

# Visit Portsmouth Destination Campaign - 2024/25

## Background

With buy-in from destination partners Portsmouth Historic Dockyard, Gunwharf Quays, Victorious Festival, Spinnaker Tower, The D-Day Story and South Western Railway, we ran campaigns in summer (throughout July and August) and autumn (October and November), using poster sites around London Waterloo and a digital campaign to support this and drive further engagement.

## Results at-a-glance

Impressions - 27,737,007

Reach - 9,158,203

Website visits - 64,449+ (considering clicks through from the digital element only)

## Summer campaign

### Results at-a-glance

Impressions: 9,357,860

Reach: 3,108,427

Website visits: 26,340+ (digital only)

## London Digital Out of Home (DOOH) campaign

### Background

Following pitches from a number of agencies for an outdoor campaign in London (both inside and outside Waterloo Station) we instructed JC Decaux to run digital poster sites, following the success of their recent campaigns for us and the relative strength of their offer against others who had pitched.

This Digital Out of Home (DOOH) campaign saw us take the large-scale Waterloo Digital Rail Special board (by the main departure boards) to run at set times, and digital D6 boards to display continuously throughout the campaign.

The London summer campaign was live from 8 to 21 July.

JC Decaux's campaign brief was to raise awareness of the wide range of leisure and tourism attractions available in Portsmouth among commuters at Waterloo station, and to encourage both business and leisure travellers to consider visiting Portsmouth in the lead-up to the summer holidays of 2024.

A strategic network of Rail D6s were selected, positioned throughout key locations at Waterloo station, including the concourse and on certain platforms frequented by South Western Railway

commuters. These were complimented with the prominent Waterloo Digital Special site positioned on the central concourse, to capture the attention of commuters during peak times.

The objective was to deliver an impactful DOOH campaign, maximising visibility, driving frequency, and enhancing brand recall.

## Details

25x D6 ads, running all day

1x Digital Rail Special, 'PM commuter' time (4pm-7pm) Tuesday to Friday

1x Digital Rail Special, 'leisure commuter' time (10am-4pm) Saturday

## Creative

Below are examples of the ad creative used in the campaign.

The Digital Rail Special ads were primarily 20-second videos, framed within a border that provided more information, and gave the 'Visit Portsmouth: More to explore in '24' tagline, plus website URL. They also mentioned South Western Railway and included the logo.

The D6 posters featured the above information but with still imagery (animated with a small zoom-in to attract attention).



*Digital Rail Special boards in place at London Waterloo.*



D6 Poster Sites in place at London Waterloo

## Results

The following results were presented by JC Decaux following the conclusion of the campaign:

Market investment: £32,150

Partner investment: £20,000

Promised impressions: 4,600,000

Delivered impressions: 7,238,051

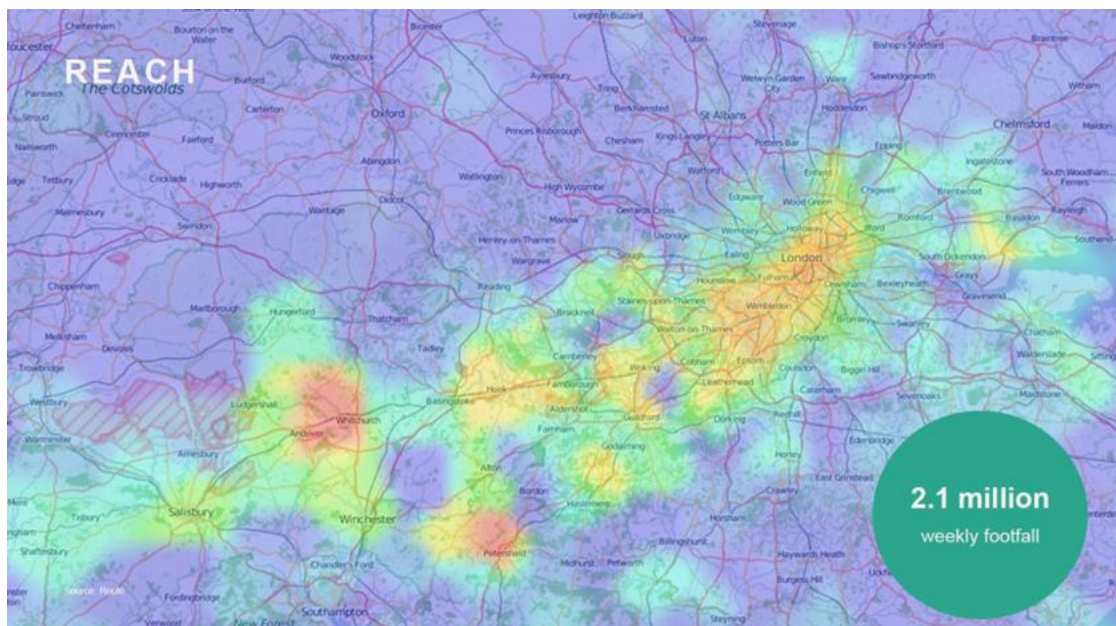
Over-delivered impressions: 2,638,051

*Note: The 'Market investment' refers to the standard trading rate for the sites. The 'Partner investment' is what we actually paid, having secured a significant discount by JC Decaux.*

There was a significant over-delivery on impressions, which was due to a combination of adding extra slots to the Digital Rail Special ads where available, as well as a switch of some D6 sites to new installations located within prime areas of Waterloo.

The reach for this campaign (based on weekly footfall through London Waterloo) was 2.1 million. The below heatmap shows where those individuals who will have seen the advert live or have travelled from.





## Digital campaign

### Background

Over July and August 2024, we ran a digital campaign to support the DOOH campaign in London. This took the form of ads on Meta (Facebook, Instagram and their related networks) and Google (YouTube video ads).

Each partner (Portsmouth Historic Dockyard, Gunwharf Quays, Victorious Festival, Spinnaker Tower, The D-Day Story and South Western Railway) had a Meta ad of their own, using the same or similar creative as the London campaign to boost familiarity and encourage users to interact with the ads. For South Western Railway, a more general destination image was used.

### Details

The goal was set as link clicks because the London campaign would have generated good awareness - for the digital element we wanted action and for people to click through to find out more.

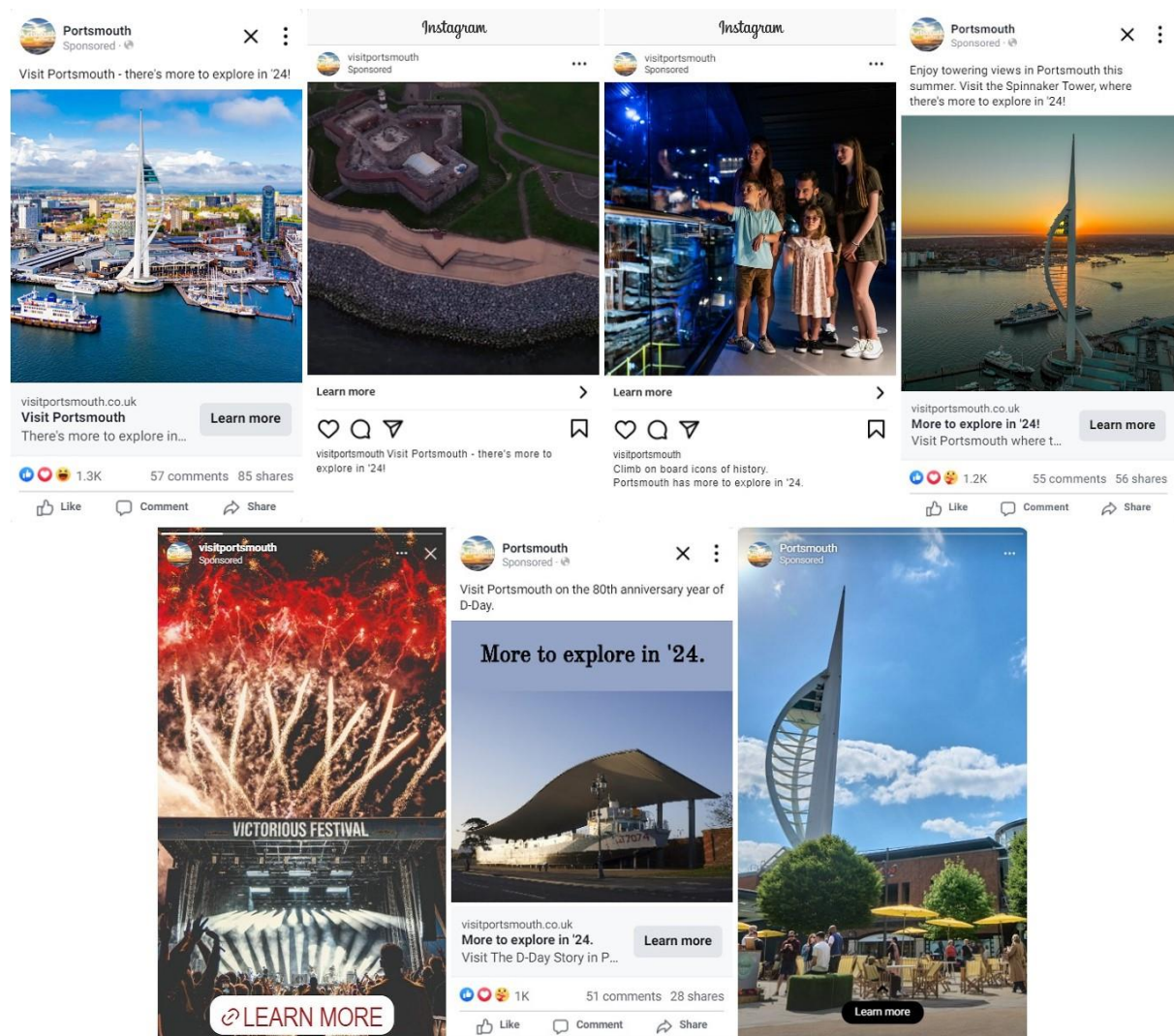
All ads were targeted at people living near London Waterloo, or who had recently passed through the area, as well as those living on and around the South Western Railway route from London to Portsmouth. There was further demographic and interest targeting, so each ad reached a relevant audience (history buffs for D-Day, shopaholics for Gunwharf Quays, etc.).

In addition to the Meta ads for partners, we ran a more general awareness campaign for the destination on the Google Ads network, utilising YouTube video ads. This was to promote the city more generally and further boost brand awareness, having seen positive results on our Google ads in previous campaigns. We also ran a more typical Meta ad for the destination, with a small budget.

## Creative

The same or similar images to the London D6 poster sites were used in the initial run of social media ads. However, some of these were changed later in the campaign to mitigate against 'creative fatigue' where users may have seen our ad imagery too often. In those instances, the second image that was used is what's been shown below.

Ad text was unique to each partner mentioning some of their unique selling points, whilst also containing the 'more to explore in '24' messaging. Five different iterations were provided so Meta's algorithm could determine the one to send to get maximum impact for each individual user.



*Composite of various social ads in a number of different placements*

## Results - total

Spend: £5,500.36

Impressions: 2,119,809

Reach (Meta only): 1,008,427

Clicks (all) (Meta only): 61,590

Link clicks (Meta only): 26,340

Video views: 93,120

## Results - by partner

### **Destination video ad**

Type: In-stream skippable

Spend: 700.56

Impressions: 151,570

Views (30s plus): 81,682

View rate: 53.9%

Watch time (seconds): 4,308,455 (1,196.8 hours)

### **Destination Meta ad**

Spend: 100

Impressions: 13,861

Reach: 5,802

ThruPlays: 11,438

Clicks (all): 30

Link clicks: 13

Interactions (reactions, comments, saves and shares): 8

*(Note the lower budget here as more was channelled into the Google Ad network)*

### **South Western Railway**

Spend: 700

Impressions: 390,956

Reach: 200,719

Clicks (all): 8,976

Link clicks: 4,868

Interactions (reactions, comments, saves and shares): 1,505

### **Gunwharf Quays**

Spend: 800

Impressions: 279,140

Reach: 133,574

Clicks (all): 9,831

Link clicks: 4,063

Interactions (reactions, comments, saves and shares): 523

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

Spend: 800

Impressions: 314,151

Reach: 174,186

Clicks (all): 13,475

Link clicks: 4,829

Interactions (reactions, comments, saves and shares): 1,232

### **Portsmouth Historic Dockyard**

Spend: 800

Impressions: 275,019

Reach: 116,655

Clicks (all): 6,255

Link clicks: 4,405

Interactions (reactions, comments, saves and shares): 323

### **Spinnaker Tower**

Spend: 800

Impressions: 453,870

Reach: 224,567

Clicks (all): 10,414

Link clicks: 3,930

Interactions (reactions, comments, saves and shares): 1,431

### **Victorious Festival**

Spend: 799.80

Impressions: 321,242

Reach: 152,924

Clicks (all): 12,609

Link clicks: 4,232

Interactions (reactions, comments, saves and shares): 309

### **Cost per click**

As noted, 'Link clicks' were set as the primary goal for our Meta ads so I wanted to dive into this more specifically to measure the campaign's success or failure. According to WordStream, the average cost per click (CPC) for the travel and hospitality industry is £0.48.

CPCs for our digital campaign were:

Victorious: £0.19

Gunwharf: £0.20

D-Day: £0.17

Dockyard: £0.18

Spinnaker: £0.20

SWR: £0.14

This put the average CPC for the campaign as a whole at £0.18, which is 62.5% below the average for our industry. Or to put it another way, if we were hitting the average we'd have had 9,791 clicks from the budget spent. We had 16,549 more than this, with our total actually reaching 26,340.

## Autumn campaign

### Results at-a-glance

Impressions: 8,892,648

Reach: 2,926,457

Website visits: 16,491+ (digital only)

### Background

The agreement with JC Decaux included a second campaign to run in autumn. This was to build upon the success of the summer and further drive visits, consideration and ad recall from those who may have seen the first campaign or be likely to travel during the shoulder season.

It would again be supported by a digital element, using similar creative and messaging to increase reach further and encourage clicks through to the Visit Portsmouth website where people can find out more and start to arrange or book their next trips.

Albeit with some updates to creative and minor tweaks to budget allocation, the campaign was largely the same as the summer in its aims and outputs.

## London DOOH campaign

### Background

JC Decaux again ran Portsmouth ads featuring all major partners at D6 and Digital Rail Special locations at London Waterloo.

The agency was tasked with raising awareness of the wide range of leisure and tourism attractions available in Portsmouth, and to encourage both business and leisure travellers to consider visiting.

Its campaign utilised a strategic network of Rail D6s positioned throughout key locations at Waterloo station (including platforms frequented by commuters travelling to and from the south west), as well as on the main concourse itself. These D6s were complimented with the prominent Waterloo Digital Special site positioned on the central concourse, to capture the attention of commuters during peak times.

The aim was to deliver an impactful DOOH campaign, maximise visibility, drive frequency, and enhance brand recall.

### Details

The DOOH campaign ran from 21 October to 3 November, utilising:

25x D6 ads, running all day

1x Digital Rail Special, 'PM commuter' time (4pm-7pm) Tuesday to Friday

1x Digital Rail Special, 'leisure commuter' time (10am-4pm) Saturday

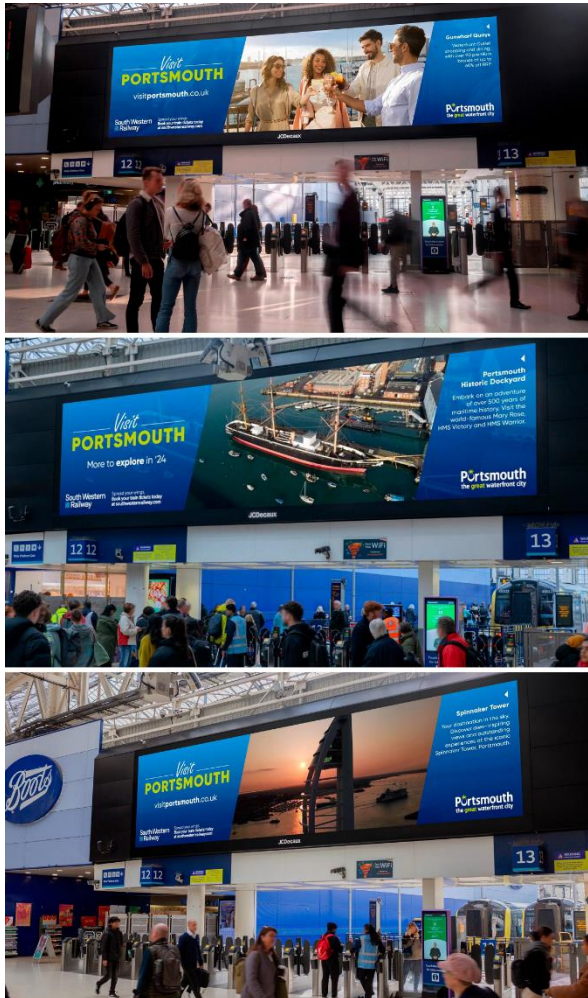


## Creative

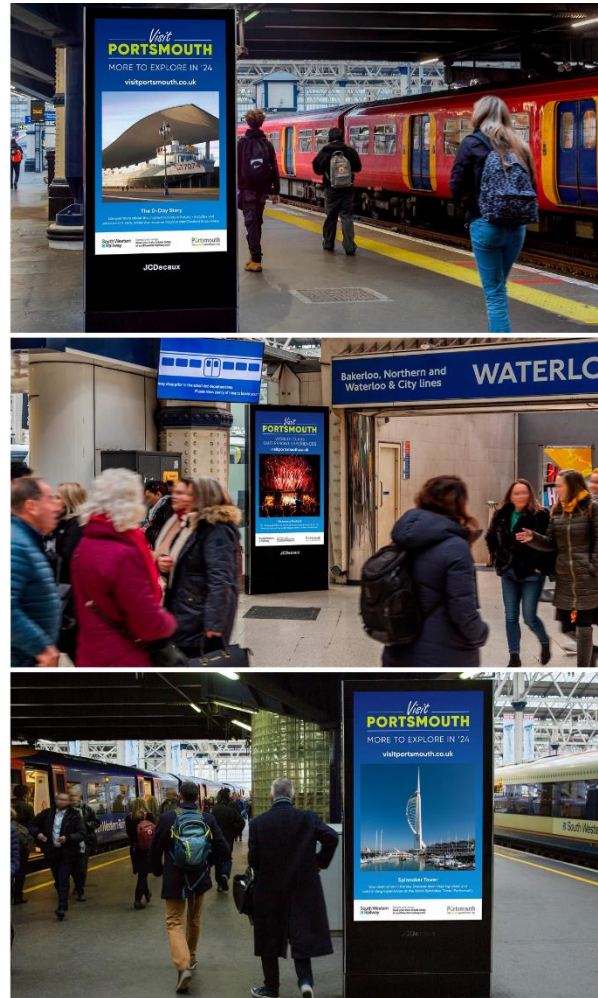
Similar ad creative to the summer campaign was used, with the same blue border featuring the Visit Portsmouth name and URL, as well as that of South Western Railway in the footer and information on each partner in the copy.

Digital Rail Special ads were primarily 20s videos, whilst the D6 posters utilised still imagery, again animated slightly to zoom in and catch the eye.

There were only minor adjustments to the content (such as Victorious Festival positioning itself for 2025 Early Birds rather than final tickets for 2024).



*Digital Rail Special ads in situ on the London Waterloo concourse*



*D6 ads located on the platforms and concourse of London Waterloo*

## Results

Market investment: £30,180

Partnership investment: £20,000

Total (promised) DOOH impressions: 4,600,000

Total delivered impressions: 7,337,288

Over-delivered impressions: 2,737,288

*Note: As above, 'Market investment' refers to the standard trading rate for the sites. The 'Partner investment' is what we actually paid, having secured a significant discount.*

The number of over-deliveries was similar to that seen in summer, thanks once again to having additional playouts on the Digital Rail Special, as well as the relocation of some D6 ads to stronger sites recently installed around the platforms.

As before, the campaign reach (based on weekly footfall through London Waterloo) was 2.1 million.

## Digital campaign

### Background

A digital campaign was run to support of the DOOH ads in London, to further promote ad recall among those who had seen the Waterloo sites, and to encourage clicks through to the Visit Portsmouth website where people could find out more and click through to partner websites.

Meta ads (across Facebook and Instagram) were used once again, with the campaign being managed in-house by the Visit Portsmouth team to remove agency costs so the entirety of the budget for digital could be spent on the campaign itself and not fees.

### Details

Whilst previous digital campaigns have run for a number of weeks after the London element (to act as a reminder for people to visit the website and find out more), this autumn campaign ran almost entirely alongside it - with partners agreeing to allocate all the budget to the lucrative half term period, ending on 3 November. Only The D-Day Story elected to stretch this out a touch; its ads (spending the same total budget) ran to 8 November.

The objective for this campaign was set at 'Landing page views', instead of the 'Link clicks' of previous campaigns. Whilst on the surface they may seem the same (the URL in question for both campaigns was a Visit Portsmouth landing page), it was changed because Landing page views are only counted when a page actually loads. Therefore they give a much more accurate idea of who has visited a site, with stats that discount anyone who clicked a link erroneously or bounced immediately away, for example. Whilst inevitably this results in a smaller figure, it's a more accurate and therefore informative one.

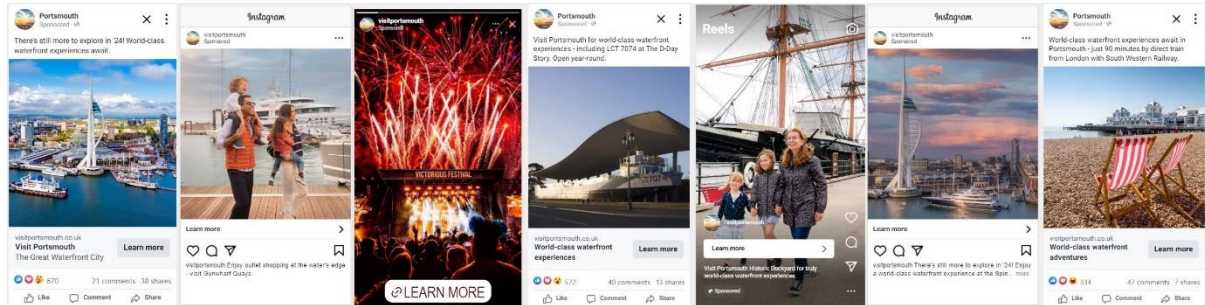
### Creative

As in previous campaigns, each partner had their own specific ad, using similar or identical creative to the D6 posters, to foster recognition and encourage clicks. Multiple creatives were used where possible, not just to offer variety (and prevent creative fatigue) but also work to the different ad placement orientations - i.e. landscape, square and portrait so that imagery wouldn't be cropped or minimised.

Each ad geo-targeted people who live near or had recently passed through London Waterloo, as well as other main points on the South Western Railway route between London and Portsmouth.

This was refined further with demographic targeting relevant to each ad. The Victorious Festival one was delivered to those with an interest in live music, the Gunwharf Quays ad was presented to keen shoppers, and so on.

As in summer, text was unique for each ad, mentioning each partner's unique selling points, whilst also containing the 'more to explore in '24' messaging. Five different iterations were provided so that Meta's algorithm could determine the best one to display for each individual user to get maximum impact.



*Screengrabs of digital ads across various placements, creatives and dimensions.*

## Results - total

Spend: 4,900

Impressions: 1,555,360

Reach: 826,457

Clicks (all): 38,148

Link clicks: 16,491

Landing page views: 13,731

Interactions (reactions, comments, saves and shares): 2,248

## Results - by partner

### Destination

Spend: 700

Impressions: 264,486

Reach: 148,844

Clicks (all): 4,326

Link clicks: 2,384

Landing page views: 1,993

Interactions (reactions, comments, saves and shares): 717

### South Western Railway

Spend: 700

Impressions: 196,459

Reach: 113,053

Clicks (all): 6,487

Link clicks: 2,378

Landing page views: 2,020

Interactions (reactions, comments, saves and shares): 384

### Gunwharf Quays

Spend: 700

Impressions: 268,875  
Reach: 133,238  
Clicks (all): 3,608  
Link clicks: 1,958  
Landing page views: 1,530  
Interactions (reactions, comments, saves and shares): 112

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

Spend: 700  
Impressions: 226,675  
Reach: 141,036  
Clicks (all): 8,058  
Link clicks: 2,846  
Landing page views: 2,408  
Interactions (reactions, comments, saves and shares): 601

### **Portsmouth Historic Dockyard**

Spend: 700  
Impressions: 154,894  
Reach: 70,220  
Clicks (all): 2,518  
Link clicks: 2,089  
Landing page views: 1,738  
Interactions (reactions, comments, saves and shares): 72

### **Spinnaker Tower**

Spend: 700  
Impressions: 218,247  
Reach: 102,134  
Clicks (all): 2,894  
Link clicks: 2,158  
Landing page views: 1,744  
Interactions (reactions, comments, saves and shares): 222

### **Victorious Festival**

Spend: 700  
Impressions: 225,724  
Reach: 117,932  
Clicks (all): 10,257  
Link clicks: 2,678  
Landing page views: 2,298  
Interactions (reactions, comments, saves and shares): 140

## **Results**

With clicks through to the website the primary objective once more, the CTR of the autumn campaign were pitted against Wordstream's industry benchmarking for travel and tourism to see where it stacked up.

Note, Wordstream's ad result benchmarking doesn't consider Landing page views but link clicks more generally, so this has been used for the below results.



According to its latest figures, the average cost per click for our industry is £0.33 (which is down somewhat from what it reported in summer). Wordstream hasn't stipulated whether this is CPC (per Link click) or CPC (all). However, we were below it in both.

The autumn campaign had an average cost per link click of £0.30, whilst the cost per click (all) was just £0.13.

This means the campaign delivered, at best, 23,750 more clicks than the average for our industry, or 1,643 more at worst.

## Spring campaign

### Results at-a-glance

Impressions: 9,486,499

Reach: 3,123,319

Website visits: 21,618+ (digital only)

### Background

An additional campaign is run in the spring months, with creative from our Platinum Partners to offer greater value for their investment and provide some welcome promotion ahead of the potentially lucrative Easter holidays.

As well as Platinum Partners, space was allocated to SailGP to promote their event coming up this summer. For the London DOOH element, spaces and playouts that would have ordinarily been used for the destination ad were given to SailGP, so as to not dilute the number of plays that other partners would receive.

We again instructed JC Decaux to run Digital Rail Special and Digital D6 ads, similar to the summer and autumn burst, after having seen good results previously. However, we changed the creative to make it more attention-grabbing and modern - more information on that is detailed below.

A digital element was again included alongside the London campaign, using similar creative to once more boost ad recall and familiarity. A brand-new landing page was created on the Visit Portsmouth website, with information on all those involved in the campaign, as well as the 'travel by train' message, both for South Western Railway but also to boost the city's green travel credentials.

Timings were changed somewhat due to partner preferences and feedback. There was also an uplift in digital campaign spend owing to an increased budget pot.

## London DOOH campaign

### Background

JC Decaux again ran Portsmouth ads featuring Platinum partners, plus SailGP, using digital D6 boards and the Digital Rail Special at London Waterloo.

As in previous iterations, its objective was to promote some of the biggest tourism attractions and events on offer in Portsmouth, and to encourage both business and leisure travellers to consider visiting.

Its campaign utilised a strategic network of Rail D6s positioned throughout key locations at Waterloo station (including platforms frequented by commuters travelling to and from the south west), as well as on the main concourse itself. These D6s were complimented with the prominent Waterloo Digital Special site positioned on the central concourse, to capture the attention of commuters during peak times.

The aim was to deliver an impactful DOOH campaign, maximise visibility, drive frequency, and enhance brand recall.

## Details

The DOOH campaign ran in two separate bursts, the first from 17 to 23 February, and the second from 24 to 30 March. It comprised:

25x D6 ads, running all day

1x Digital Rail Special, 'PM commuter' time (4pm-7pm) Tuesday to Friday

1x Digital Rail Special, 'leisure commuter' time (10am-4pm) Saturday

## Creative

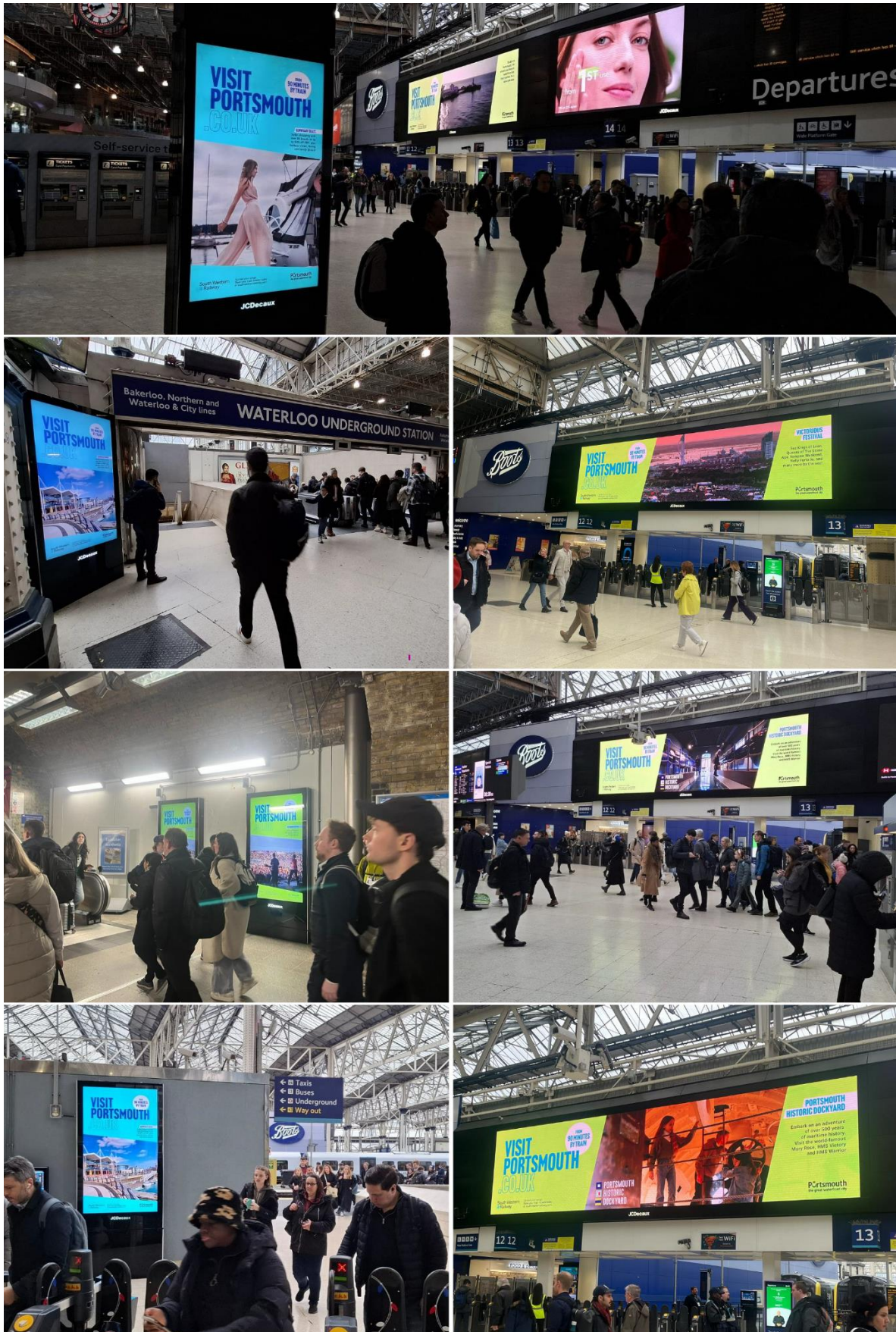
New creative was developed for the spring campaign, to freshen up the designs which had been used for the rest of the financial year. The idea was to retain the ads' overall design element (following successful DAM testing from JC Decaux which showed people were looking at the ads and moving their eyes through the creative as we'd expect and hope), but to wholly refresh the colourway.

For this, a bright green was chosen to not just give the ads a fresher look but also really capture attention with a bright, citrus colour. All partners went for this changed colourway except for Gunwharf Quays which opted for a lighter blue instead to closer match its brand colours.

As in the previous ad creatives, the Visit Portsmouth name and URL were included in the adverts (albeit in a fresh font and colour), with South Western Railway included in the footer. The Digital Rail Specials remained 20s video ads, whilst the D6 posters utilised still imagery, again animated slightly to zoom in so they catch the eye.

This iteration saw the Visit Portsmouth team help some partners who didn't have the resource at hand to generate the content in time for go-live. For this we also handled creative development - specifically video editing.

Examples of the campaigns playing out can be seen in the below photographs from around London Waterloo station.



D6 ads located on the platforms and concourse of London Waterloo

Digital Rail Special ads in situ on the London Waterloo concourse



## Results

Market investment: £33,600

Partnership investment: £20,000

Total (promised) DOOH impressions: 4,600,000

Total delivered impressions: 7,554,310

Over-delivered impressions: 2,954,310

*Note: 'Market investment' refers to the standard trading rate for the sites. The 'Partner investment' is what we actually paid, having secured a significant discount.*

The campaign enjoyed a similar number of over-deliveries as in summer and autumn (in fact, marginally more; there were 57.3% extra in summer, 59.5% more in autumn and 64.2% this time). These over-plays again came in the form of additional playouts on the Digital Rail Special and improved results from the stronger D6 sites installed semi-recently at London Waterloo.

As before, the campaign reach (based on weekly footfall through Waterloo) was 2.1 million.

Anecdotally, this campaign also saw - by some margin - the most feedback we've ever had from any ad campaign. Colleagues, friends, relatives and partners reached out to say they had seen (nay, couldn't miss!) the adverts.

## Digital campaign

### Background

Just as with previous iterations, the London DOOH ads for spring were supported by a digital campaign, run in-house by Visit Portsmouth. Its objective was to further push the message and reach people multiple times cross-channel, to encourage action and ad recall. Ads were also designed to encourage clicks through to the Visit Portsmouth website, where a landing page offered further information as well as direct links through to each partner's website.

The Meta Ads platform was again used, to deliver campaigns across Facebook and Instagram, as results were positive in previous iterations. This also meant it could be managed entirely by the Visit Portsmouth team - thereby allowing all the spend to go on ads and not agency fees.

### Details

Per an agreement with all involved in the campaign, the digital element ran at varying times, with each ad going out at dates that would best suit the partner it was promoting. This was to ensure everyone's ads worked best for their specific needs, whilst also ensuring the ad sets didn't compete too much with one another in the auction marketplace.

Whilst this meant the campaign didn't have the single blast of coverage that previous iterations had, it worked better for all involved - going out on specific times to maximise opportunities (such as payday weekends or pre-Easter, for example).

Link clicks and landing page views were set as the target for these ads, with some campaigns switching between the two during their run on Meta's recommendation (to shift the focus ever so slightly and make them work harder for the budget).

As with the London campaign, SailGP was included as partners for the digital element.

## Creative

Each partner again had their own specific ad, using similar or identical creative to the D6 posters - to foster recognition and encourage clicks. Multiple creatives were used where possible, not just to offer variety (and prevent creative fatigue) but also work to the different ad placement orientations - i.e. landscape, square and portrait so that imagery wouldn't be cropped or minimised.

Again, each ad geo-targeted people who live near or had recently passed through London Waterloo, as well as other main points on the South Western Railway route between London and Portsmouth.

This was refined further with demographic targeting relevant to each ad. The Portsmouth Historic Dockyard one was delivered to those with an interest in naval history or family days out, the SailGP ad was presented to those with an interest in live sport, and so on.

As in summer, text was unique for each ad, mentioning each partner's unique selling points, whilst also containing a Visit Portsmouth message. Furthermore, five different content iterations were provided so that Meta's algorithm could determine the best one to display for each individual user, in order to achieve maximum impact.



*Screengrabs of digital ads across various placements, creatives and dimensions.*

## Results - total

Spend: 6,000

Impressions: 1,932,189

Reach: 1,023,319

Clicks (all): 65,583

Link clicks: 27,194

Landing page views: 21,618

Interactions (reactions, comments, saves and shares): 3,364

## Results - by partner

### Destination

Spend: 1,000

Impressions: 273,047  
Reach: 157,587  
Clicks (all): 19,331  
Link clicks: 6,930  
Landing page views: 5,193  
Interactions (reactions, comments, saves and shares): 1,135

#### **South Western Railway**

Spend: 1,000  
Impressions: 370,307  
Reach: 209,905  
Clicks (all): 8,292  
Link clicks: 3,538  
Landing page views: 2,788  
Interactions (reactions, comments, saves and shares): 583

#### **Gunwharf Quays**

Spend: 1,000  
Impressions: 308,140  
Reach: 187,590  
Clicks (all): 10,925  
Link clicks: 4,537  
Landing page views: 3,435  
Interactions (reactions, comments, saves and shares): 808

#### **Portsmouth Historic Dockyard**

Spend: 1,000  
Impressions: 390,819  
Reach: 150,237  
Clicks (all): 4,814  
Link clicks: 3,565  
Landing page views: 3,240  
Interactions (reactions, comments, saves and shares): 100

#### **SailGP**

Spend: 1,000  
Impressions: 267,911  
Reach: 151,850  
Clicks (all): 14,747  
Link clicks: 5,383  
Landing page views: 4,515  
Interactions (reactions, comments, saves and shares): 575

#### **Victorious Festival**

Spend: 1,000  
Impressions: 321,965  
Reach: 166,150  
Clicks (all): 7,429  
Link clicks: 3,241

Landing page views: 2,447

Interactions (reactions, comments, saves and shares): 163

## Results

Like with previous iterations, the success of this campaign was determined by its achieved clicks through to the Visit Portsmouth website, comparing actual results with Wordstream's benchmark for the travel and tourism industry.

According to Wordstream, during the time the ads were running, our industry would anticipate a click through rate (CTR) of 0.9% and a cost per click (CPC) of £0.47.

Note: As before, this doesn't stipulate whether that's 'Clicks (all)' - a much higher figure - or Link clicks - significantly lower. To err on the side of caution, the below figures use Link clicks, to avoid any potential inflation of achievements.

The Visit Portsmouth spring campaign achieved a CPC of £0.25 - just over half of the anticipated figure for our industry. The CTR was 1.4% - over 50% above the Wordstream benchmark.

To put these figures another way: achieving an average for our industry, with the budget we spent, this campaign would have generated 12,765 clicks. The actual figure was 27,194.

On the CPC side, the impressions we achieved would have been expected to drive 17,390 clicks, rather than the achieved 27,194.

## In conclusion

The summer, autumn and spring campaigns appear to have delivered good results, with over-deliveries on the OOH element and a better-than-average CPC for digital. This means the campaign has worked extra hard for the budget, getting in front of a huge (and bigger than expected) number of people, whilst driving large volumes through to the Visit Portsmouth website.

Reports from partners suggest an increase in referral traffic during the campaign and general happiness with how it went.

We'd like to thank partners for their ongoing support - as campaigns like this simply couldn't be achieved without collaborative working. By doing so, however, we reached over 9m people and delivered almost 28m impressions at peak times of the year.

Of course, we're always open to ideas, opinions and feedback to ensure any future campaigns are also a success, and will pursue any new channels or creatives to make this so.

If you have any questions or feedback, please reach out to us:

Jane Singh - [Jane.Singh@portsmouthcc.gov.uk](mailto:Jane.Singh@portsmouthcc.gov.uk)

David Howells - [David.Howells@portsmouthcc.gov.uk](mailto:David.Howells@portsmouthcc.gov.uk)