

global

Hear it. See it. Feel it.

Attract an engaged, travel-loving audience through strategic multi platform advertising

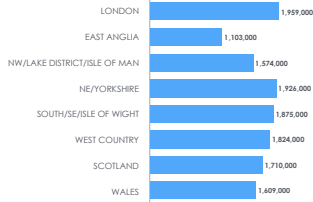
Connect with millions of holiday makers and unlock the full commercial power of audio, outdoor and entertainment



Every week we speak to over 5.4 million people who like to take holidays in their own country rather than abroad through our broadcast platforms

radio

Global listeners - Places visited on holiday/short break



Source: TGI Radio+ 2020 Q4 (July 2019 - June 2020). Results in station's own TSA. Weekly reach for Adults 15+

outdoor

Every week we speak to 22.9 million people who have taken holidays or short breaks in the last 12 months through our Outdoor platforms

Outdoor Audience - Places visited on holiday/short break

Region	Outdoor Audience
LONDON	3,351,000
EAST ANGLIA	1,773,000
NW/LAKE DISTRICT/ISLE OF MAN	2,473,000
NE/YORKSHIRE	3,527,000
SOUTH/SE/ISLE OF WIGHT	3,214,000
WEST COUNTRY	3,350,000
SCOTLAND	3,250,000
WALES	2,835,000

Source: TGI Radio+ 2020 Q4 (July 2019 - June 2020). Outdoor Media seen in the past week

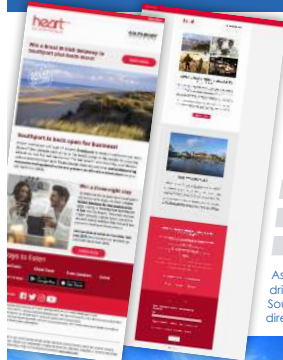
BENEFIT FROM MULTI PLATFORM CAMPAIGNS

CAMPAIGN

Classic FM Afternoon Sponsorship
Enhanced competition page on the Classic FM website
Roadblock display
7 weeks airtime
23 creative scripts

RESULTS

- 22 MILLION impacts across airtime and sponsorship
- 24,615 online competition entries across 7 destinations
- Huge engagement on line with some destination users saying on the page for up to 2 minutes
- Total 28,408 passage views on the Visit England hub



Online Competition, Solus Newsletter & Presenter reads Visit Southport

Online competition on Heart North West promoting that 'Southport was back open for business' after the lift of the COVID-19 lockdown restrictions. Teamed with a CRM Solus, this competition page reached over 3,300 people, and gained a great result of 36% data capture for the client.

Entries: 1,961	Emails sent: 27,818
Open rate: 4,188 (34.31%)	CRM distinct clicks to campaign page: 983
Enhanced page unique visitors: 2,671	Enhanced page clicks to client site: 672
Enhanced page total visitors: 3,364	Competition opt-ins: 710 (36%)

As added value, 4 x presenter talk ups were aired during the Heart North West drive show. Heart's Russ Morris and Adam Weighell gave details about Southport re-opening, details of the prize at Formby Hall Golf Resort & Spa and directed listeners online for their chance to win!



BUS ADVERTISING REACHES 47M ADULTS EVERY WEEK



We worked with Differentology to carry out post research on each individual burst (the results of which were then averaged to give an overall figure). The research collected answers from 40+ couple with no children and the responses were analysed looking at the differences between listeners and non listeners.

65% of listeners who heard the advertising agreed that Ireland is a holiday destination for 'people like them' (up from 46% non-listeners).

74% of listeners who heard the advertising agreed that Ireland is somewhere they'd like to go on holiday (up from 60% non-listeners).

1/4 of those saying the activity had improved their opinion of Ireland.

Agreed that Richard E. Grant's involvement made them more likely to visit Ireland in the future.

Source: Differentology post-research

Start your Global journey now

