



Deliverable T4.3.1 Targeted consumer campaigns

We will launch integrated campaigns (online, press, social media) to disseminate and raise awareness of new tourism products (WP2/3). These will draw out the individual stories and unique seasonal experiences to demonstrate the authentic experiences visitors seek. They will be designed to engage early adopters via sneak previews and itinerary demos, generating buzz and enthusiasm through a mix of influencers, press and digital advertising. Campaigns will be highly targeted and interactive to encourage active engagement, user generated content, testimonials and shareable content. Promotional materials will include evocative photos, hashtags, slogans, font, style, to develop and unify the profile of a regions for effective promotion and present a professional image.

I. BACKGROUND :

For the period 2022-2023, the Pas-de-Calais Tourisme Agency has developed a communication campaign to publicise the new tourist experiences created as part of the MT2. Developed in collaboration with the Bastille communications agency. The aim was to turn clichés on their head in our favour where they least expect it, to create conversation and connivance, to embody and humanise our unique, atypical, warm and good-natured character, with a quirky, endearing and unpretentious universe.

The concept: "The best autumn-winter experiences?"

In real life, it's in the Pas-de-Calais!"

A concept with infinite variations, a singular tone, with identity and impact, to create commitment and empathy and to feed the device without limit.

The aim of the campaign was to boost awareness of the Pas-de-Calais region during the autumn-winter season, set an offbeat tone to promote autumn-winter experiences, and generate interaction on social networks and traffic to the envrai-de-pas-calais.com website.

The photos were taken 'on the spot', with no gimmicks, nothing too off-the-wall or artificial, and a colourful graphic charter was used to capture the attention of visitors to the site, and to represent our colourful département.

Hashtags have also been used to reference the experiences in distinct categories:

- #miam, for the most gourmet experiences
- wow, for the most grandiose experiences
- #wizz, for the most unusual experiences
- chutt, for the most relaxing experiences

The visuals, all the detailed experiences and all the itineraries were grouped together on our dedicated website "envrai-pas-de-calais.com".

The campaign was carried out in two main phases:

- An initial teasing phase, from March 2022 to April 2022.
- A second launch and deployment phase, from September 2022 to March 2023.

II. VISUALS :

Eye-catching, evocative visuals were used as part of the campaign.

The first phase of the social media campaign focused on 10 experiences:

- Chips
- Sand yachting

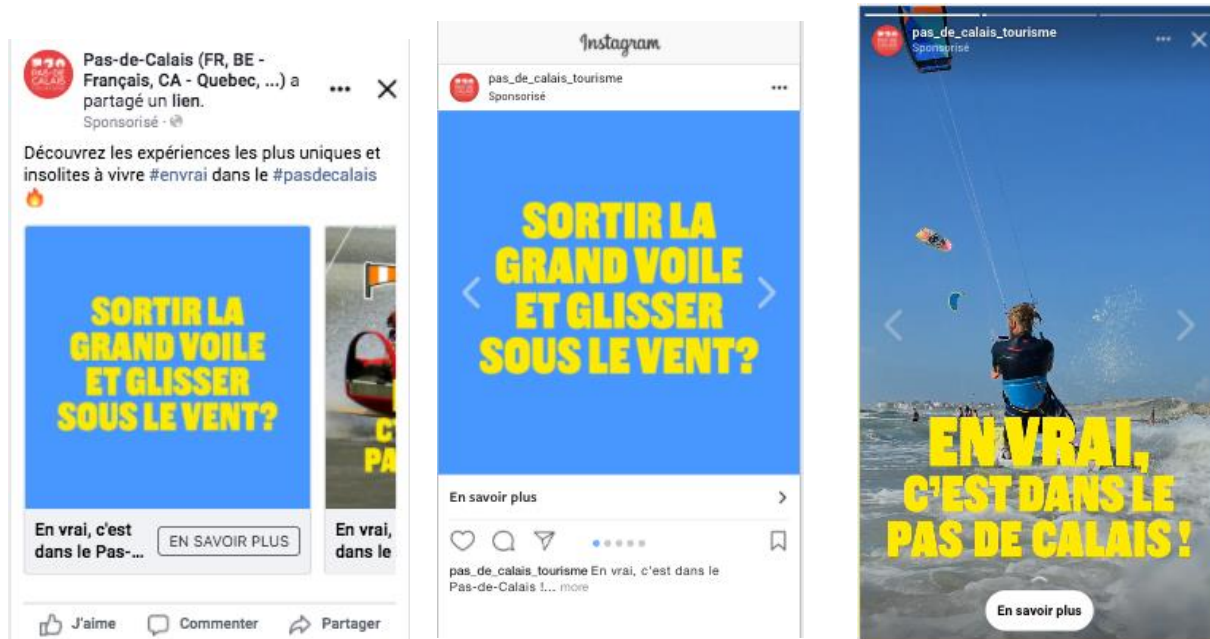
- The Audomarois marshes
- Mussel fishing
- RCL Lens
- Nordic walking
- Cycle routes
- The coalfield
- Local produce
- The unusual

During the teaser phase of the campaign, the first visual experiences were created. These were selected from the catalogue of 250 off-season tourist offers in our department. These 10 experiences naturally stood out as they illustrate the main attractions of the Pas-de-Calais.

Visuel LA FRITE



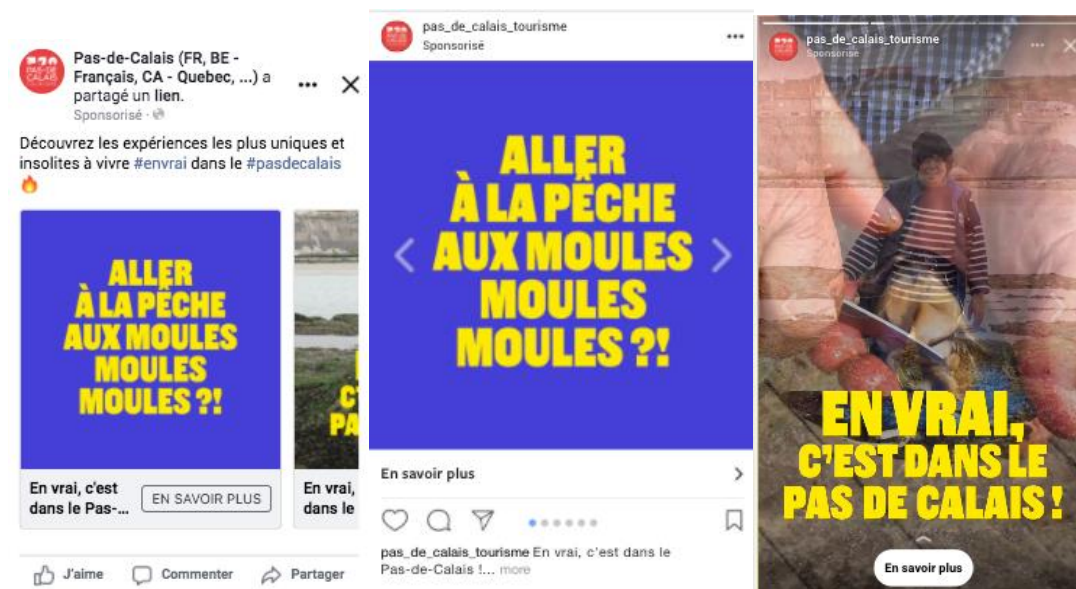
Visuel LE CHAR A VOILE



Visuel LE MARAIS AUDOMAROIS



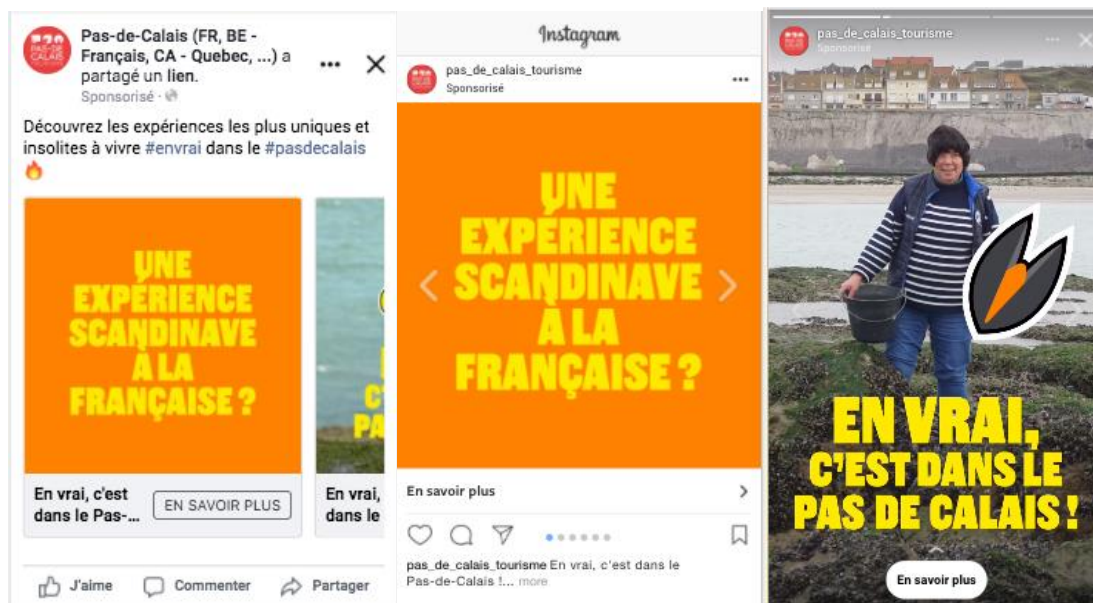
Visuel LA PÊCHE AUX MOULES



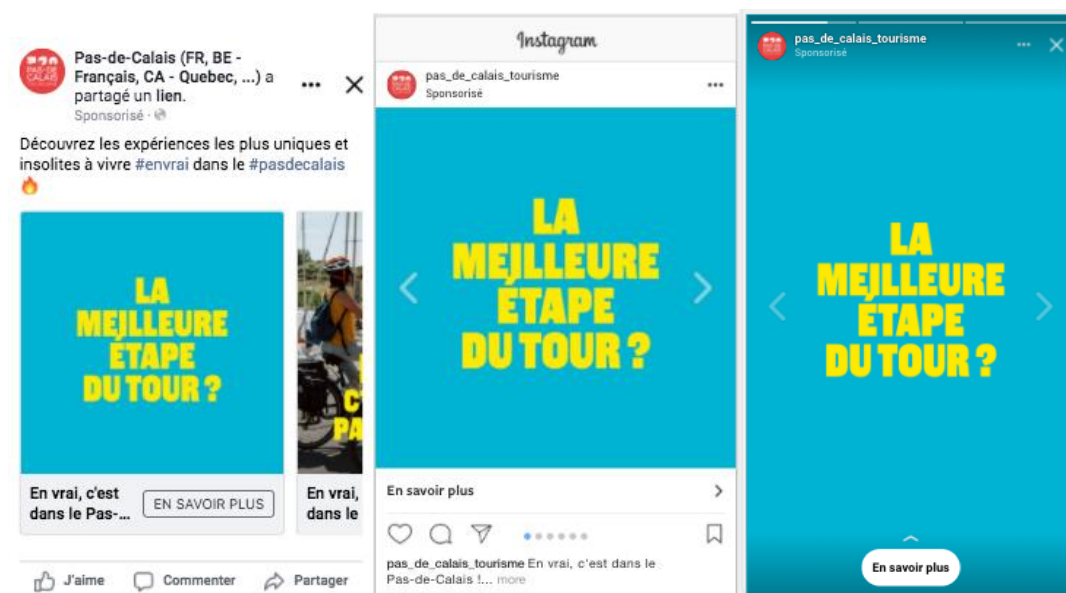
Visuel LE RACING CLUB DE LENS



Visuel LA MARCHE NORDIQUE



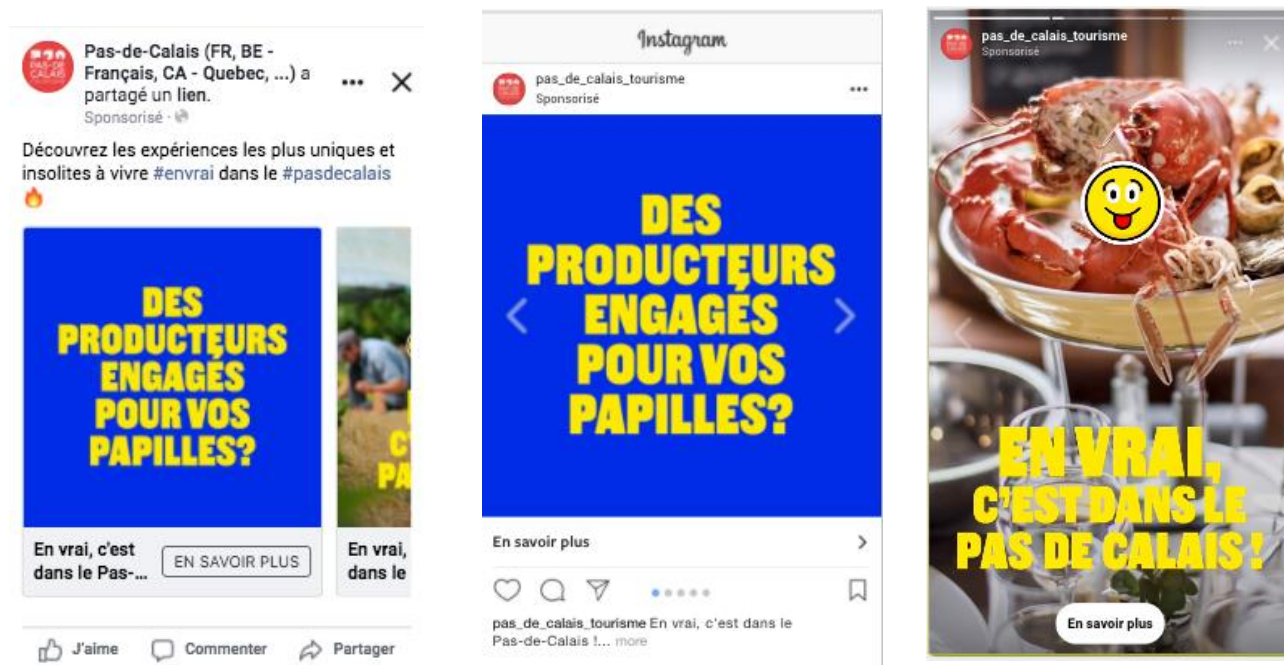
Visuel LES VELOROUTES



Visuel LE BASSIN MINIER



Visuel LE TERROIR



Visuel L'INSOLITE



III. RESULTS :

The results were very encouraging from the start of the teasing phase (phase 1), which took place in March-April 2022. The 10 experience carousels created and sponsored on social networks generated 3.6 million impressions. Over 39,000 clicks were recorded, redirecting as many users to our envrai-pas-de-calais.com website. There was also a very good click-through rate of 1.10%.

Phase 1 helped to enhance the image and raise the profile of the Pas-de-Calais on social networks (Facebook and Instagram).

We were able to highlight the following facts:

- The best-performing creas are: Bacôve, Bassin minier and Frites
- The feed is the best performing placement than the story.

By region:

- Over-diffusion in the Nord Pas de Calais region.
- Most involved : Nord-Pas-de-Calais and Picardy.

Age groups :

- Most targeted: 55-65+ (72% of impressions)
- Most engaged: 55-65+ (80% of clicks)

The launch phase (phase 2) took place during the autumn, with the creation of statutory tools:

- The tone and visual identity of the campaign were created
- 62 experiences put online
- Breakdown of the offer into 4 experiential themes
- Creation of personalised emojis featuring the emblems of the Pas-de-Calais department
- Creation of an email signature
- Creation of a video manifesto
- Creation of 5 promotional videos sponsored and broadcast on social networks, illustrating the key experiences in the video manifesto
- Creation and distribution of content (experiences) dedicated to the campaign on our social networks (FB & Insta)
- Launch of the envrai-pas-de-calais.com campaign website

The roll-out phase took place at Christmas, with very satisfactory results. Content was broadcast for a fortnight, from 28 November 2022 to 16 December 2022:

- Broadcast of the sponsored video on TV replay and YouTube.
- 5 sponsored mini-videos on social networks
- Promotion and traffic generation on the campaign website
- 1 set of postcards
- In the second phase, we published the catalogue of experiences. There was also a media plan: advertorials, website wraps and banners (Le Bonbon, City Crunch, local media, etc.).

These new formats generated 5.9 million impressions, 70K clicks to our campaign site, with 7.2K actual sessions recorded. Click-through rate as good as during the teasing phase: 1.2%.

32K website users were recorded, including 31K new users. The majority of users came from social networks, with only 1% coming from a link distributed by another site.

The most popular pages are :

- Top-of-the-range holidays in the heart of nature in a cocooning green bubble": seen by 17,000 users.
- The home page: seen by 6,000 users
- Admire the view over the coalfield": viewed by 3.5K people.

Some key figures for the overall results, all phases combined:

- 27.5M total impressions
- 400K clicks to our website envrai-pas-de-calais.com
- 41K visitors to the site
- 83K media purchases
- Click-through rate of 1.44
- Cost per click of €0.21
- Cost per thousand: €3.02

The aim of the communication campaign was to give a new tone to our communication strategy: more human, more playful. This approach has won us over and generated interest, as shown by the excellent response rates quoted above.

We have seen a gradual rise in awareness of the campaign, reflected in the increased visibility of the website over the period January to February, representing over 31,000 new sessions.

Through our choice of publications, events, and media, we were also able to rejuvenate the target audience compared with the first phase.

The public's interest in accommodation is as strong as ever.

The tools used make up an effective campaign, combining social networks and more traditional media such as TV replay and brand content to generate clicks while reinforcing the image and reputation of the department.

This differentiating communication campaign has enabled the marketing team to acquire new methods of communication (experience writing) and website and social network management. It enabled them to imagine and design new formats and reach new consumer targets.