

YEAR 2 RGF/VisitEngland campaign

‘The world away, that’s not far away’

The theme message for our Year 2 campaign is ‘**The world away that’s not far away**’ emphasising **contrast** and **proximity** as the key motivating drivers.

The Peak District offers a wealth of products and experiences which are in striking contrast to the characteristics to the home locations of most of its visitors – an astonishing variety of landscapes, settlements, activities and attractions in a relatively small geographic area, a diverse destination offer which is almost unparalleled in the rest of England.

In addition, the central location of the Peak District makes it one of the most accessible holiday destinations in England. This represents good value in money and travel time for millions of people, who are much closer than they may realise.

In effect, the Peak District offers a complete change of scene and experience without the need to travel as far as competitor destinations such as the Lake District, the West Country or Scotland.

The world away that’s not far away



YEAR 2 RGF/VisitEngland campaign

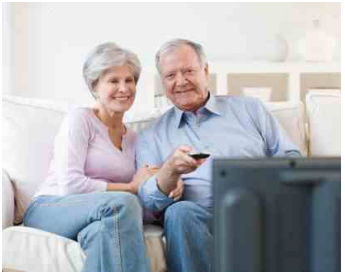
The World Away... film

At the core of our Year 2 campaign is the Peak District's first TV commercial, designed to target four main audiences:

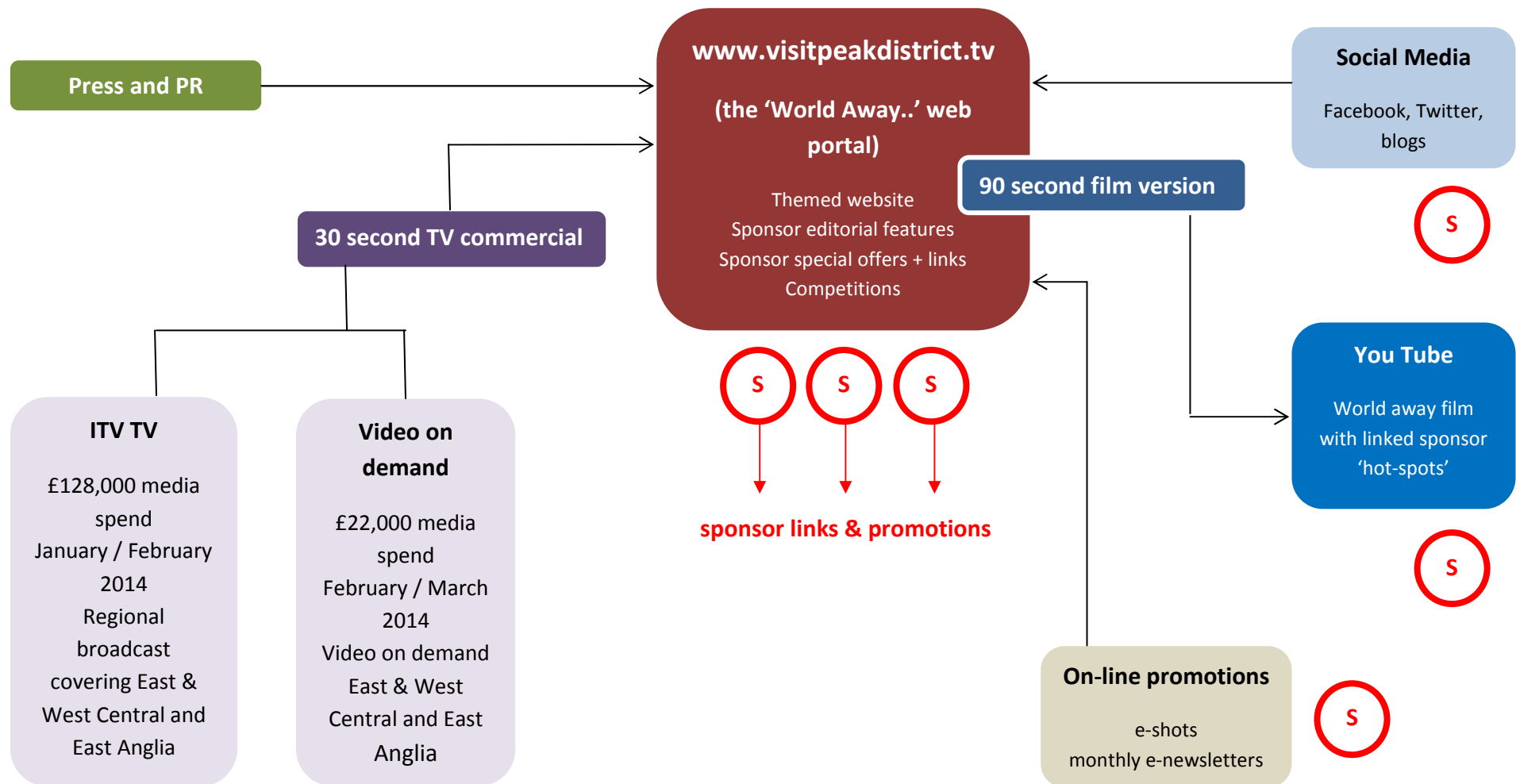
- Cosmopolitan's (DINKY'S)**
- Pre-school families**
- Empty nesters (55+)**
- Group 'get togethers'**



Although a destination for all seasons and for all types of people, we have identified that these target markets offer the greatest opportunity to grow the area's visitor economy



YEAR 2 RGF/VisitEngland – campaign structure



MARKETING CAMPAIGNS 2014-15

	QUARTER 4			QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR

VISIT ENGLAND RGF WORLD AWAY CAMPAIGN
 Regional audiences - promoting holidays and short breaks

Broadcast & Video on Demand	ITV Central East & West, East Anglia									ITV Manchester / NW					
UK-wide multi-channel promotions - PR, You Tube, social media, digital promotions	[Grey bar indicating activity across all quarters]														

VISIT ENGLAND THEMATICS CAMPAIGN
 National audiences - promoting short breaks under Countryside and Romantic Getaways

VE promotions (tbc)	[Purple bar indicating activity from Feb to Dec]											
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CITIES CAMPAIGNS
 Targeting Manchester and Sheffield, promoting rural short breaks

2014 Summer of Cycling	[Purple bar indicating activity from Apr to Oct]								
Autumns / Winter / Spring short breaks	[Grey bar indicating activity from Oct to Mar]								

SPECIAL BREAKS
 Targeting UK wide audiences, promoting rural and city short breaks

Derby, Sheffield breaks linked to Real Ale, Summer Nights, events + rural themed breaks (spa, golf, etc)	[Grey bar indicating activity across all quarters]														
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GROUPS & TRAVEL TRADE

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