

# PORTSMOUTH



Put  
the  
Wind  
in your  
Sails

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# Put the Wind in Your Sails

## 2021 campaign

### Visit Portsmouth: Overview

The Visit Portsmouth team leads on destination marketing for the city and sits within the Culture, Leisure and Regulatory Services Directorate of Portsmouth City Council (PCC).

We promote Portsmouth as a destination for holiday visits and short breaks, working with partners across the destination, PCC colleagues, and regional and national bodies including Visit Britain/Visit England, Visit Hampshire and Tourism South East.

The Visit Portsmouth team also promotes Portsmouth to cruise, group and business tourism markets, provides the Visitor Information service and offers a range of support to local tourism businesses across the city. We run the Visit Portsmouth website and social media channels, as well as producing the official Visitor Guide, which is available digitally and in print (in seven languages).

This report covers the results to date for our 2021 campaign: Put the Wind in Your Sails. It includes a background to the campaign, plus objectives and outputs, and results. Some at-a-glance stats for the campaign can be seen below.

### 2021 campaign: Headline stats

Poster site impressions: 7,261,864

Online impressions: 1,447,244

Secured a discount of more than 76% on poster site advertising.

Additional coverage in: The Times, MailOnline, BBC Radio Solent

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# Put the Wind in Your Sails

## 2021 campaign

### Overview

2021 saw the formal launch of our latest marketing campaign, Portsmouth: Put the Wind in Your Sails. Devised in collaboration with our key partners, the Wind in Your Sails messaging was created to provide a new marketing message for the destination, fostering an emotional response in consumers and working on the much more experiential campaigns we as a destination - and the market has a whole - has moved towards.

Though originally devised in 2020, and planned for launch that year, the messaging was delayed to this year in light of the Covid-19 pandemic. Despite the vast changes to how we now live and work, the campaign works just as well if not better for our current lifestyles; fitting into current booking trends identified by Visit Britain away from cities and to the fresh air of coast and country. Many of the plans and aspirations for the campaign remain unchanged, even if the messaging, audiences and delivery have been tweaked slightly.

Put the Wind in Your Sails was chosen for the campaign because it emphasises how visitors will feel on a trip to Portsmouth, and is suitable for all businesses and attractions, not exclusively those on the waterfront.

Initially given its first soft launch with the inclusion of 'Wind in Your Sails' messaging on the front cover of our Official Visitor Guide for 2021, the campaign has now been fully launched with a poster and digital campaign at a number of key sites around the South.

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# Put the Wind in Your Sails

2021 campaign

## Aims and objectives

The aim of 'Put the Wind in Your Sails' is to encourage people to consider Portsmouth for future visits with a brand-new message that fosters an emotional response in the consumer. It would reinforce the experiential tone of current trends, whilst also embracing the new ways of holidaying people are considering post-pandemic.

## Outputs

Visit Portsmouth created campaign imagery, creative and guidelines for the campaign, which was then circulated to partners, businesses and others around the destination.

The 'Put the Wind in Your Sails' messaging has been used widely at poster sites, in digital creative, on social media, in web copy and blog content, on lamppost banners, and formed the front page of our latest Official Visitor Guide. It has also been used by partners in their own social media campaigns, on the South Western Railway network, and at sites such as the Victorious Festival, Big Screen Portsmouth and others around the destination.

Initially launched with a small run of digital poster sites on the M3 at Richmond during spring, the campaign has since launched more widely, with a large scale digital and printed poster campaign, along with a digital and social campaign to run alongside. Further campaigns were scheduled for autumn, and will continue through winter and beyond.

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# Put the Wind in Your Sails

## 2021 campaign results

### Early campaign (spring)

#### Overview

The wider 'Put the Wind in Your Sails' campaign got its first launch with a small run of digital poster board sites on the M3 (north and southbound) near Richmond, plus the A3 at Richmond Park. Running between March and April, the campaign targeted the Easter holidays, whilst giving us first mover advantage - to market the destination at a time when others were still being cautious or even recommending visitors stay away.

We were able to roll out this campaign thanks to the relatively low case numbers in Portsmouth at the time, along with the city not having over-tourism issues as seen in the likes of Bournemouth (thus fostering much less anti-visitor sentiment here than elsewhere), and the nature of digital adverts allowing us to amend or remove the campaigns altogether at a moment's notice.

Put the Wind in Your Sails poster creative was used for the campaign, alongside a short social media ad campaign utilising A/B testing to provide the best return on investment, whilst also informing the larger summer campaign that was to come.

The Design Team at Portsmouth City Council created new animation assets for the campaign, to help maximise reach and engagement, but also to allow us to circumvent Facebook's preference for not having image overlaid on an image, by animating it into a short film.

A landing page was also created on the Visit Portsmouth website to provide further information and imagery, with a homepage banner directing visitors to it who had come in organically.

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# Put the Wind in Your Sails

## 2021 campaign results

### Early campaign (spring) - results

#### Digital poster site results

The total number of displays booked for the poster sites was 129,452. We actually had 152,750 displays over the campaign, 18% up on what was booked and charged. We secured this advertising for a discount of more than 83% on the rate card cost. This discount and others throughout the campaign (as detailed below) were achieved through the amount we were able to commit to a year-round campaign, as well as our prompt action to secure first-mover advantage.

#### Social media results

Three separate creatives were run and A/B tested, the two animations and a carousel of square tile images. Though there was very little difference between the two videos in terms of results (Cost Per ThruView of £0.0048 versus £0.0047, reach of 24,897 versus 22,393), the carousel did better at reaching more people - whilst being optimized also for clicks through to the website.

Putting the remainder of the budget behind the carousel, we achieved 433,582 impressions and 59,486 actions.

Combined, the carousel and animations generated:

Impressions - 605,544

Reach - 184,059

Actions - 228,440

Clicks - 3,235

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## Organic results

Our advertising campaign didn't just reach potential visitors but also ministers and VisitBritain. Portsmouth was highlighted alongside Birmingham and Manchester as places to visit over the summer by VisitBritain as part of its Escape the Everyday. This was reinforced by Tourism Minister Nigel Huddleston in an interview with The Times.

Following the campaign, Visit Portsmouth was also approached by BBC Radio Solent for an interview about tourism and to comment on the campaign, its aims, and results.

## Target

AdStage figures (using data garnered from over 6 billion ad impressions per quarter) put the average CPM (cost per metric, or in this case 1,000 impressions) at £5.63. To this end we'd expect the social campaign to generate 338,494 impressions for the budget allocated.

## Achieved

In generating 605,544 impressions, the social campaign performed 78.9% better than average.

We also achieved the extra promotion following Nigel Huddleston's comments despite not lobbying him. These comments were reported in the Times, repeated in the Daily Mail and subsequently promoted on social media, and went some way to generate interest from BBC Radio Solent who asked for an interview during the drive time show.

With the discount on our digital display boards and additional coverage, we also secured almost 18% extra coverage on the original estimate, despite paying just one sixth of the rate card price.

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# Put the Wind in Your Sails

2021 campaign

## Main campaign (summer)

### Overview

Launched at the start of the summer holidays, the main Put the Wind in Your Sails summer campaign involved our key destination partners across the city, who buy in to allow us to promote the destination at a much larger scale than we would otherwise be able to manage were we to go it alone.

With investment from Gunwharf Quays, Portsmouth Historic Dockyard, Spinnaker Tower, The D-Day Story and South Western Railway, we continued our annual summer campaign, though broadened it out this year from exclusively using large-scale poster sites on the London Underground network. Instead, we continued with the printed and digital poster sites trialled earlier in the year, but this time at more sites and destinations.

Printed posters were installed at eight locations across the South Coast, using six different designs. There were eight poster sites, located in: Bournemouth, Christchurch, Portsmouth (x2), Poole and Southampton (x3). Posters were up from 12 July to 25 July inclusive.

Digital poster boards, meanwhile, were installed in London and across the South Coast, at large roadside locations and in busy transport terminals on the London Rail network.

In addition to being well-located geographically for visits to Portsmouth, London Bridge and Waterloo were selected as the Underground locations because they are, respectively, the 5th and 2nd busiest London Underground stations

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(seeing an annual footfall of 69 million and 91 million passengers apiece).

Further, recent data from Global showed that 88% of Underground users who recalled seeing a campaign were more likely to consider the brand in future - whilst 86% actually took action as a result.

Our digital posters were live for three weeks, either from 5 to 25 July, or 19 July to 8 August (location-dependent). Sites included the M3 near Kingston and Richmond Park, Queens Road in Brighton, and London Bridge/Waterloo in London. Also bundled into the campaign were digital poster sites at the same locations (plus Mountbatten Way in Southampton) for a re-run of the campaign in October.

Another social media campaign was created and run to support the poster sites, using new creative again developed by Portsmouth City Council. Using the learnings from the original A/B test (that carousels perform much better for clicks through to a website and provide better reach, but videos are great for engagement and getting the message out in a digestible format) brand new carousel videos were created to merge the two and try to maximise results. More traditional image carousels were also issued to provide a more traditional-looking ad campaign to reach across demographics.

Creative and copy was provided by the Visit Portsmouth team, but day-to-day optimization of the campaign was undertaken by Republic of Media - a digital agency Gunwharf Quays has used and recommended for previous campaigns.

Following a placemaking exercise, the social media campaign was designed to be much narrower in focus than previous efforts, to not reach so many people but ensure the relevance of our ads and audiences was higher. Whilst this would make for lower volume metrics such as impressions, it could generate better quality traffic and position our ads in front of the people most likely to book a visit.

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# Put the Wind in Your Sails

## 2021 campaign results

### Main campaign (summer) - results

#### Poster site results

The printed posters generated 1,326,312 impressions. In addition, a billboard in Southampton stayed up until 22 August. This additional coverage (at a rate card cost of £3,000) was provided for free and afforded the campaign an additional 408,027 impressions.

The total reach of our poster site campaign was 1,734,339.

#### Digital billboard site results

The total number of displays booked for the poster sites was 151,212 (comprising 88,392 for the roadside and 9,900 in Brighton). We were actually delivered 281,890 displays over the campaign, 186.42% up on what was booked and charged. The actual deliveries were:

Roadside - 172,712 (+195.39%)

Brighton - 14,950 (+151.01%)

Combined, these billboard sites generated 4,558,525 'impacts' (impressions).

On top of this we were offered extra coverage on the M3 site at Kingston/Richmond Park (inbound and outbound) free of charge. The rate card cost for this would ordinarily have been £25,000.

On the Underground our digital posters delivered a further 969,000 impacts, comprising 600,000 at London Bridge and 369,000 at Waterloo. The total number of individuals reached was 313,000 (170,000 at London Bridge and 143,000 in Waterloo).



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We booked 52,920 displays on the Underground but were delivered 94,228 (a 178.06% increase).

### **Social media results**

The social media campaign generated:

Impressions - 359,515

Reach - 308,092

Link clicks - 663

Total spend - 4,510.94

### **Target**

Our printed posters were anticipated to generate 1,326,312 impressions.

There would be 151,212 displays of our digital boards.

### **Achieved**

The added time given for free to our poster site in Southampton provided 408,027 more impressions than planned or paid for. This total of 1,734,339 impressions was a 30.8% increase on anticipated figures.

Our digital boards went on to deliver 281,890 displays - an 86.4% increase on what was originally promised.

Through our buying power and work with partners we were able to achieve a discount on the rate card cost of 73%.

We await full results from the summer social media campaign, which will be delivered following the conclusion of the second round of advertising in October.

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## Southsea digital campaign

### Overview

The Visit Portsmouth team recently repurposed the Portsmouth: Put the Wind in Your Sails creative to have a Southsea focus, to promote those businesses along the seafront that struggled with lockdowns last year and then poor weather for much of this summer.

New blogs were written to showcase the breadth of offers along Southsea Seafront, focusing on the area's attractions, sport, food and family-friendly activities. These were supported by short and snappy new videos that were used as Facebook adverts to amplify the message, generate interest and draw traffic into the websites.

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# Put the Wind in Your Sails

## 2021 campaign results

### Southsea digital campaign - results

The videos generated 257,800 impressions, with the blogs so far attracting 3,526 readers into the Visit Portsmouth website. As these blogs were purposefully written to be 'evergreen' in nature, they can stay on the website indefinitely, continuing to promote the seafront businesses, attractions and organisations year after year.

The Facebook ads were optimised to generate results at the lowest cost possible, to make our budget work as hard as possible for us. The four ads had a CPM (Cost Per Metric, in this case ThruViews as opposed to clicks, as the objective was video views) of between £0.33 and £0.37 - WordStage figures put the average for our industry at £0.49. Surely enough, Facebook rated the Ad Quality for all four ads as 'Above Average' - which it measures based on how people interact with the ad and their behaviour after clicking on it.

### Target

Using the aforementioned AdStage figures, we'd expect the social campaign to generate 174,637 impressions for the budget spent.

### Achieved

By actually generating 257,800 impressions, the social campaign performed 47.6% better than average.

The cost per click was between £0.12 and £0.16 cheaper (or 24.5% and 32.7% lower) than would be expected for our industry.

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## 2021 campaign results

### Total web/social results

Between January and August 2021, the campaign has generated over 1.44 million impressions. This is made up of social media impressions from organic posts and adverts, as well as visits to relevant pages on the Visit Portsmouth website.

What's more, the actual figure of impressions generated is likely to be significantly higher still, with other sections of the site (such as the homepage) carrying a Put the Wind in Your Sails message, but not being included here as that isn't the sole emphasis of the page. These figures also don't include the many thousands of people who have so far picked up a copy of the Visitor Guide (of which 162,000 are printed each year) or downloaded a virtual copy to their devices.

Additionally, our Put the Wind in Your Sails messaging has been shared by partners across the destination and beyond, with Gunwharf Quays, Spinnaker Tower, Hovertravel, Royal Maritime Club and Visit South East England being among those who have shared the messaging and creative to their own audiences.

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# Put the Wind in Your Sails

2021 campaign

**Autumn campaign (upcoming)**

## Overview

A final iteration of the campaign ran in September and October this year, using updated imagery and content to reflect the autumnal visitor experience. It targeted families looking to take a holiday during the October half term, as well as the 'Empty Nester' demographic who may have waited for the school holidays to finish before booking their short break.

Digital poster sites were arranged alongside the previous campaigns, returning to some of this summer's sites in London and the South. Again we negotiated a discount, this time of more than 80% on the rate card price.

A social media campaign ran alongside the poster campaign, featuring the updated content and imagery. This time the segmentation was broadened somewhat, to increase reach from the summer campaign, with separate strands reaching both visitors and residents in each targeted location.

Results for this campaign are currently being pulled together.

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# Put the Wind in Your Sails

## 2021 campaign results

### A note on partnerships

A central tenet of what we do at Visit Portsmouth is working in partnership with others in the city. Unlike many other destinations around the country, all listings on our website are offered totally free of charge, and we don't charge supplements for additional features such as video hosting or document downloads either.

We also offer the TXGB platform, which provides attractions, accommodation providers and event organisers the chance to list their bookable products on the Visit Portsmouth website. For this, commission is kept purposefully low - and lower than other platforms currently in wide use across the destination.

In addition to our partnerships with businesses and organisations around the city, we also have primary partnerships with some of the largest attractions operating in Portsmouth. Alongside Gunwharf Quays, the Spinnaker Tower, Portsmouth Historic Dockyard and The D-Day Story, we have formed a coalition with partners buying in to regular large-scale campaigns to promote the destination more widely than we'd be able to manage alone. This enables Visit Portsmouth to reach audiences and run campaigns, such as those on the London Underground, which would otherwise be prohibitively expensive - and is done under the notion that if the destination does well, all the individual attractions will feel the benefit.

It cannot be overstated how rare this partnership is - with frequent comments in meetings with the likes of Visit Hampshire, Tourism South East and Visit England about the scarcity of such partner-led working and no small amount of envy from the other destinations!

We also work closely with train operators in our area. With our close and ongoing



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partnership with South Western Railway we have secured the printing and distributing of 1,961 posters across its network, at a value of £980,000 - entirely free of charge. What's more, this figure covers just the first month that posters would be on display. In reality, many stayed up significantly longer than anticipated, making the true value much higher still.

An additional poster campaign will run on new Island Line trains later this year for 12 months, at a value of up to £100,000. Again, this has been offered at no charge to us.

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2021 campaign results

## Thank you

This report was compiled by the Visit Portsmouth team at Portsmouth City Council. For further information on anything included herein, please contact:

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