

# What's On Campaign

May - Oct 2010

Visit Lancashire  
Where life feels good

## Campaign Aims

Raise awareness of Lancashire based events  
Increase the number of short breaks taken in Lancashire  
Increased visitors to Lancashire events and attractions

## Target Market - 'High streets'

Even split of ages; 30% under 35, 38% over 55  
57% with internet access  
30% have children at home  
52% married or living as married, 24% single  
50% ABC1, 50% C2DE  
2 hour drive time including Yorkshire, North Midlands, North West, Scottish Borders and Glasgow

## Campaign Activity

**A5, 44 page Whats On Guide - 30,000 copies printed**  
20,000 mailed to contacts and 10,000 distributed via TICs and tourism businesses  
Digital version of guide emailed to 40,000 contacts  
**Direct mail sent to 20,000 Glasgow contacts**  
What's On section created on visitlancashire.com  
Monthly e-blasts sent to 22,000 contacts highlighting events and special offers  
National PR campaign promoting events and short breaks in Lancashire  
National rail promotion to promote Glasgow to Lancashire (Preston)

## Opportunities to get involved

### Gold Package - £595

Full page advert in the What's On Guide  
Entry within the What's On section of visitlancashire.com  
(image product details, 50 word description and special offer)  
Web link from your entry on visitlancashire.com and from e-brochure

### Silver Package - £350

1/4 page advert in the What's On Guide  
Entry within the What's On section of visitlancashire.com  
(image product details, 50 word description and special offer)  
Web link from your entry on visitlancashire.com and e-brochure

### Bronze Package - £200

Entry within the What's On section of visitlancashire.com  
(image product details, 50 word description and special offer)  
Web link from your entry on visitlancashire.com

*20% discount for LBTB members*

Contact Sally Jastrzebski-Lloyd on  
01257 226616 or sj-lloyd@lbtbltd.com  
for more information and to book your space

