

## Visit Portsmouth March-April 2023 Campaign Results

Visit Portsmouth once again teamed up with partners from across the destination and beyond, to promote the city with an advertising campaign reaching people living in and travelling around London. This early-season campaign, running from March to April, was designed to drive interest ahead of the main booking period and to reach people just before the Easter holidays.

Our partners were South Western Railway, Victorious Festival, The D-Day Story, and Gunwharf Quays, which each contributed to the campaign cost and featured in the advertising creative. Spinnaker Tower and Portsmouth Historic Dockyard were included within the campaign's digital element (detailed below), to provide them with some additional promotion.

The campaign was delivered in two parts, with physical poster sites booked in London, and support in the form of a digital campaign run on social media (which linked to a designated landing page on the Visit Portsmouth website).

The objective was to not only drive awareness of and interest in Portsmouth as a short break destination, but also foster feelings of the city having a big year ahead and engender a fear of missing out for anyone not visiting. This was encapsulated in the campaign's main message and theme: *Portsmouth: The place to be in '23*.

This title accompanied all creative across the poster sites, social ads and website content.

### Poster sites

We instructed Global to deliver the poster advertising in London, having used them for all recent campaigns and seeing both good results and consistent over-delivery.

With a total budget of £25,000 (allowing £23,385 for ad spend and £1,615 for print), we booked:

#### **Phase 1:**

London Underground and Waterloo station

Two weeks (20 March – 2nd April)

Digital landmark

Digital escalator panels

Digital 12 sheet

The 12 sheet was located by the ticket hall, at the top of the escalators.

Digital sites deliver 10-second ads in 60-second loops; 24 hours a day, seven days a week.

#### **Phase 2:**

London Underground

Two weeks (27 March – 9 April)

12 sheet posters at 25 sites across seven locations (see below)

Sites were carefully selected to include key stations for the campaign and drive high impacts.

The poster sites were: Charing Cross, Green Park (x3), Knightsbridge (x2), South Kensington (x5), Victoria (x3), Waterloo (x10) and Westminster.

Specifically:

**Charing Cross** - Way in from Strand escalators to Northern Line

**Green Park** - Concourse at foot of Jubilee Line escalators

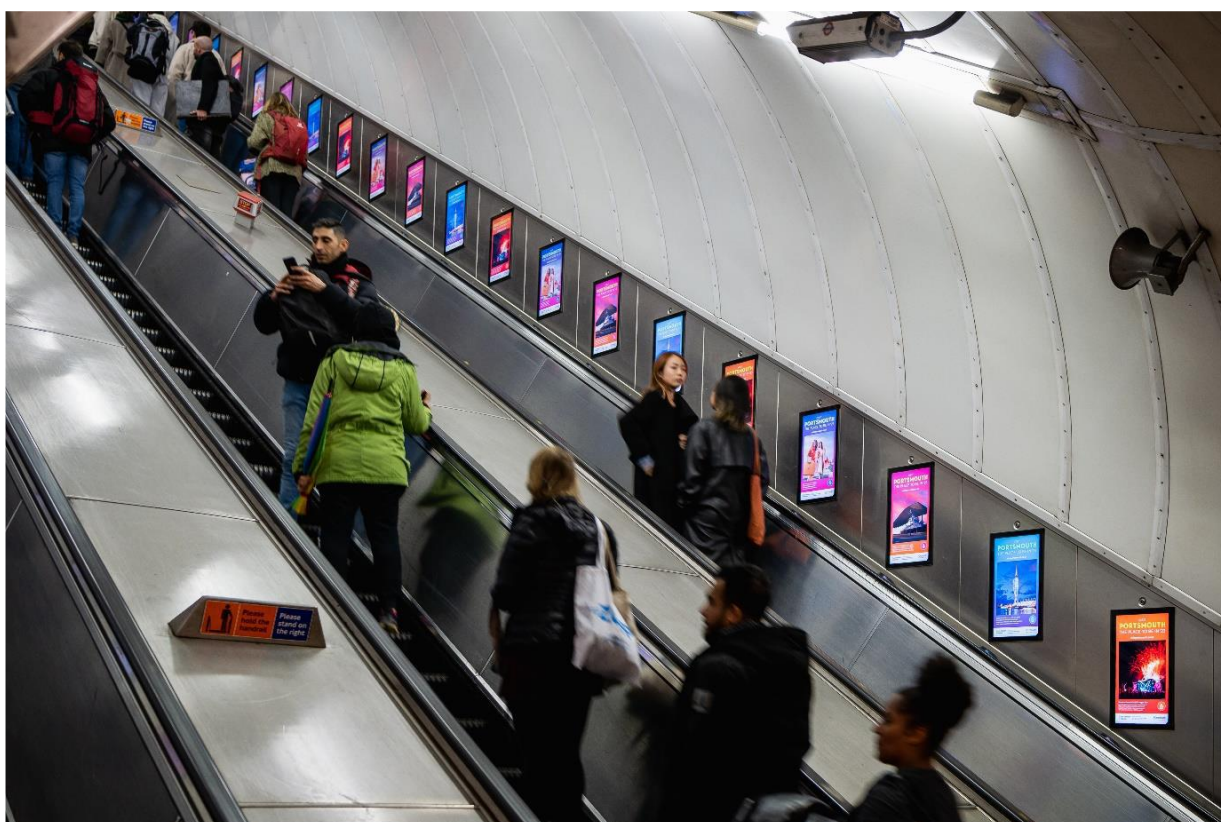
**Knightsbridge** - Area at foot of escalators to/from Brompton Road (Harrods); and Sloane Street ticket hall and exits

**South Kensington** - Subway between ticket hall and museums; and low-level corridors to/from Piccadilly Line platforms

**Victoria** - Area at foot of interchange escalator to/from Main Line Street

**Waterloo** - Area at foot of Bakerloo Lane escalator and to platform; centre concourse and corridors to/from platforms; Northern Line platform 1 northbound; Bakerloo Line platform 3 northbound; and centre concourse and corridors to/from platforms

**Westminster** - District Line platform 2 eastbound



## Poster campaign – results

The digital posters were booked for a total of 907,200 plays. Global went on to deliver 1,119,273 – a 23.38% increase.

The specific break-down by ad format was:

### **Digital 12 sheet – Underground**

Sites: 1

Booked: 15,120

Delivered: 20,561

Over-delivery: +35.99%

### **Digital Escalator Panel – Underground**

Sites: 58

Booked: 876,960

Delivered: 1,025,091

Over-delivery: +16.89%

### **Gateways – Underground**

Sites: 1

Booked: 15,120

Delivered: 73,621

Over-delivery: +386.91%

### **Total**

Sites: 60

Booked: 907,200

Delivered: 1,119,273

Over-delivery: +23.38%

The static 12 sheets, meanwhile, were posted for an additional 18 days, which equates to a media value of £21,450, provided at no extra cost to us.

## Digital campaign

To support our Easter campaign in London we ran a series of social media ads to reach people who live in or had recently visited the places where our posters were displayed. These ads used the same (or very similar) creative to the posters to capitalise on familiarity and push the same message either to new audiences or to reinforce it among those who had already seen the posters.

The budget was split to run separate ads to promote each partner, as well as a catch-all ad that used all the creatives and pushed the destination as a whole. Each separate ad used micro-targeting to reach a specific audience. Whilst people interested in short breaks, holidays, city breaks etc. were targeted across all ad sets, the Victorious Festival ad also reached those with an interest in live music, D-Day targeted those interested in history and museums, Gunwharf Quays included shopping, and so on.

All ads linked back to a designated landing page on the Visit Portsmouth website, featuring content and imagery that covered all the partners in detail, as well as a wider city message. Again, near-identical creative to the wider campaign was used on this page for familiarity.

The digital campaign spend was £3,500 - which was split to include £1,000 on the catch-all ad, then £500 each for: The D-Day Story, Portsmouth Historic Dockyard, Gunwharf Quays, Victorious Festival

and South Western Railway (using the Spinnaker Tower imagery but with content that spoke of sustainable [and quick] travel to the coast).

### Digital campaign – results

In total the campaign generated over 1.2 million impressions, with a reach of more than 440,000. It drove just under 15,000 clicks (of which almost 8,500 were through to the Visit Portsmouth website, with the remainder being engagements with the ads).

Using previous campaigns as the best like-for-like comparison (in this case a digital campaign from 2022 using static imagery and targeting a London audience to support a physical poster campaign), we would expect for the budget to get: 1,158,500 impressions, 567,000 reach and 7,945 clicks. To that end our actual impressions were 6.33% above target, reach was down 21.8% (where more users were presented with the ads numerous times), and clicks were up 88%.

More detailed figures can be found below, including the total results as well as a breakdown by ad.

#### **Total**

Spend: £3,500

Impressions: 1,231,836

Reach: 443,396

Clicks: 14,953 (of which 8,493 were link clicks and 6,460 were ad engagement clicks)

#### **Catch-all**

Spend: £1,000

Impressions: 387,178

Reach: 184,834

Clicks: 3,075 (of which 2,419 were link clicks and 656 were ad engagement clicks)

#### **The D-Day Story**

Spend: £500

Impressions: 161,057

Reach: 86,641

Clicks: 2,032 (of which 1,159 were link clicks and 873 were ad engagement clicks)

#### **Portsmouth Historic Dockyard**

Spend: £500

Impressions: 160,560

Reach: 92,112

Clicks: 2,288 (of which 1,226 were link clicks and 1,062 were ad engagement clicks)

#### **Gunwharf Quays**

Spend: £500

Impressions: 181,364

Reach: 88,496

Clicks: 1,730 (of which 1,151 were link clicks and 579 were ad engagement clicks)

#### **Victorious Festival**

Spend: £500

Impressions: 146,204

Reach: 80,545

Clicks: 1,707 (of which 1,071 were link clicks and 636 were ad engagement clicks)



### South Western Railway/Spinnaker Tower

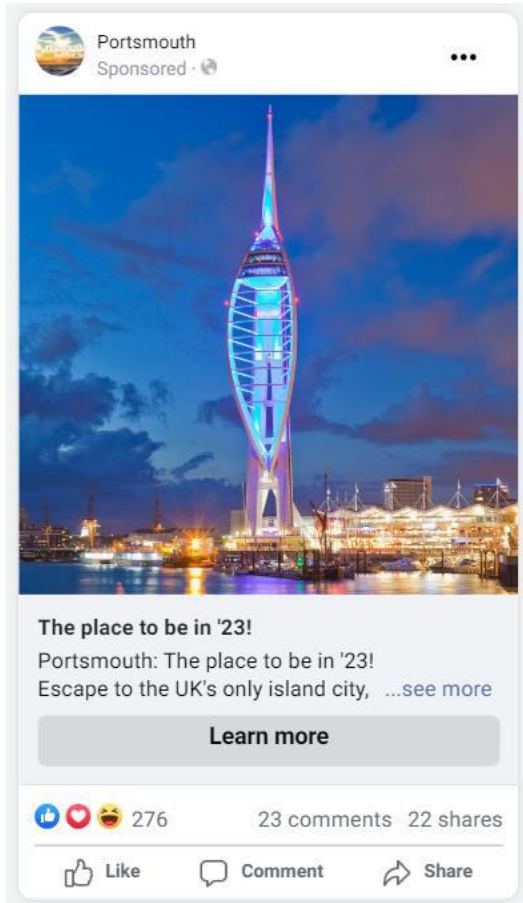
Spend: £500

Impressions: 195,473

Reach: 125,089

Clicks: 4,121 (of which 1,467 were link clicks and 2,654 were ad engagement clicks)

Examples of ad creative:



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