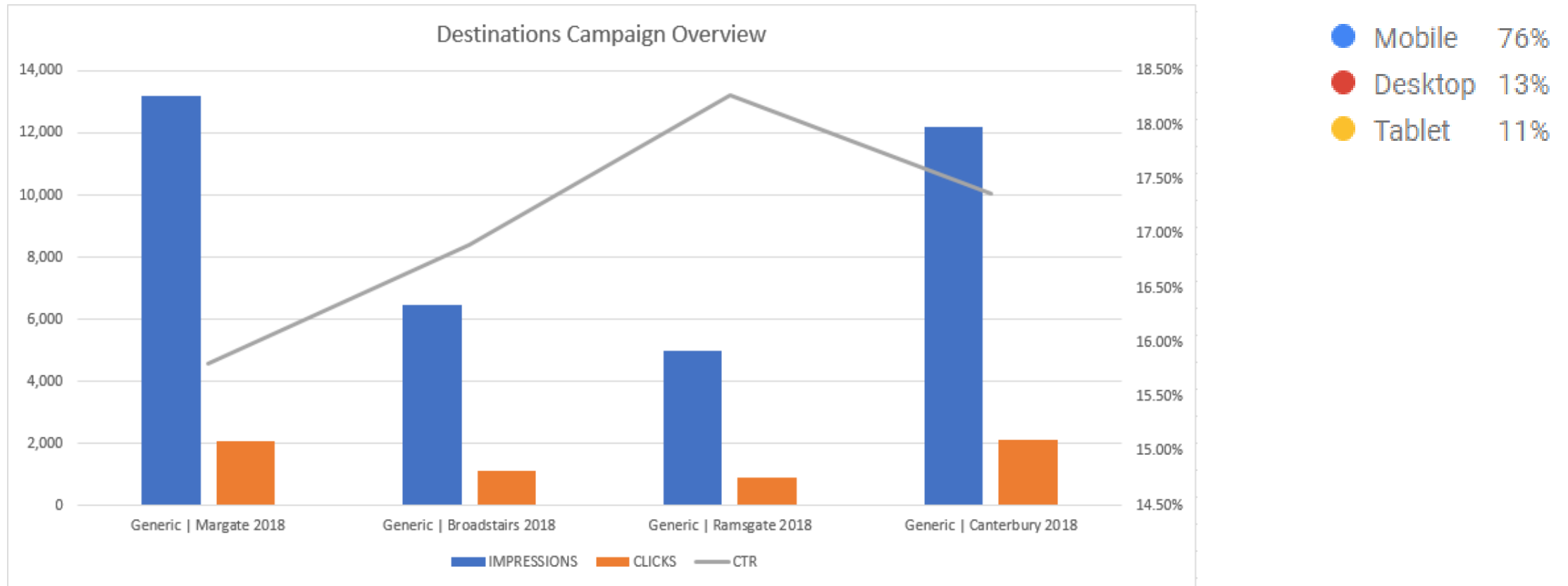
## > PPC Results

Campaign	Impressions	Clicks	CTR	Average position	Average time on site (secs)	Conversions
Visit Kent (Brand)	5,090	1,854	36.42%	1	99	272
Margate   25 May – 22 June	13,198	2,086	15.81%	1.2	63	178
Canterbury   21 May - 11 June	12,193	2,118	17.37%	1.1	62	194
Broadstairs   21 May - 11 June	6,448	1,090	16.90%	1	56	87
Ramsgate   21 May - 11 June	4,981	910	18.27%	1.1	60	83

- All campaigns drove a higher CTR than the AKA benchmark of 9.53% (**average was 17.08%**)
- The highest being driven from the **Generic | Ramsgate campaign** with a CTR of 18.27%
- The top conversion driving campaign was the **Generic | Canterbury 2018** campaign with 194 conversions
- All campaigns maintained a high average **position of 1.1** on the Google search pages
- YOY comparisons: We have seen an increase in CTR especially in the Ramsgate campaign, from a CTR of 13.33% to 18.27%. Broadstairs has also increased from 12.77% to 16.90%
- This activity generated a total of **8,290 clicks** to the website and **542 conversions**

Please note the points above don't include stats relating to the brand campaign

## ➤ PPC results continued..



- Ramsgate drove a very high CTR showing a strong intent from users who searched
- The Margate and Canterbury campaigns drove the highest numbers of impressions and clicks during this time period

# > Teads campaign | Margate Results

- 179,895 launched views
- 49,141 billed views
- 757 clicks to website
- 48% VTR
- 0.42% CTR







**ATTRACTIONS CAMPAIGN**

## ➤ London Underground 16 sheets | in-situ



Stations included: South Kensington, St Pancras, Euston, Marble Arch, Victoria, Euston, Hyde Park Corner



## ➤ Rail D6s | in-situ –



Stations: Cannon Street, Clapham Junction (x2), Euston (x2), Liverpool Street (x2), London Bridge, Victoria (x2), Waterloo, Charing Cross, St Pancras

## ➤ Rail D6s | in-situ video



## > Kings Cross | Transvision





## ➤ Combined Out of Home Delivery

Format	Booked Delivery	Actual Delivery	Added Value
LU 16 Sheets (75)	6,180,000	6,729,333	8%
Adrail D6s (13)	7,463,843	7,463,843	0%
Transvision Screens	1,279,627	1,279,627	0%
TOTAL	14,923,470	15,472,803	8%



# > Digital Advertising | Captify

## Dover Castle, Shepherd Neame, Hever Castle

- 2-15 July
- Ran across desktop, tablet and mobile
- Southern England counties targeted excluding Kent
- **1,578,138 impressions**



## > Digital Advertising | Captify Highlights

Total Impressions:	1,578,138
Total clicks:	2,790
CTR:	0.18%
Benchmark CTR:	0.08%



- The Hever Castle MPU creative generated the **highest CTR** for a single ad (0.20%)
- The majority of impressions were served via MPU
- Slightly higher CTR compared to the first burst (0.14%)





**HOWLETTTS AND LEEDS CASTLE | CAPTIFY**

# ➤ Digital Advertising | Captify

- 2 – 15 July (Leeds Castle, Howletts)
- Ran across desktop, tablet and mobile
- Southern England counties targeted excluding Kent
- **1,928,403 impressions**

## MailOnline

First four rescued Thai cave boys ask for spicy basil pork and rice after first night in hospital - but children have not been able to hug or see their parents yet due to risk of infection



The rescued teenagers woke up 'hungry' on Monday morning, and asked for and ate pork - a Thai pork and herb salad - with rice, the rescue chief told a press conference. Nontawat Boonpatt, 12, Prapai Suwan, 15, Nontawat Thammakorn, 14, and Pichai Boonpatt, 15, have not yet been able to see their families due to risk of infection, but a miracle should be taking place in hospital late on Monday. Sight of their teammates and their coach seems in the cards on Monday.

Trump praises rescue efforts underway in Thailand for trapped soccer team and touts help U.S. is giving to save the boys

President Donald Trump is praising the rescue efforts underway in Thailand to

Elon Musk suggests building a 'tiny, kid-size SUBMARINE' to save trapped Thai boys (only to later tweet 'make sense' when divers begin cave rescue mission hours later)

Charlotte McKinney gets bikini racing as she flashes the flesh in winery bikini, including on MailBox beach. Caught the eye as she hit the beach.

ACCOUNTS MANAGER

KENT GARDEN, ENGLAND  
Leeds Castle

**BEST ODDS ON THE WORLD CUP**  
oddschecker APPROVED  
Real customers. T&Cs apply.  
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read more

The changing face of Kylie Jenner: How a reality TV teen transformed her look and built a top 100 empire before quitting films. Quite a difference.

Kim Kardashian reveals her simple secrets to losing weight.

## > Digital Advertising | Captify Highlights

Total Impressions:	1,928,403
Total clicks:	3,583
CTR:	0.19%
Benchmark CTR:	0.08%



### Leeds Castle & Howletts

- The Howletts MPU creative generated the **highest CTR** for a single ad (0.19%)
- The Leeds Castle MPU generated a CTR of 0.18%
- The **lowest performing** creative was the HPU for both partners (0.16%)
- The majority of impressions were served via MPU
- Achieved the highest CTR across all bursts

## > Social Advertising Results

Campaign	Impressions	Reach	Link clicks	Link CTR	Post Shares	Post reactions	Post comments	Page likes
Dover Castle 2 Jul-5 Aug	238,307	122,223	1,879	0.78%	78	691	10	207
Hever Castle 2 Jul-5 Aug	229,505	107,745	3,374	1.47%	107	905	47	247
Shepherd Neame 2 Jul-5 Aug	161,683	69,280	2,109	1.30%	48	340	23	99
Leeds Castle 2 Jul-5 Aug	341,417	145,696	2,600	0.76%	94	805	29	153
Howletts 2 Jul-5 Aug	305,748	128,448	3,876	1.27%	57	427	38	356
Total	1,276,660	573,392	13,838	1.08%	384	3,168	147	1,062

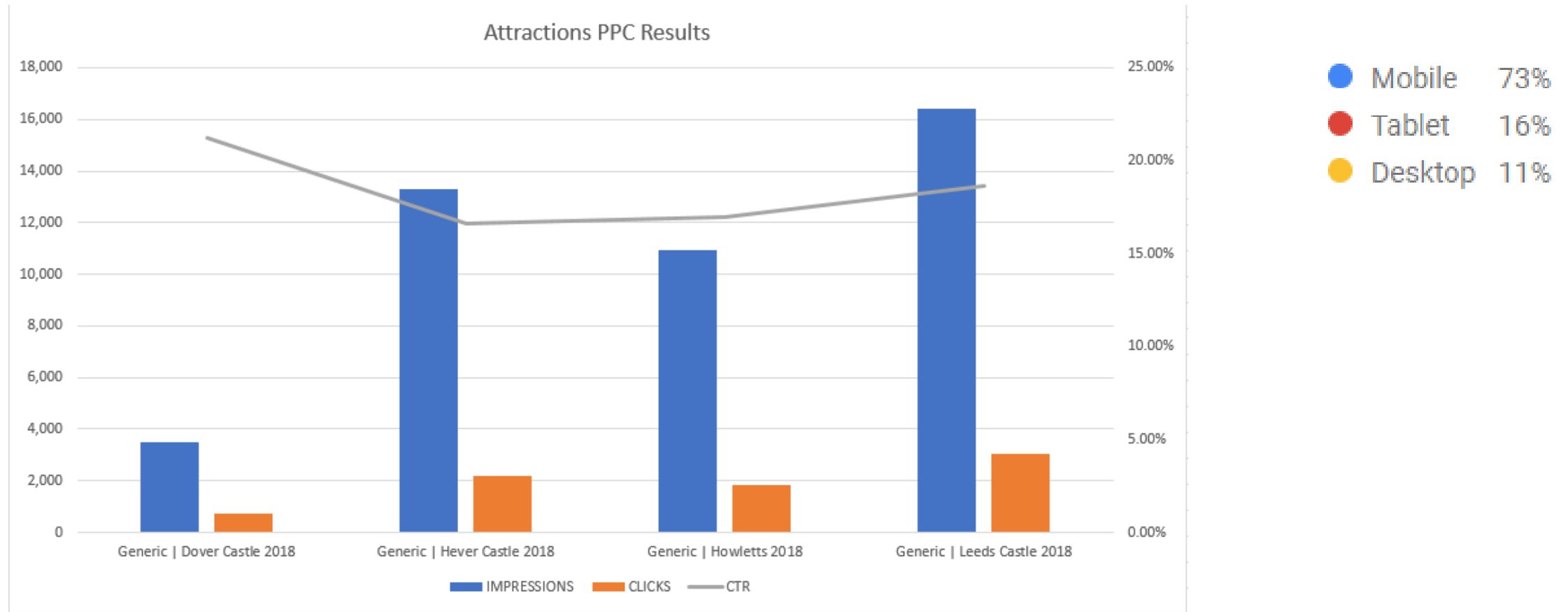
- The Hever Castle ad performed best with regards to engagement
- Hever Castle also generated the **highest CTR** at 1.47%
- Howletts generated an impressive **3,876** link clicks
- We saw a high level of engagement from **women** aged **55-65+** for the Dover, Hever and Leeds Castle ads as a result of our **Cultural Heritage** interest targeting

## > PPC Results

Campaign	Impressions	Clicks	CTR	Average position	Average time on site (secs)	Conversions
Leeds Castle 2-26 July	16,429	3,066	18.66%	1.2	31	132
Hever Castle 2-26 July	13,306	2,212	16.62%	1.1	31	90
Howletts 2-26 July	10,946	1,855	16.95%	1	19	37
Dover Castle 2-26 July	3,472	738	21.26%	1.3	37	38

- These campaigns all drove a higher CTR than the AKA benchmark of 9.53% (**average was 18.37%**)
- The highest being driven from the **Generic | Dover Castle** campaign with a **CTR of 21.26%**. This also had the longest average time on site with 37 seconds
- **Leeds Castle** generated the **highest number of conversions** with 132
- YOY comparisons - we have seen an increase in CTR especially in the case of Hever Castle from a CTR of 8.84% to 16.62%. Dover Castle has also increased from 4.89% to 21.26%
- This activity generated a total of **7,871 clicks** to the website and **297 conversions**

## > PPC Results continued..



- The CTR was fairly consistent for all four partners here
- Hever Castle and Leeds Castle drove the highest number of impressions
- People searching for Dover Castle showed a strongest intent/highest CTR



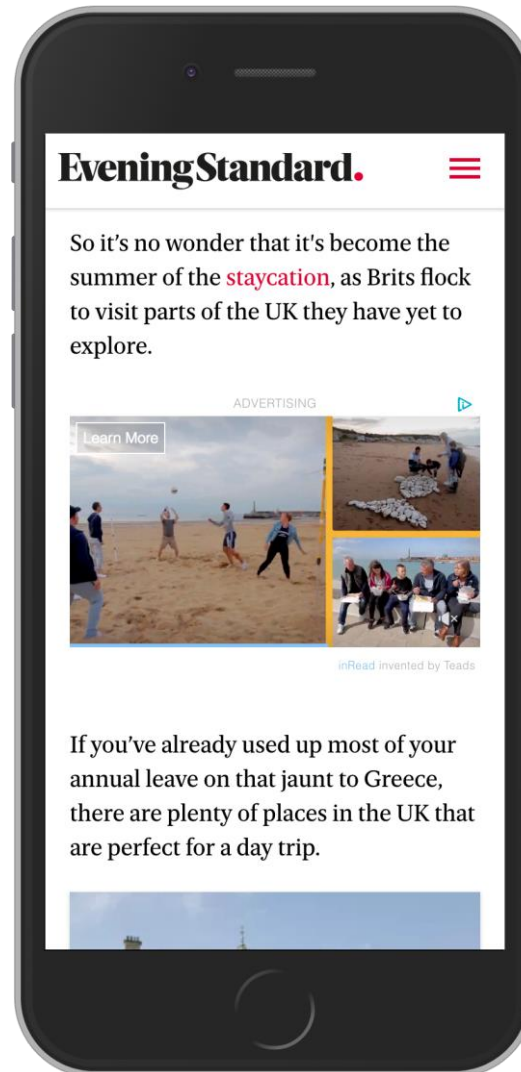
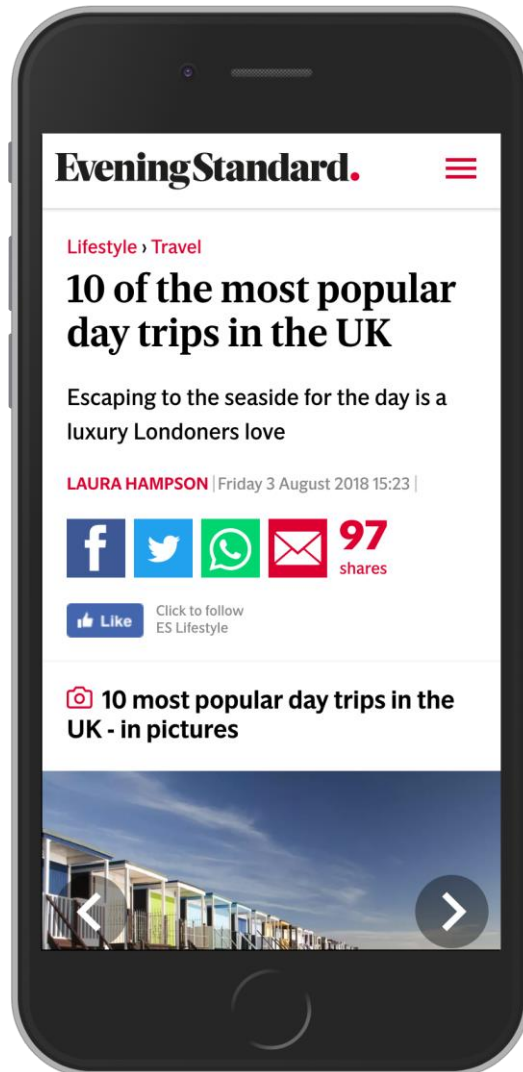
# AUGUST TEADS CAMPAIGN

## ➤ Teads | In-read video display campaign





# ➤ Teads in-situ | Family Creative



# > Teads in-situ | History Creative

**METRO**  
NEWS... BUT NOT AS YOU KNOW IT


f t p i





134.2M  
SHARES

HOME NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE VIDEO MORE TRENDING Q

SEX FASHION FOOD TRAVEL

## Metro Road Trip: Your summer pictures of the southern counties

 **Natalia Salmon** Tuesday 14 Aug 2018 7:40 am




This summer our Instagram page is on a summer road trip across the UK.

We're travelling to every county through your pictures to find the best beauty spots, shareable shores and like-worthy landmarks.

So far we have travelled around the south and south eastern counties surrounding London.


We've shared images which captured the lavender fields in Kent to the cliff tops of Sussex.

MUST READ



**Photographer captures the world's cruelest prison taken over by nature**

Devil's Island was once the prison saved only for the most dangerous inmates. »



So far we have travelled around the south and south eastern counties surrounding London.

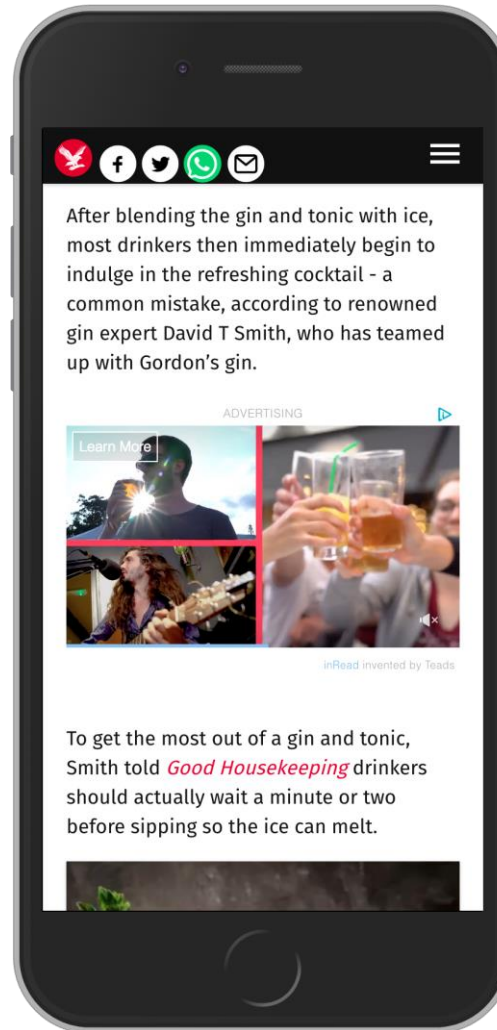
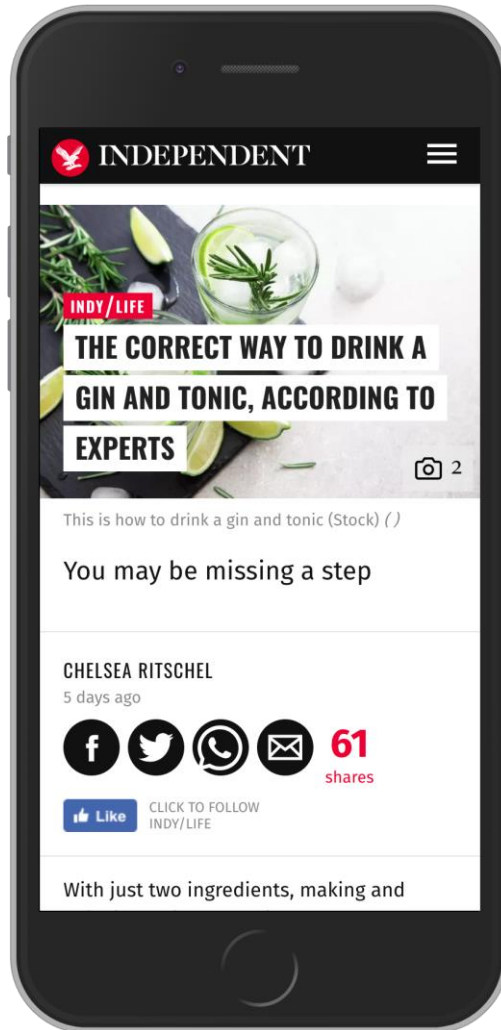
We've shared images which captured the lavender fields in Kent to the cliff tops of Sussex.




Here are a few of our most liked images so you can keep up.

Use #MetroRoadTrip share your pictures for the next stage of our journey to the West Country.

# > Teads in-situ | Nightlife Creative



# ➤ Teads in-situ | Food & Drink Creative



The screenshot shows the heart 96-107 website. The top navigation bar is red with the heart logo and 'turn up the feel good!' tagline. Below the navigation bar, there's a 'NOW PLAYING' section featuring George Michael and Mary J. Blige. The main content area is titled 'Food & Health' and features an article 'National Prosecco Day: When is it and how you can celebrate' dated 8 August 2018, 13:54. The article includes a photo of a bartender pouring prosecco. A Slack advertisement is visible on the right side of the article.

heart 96-107  
turn up the feel good!

NOW PLAYING  
As  
George Michael Feat. Mary J. Blige

LISTEN

Last Played Songs >> Schedule >>

Radio Showbiz Lifestyle Win News Events Bingo Heart TV Charity Royals

« LIFESTYLE

Food & Health

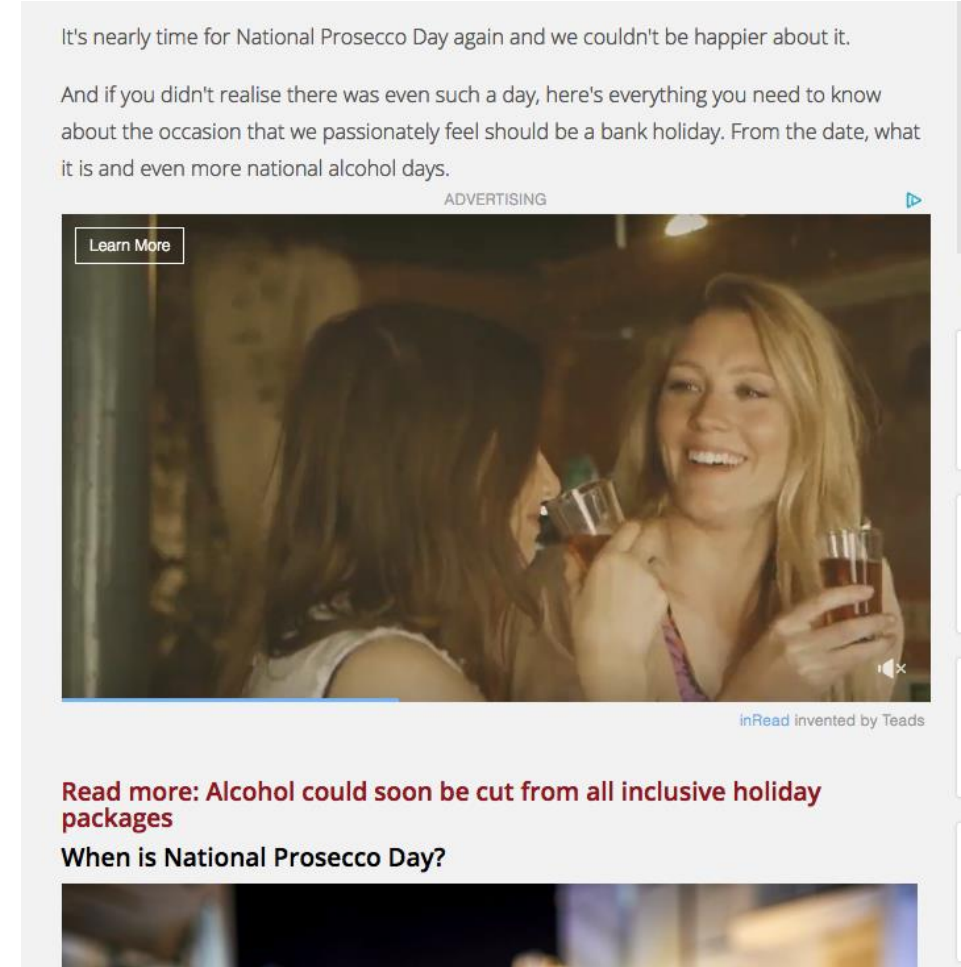
National Prosecco Day: When is it and how you can celebrate

8 August 2018, 13:54

slack

Reduce your email by 48.6%

Get Started



The screenshot shows a Teads advertisement for National Prosecco Day. The ad features a video of two women smiling and holding glasses of prosecco. The text above the video reads: 'It's nearly time for National Prosecco Day again and we couldn't be happier about it. And if you didn't realise there was even such a day, here's everything you need to know about the occasion that we passionately feel should be a bank holiday. From the date, what it is and even more national alcohol days.' Below the video, there's a 'Learn More' button. The ad is labeled 'ADVERTISING' and 'inRead invented by Teads'.

It's nearly time for National Prosecco Day again and we couldn't be happier about it.

And if you didn't realise there was even such a day, here's everything you need to know about the occasion that we passionately feel should be a bank holiday. From the date, what it is and even more national alcohol days.

ADVERTISING

Learn More

inRead invented by Teads

Read more: Alcohol could soon be cut from all inclusive holiday packages

When is National Prosecco Day?

## > Teads Results

Creative breakdown	Launched views	Billable views	Clicks	VTR	CTR
Family	35,721	12,196	37	34%	0.30%
History	35,068	11,963	32	34%	0.30%
Nightlife	35,494	11,728	21	33%	0.20%
Food	35,602	11,948	30	34%	0.30%
Total/Average	141,885	47,835	120	33.75%	0.30%

- Overall VTR was strong at 33.7%, above our benchmark range of 15-20% for this type of creative
- The activity drove 120 clicks to the Visit Kent website
- In terms of creative, these all performed similarly, with the **Family campaign** gaining slightly more billable views than the others
- Top performing websites included the Independent, BBC Good Food, Daily Mail and Metro





# FINAL THOUGHTS AND RECOMMENDATIONS

## > Final Thoughts

- Total reach of campaign was **44.3 million impacts/impressions** (29.7m in 2017)
- The mix of Transvision screens, high impact large format 16 sheets and Adrail D6s allowed artwork to be displayed in an impactful way as well as delivering good reach and opportunity to see
- The May outdoor campaign delivered an impressive overshoot of 66% compared to 8% in July
- Social advertising generated the majority of website clicks with 29,221
- The average click through rates achieved were as follows:
  - Captify – 0.17%
  - Social – 1.37%
  - PPC – 20.06%

# Visit Kent Digital and Creative Content Report

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## Website

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As in 2017, Visit Kent created a bespoke campaign webpage on the Visit Kent site to follow up on the consumer journey once audiences had been exposed to the plethora of campaign promotions managed by AKA.

The campaign page, Summer in Kent (<https://www.visitkent.co.uk/summer-in-kent/>), was the main call to action for our paid and organic promotions, including social and paid advertising, digital formats and our video seeding activity. This landing page used BuzzFeed-style content which featured each of the partners and their creatives, with short and sharp text detailing why those people reached by our promotions should visit the venues/destinations (and more widely The Garden of England) throughout the summer period. We also ensured the Southeastern logos and integrated booking tool were included prominently on this landing page.

The tone and style of this page mirrored the key messaging used across creatives by M&C Saatchi to show cohesion and give the campaign a consistent tone of voice.

Throughout the campaign, all partner creatives were used as homepage banners on [www.visitkent.co.uk](http://www.visitkent.co.uk) along with consistent messaging. Additionally, website homepage 'feature' and 'keep looking' booking slots were allocated to a range of campaign-related content throughout the summer including competitions and partner pages.

For the duration of this campaign, the Summer in Kent landing page remained the second most viewed page across the entire Visit Kent website.

### Key results

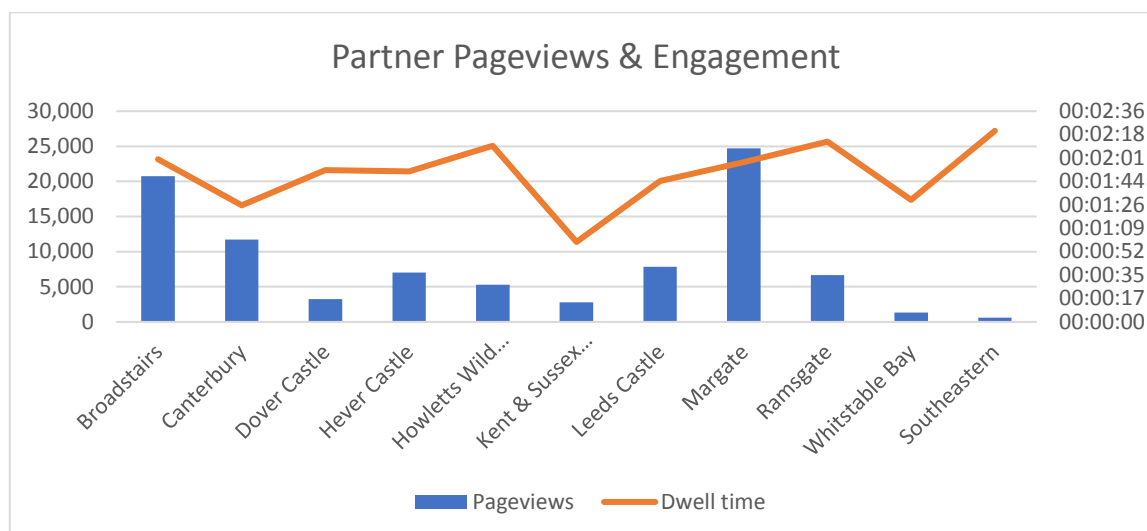
- 64,859 views of the campaign page (a 37.7% increase on 2017)
- 80,755 visits to partner pages during the campaign (a 22.4% increase on 2017)
- [www.visitkent.co.uk](http://www.visitkent.co.uk) received 550,409 visits and 1.1million page views during the campaign (again, both increases on 2017)

### Partner pages

The main campaign landing page not only sought to promote each 2018 partner and their creative, but it also encouraged visitors to find out more about each of the featured destinations and businesses. We added hyperlinks to each of the image titles taking visitors to that partner's relevant attraction/destination page within the Visit Kent website, and chose also to add direct links to each partner's website as a way of ensuring that their own websites benefitted from further traffic because of the campaign.

When assessing the number of page visits to partner pages on the Visit Kent website during this time, we measured the number of visits to attraction pages as well as dwell time to evaluate the attractiveness of the page as well as users' engagement with content. Some attractions such as Southeastern and Whitstable Bay had a smaller number of visitors but a significantly higher length of stay, which demonstrates that the content on the page was engaging.





*\*Numbers include campaign specific pages and previously existing pages.*

## Social Media

We ran several organic and paid promotions across our main social media channels (Facebook, Twitter and Instagram) both in partnership with AKA, and in-house.

The campaign's paid social media activity, social advertising run by AKA and promotions run in-house for two competitions, reached 1,038,136 people and generated 30,964 website visits. Targeting of these promotions focussed on the campaign core audiences via brand affinity and interests within London and the South East.

To compliment the targeted paid promotions, all partner creatives were shared across Visit Kent's social media channels in a minimum of five dedicated posts consistent with the campaign's look, feel and tone of voice, and were each used as header images for our Facebook and Twitter pages to increase exposure.

This year the Visit Kent digital marketing team adopted the #SummerInKent hashtag and incorporated this throughout the summer across all social media platforms when sharing thematically relevant content that supported campaign messaging, as a way of building further exposure and momentum.

For the first time this year, the campaign introduced dedicated organic Instagram Story activity for each partner which was received very well by the Visit Kent Instagram audience and included further direct links back to the main campaign landing page on [www.visitkent.co.uk](http://www.visitkent.co.uk).

## Facebook

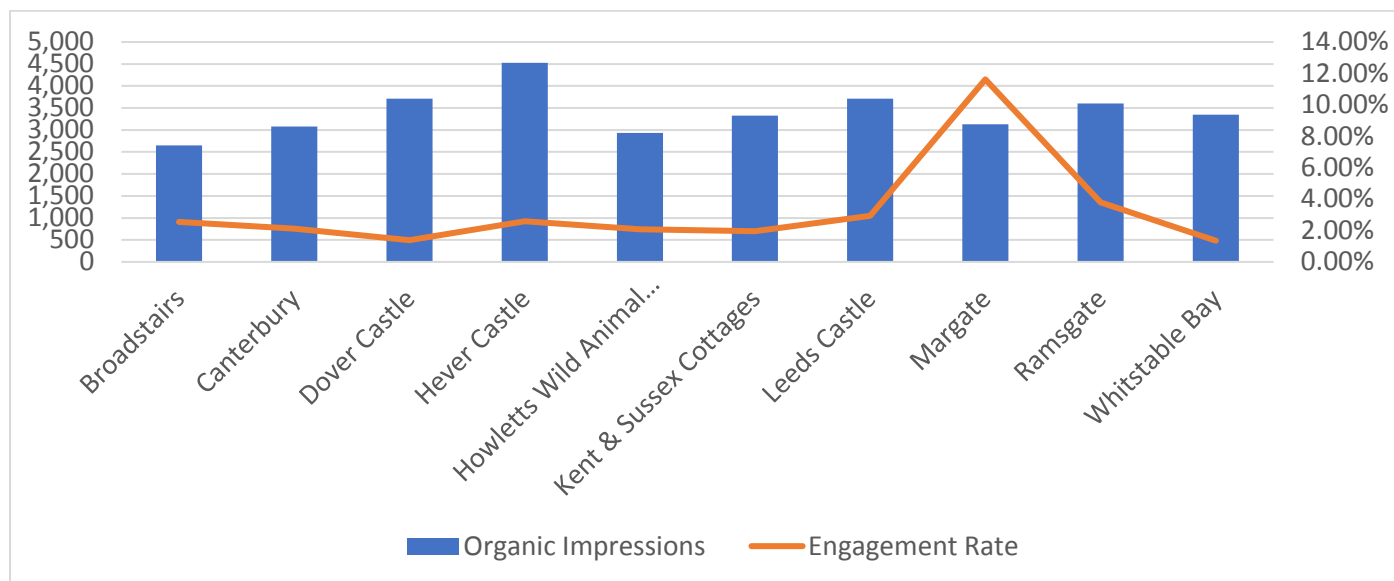
As with 2017, each partner creative was used as a Facebook banner image (or banner video in the case of Margate) on a dedicated week, as well as sharing general inspirational posts that linked to the campaign page. This platform was also used to promote our creative content including the two related summer competitions.

### Key results

- Visit Kent's Facebook page currently has more **20,000 page likes**
- During the campaign period this page saw a **19.8% increase in likes**

- **4,085,249 impressions** during this period  
(an **increase of 699%** on 2017)

*Dedicated Facebook banner for each investor*



<u>Campaign Partner</u>	<u>Organic Impressions</u>	<u>Engagement Rate</u>
Broadstairs	2,651	2.55%
Canterbury	3,078	2.11%
Dover Castle	3,710	1.39%
Hever Castle	4,528	2.58%
Howletts Wild Animal Park	2,935	2.07%
Kent & Sussex Cottages	3,324	1.96%
Leeds Castle	3,710	2.93%
Margate	3,126	11.62%
Ramsgate	3,604	3.78%
Whitstable Bay	3,348	1.35%

The above graph and table measure the metrics for both impressions and engagement rate of each partner's Facebook banner. Looking at the breakdown for each partner's banner image there's consistency across both metrics. However, a few partners show stronger performance in one metric or the other. You will notice that Margate received the strongest engagement rate of the campaign. This was because their creative this year was a video in place of an image – something we were very interested to see the impacts of to inform planning for next year's campaign.

Whilst Southeastern do not feature on this chart, they were incorporated into some of the more generic #SummerInKent posts on Facebook, and this platform was also used to share and support their own summer promotion messaging.

Facebook's algorithm changes this year have made it particularly hard for organic activity to perform well and with this in mind, our results still demonstrate that all banner images and videos throughout this campaign performed well.

## Twitter

Twitter is Visit Kent's biggest channel in terms of following with over 45,000 followers and again in 2018 this channel was used as a platform for more topical content.

In their 'focussed week' each partner received several dedicated tweets of which this year we experimented with sharing both the partners' Kent Contemporary campaign image and campaign messaging, as well as alternative images highlighting partners' own events, summer messages and even hidden gems.

Twitter was also used to promote the campaign's competitions, as well as supporting Southeastern's participation.

Again, all campaign images were used as the Visit Kent Twitter banner during their focussed week.

### Key results

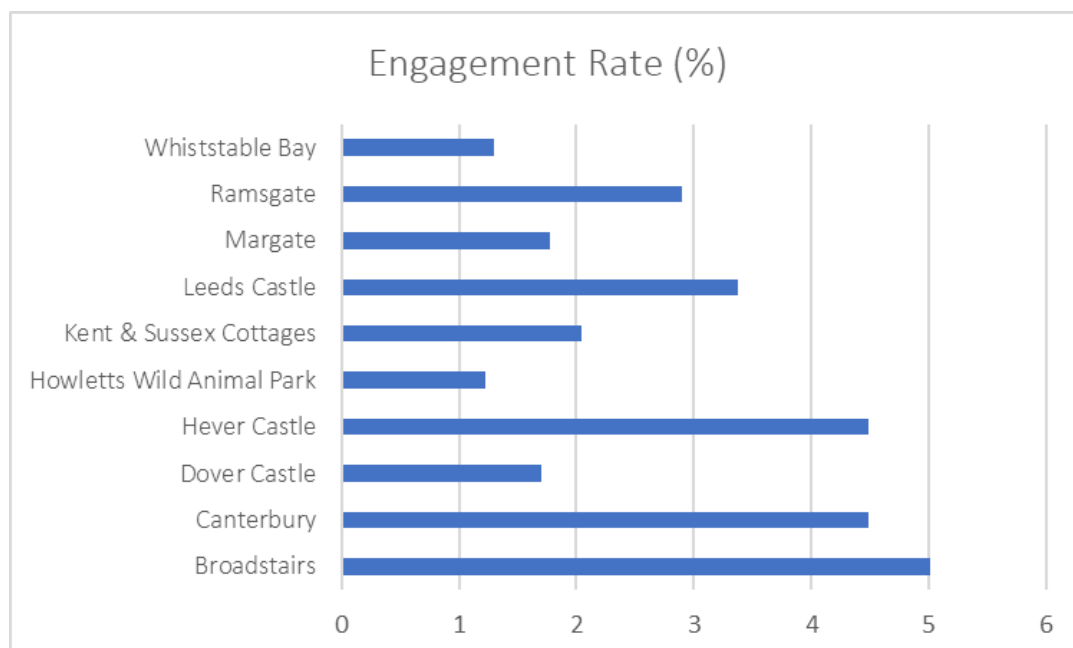
- Visit Kent's Twitter profile currently has **45,797 followers**
- **1,303,419 total impressions** during this period  
(an **increase of 12.7%** on 2017)

## Instagram

Instagram continues to be Visit Kent's highest engaging platform and the best performing platform for images. All partner images were shared throughout the campaign with suitable messaging ensuring consistency with the campaign's tone of voice and overall look and feel.

### Key results

- Visit Kent's Instagram profile currently has **15,264 followers**
- The profile saw a **10.2% increase in followers** during campaign period
- **681,735 impressions** on campaign specific images  
(an **increase of 43.1%** on 2017)
- **2.84% average engagement rate** on campaign specific images  
(an **increase of 0.15%** on 2017)



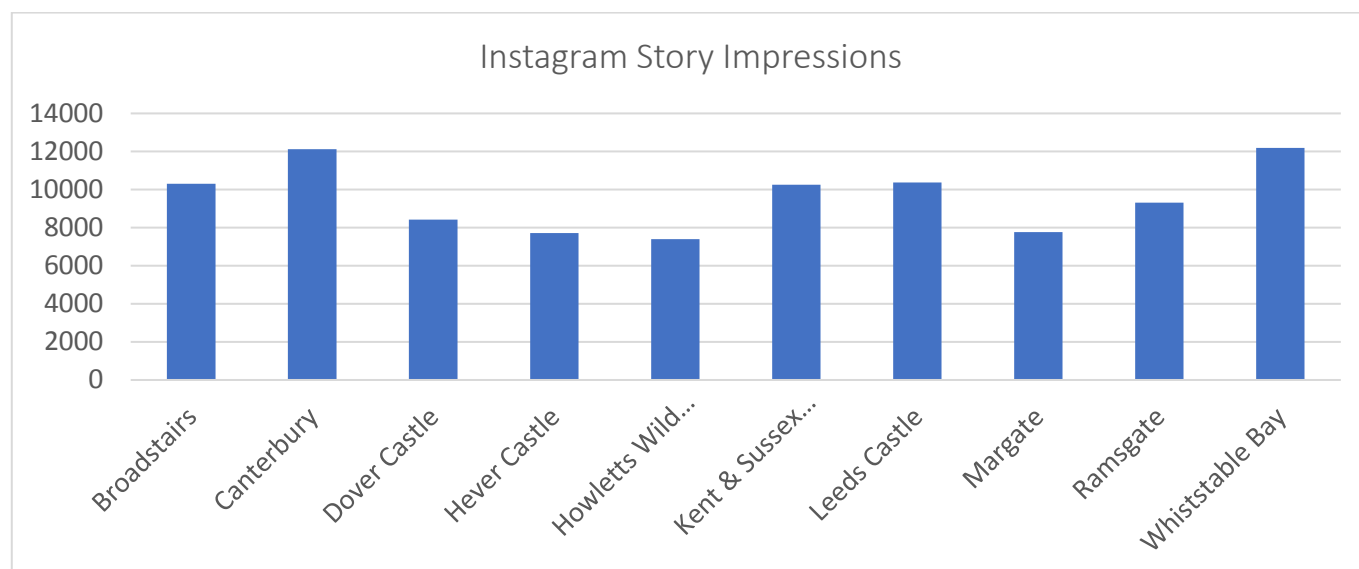
The above graph shows good performance across the board. All images received higher than 1% engagement rate which is a good industry engagement. Further to this a few of these posts achieved a rate of between 3.5% and 6% which is a high industry engagement.

## Instagram Stories

Whilst the approach to social media activity for 2018's campaign did not vary largely from 2017, Visit Kent introduced one new element to this area of activity for this year. With more than 400 million daily active users, Instagram Stories is a hugely relevant platform for this campaign.

Visit Kent created a dedicated "24 hours in" or "24 hours at" Instagram Story for each partner (which can still be viewed within Visit Kent's Instagram highlights at the top of our profile). These stories allowed us to share more of each destination or venue with the Visit Kent followers, whilst also pushing some hidden elements for each partner and drip-feeding an overnight stay message. Instagram Stories also allowed us to dip a toe into user generated content which we know from Visit Kent's own social strategy, scores particularly highly with our audience.

Combined, Instagram Stories as part of this campaign had 95,847 impressions and across the board performed well for all partners.



## Content

Creating inspiring content across our digital platforms to support the campaign was an important part of our activity in 2018, to ensure that we maximised opportunities to both incentivise visits to Kent but also encourage people to spread the word amongst their peers.

In 2018, the Visit Kent team was able to produce new, engaging content for audiences through two, high profile competitions linked to the campaign.

Each competition was supported by organic social media activity, paid promotions on Facebook and Instagram, website promotion, dedicated e-newsletters and through dedicated PR activity. The competition accommodation prizes were primarily sponsored by partners Shepherd Neame and Kent and Sussex Cottages, and all campaign partners contributed activity or entry prizes to at least one of these. We kept the set-up and management of all this activity in-house this year.

Combined, these **two competitions received 14,201 entries.**

Data capture from the competitions resulted in **4,201 people opting-in** to receive more information from Visit Kent.

### **Six Weekends of Summer Competition**

This was our longest running competition, launching during the first week of the school summer holidays and running for six weeks.

Over the course of the last year, Visit Kent have found that the easier the competition mechanism is to enter, the more engagement it is likely to get. Therefore, this competition was a simple entry form, hosted on [www.visitkent.co.uk](http://www.visitkent.co.uk) with a dedicated competition landing page which remained there for the full six weeks.

#### **Key results**

- This competition ended with **4,783 entries**
- Competition **landing page received 5,359 visits** during this time
- All entrants were automatically redirected back to the Summer in Kent campaign homepage, generating an **additional 4,783 campaign pageviews**
- The dedicated newsletter that we sent to our UK database for this competition had a **52.08% opener rate and 19.69% clickers**  
*(Average opener and clicker rates for the Travel & Transportation industry according to Mail Chimp are 20.03% and 2.00%)*
- Paid promotions for this competition **reached 28,872 people** and received **834 link clicks**

### **Last Days of Summer Competition**

As part of their campaign partnership this year we also ran a competition with Kent and Sussex Cottages, and our destination partners Visit Thanet and the Canterbury BID team. This competition was a simple form entry, hosted on the Visit Kent website and ran for three weeks.

The main premise behind this promotion was to promote the shoulder season in Kent, when we know that a number of people take short breaks to avoid the main, busy summer holiday period. It was important to leave a lasting memory of the campaign whilst also encouraging and inspiring people to start thinking about making Kent the first choice for summer 2019 when they start planning.

The Last Days of Summer competition is now the second most successful competition in Visit Kent history, beaten only by a Hollow Crown competition in 2016 which received significant paid promotions and was linked to a popular BBC programme, trending at the time. Due to the prize package appeal this competition was picked up and shared by Martin Lewis Money Saving Expert, which contributed to the growth in entries over a relatively short period of time.

#### **Key results**

- This competition ended with **9,418 entries**
- Competition **landing page received 7,662 visits** during this time
- Again, upon entering this competition, all entrants were redirected back to the Summer in Kent campaign homepage, generating additional campaign pageviews
- The dedicated newsletter that we sent to our UK database for this competition had a **50.73% opener rate and 18.47% clickers**
- Our paid promotions for this competition **reached 23,608 people** and received **899 link clicks**

## PR & E-comms

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Kent Contemporary campaign was supported by PR activity to spread the word and ensure the images were shared through traditional online and print media.

Whilst PR wasn't a primary focus for this year's campaign activity, for 2018's campaign Visit Kent sent three dedicated press releases promoting the campaign and its related competitions, as well as sharing images regularly with press contacts through in-house press activities across the summer.

Visit Kent senior management were also briefed to reference the campaign in all broadcast interviews they were asked to do as a result of the long, hot summer weather in Kent.

One specific piece of press activity we were able to do this year, was a press mail out to 20 key media publications upon the launch of the above mentioned Six Weekends of Summer competition. Again, as part of their campaign contribution, Shepherd Neame sent a range of Whitstable Bay branded goodies to the Visit Kent office which were packaged up along with the campaign press release, competition press release and print outs of all partner images and couriered directly to media contacts as a Friday afternoon treat. This resulted in some nice social media coverage from publications including Love Exploring who then promoted the competition to their own social audiences, widening the reach of this campaign.

### E-newsletters

In 2017 the e-communication activity carried out specifically for Kent Contemporary was quite low level, and the approach to this included incorporating campaign messages into relevant consumer newsletters that were already planned into digital activity e.g. a wider summer holiday ideas newsletter.

However, with the impact of GDPR in mind, Visit Kent's strategy and approach to e-communications has shifted for 2018 and the digital marketing team have put a substantial amount of work into building the consumer database post-GDPR and ensuring that existing recipients are heavily engaged with outgoing content.

During this campaign Visit Kent sent four dedicated consumer newsletters – one to launch the first burst of destination focussed activity, one to launch the second burst of attraction focussed activity, and one for each of our campaign competitions. We enjoyed very high results from these newsletters, detailed in the table below.

<b>Headline</b>	<u>Where to spend summer 2018</u>	<u>5 Kent spots made for Instagram</u>	<u>Win - Six Weekends of Summer!</u>	<u>Win a family break to Kent</u>
<b>Sent</b>	2 <sup>nd</sup> June 2018	6 <sup>th</sup> July 2018	3 <sup>rd</sup> August 2018	10 <sup>th</sup> September 2018
<b>Opener Rate</b>	49.88%	45.65%	52.08%	51.59%
<b>CTR</b>	6.24%	3.63%	19.69%	18.80%

Beaches, sunsets and city chic...

[View in browser](#)

## KENT GARDEN *of* ENGLAND



Get your camera ready for these iconic locations

[View in browser](#)

## KENT GARDEN *of* ENGLAND



Your chance to win one of six weekend breaks to the Garden of England

[View in browser](#)

## KENT GARDEN *of* ENGLAND



Celebrate the #LastDaysOfSummer

[View in browser](#)

## KENT GARDEN *of* ENGLAND





## THANK YOU!

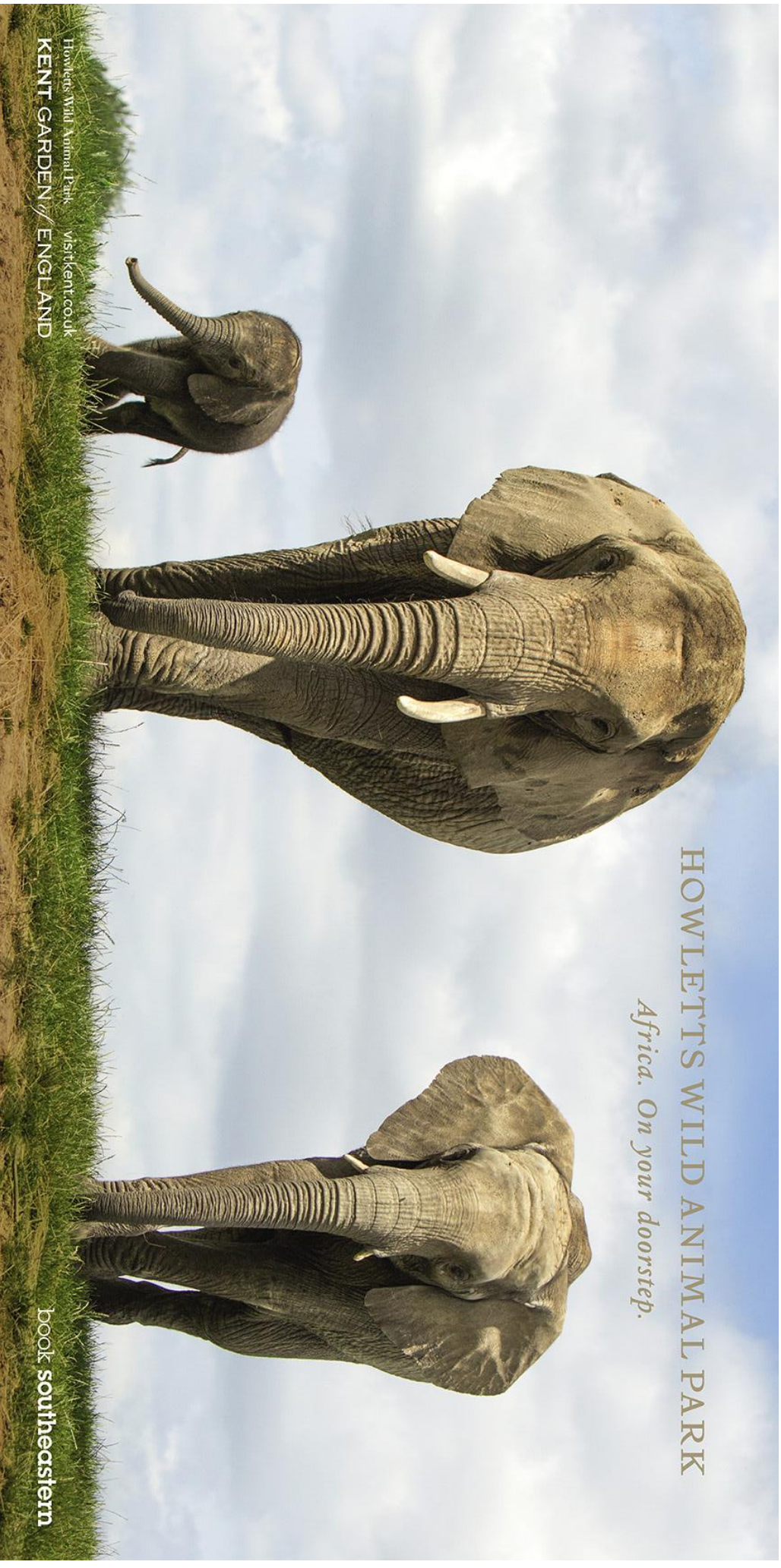
---

Thank you for working with us on this campaign, and for helping to make it the success it was. We look forward to making it even bigger and better in 2019.

Lana Crouch - Brand Manager (Destinations)

Kent Contemporary Campaign Lead

HOWLETT'S WILD ANIMAL PARK  
*Africa. On your doorstep.*



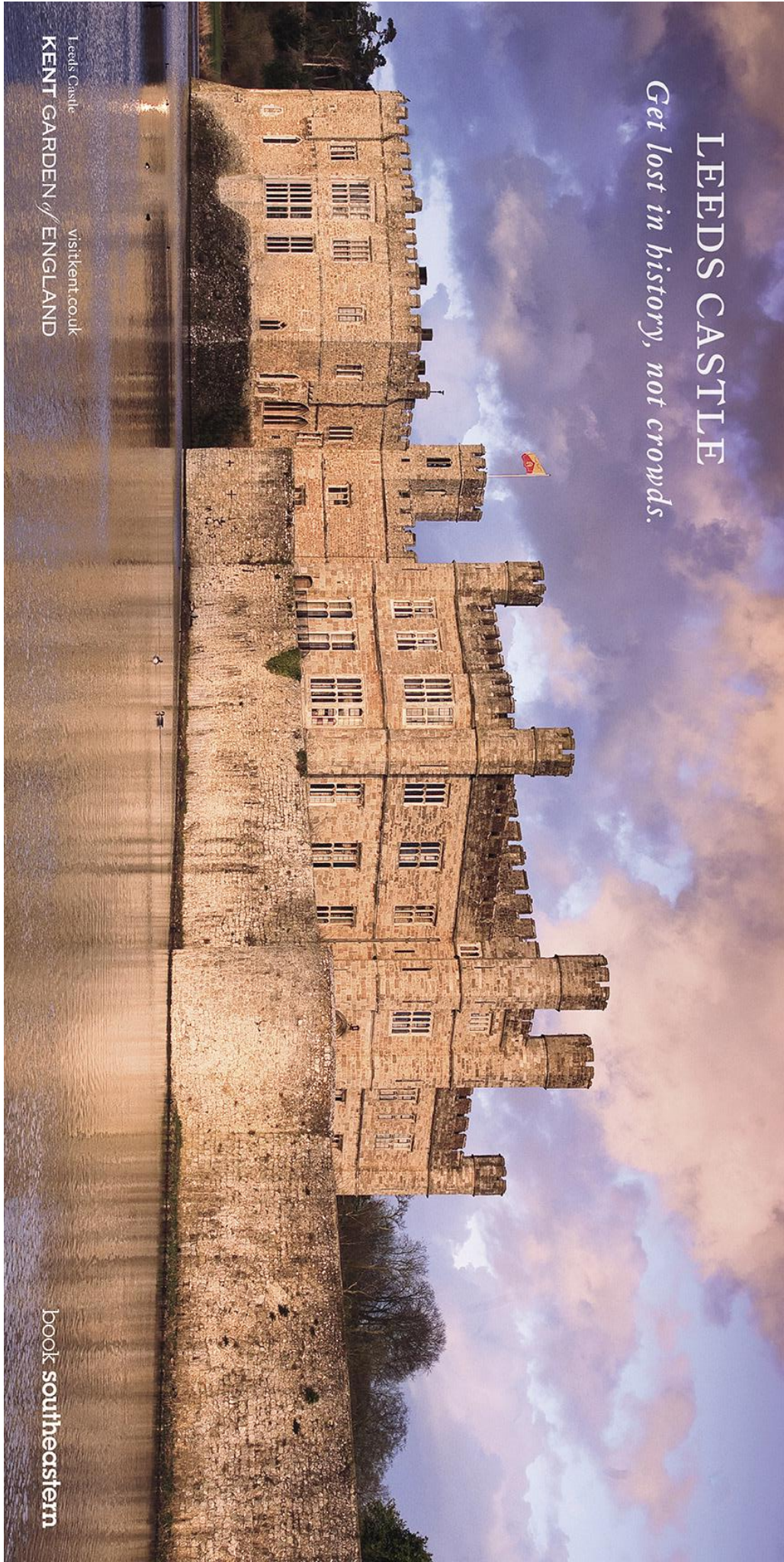
Howlett's Wild Animal Park visitkent.co.uk  
KENT GARDEN / ENGLAND

book southeastern



# LEEDS CASTLE

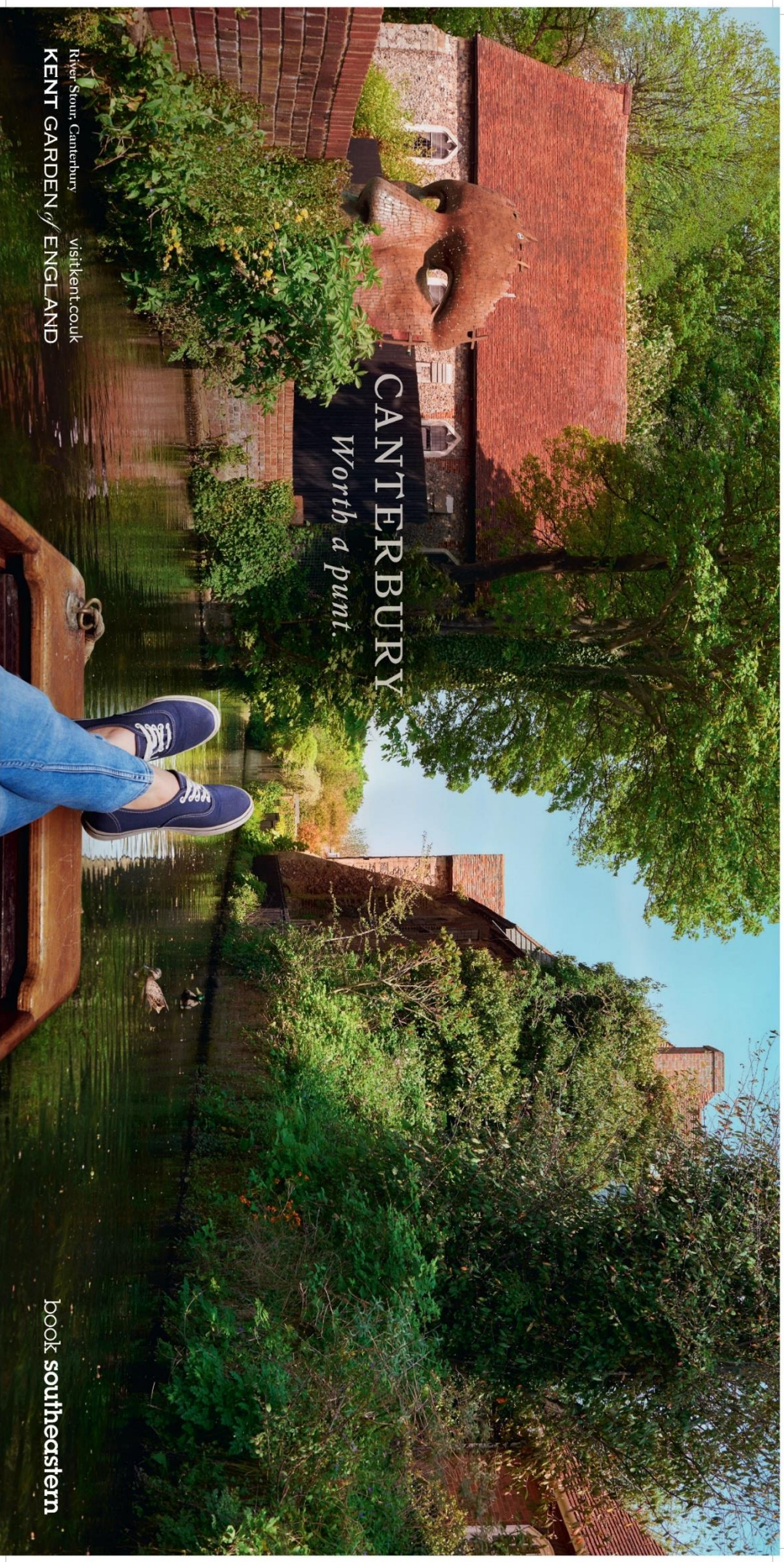
*Get lost in history, not crowds.*



Leeds Castle  
visitkent.co.uk  
KENT GARDEN of ENGLAND

book southeastern

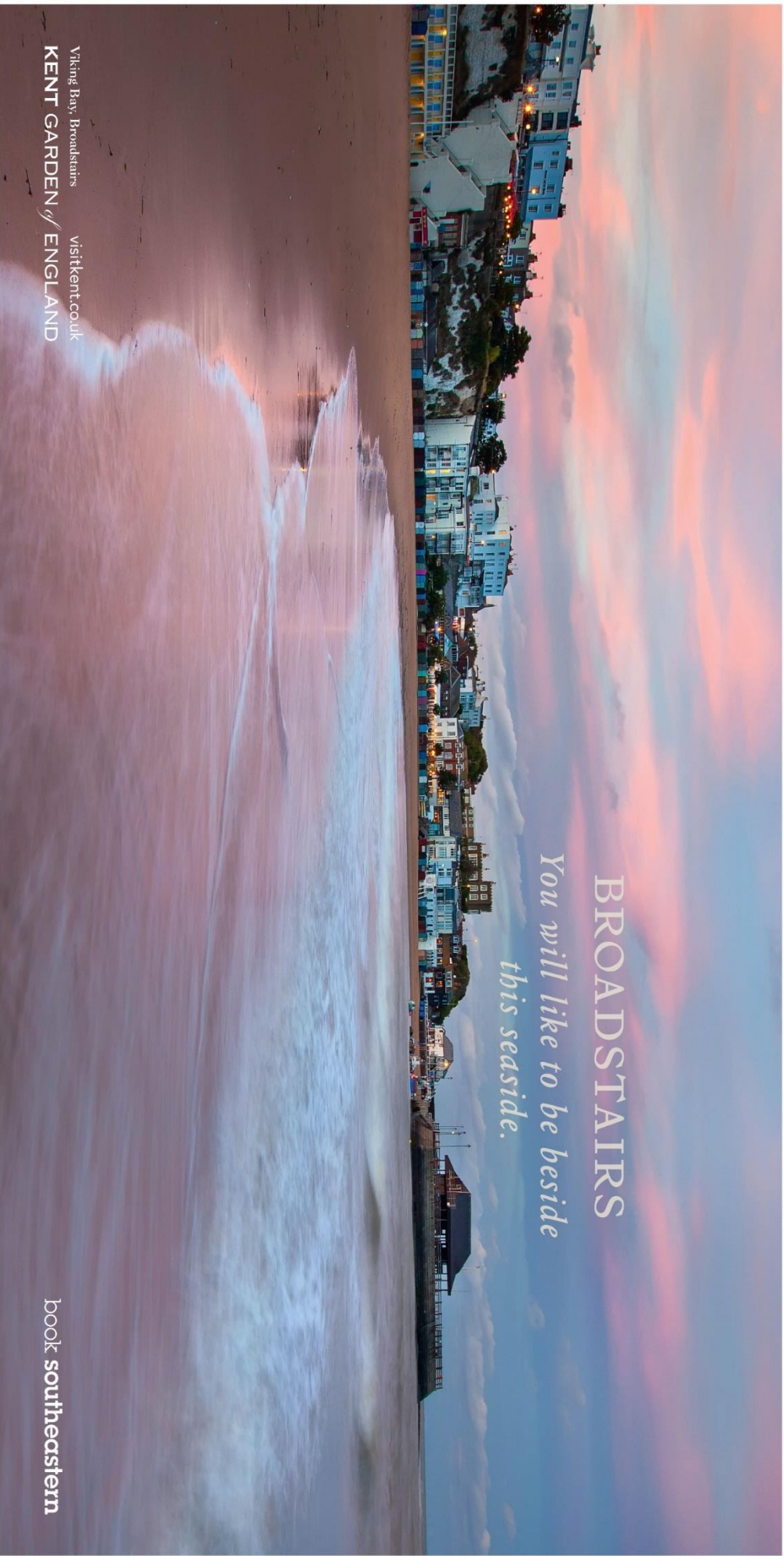




River Stour, Canterbury  
visitkent.co.uk  
KENT GARDEN of ENGLAND

book southeastern





# BROADSTAIRS

*You will like to be beside  
this seaside.*

Viking Bay, Broadstairs  
visitkent.co.uk  
KENT GARDEN *of* ENGLAND

book **southeastern**



# DOVER CASTLE

*Send your kids to the Tower.*



Dover Castle, Dover  
visitkent.co.uk  
**KENT GARDEN** / ENGLAND

book **southeastern**



# MARSEILLE?

*Non... C'est Ramsgate.*

Royal Harbour, Ramsgate  
visitkent.co.uk  
KENT GARDEN of ENGLAND

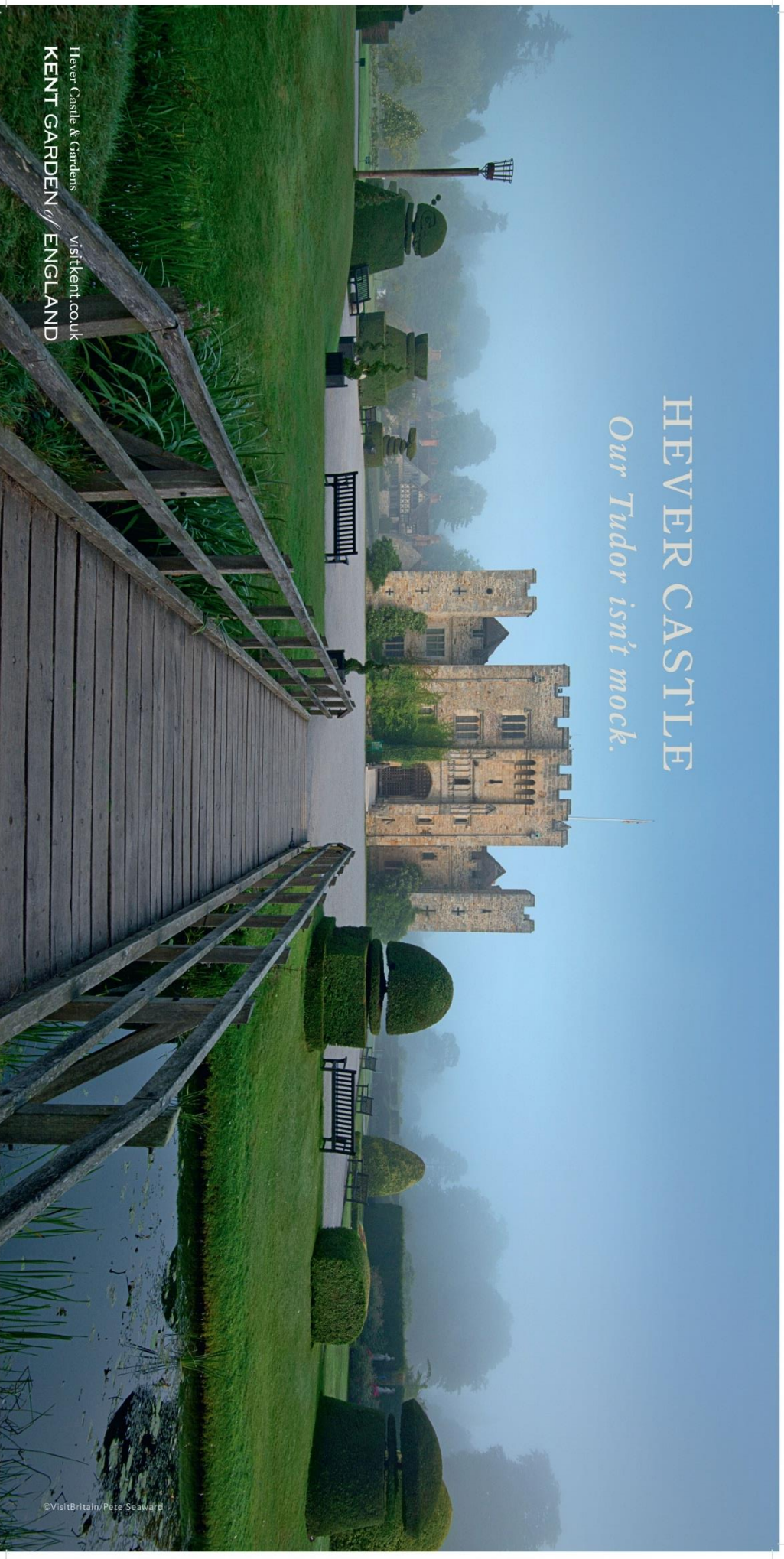
book southeastern





# HEVER CASTLE

*Our Tudor isn't mock.*



Hever Castle & Gardens  
visitkent.co.uk  
KENT GARDEN *of* ENGLAND

©VisitBritain/Pete Seaward B





WHITSTABLE

*It's not just oysters you'll  
want to crack open.*

Whitstable Bay  
visitkent.co.uk  
KENT GARDEN, ENGLAND

Enjoy Whitstable Bay responsibly **drinkaware.co.uk**

book southeastern





View full video: <https://vimeo.com/272596216>

## Partner Specific Activity In-Situ



**Broadstairs**

### You will like to be beside this seaside...

Looking for sand, sea and sunshine, and sunsets to die for? Head straight to the shores of Viking Bay, **Broadstairs**, for your day(s) at the beach this year. Bring the family for fun on the water, and enjoy a programme of funky festivals all season



**Visit Kent**  
@VisitKent

Follow

Looking for sand, sea, sunshine & sunsets to die for? Head straight to the shores of Viking Bay, [#Broadstairs](#), for your day(s) at the beach this [#SummerInKent](#) @VisitThanet [bit.ly/2JDsf3n](https://bit.ly/2JDsf3n)







Canterbury

### It's worth a punt...

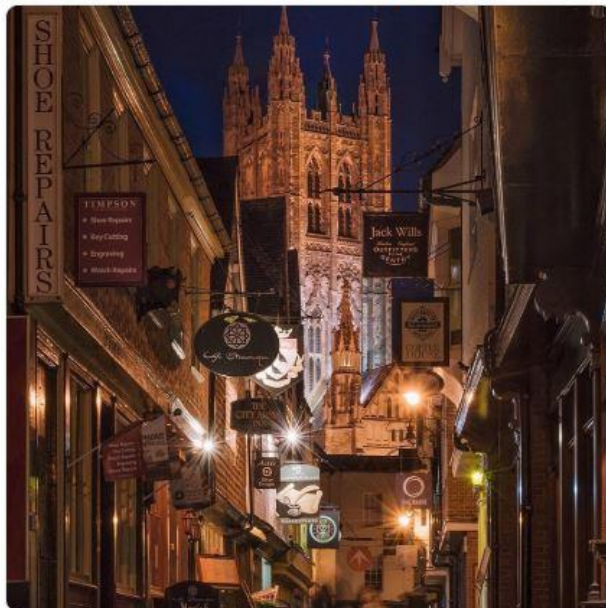
Head to hip yet historic Canterbury for your dose of city culture. Wander the cobbled streets, dance in boho bars, wonder at the Canterbury Cathedral, and laze on the stunning River Stour



Visit Kent  
@VisitKent

Follow

No [#SundayBlues](#) for us this evening! Instead, this photo of vibrant [#Canterbury](#) at night is casting our thoughts forward to warm summer evenings spent in this charming, captivating slice of Kent. Bring on [#SummerInKent!](#) [bit.ly/2J1ssjH](https://bit.ly/2J1ssjH)





**Dover Castle**

### Send your kids to the tower...

Uncover ancient stories, take in breath-taking sea views, and let the little ones run wild and free with an epic trip back in time at **Dover Castle**.

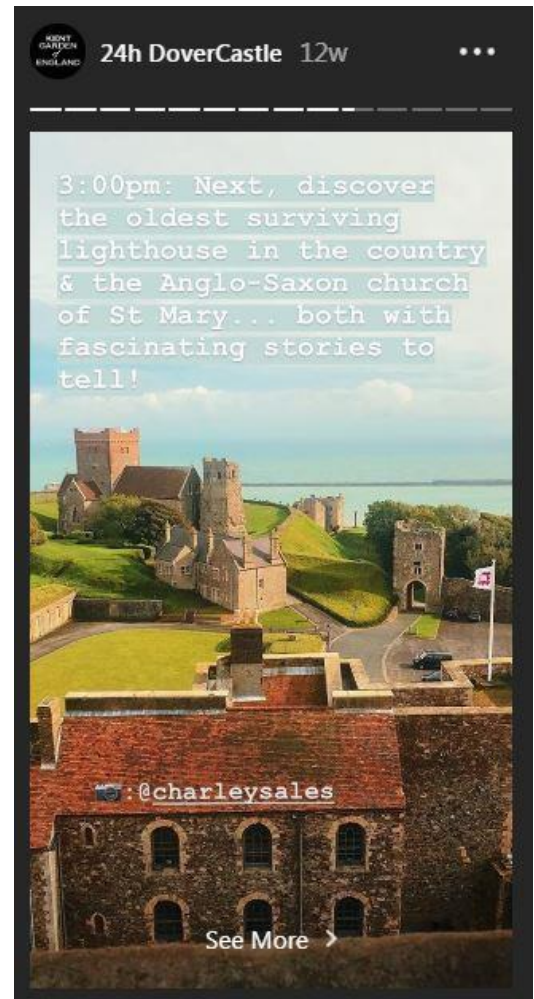
This historic site begs to be explored, and is a treat for all ages



**Visit Kent**  
@VisitKent

Follow

Roam through England's story at [@EHdovercastle](#) this [#SummerInKent](#). Climb the Great Tower, immerse yourself in vivid medieval interiors & delve deep within the White Cliffs to witness the drama in the Secret Wartime Tunnels. [#LoveCastles](#) [bit.ly/2J1ssjH](https://bit.ly/2J1ssjH)







Hever Castle

### Our Tudor isn't mock...

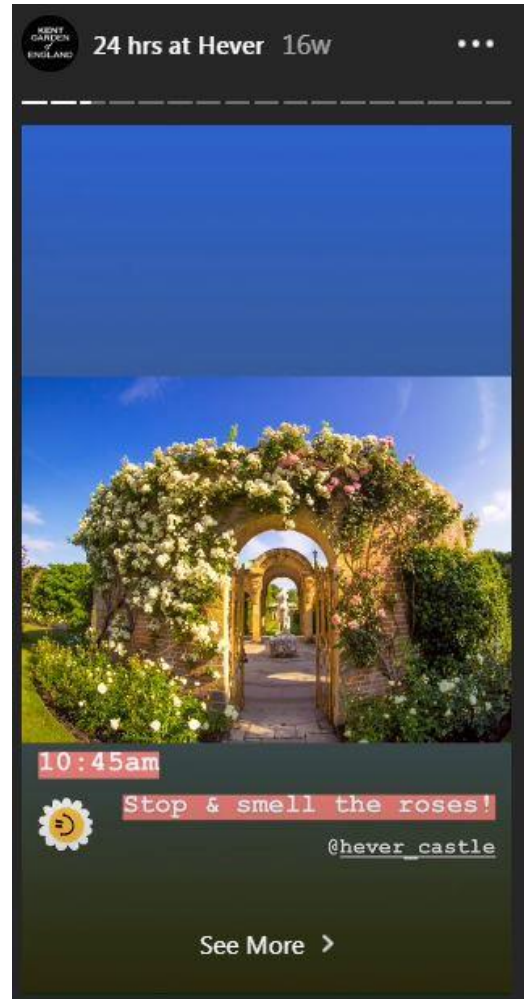
We don't need a BBC film crew to spruce up our scenery; a glimpse of Anne Boleyn's idyllic childhood home Hever Castle on a misty morning is enough to make you lose your head. You can even book an overnight stay here (swoon!)



**Visit Kent**  
@VisitKent

Follow

This [#SummerInKent](#), leave the stress of the city behind and enjoy the peace of [@hevercastle](#)'s spectacular gardens in all their glory. And... relax! [bit.ly/2IBBDTu](https://bit.ly/2IBBDTu)







**Howletts Wild Animal Park**

### Africa. On your doorstep.

There's no need to go to the ends of the earth to explore your wild side. **Howletts Wild Animal Park** offers an adventure like no other, as it is home to more than 400 animals, including gorillas, tigers monkeys, and the UK's largest herd of African elephants. These wild things will make your heart sing.



**Visit Kent**  
@VisitKent

Follow

There's no need to go to the ends of the earth to explore your wild side!  
@howlettspark offers an adventure like no other this #SummerInKent  
[visitkent.co.uk/summer-in-kent/](https://visitkent.co.uk/summer-in-kent/)





**Kent & Sussex Cottages**

You've no reason not to book your next break to the Garden of England - so why not escape to the country and bed down in a gorgeous self-catering pad with **Kent & Sussex Cottages**? With a stunning collection of properties including oast houses and rural retreats, you're sure to find that dream spot for a spectacular staycation.



**Visit Kent**  
@VisitKent

Follow

You've no reason not to book your next break to the Garden of England - so why not escape to the country and bed down in a gorgeous self-catering pad with [@KentSussexCotts](#) this [#SummerInKent?](#) [bit.ly/2IBBDTu](https://bit.ly/2IBBDTu) [#originalcottagesfamily](#)



**Kent Cottages** 15w

**Scoping out the perfect pad for that perfect person?**

**Cow Stall Cottage. Sleeps 2.**

📍 TENTERDEN

See More >





**Leeds Castle**

### Get lost in history, not crowds.

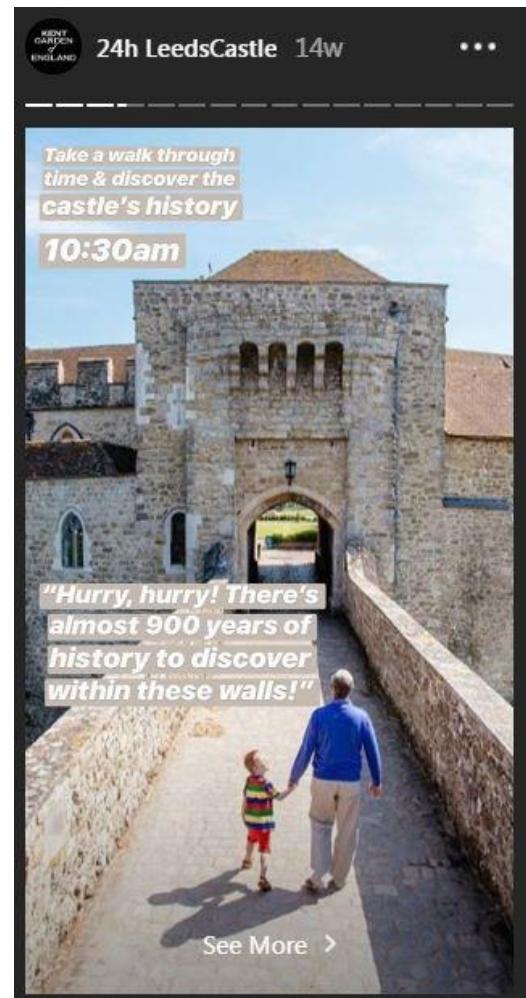
Whisk yourself away to the heart of Kent's lush countryside, where one of the loveliest castles in the world awaits. Flit through the grounds, laze on a boat on the moat, gaze at the sun-soaked stones of **Leeds Castle**. And breathe...



**Visit Kent**  
@VisitKent

Follow

This summer take a break from city life & get lost in history, not crowds. [@leedscastleuk](#) "the loveliest castle in the world" beckons you closer for a [#SummerInKent](#) sure to go down in the history books as one to remember [bit.ly/2IBBDTu](https://bit.ly/2IBBDTu)





**Margate**

From traditional holiday-town charm, a world-class art gallery, sandy beaches, a cool café culture and tempting retro shops. **Margate** - 'The Original Seaside', is waiting to welcome you.



**Visit Kent**  
@VisitKent

Follow

With sunsets like these, it's really no surprise our very own [#Margate](#) was a firm favourite of world-renowned artists like Turner! This summer swap skyscrapers for sea views on a trip to marvellous Margate [#SummerInKent](#) [bit.ly/2J1ssjH](https://bit.ly/2J1ssjH)



12:15 pm - 7 Jun 2018







Ramsgate

### Marseille? Non, c'est Ramsgate

Enjoy a slice of the Med without the long journey or an eye-watering bill for a glass of vino. You can indulge in the waterside café culture of Ramsgate's very own Riviera. Arty, boho, beautiful, this little slice of Thanet coastline is a joy to behold



**Visit Kent**  
@VisitKent

Follow

A glass of wine and a gorgeous sunset view - what could be better than Ramsgate's very own Riviera to beat those pesky #Sundayblues? #SummerInKent  
[visitkent.co.uk/summer-in-kent/](https://visitkent.co.uk/summer-in-kent/)



24 Hrs Ramsgate 22w



7:30PM

DON'T FORGET TO HEAD OUTSIDE  
& TAKE A SNAP OF THE  
WONDERFUL SUNSET!



@VISITTHANET

See More >



**Southeastern**

All of this and more is within achingly easy reach of London with **Southeastern's** high speed rail links. You can be out of the rat race and in your element in as little as 38 minutes with Southeastern trains, with multiple ticket offers and deals to chose from on their website. Book your tickets below today!



**Visit Kent**  
@VisitKent

Follow

Hip yet historic city culture, family fun days out and 'get away from it all' coastal escapes. They're all within reaching distance with @Se\_Railway this #SummerInKent!  
[bit.ly/2KhuPvX](https://bit.ly/2KhuPvX)







**Whitstable Bay**

**It's not just oysters you'll want to crack open...**

Whitstable combines old seaside charm with a modern Bohemian vibe and this is reflected in the Whitstable Bay collection. Using traditional brewing methods, Shepherd Neame have created a range of refreshingly, thirst-quenching beers to suit the modern palate. While we encourage you to come and try it in its native environment, you can now have a taste of Whitstable wherever you are.



**Visit Kent**  
@VisitKent

Follow

It's never too early to start planning your next weekend adventure! This weekend why not set out with friends & discover a new @ShepherdNeame pub to enjoy a little alfresco dining in the sunshine? Make the most of #SummerInKent! [bit.ly/2KKZeag](https://bit.ly/2KKZeag)

