
Worthing and Adur
Visitor Marketing Strategy
Together Agency

Objectives?

We need to:

1. Define what Worthing stands for as a brand.
 - Create a clear identity for the town
 - One which will appeal to our target audience
2. Understand who our target market is
3. Understand how do we reach our target audience in the most cost effective way possible.

6 Steps

Step 1

Brand Immersion

1. Jungle research
2. One -to -one in-depth interviews
3. Focus group with representatives from local businesses
4. Desk research

Step 2

Review of current activity

1. Existing communication material
2. SADIE report for www.visitworthing.co.uk
3. Competitor review

Step 3

Worthing as a brand

1. What elements of the town would appeal to our target audience?
2. How we can differentiate Worthing from competitor towns?
3. How would we describe Worthing in a sentence?

Step 4

Defining the target market



Step 5

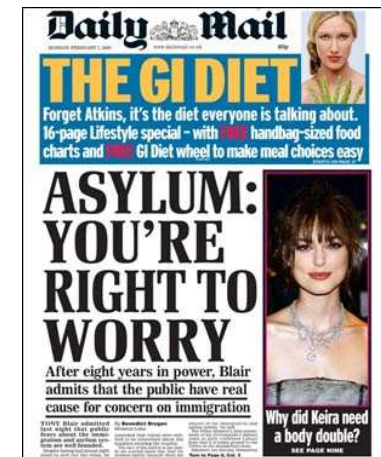
Customer journey mapping



Step 6

Media Planning

We looked at which media each of the segments consume and which media platform is optimum in terms of reach, frequency and cost per thousand.



Insights

Worthing and Adur have a lot to offer and they would benefit from a 'joined up visitor proposition'

Proposition

Worthing and Adur is a relaxing place to take your time, reconnect and enjoy a classic British seaside.

It's a diverse town with plenty to enjoy and discover

From the endlessly refreshing open places of the South Downs with fascinating history and picturesque villages to one of the sunniest climates in the South of England

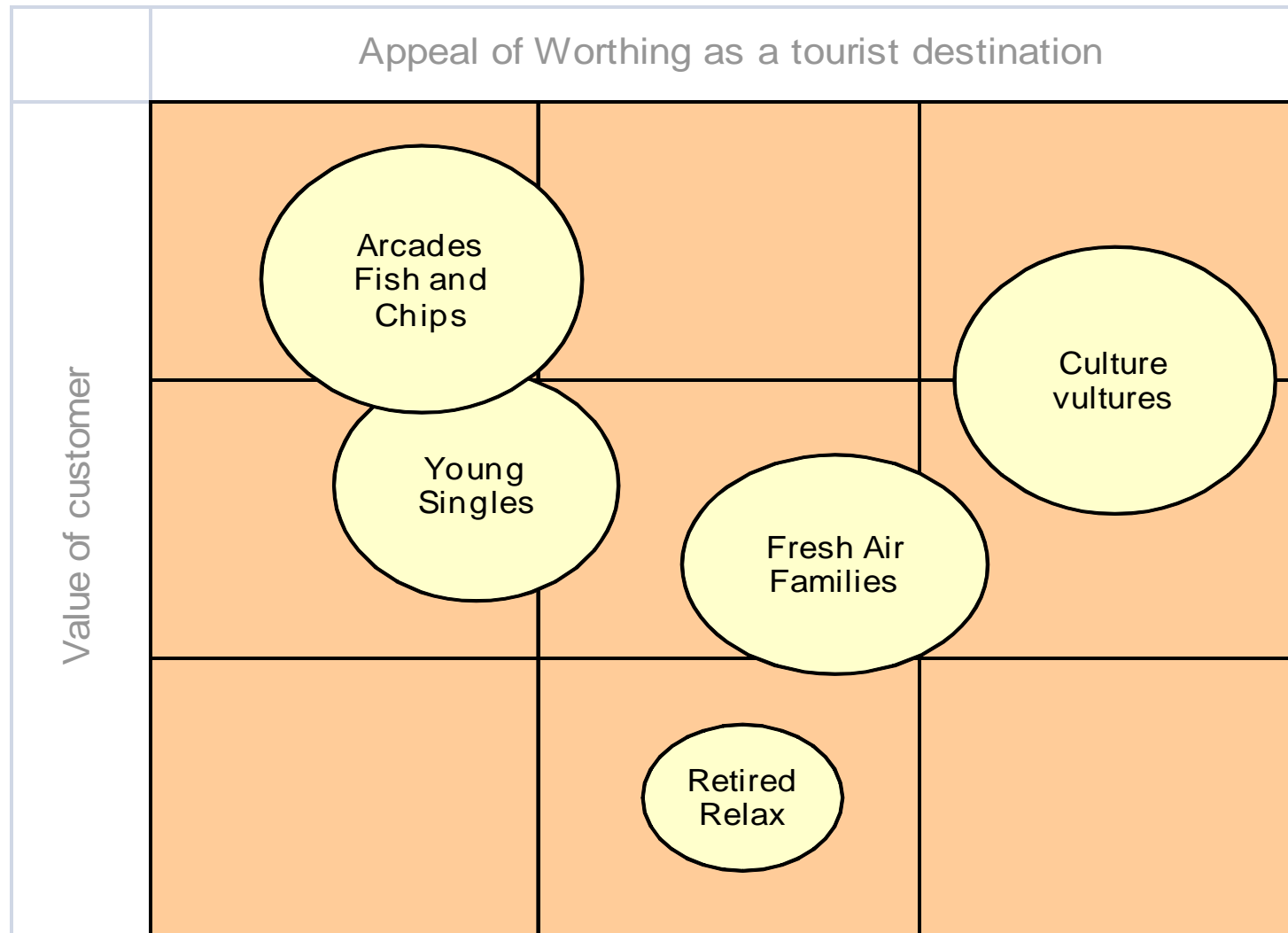
Worthing and Adur combines the best of carefree Sussex charm and rejuvenating vitality that let's you unwind and enjoy life at your own pace.

Essence

Relax and reconnect in a town where the coast meets the country

This is reflected in the language we use and colour palettes within the visitor guide and web site

Defining the target market



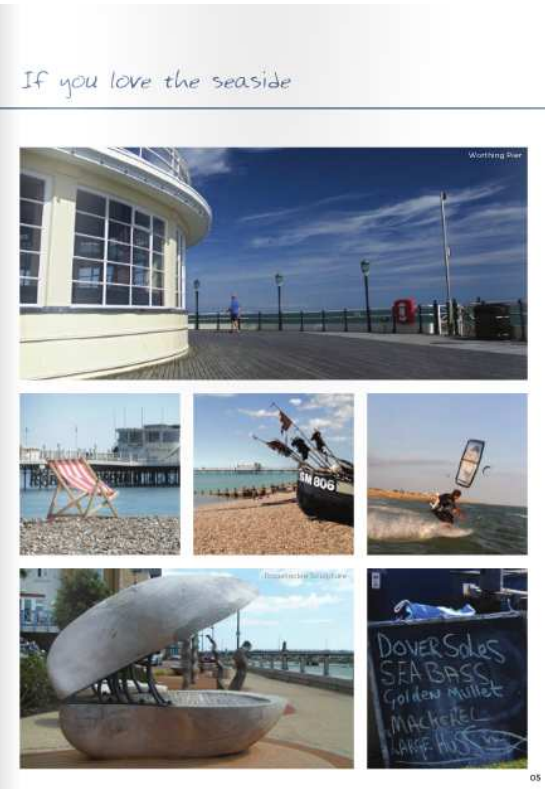
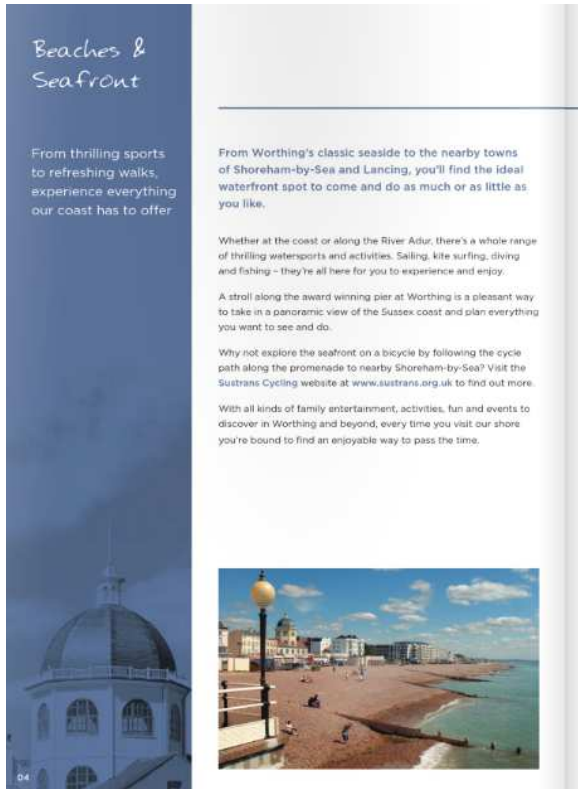
Media consumption

Fresh Air Families – Word of Mouth, on line Search and advertising

Culture Vultures – Word of Mouth, features in magazines, newspapers, specialist publications. On line search and advertising

Retired relaxed – Word of Mouth, weekend offers and deals

New visitor guide and brochure



National Distribution of brochure through TIC's



Media plan

2

Freeport RL YK-CKR-RHGK
UK Holiday Collection (2762)
Carrier Direct Marketing
Westacott Road
BARNSTAPLE
EX32 8AW

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Enter your email address here to receive details of new brochure launches and UK Holiday Information:

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ENJOY STAFFORDSHIRE a world of possibilities

Enjoy endless thrills at Alton Towers Resort and Drayton Manor Theme Park. Discover the Staffordshire Peak District's spectacular scenery with great walking and cycling. Visit Wedgwood and the world capital of ceramics. Explore The Trenham Estate, stately homes, great cafes and miles of peaceful canals. 0844 8702977
www.enjoystaffordshire.com

BOURNEMOUTH

Bournemouth is a year-round cosmopolitan resort, with award-winning beaches, seaside parks and gardens, stylish shops, bistros, restaurants and attractions. Visit Bournemouth Air Festival 10th - 21st August 2011. By the sea and completely free. For a free brochure telephone 0845 051 1700 or visit www.bournemouth.co.uk quoting 11HC1

PEAK DISTRICT & DERBYSHIRE

Nowhere else will you find stunning landscapes, first-class places to stay and visit, a wealth of things to see and do and quality venues to eat and drink in such a compact and accessible area. Ideal for a short break or longer stay at any time of year. www.visitpeakdistrict.com

CHRISTCHURCH DORSET

Fascinating heritage, spectacular natural harbour and beautiful coastline. Great food, a multitude of attractions and quality inspected accommodation. FREE brochure: 01302 431790
www.visitchristchurch.co.uk

SHROPSHIRE may come as a surprise

Shropshire is one of England's last remaining rural idylls, yet birthplace of the Modern Olympics, the Industrial Revolution and Charles Darwin. With medieval Shrewsbury, gastronomic Ludlow and the South Shropshire Hills to discover - it's time to be surprised. Call 01743 261919 for your free brochure or visit our website www.shropshiretourism.co.uk

ISLE OF WIGHT

It's fish and chips on the beach. It's Michelin stars. It's 79 square miles of Outstanding Natural Beauty. It's sitting by a fire in a oak-beamed pub. It's The Great British Island - and it's all yours. www.islandofwight.co.uk 0844 880 8212 quoting 27627

BEST OF LANCASHIRE'S HILL COUNTRY

Lancashire's most stunning countryside. Scenic trails on foot, cycle and by car. Wilkes and Broun's train. Historic houses. Great events and accommodation. Free guide 01282 661801 tourism@pendle.gov.uk

WIN A 5 NIGHT BREAK

WORTH MORE THAN £550

AT THE 3 STAR CARLTON HOTEL & SPA, TORQUAY

When you request any holiday brochures using the coupon or online, you will automatically be entered into our prize draw to win this superb 5 night break in Torquay. The 3 star Carlton Hotel and Spa is part of TLH Leisure Resort. This unique complex, set in the heart of Torquay, offers a wide range of hotel and self-catering accommodation together with outstanding indoor and outdoor leisure facilities.



- * Nightly music & dancing throughout the year
 - * Indoor & outdoor swimming pools
 - * Luxury health & beauty spa
 - * Saunas, Jacuzzi & gym
 - * Indoor bowling arena
 - * Bowling, dancing & themed breaks
 - * Close to sea front & town centre
- For more information about the hotel visit www.thl.co.uk or call 01803 400500

Terms and Conditions
1. Closing date for receipt of entries is 31st March 2011, winners will be notified by post after this date. 2. No purchase necessary. 3. A prize winner will be selected at random. 4. Prize is for 5 nights dinner, bed & breakfast at the 3 star Carlton Hotel & Spa based on 2 sharing a front facing twin or double bedded room. Prize value based on Daily Hotel Tariff. 5. Holiday must be taken between 11 April and 30 September 2011 excluding 22-24 April and August 2011 subject to availability. For more information visit www.thl.co.uk. 6. There is no cash alternative. 7. Judge's decision is final and no correspondence will be entered into. 8. Entry is restricted to one per household. Multiple entries will be disqualified. 9. Open to UK residents aged over 18 only. 10. By entering into the prize draw all participants will be deemed to have accepted these terms and conditions.

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CHOOSE FROM OVER 40 FREE UK HOLIDAY BROCHURES

SWANSEA BAY, MUMBLES & GOVER

Pembrokeshire

Eden The Lake District

WIN A SUPERB 5 NIGHT BREAK IN OROQUAY AT THE 3 STAR CARLTON HOTEL & SPA. SEE BACK COVER FOR DETAILS

THE UK HOLIDAY COLLECTION 2011



Plan and book your ideal holiday or short break by selecting your FREE brochures from The UK Holiday Collection - featuring some of the very best destinations to visit in 2011. Each brochure is packed with official tourist information as well as things to do, places to see and a wide range of inspected accommodation. Simply complete and post the tear off reply paid card (no stamp required) or order brochures online at www.ukholidaycollection.co.uk.

OXFORDSHIRE COTSWOLDS

Discover the bustling market towns of Burford, Chipping Norton, Witney and Woodstock, home of magnificent Blenheim Palace. Breathtaking natural scenery offering excellent walking, cycling and riding routes to take you through the boundless rolling countryside of rural England at its finest. www.visitthecotswolds.org 01993 823558 tourism@westoxon.gov.uk

VISIT NORTH YORKSHIRE

Experience a different adventure every day as you explore some of the most breathtaking scenery in England. Charming market towns nestled against the beautiful heather moorland of the North York Moors and the coast, with its vibrant resorts and sandy beaches, is within easy reach. Tel: 0844 880 7301 www.visitnorthyorkshire.com

WEYMOUTH & PORTLAND

Panoramic bay, superb beaches, picturesque harbour, delicious local produce, top events and attractions, and a host of leisure activities and great water sports. Weymouth and Portland... the natural place to be. Brochure line: 01271 336119 (ext 27621) www.visitweymouth.co.uk

WEST NORFOLK

Immerse yourself in idyllic West Norfolk. Discover a wonderful coastline of stunning sandy beaches, backed by beautiful rolling countryside and picturesque villages. Explore historic King's Lynn or enjoy the great family resort of Hunstanton. 01485 532810 quote UK1 www.visitwestnorfolk.com

On line advertising

BITE SIZE BRITAIN
Travel Brochures • UK holiday brochures • UK destination guides

Home Page | View All Brochures | Map Search | Shopping Basket | Links

Worthing - The Sussex Coast and South Downs - Sussex
<http://www.visitworthing.co.uk>

Add this brochure to your shopping basket

Details | Map

SHARE

View interactive brochure!

Worthing is a delight for visitors. Situated between the beautiful South Downs and five miles of award winning coastline, the town welcomes visitors with its superb theatres, friendly restaurants and fabulous shopping by the sea.

As a major centre in West Sussex it also offers a full range of accommodation with many fine hotels and home-from-home guesthouses. On Worthing's doorstep is the outstanding countryside of East and West Sussex with dozens of historic houses, charming gardens and historical towns and villages.

Order your free Worthing holiday brochure now!

Worthing
The Sussex Coast & the South Downs
Have the best of the coast, town and country
Winter Guide 2011

Worthing | Beaches & Piers | Dining | Camping | Gardens

together
agency

Pay Per Click

Google south downs Instant is on ▾

About 939,000 results (0.08 seconds) [Advanced search](#)

Everything
Images
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Chester, UK
Change location

The web
Pages from the UK

Any time
Latest
Past 24 hours
Past week
Past month
Past year
Custom range...

All results
Sites with images
More search tools

Visit South Downs Home
A visitor's guide to the area, with information about accommodation, attractions, events, activities, and transport access.
Where to Stay - Walking - What to Do - How to Get to the South Downs
www.visitsouthdowns.com/ - Cached - Similar

Discover the South Downs
Use the map below to select a gateway area in the **South Downs** - then click ...
www.visitsouthdowns.com/rte.asp?id=2 - Cached - Similar
[Show more results from visitsouthdowns.com](#)

South Downs National Park
An interim arrangement to face the conservation and development of the **South Downs**, pending a final decision on National Park status.
www.southdowns.gov.uk/ - Cached - Similar

South Downs College
The **South Downs** College is a successful and thriving general further education college located on the south coast of Hampshire, England, north of Portsmouth ...
Students | Staff - Part Time - Contact Us - Job Vacancies
www.southdowns.ac.uk/ - Cached - Similar

South Downs College | Staff and Students
Log in to the College Extranet: <http://intranet.southdowns.ac.uk/>; Log in to ...
www.southdowns.ac.uk/members/members.aspx - Cached - Similar
[Show more results from southdowns.ac.uk](#)

Images for south downs - Report images

Ads

Related to south downs way:

South Downs Way Walk
Walk the **South Downs Way**. Hand Picked B&B's & Baggage Transfer.
www.macsadventure.com/SouthDowns

Related to south downs walks:

Nature Reserves in Sussex
Explore over 30 wild places in Brighton, East Sussex & West Sussex
www.sussext.org.uk

Print out over 5000 walks
Download hundreds of British walks each with clear guide and OS map
www.walkingworld.com

South Downs Walks
Search for **South Downs Walks**
Find **South Downs Walks**
ask.com

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Social Media

The screenshot shows a Twitter profile for 'VisitWorthing'. At the top, there is a blue banner with the text 'You're using an older version of Twitter that won't be around for much longer.' and a yellow button that says 'Switch to New Twitter!'. Below the banner is the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile header includes a profile picture of a beach scene, the name 'VisitWorthing', and a bio: 'The classic British seaside & vibrant town centre of Worthing provides the ideal spot for exploring the area.' It also shows 226 following, 119 followers, and 3 listed. The main content area displays three tweets. The first tweet says 'Don't forget the #Worthing Pancake Olympics tomorrow, Montague Place, starting at noon.' and is from about 1 hour ago. The second tweet says 'It's time to flip out! The Pancake Olympics will be taking place at Montague Place, #Worthing this Saturday 5th March from noon til 1pm.' and is from 9:07 AM Mar 3rd. The third tweet says 'Don't forget to get your skates on and enjoy the fun at #Worthings outdoor skating rink before we wave goodbye to it this Sun 6th March.' and is from 9:02 AM Mar 3rd. The right sidebar shows 'Tweets' (53), 'Favorites', 'Actions' (block VisitWorthing, report for spam), 'You both follow' (two profile pictures), and 'Following' (a grid of 20 profile pictures).

You're using an older version of Twitter that won't be around for much longer. [Switch to New Twitter!](#)

twitter

Home Profile Find People Settings Help Sign out

 **VisitWorthing**

✓ **Following**   [Lists](#) 

Also followed by [@mokujen](#), [@TogetherAgency](#), and [@k4tefletch](#)

Don't forget the #Worthing Pancake Olympics tomorrow, Montague Place, starting at noon.

about 1 hour ago via web

It's time to flip out! The Pancake Olympics will be taking place at Montague Place, #Worthing this Saturday 5th March from noon til 1pm.

9:07 AM Mar 3rd via web

Don't forget to get your skates on and enjoy the fun at #Worthings outdoor skating rink before we wave goodbye to it this Sun 6th March.

9:02 AM Mar 3rd via web

Music lovers won't want to miss a performance by Daniel Watt at the Sussex Keyboard & Organ Club tonight at 7.30pm. <http://bit.ly/hCBzhz>

9:43 AM Mar 2nd via web

If you're interested in putting on an event for the Adur Arts Festival in

Name Visit Worthing
Location Worthing, West Sussex
Web <http://www.visitw...>
Bio The classic British seaside & vibrant town centre of Worthing provides the ideal spot for exploring the area.

226 119 3
following followers listed

Tweets 53

Favorites

Actions
[block VisitWorthing](#)
[report for spam](#)

You both follow

Following

Social Media

The screenshot shows a Facebook page for 'Visit Worthing'. The page header includes the Facebook logo, a search bar, and navigation links for 'Home' and 'Profile'. The main content area features a post from 'Visit Worthing' with the text: 'Don't forget to get your skates on and come and enjoy the fun at the #Worthing before we wave goodbye to it this Sunday 6th March. on Thursday'. Below the post are tabs for 'Wall', 'Info', 'Photos', and 'Discussions'. A share bar offers options for 'Post', 'Photo', 'Link', and 'Video'. A text input field contains 'Write something...'. Below the input field are buttons for 'Visit Worthing + Others', 'Just Visit Worthing', and 'Just Others'. The main feed displays several posts from 'Visit Worthing' with their respective text and timestamps. The left sidebar contains a 'Worthing' logo, a 'Subscribe via SMS' link, an 'Information' section with location and about details, a '1 Friend Likes This' section with a profile picture of Jenny McCarthy Bradshaw, and a '62 People Like This' section with profile pictures of Marjorie Razorblade, Tim Ogburn, and Dirk Beaumont.

facebook 1 2 Search Home Prof

Worthing
The Seaside, the South Downs, the South Coast

Subscribe via SMS

Information

Location:
Worthing, United Kingdom

About:
Worthing, a classic British seaside with a vibrant town centre. The ideal spot for exploring the refreshing open spaces of the South Downs to the natural beauty, fascinating history and many cultural delights throughout the region of Adur.

1 Friend Likes This

Jenny McCarthy Bradshaw

62 People Like This

Marjorie Razorblade
Tim Ogburn
Dirk Beaumont

Visit Worthing Don't forget to get your skates on and come and enjoy the fun at the #Worthing before we wave goodbye to it this Sunday 6th March. on Thursday

Wall Info Photos Discussions

Share: Post Photo Link Video

Write something...

Visit Worthing + Others Just Visit Worthing Just Others

Visit Worthing Don't forget to get your skates on and come and enjoy the fun at the #Worthing outdoor skating rink before we wave goodbye to it this Sunday 6th March.
Yesterday at 9:06am · Like · Comment

Visit Worthing Pancake Olympics, Sat 5th March ✕
It's time to flip out! The Pancake Olympics will be taking place at Montague Place in #Worthing this Saturday 5th March from noon til 1pm.
Yesterday at 9:03am · Like · Comment

Visit Worthing If you're interested in putting on an event for the Adur Arts Festival in June contact Pamela.Driscoll@Adur.gov.uk #arts
February 28 at 12:39pm · Like · Comment

Visit Worthing Don't miss a musical treat at #Worthing Baptists Church's 'Morning Melodies' this Saturday 26th February. For details go to www.marcusmartinmusic.co.uk
musician
www.marcusmartinmusic.co.uk
Music
February 24 at 9:58am · Like · Comment · Share

Visit Worthing For ideas on what to do this half term in #Worthing:
<http://bit.ly/gEpWLu>

Quarterly email to 28K people who have opted in for more information about Worthing

Worthing
Sussex Coast & Downs

visitworthing.co.uk Tel: 01903 221066

Take a **Seasonal Break** on the South Coast

Join the Festive Fun
Click Here

A lively seaside resort located close to the South Downs National Park - Worthing is an enjoyable place to visit at any time of year and ideal for a short break this Christmas and winter.

Join the festive fun including..

- Festive Markets
- Carol Singing Events

Plus traditional pantomime performances of **Aladdin** and **Snow White** - with terrific offers on selected shows.

And the popular outdoor **Ice Rink** returns on 5th February for a month of skating fun for all the family.

For an invigorating fresh air boost, explore the local footpaths and cycle

Other Opportunities

Developing the Water sports, outdoors and Culture offer

Water Sports and outdoors

Kite Surfing Championships

Waters Sports weeks – showcasing water sports activities with free water sports lessons

Cycling events – e.g. Cycling the South Downs way (similar event to London to Brighton)

Developing the Water sports, outdoors and Culture offer

Gastronomy Week – showcasing the best in British Food

- Farmers markets
- Cookery workshops
- Wine fair

Comedy week

Literary Festival – smaller version of the Hay Festival celebrating British Authors

- Writing classes
- Story telling
- Book Launch
- Book fair

Developing the Water sports, outdoors and Culture offer

Arts festival

- Visiting Tate Modern
- Visiting artists
- Open house gallery
- Converting empty shops into exhibition space
- Children painting workshops e.t.c.

Lots of ideas which would need championing by the private sector

Thank you