

FOREST OF DEAN...MAKE it YOURS



Background

- Following the abolition of the Tolls on the Severn Bridge we identified need to focus on Bristol and the surrounding area for 'day and stay' visits to increase awareness of region
- Generous extra funding was secured from Forest of Dean Council for a specific campaign
- The campaign needed to be measurable and be able to specifically target this geographic area
- Delivering campaign asserts for the future giving legacy to the campaign



Campaign strategy

- To shoot fresh and engaging video content to show different ways to enjoy the area
- Aim to change perceptions – either increase awareness to those who don't know the area or show those that do there is so much to do in the area
- Producing a series of short ads to promote to online
- Focus on attracting millennial market – with a nod to family and older demographic

- Creative brainstormed and decided on - themes
 - Forest of Nature
 - Forest of Taste
 - Forest of Adventure
 - Forest of Heritage
 - Forest of Fun

FOREST OF DEAN...MAKE it YOURS

Campaign strategy

- March shoot to launch campaign online in early in time for Easter
- Complemented by working with Bristol based digital influencers on trips to region in early April
- Using same theme/ promote views to video.. to add further impact
- Use dedicated landing page
- Use campaign hashtag #myforestofdean



FOREST OF DEAN...MAKE it YOURS

Execution – Dream Beach Life

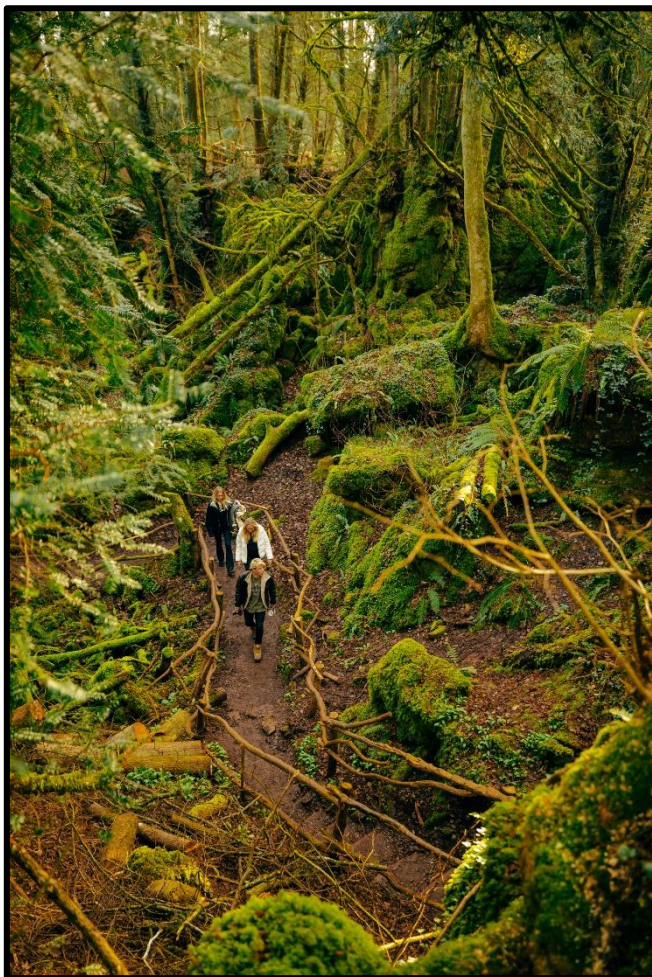
- Worked with Dream Beach life on the shoot
- Video content creation company run by two young digital influencers
 - Josh Stockdale & Alex Boulton
 - Have worked with STA and Western Australia in the past
 - Creative / fresh approach with leaning towards Millennial market
- DBL could give us footage and edited videos to budget
- As well as additional reach through social media channels – over 70K reach



The Five day Shoot ...



The Five day Shoot ...



Final Video



DBL OWN COVERAGE



joshstockdalee • Follow
International Centre for Birds of Prey

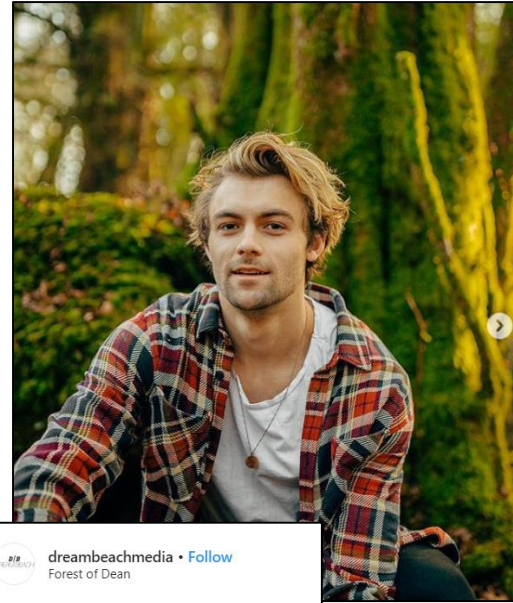
joshstockdalee We are coming in hot...🦅 epic week, can't wait to release the campaign now! 📸 #forestofdean #wyevalley #visitforestofdean #visitbritain

View all 44 comments

theboyinhustle ❤️
danielph07 📸📸📸
nowhere.natives Great photo
christian.sunny.ever Amazing
maryleaf_ Wow that is such a cool photo 📸
m.c.fierro Awesome, josh !!;
elceidata Sheeshhhh let's go!! 🦅📸📸 Msg me and let's make some huge moves together 🦅📸📸
jmoney360v Love it 🦅📸
monhorizoninfini Super cool shot! 🦅

1,315 likes
MARCH 29

1350 post likes
2.7K video views



alex Boulton • Follow
Puzzlewood

alex Boulton Can you see my chipped tooth?? 🦷 ☹️ ☐ Google this place btw, every film ever was shot here, a pleasure to be shooting sunrise in this unreal location with @deanwyetourism

timwehrle What a model
klarawahlberg_ Min prins ❤️
deanwyetourism I hope not chipped while here?! Don't want to be the place which broke you!
ahnsunyoung68 🦷🦷🦷🦷
ablondetobeyond 📸📸📸
moseyymo I worked on a TV series here 😊
frank_phaibul ❤️❤️❤️
matritchie 🌐🌐🌐

628 likes
MARCH 24

630 post likes



dreambeachmedia • Follow
Forest of Dean

dreambeachmedia Last week we filmed an upcoming tourism campaign for @deanwyetourism with @traveltonicpr . Discovering the beauty of the #wyevalley and the #forestofdean 📸 A huge thank you to our team for making this work! We can't wait to show you this campaign soon! Here's some #behindthescenes shots...

estherwillis ❤️❤️❤️❤️
klarawahlberg_ 🦷❤️❤️❤️❤️
traveltonicpr Too team to work with 1000000 thanks xx

192 likes
MARCH 29

620 likes and 609 video views

Bristol Influencers

- Abi Dare – **These Four Walls**
- Laura Pashby - **Circle of Pine Trees** <http://circleofpinetrees.com>
- Fritha Quinn - **Tigerlilly Quinn** <http://www.tigerlillyquinn.com/>
- Viv Yapp – **These Journeys** <https://www.thesejourneys.com/>
- Heather Cowper – **Heather on her Travels** <https://www.heatheronhertrave>

Yet to travel - **Abigail and the Future** <http://www.abigailandthefuture.com>.



**TIGERLILLY
QUINN**

a modern vintage home

THESE
four
WALLS

these journeys



Abi Dare - These Four Walls



Heading across the Severn (no tolls anymore!) to spend a weekend exploring the Forest of Dean and Wye Valley with @DEANWYETOURISM



This is 'Threshold' by Bristol-based artist Natasha Rosling, unveiled just last week @DEANWYETOURISM



thesefourwallsblog • Following ...

thesefourwallsblog AD - press trip | As you might have seen on Stories, Chris and I spent last weekend exploring the magical Forest of Dean and Wye Valley with @deanwyetourism. It's only 45 minutes from Bristol yet it feels a world away from city hustle and bustle - and there's so much to see and do! I'll have more from the trip soon, but in the meantime here's a peek at 'The Little House' at @wyelets, where we stayed. It's a beautiful little cabin for two with simple, rustic interiors, a garden with a firepit and a wonderfully peaceful setting. We spent lazy evenings in front of the wood-burner, fell asleep to total silence, awoke to birdsong all

Like by clairesouthern and 876 others

7 DAYS AGO

Add a comment... Post

Abi Dare - These Four Walls

Statistics:

Instagram

Followers: 29,600

Post Likes: 1400

Post Comments: 125

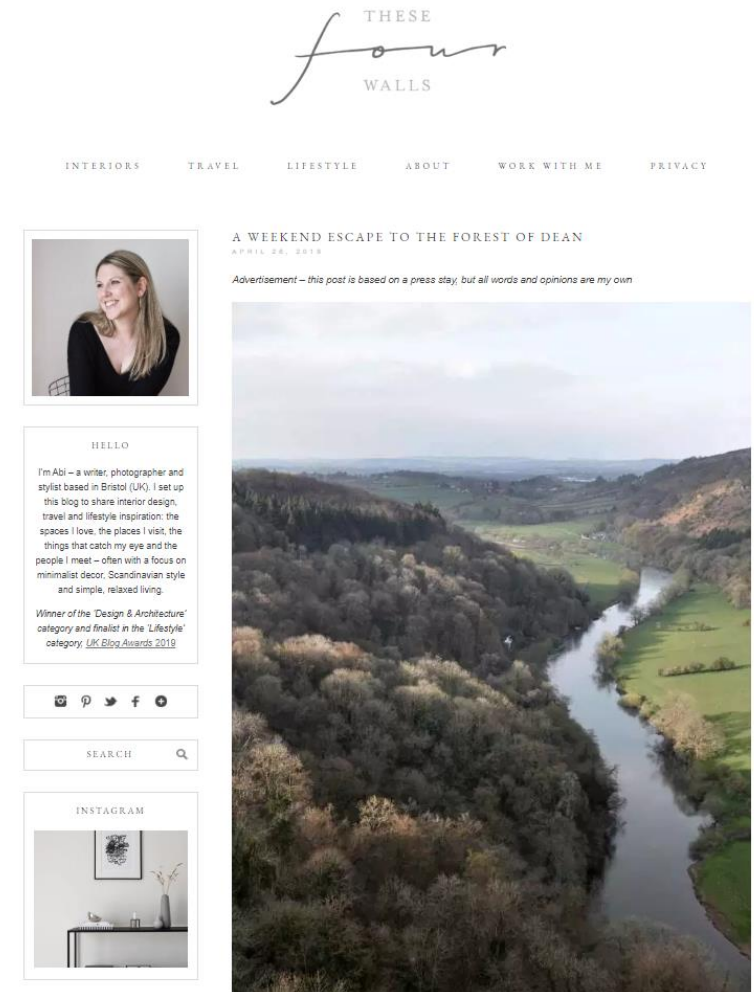
Instagram Stories

Total: 31

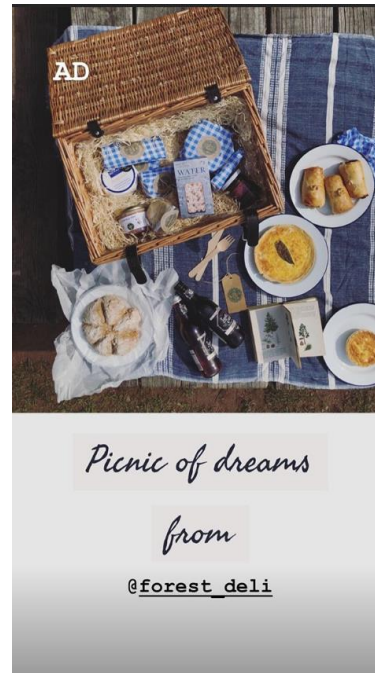
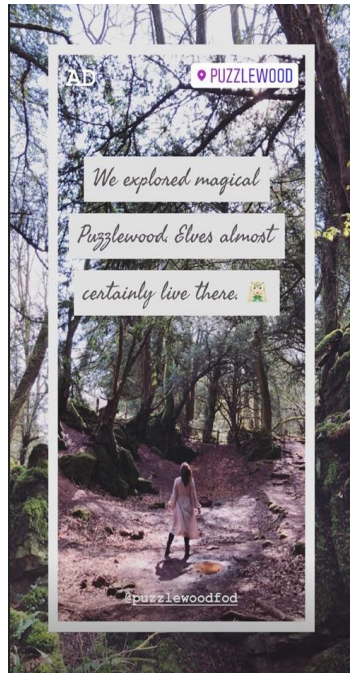
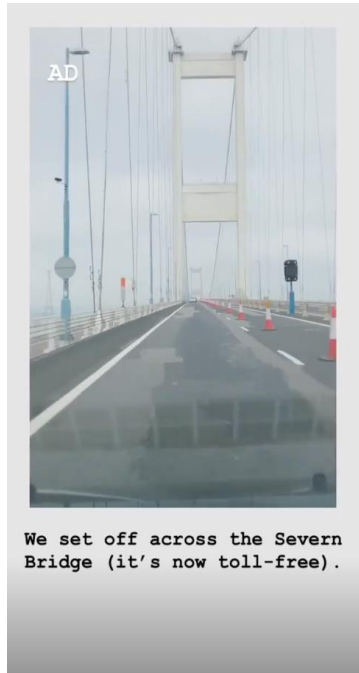
Views: 33,230 (Av. 1,072)

Impressions: 36,567 (Av. 1,180)

Taps on @deanwye tourism: 125



Laura Pashby - Circle of Pine Trees



circleofpines • Follow
Puzzlewood

circleofpines AD | Imagine an otherworldly woodland, filled with strange rock formations, secret caves, and ancient trees. Imagine a handmade picnic, with local and seasonal delicacies, wrapped in wax paper and carefully packed in a wicker basket. Imagine a medieval castle standing proud over a river valley, its walls steeped in history and drama. We found all these things and more when @deanwyetourism invited us to set off across the newly toll-free Severn Bridge and visit the Forest of Dean. We were entranced by the magic of @puzzlewoodfod, feasted on treats from @forest_deli and imagined epic battles at @englishheritage Goodrich Castle.

Liked by littlegreenshed and 1,261 others
15 HOURS AGO

Add a comment... Post

Laura Pashby - Circle of Pine Trees

Circle of Pine Trees

SHARING SMALL STORIES

Statistics:

Instagram

Followers: 59,300

Post Likes: 1,675

Post Comments: 95

Instagram Stories

Total: 12

Total Views: 15,995

Av Impressions: 1,333 per story

TRAVEL
{AD} an adventure in the Forest of Dean

BY LAURA | APRIL 11, 2019



Imagine an otherworldly woodland, filled with strange rock formations, secret caves, and ancient trees. Imagine a handmade picnic, with local and seasonal delicacies, wrapped in wax paper and carefully packed in a wicker basket. Imagine a medieval castle standing proud over a river valley, its walls steeped in history and drama. We found all these things and more when *Wye Valley & Forest of Dean Tourism* invited us to set off across the newly

HELLO, I'M LAURA

I'm a freelance writer, editor & photographer.

Let me tell you some stories.

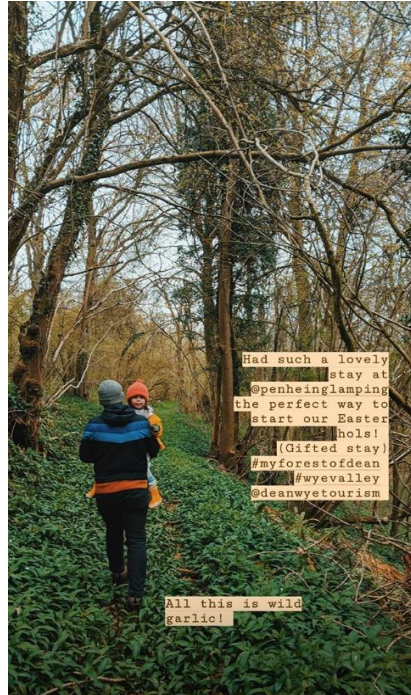
laura@circleofpinetrees.com



SUBSCRIBE TO SMALL STORIES
NEWSLETTER & GET MY FREE
STORYTELLING E-BOOK

Email address:

Frítha Quínn - Tígerlílly Quínn



tigerlillyquinn • Following
Caldicot, Monmouthshire

tigerlillyquinn Pretty nice way to have my first coffee of the day ☕🌲 especially after waking up to bird song 🐦

I've decided I'm a camper as long as it involves a wood burning stove, flushing toilet and running water in our tent 😊

We all smell of camp fire in the very best of ways after an AI fresco dinner yesterday and a later bedtime then the kids have ever had. They are having a blast!

Can't believe this place is pretty much half an hour from our house (Gifted stay at @penheinglamping)

#myforestofdean #deanwye

👍

👍 🗨️ 📌

👤 Liked by xantheb and 74 others

24 MINUTES AGO

Add a comment... Post

Frítha Quínn - Tígerlílly Quínn

Instagram

Posts: 1

Followers: 44,400

Post Likes: 1,582

Post Comments: 69

Instagram Stories

Total: 20

Total views: 65,748

Av. Impressions: 3,287 per
story



22.4.19

A LITTLE GLAMPING BREAK AT PENHEIN



LS

MARKETING

Viv Yapp - These Journeys



VÍV YAPP

Main Statistics:

Instagram

Followers: 5,936

Total Posts: 4

Total Likes: 666

Total Comments: 30

these journeys



Getting lost in the Forest of Dean

Heather Cowper – Heather on her Travels



heathercowper • Following
Forest of Dean Sculpture Trail

heathercowper Looking for a fun walk in the forest 🌲 for Easter 🐣 weekend? Checkout the new sculpture in the Forest of Dean Sculpture trail @deanwyetourism - this is Theshold by Natasha Rosling, the rough inner walls taken from moulds of @clearwellcaves with pitch axe marks from centuries of iron ore mining ⤵️. Read more in my article just published (link in bio) <https://www.heatheronhertravels.com/things-to-do-in-forest-of-dean/>

Are you planning to get outdoors this weekend? Any favourite walks to recommend?

#DeanWye #MyForestofDean

Liked by deanwyetourism and 114 others

7 DAYS AGO

Add a comment... Post

Heather Cowper – Heather on her Travels

Facebook

Followers: 3790

Total Posts: 15

Total Likes: approx 150

Instagram

Followers: 18,200

Total Posts: 6

Total Likes: 335

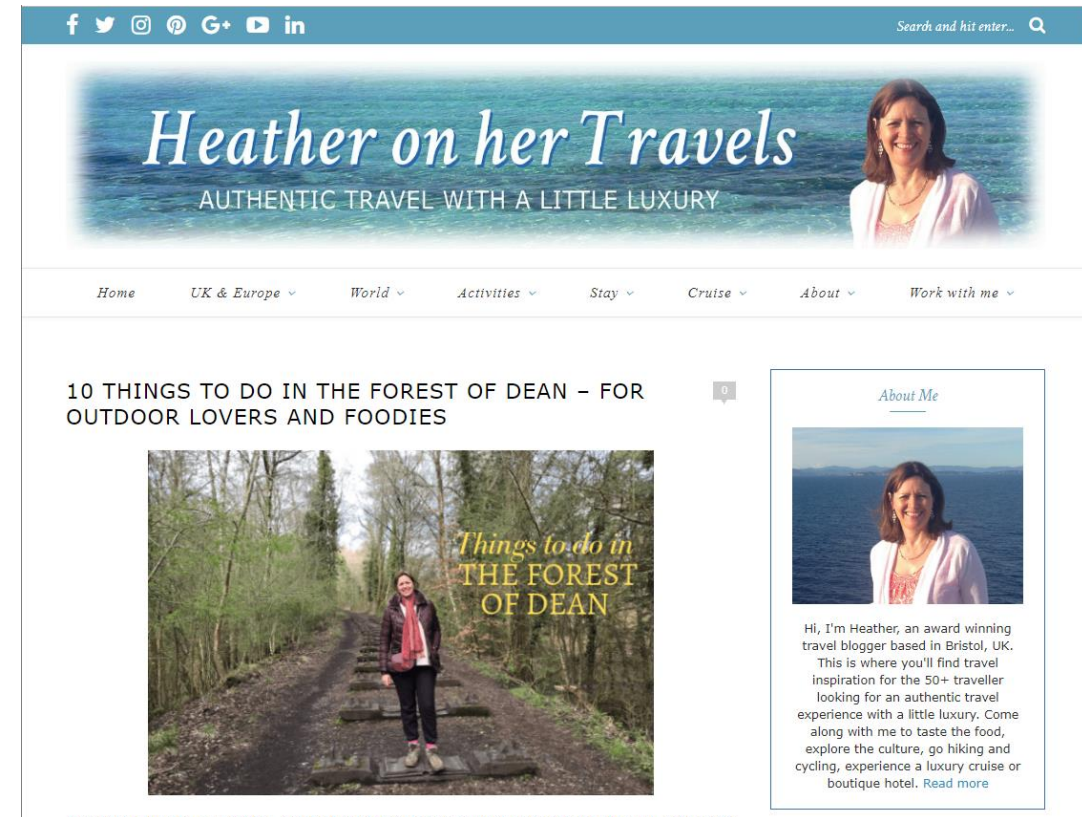
Total Comments: 24

Twitter

Followers: 15,000

Total Tweets: 14

Total Likes: approx. 150



Digital Campaign Strategy

- *Reach the Bristol-based Millennial target audience using social channels*
- *Gain brand awareness and change perceptions through video views*
 - *Showcasing distinct themes of how to enjoy the Forest of Dean*
 - *Digital Assets: 60s HERO ad, cut-downs HERO, Fun, Adventure, Nature & Taste*
- *Drive traffic to a dedicated campaign landing page on WVFDT website:*
 - <http://www.wyedeantourism.co.uk/myforestofdean>
- *Track using unique campaign hashtag: #MyForestofDean*

Results: Organic Posts

The Forest of Dean and Wye Valley is at Forest of Dean District. Published by Alexandra Sore [?] · April 5 at 4:48 PM ·

We're so excited to release our new video celebrating our beautiful Forest of Dean!

We hope this dynamic new footage shows our area off in all its glory; a natural outdoor playground where you are invited to 'make it yours' through heritage, adventure, nature, taste and of course, a lot of fun along the way.

Climb to the top of a hill for an epic view of seven counties, wander through ancient woodland, cosy up in a forest cabin with a hot tub, taste delicious artisan food and... See More

158,317 People Reached 18,921 Engagements [Boost Post](#)

👍👍👍 Aaron Long, Josh Allen and 622 others · 113 Comments · 1.5K Shares

deanwytourism Forest of Dean District

deanwytourism Forest of Dean... Make it Yours

#MyForestofDean

We're so excited to release our new video celebrating our beautiful Forest of Dean!

We hope this dynamic new footage shows our area off in all its glory; a

795 views APRIL 5

Add a comment... Post

Pinned Tweet

The Forest of Dean & Wye Valley @DeanWye · Apr 5

We're excited to release our new video showing our area off in all its glory; a natural outdoor playground with heritage, adventure, nature, taste & of course, a lot of fun!

Forest of Dean... Make it Yours #MyForestofDean

wyedeantourism.co.uk/myforestofdean #DeanWye #ForestOfDean @FODDC

2,411 views 0.01 / 1.04

1 53 76

Results: Organic Posts

Total Reach: 169,144
Total Engagements: 19,505

Facebook Page Likes:

166 on day of release (average 20 per day)

1,259 in month of April (average 620 per month)

Hashtag #MyForestofDean use:

117 Instagram

60 Twitter

	Reach
Facebook	158,317
Twitter	8,649
Instagram	2,178

Results: Paid Advertising

Targeting:

People within max 1.5 hours drive
across both Severn Bridges

Interests:

A range of outdoor activities such
as walking, cycling as well as family,
fun, days out etc

**Core Campaign Objective:
Brand Awareness via Video Views**

The Forest of Dean and Wye Valley
Sponsored · 🌐

Forest of Dean...Make It Yours
#MyForestofDean

WYEDEANTOURISM.CO.UK
Forest of Dean...Make it Yours - Official site for
the Forest of Dean and Wye Valley [Learn More](#)

👍❤️👤 Jamie Stephens, Declan Shackell and 20 others · 1 Share · 23K Views

👍 Like · 💬 Comment · ➦ Share

Results: Paid Advertising Testing!

Test 1: 05_04_2019:

60s hero video, 3-way split test by Audience Interests: A: Outdoors, B: Events, C: Age. 3 days. £300 total.

Test 2: 08_04_2019:

18s hero video targeted to outdoor activities. 3 days. £150 total.

Test 3: 12_04_2019:

4-way split ad using 15s cut-down videos: Adventure, Fun, Taste, Nature each with unique targeting and £50 per ad. 4 days. £200 total.

Test 4: 16_04_2019:

Adventure and Fun x 15s videos @ £250 each. Ran for 10 days. £500 total [bulk of the ad campaign]

Test 5: 17_04_2019:

Adventure video targeted link clicks instead of video views. 3 days. £50 total.

Results: Paid Advertising

Total ThruPlays: 85,503

Total Reach: 238,371

Total Impressions: 317,051

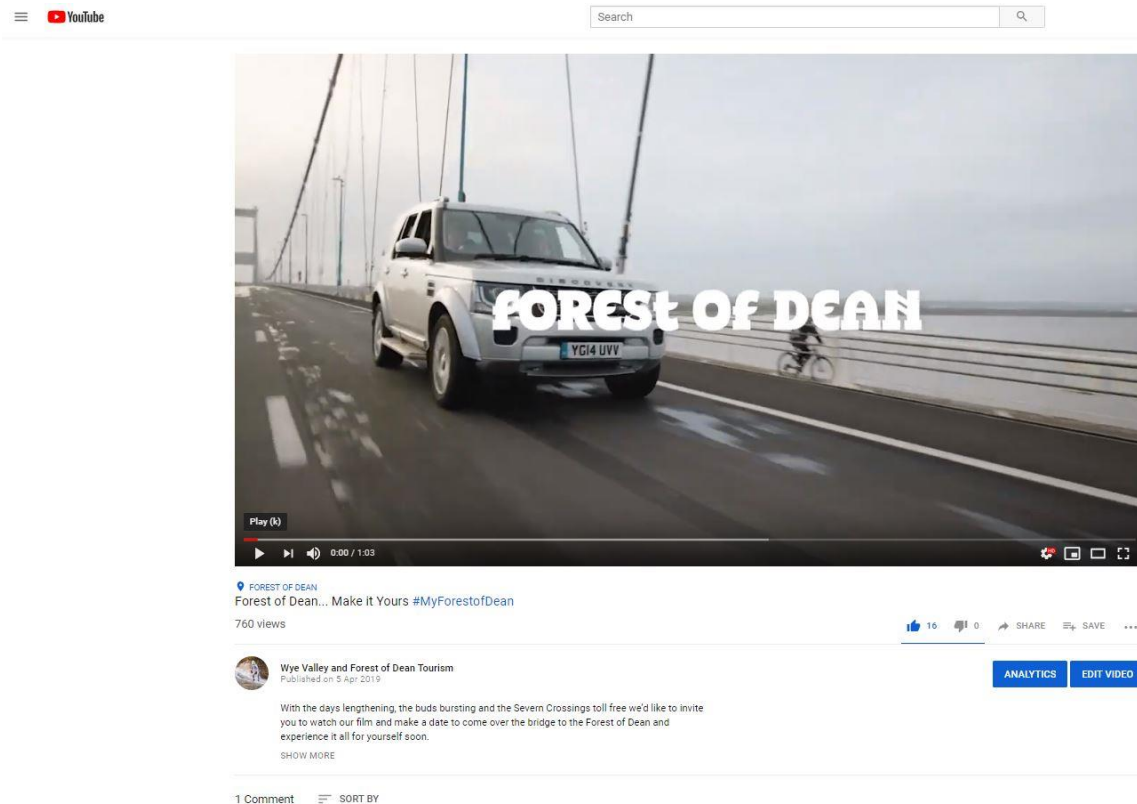
Total Link Clicks: 558

Total Spent: £1,200

Average Cost Per Impression: £0.0038

Average Cost Per ThruPlay: £0.014

YouTube

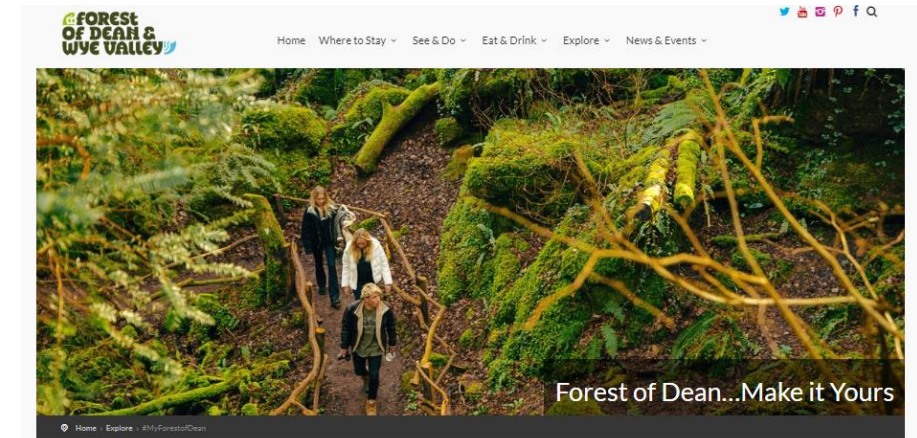
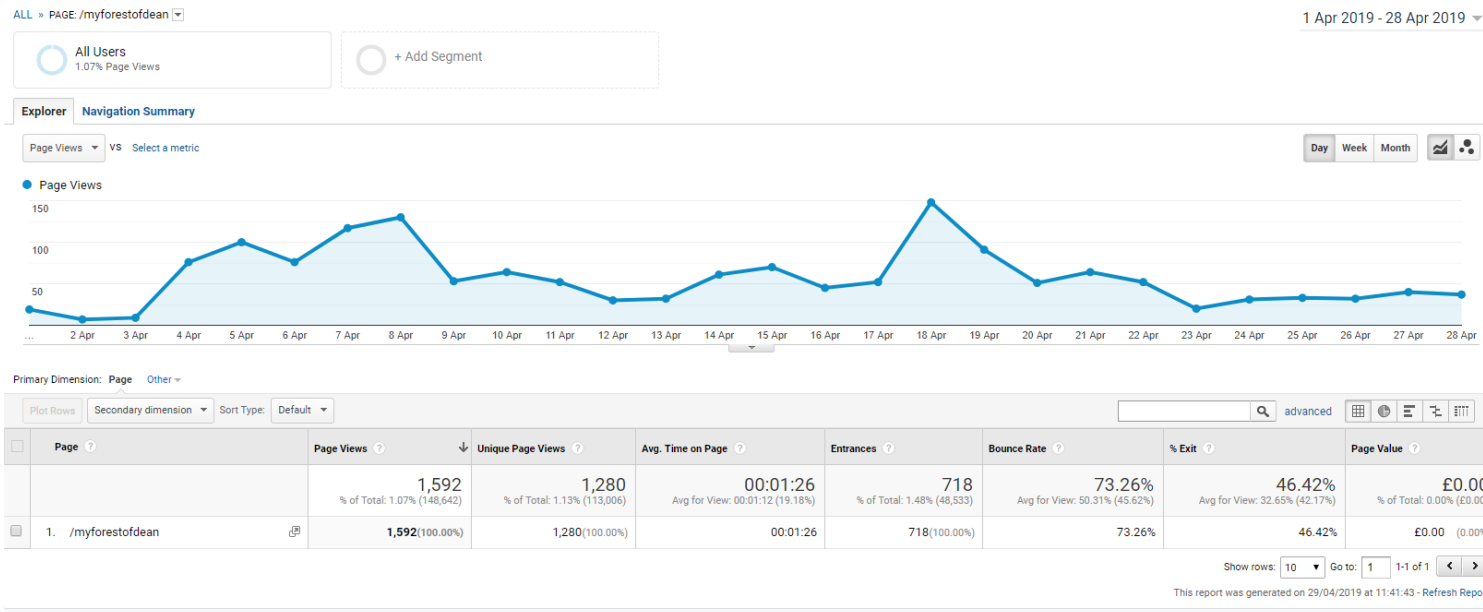


Total Video Views: 760

*Note: most video views are
native video on Facebook*

Website

Total Page Views: 1,592
Unique Page Views: 1,280



#MYFORESTOFDEAN

Our exciting new video will show you how to make the Forest of Dean Yours, whether you seek fun, heritage, adventure, nature, taste – or perhaps all five:

Forest of Fun

Forest of Heritage

Forest of Adventure

Forest of Nature

Forest of Taste

All Accommodation



Footloose and Toll Free...

With the days lengthening, the buds bursting and the Severn Crossings toll free we'd like to invite you to watch our film and make a date to come over the bridge and experience it all for yourself soon.

We hope this exciting new footage shows our area off in all its glory, a natural outdoor playground where you are invited to 'make it yours' through heritage, adventure, nature,

Campaign Resources

YouTube: <https://www.youtube.com/user/WVFDTA>

Zenfolio: <https://wyevalleyforestofdeantourismimages.zenfolio.com/>

Website: <http://www.wyedeantourism.co.uk/myforestofdean>

Our Social Media:

<https://www.facebook.com/WyeValleyForestofDean>

<https://twitter.com/DeanWye>

<https://www.instagram.com/deanwyetourism/>

Hashtags: #MyForestofDean #DeanWye

*Thank
you*

