



*The cliff walk was beautiful,
but Howth village left us breathless.*

Dublin
*A Breath of
Fresh Air*

**DUBLIN
INTERNATIONAL
CAMPAIGN 2016**

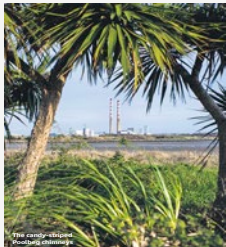
THE GUARDIAN READERS:

- ▶ Have a high concentration of Culturally Curious as readers.
- ▶ Audience spend 10% more than average on travel.
- ▶ Go on holiday more than average.

A CITY OF SURPRISES

DUBLIN: A DIFFERENT VIEW

Bustling and nestled close to the countryside, ancient but filled with modern energy, Dublin is many cities in one. The capital offers unexpected moments that make for precious memories - let the adventures unfold before you and embrace the allure of Dublin



The city's coastline is a beautiful sight.

HIGHER AND HIGHER

Dublin's rugged surrounds, seemingly miles into the suburbs, offer panoramic views across the city from on high. From a distance, it's the compact nature of Dublin that surprises: a jewel-like city, on the riverbank, surrounded by swathes of lush famous Irish green. The untamed Dublin and Wicklow mountains offer some of the most striking views on the east coast, with local and scenic walking among the pine trees. Established forest trails and paths can lead you to discover lively mountainside pubs. Visit The Blue Light pub in the Dublin mountains for wonderful views out to the bay.

THE HEART OF DUBLIN

The heart is the central artery of the city - follow it west and you'll come to the James Joyce Bridge, gateway to Smithfield, an up-and-coming district, home to traditional pubs and artists' spaces. Follow the river and you'll find hidden gems like The Winding Stair, a restaurant-cum-bookshop where Dubliners while away long summer evenings over dinner and some Joyce, or the famous The Penny Bridge, that elegantly arcs across the river as it has done for sixty years.





What makes Dublin unique is the charm of the unexpected. You might be on your way to the Little Museum of Dublin only to find yourself wandering on Grafton Street, enjoying its colourful cast of street performers. You might be en route to Dublin Castle only to end up on the short train ride to the beautiful fishing village of Dalkey for a seafood lunch. Around every corner, unexpected treasures await you in a unique and culturally rich destination that unfolds in a myriad of unforgettable moments.

Dublin is what happens in between
VISITDUBLIN.COM



THE SEA COMES IN

Standing proudly over the waters of Dublin Bay, the candy-striped Poddie chimneys have become a symbol of modern Dublin's eccentricity and pride. The sublime coastline remains a surprise for many visitors. For the adventurous, take a dip in the refreshing waters at one of five many bathing spots, like the Forty Foot in Sandycove. Dublin's famous open-air seawater pool that's adjacent to the James Joyce Centre Museum, the setting for the first chapter of *Ulysses*. Alternatively, a stroll along the beaches at White Strand, Portmarnock, or Sandycove is just as sure to blow away the cobwebs.

WALKING THE MAZE

The treasury of streets and cobbled laneways at Dublin's heart was laid out over 1,000 years ago, making for a beguiling maze which unfolds, uniquely with every exploration. The streets of Temple Bar may be known as the traditional heart of Dublin's nightlife, but they're also a perfect starting point for unearthing some of the capital's unique and charming cultural treasures like Smock Alley Theatre. Stumble over and over the first Queens Of Tarts, praised for its delicious pastries and tea, perfect for a stop-off before the public grandeur of Christ Church Cathedral. Cobble laneways lead to cafes, shops, galleries and suggesters of history in all directions.



THE LONG ROOM, TRINITY LIBRARY

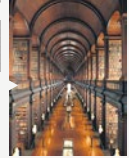
Beckett, Wilde, Heaney and Joyce - when you explore the streets of Dublin, you walk in the footsteps of its literary heroes. At Wilde, Beckett and Joyce were students of the hallowed Trinity College, it's possible to stand in the very same library where they pored over their books.

Home to over six volumes, including the famous Book Of Kells, exploring the finished cover of the library reveals Dublin like few other places can, giving a sense of ancient wisdom, dignity and mystery that makes it truly unique.



Forty Foot, Sandycove

It's the compact nature of Dublin that surprises; a jewel-like city on the riverbank, surrounded by swathes of that famous Irish green



See theguardian.com/paid for content for GMA's commercial content guidelines. 1411

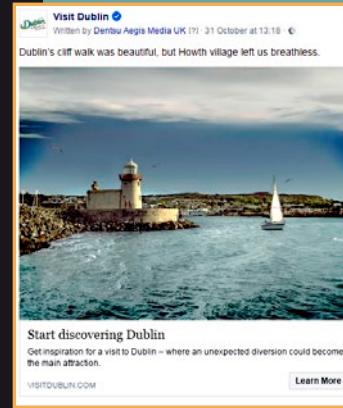
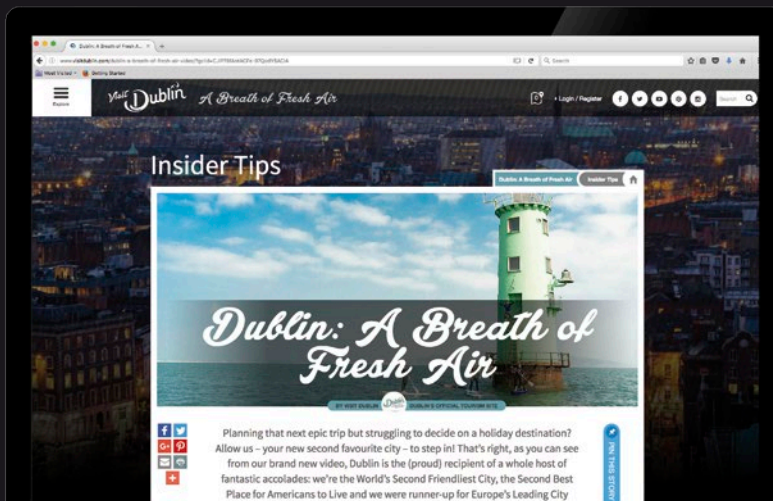
Background to the Campaign

Building on the success the 'A Breath of Fresh Air' launch in Great Britain in 2015, a creative proposition was developed to build a solid positioning and reappraisal for the brand and destination - *Dublin unfolds from one unique moment to the next* - which was delivered using the creative execution *Dublin is What Happens in Between*. The campaign launched on October 17th targeting the Culturally Curious segment in Great Britain to inspire this segment to reappraise Dublin and consider booking a trip to Dublin in the shoulder season (Nov-Mar). The campaign reinforced 'A Breath of Fresh Air' by showcasing Dublin through this lens, incorporating images of Trinity College, the Ha'penny Bridge and Howth.

The campaign will feature across: Print, Digital, Out of Home and Radio using images and content that reinforces Dublin's must-do list while getting off the beaten track and discovering Dublin for yourself. The call to action for the campaign is visitdublin.com. The results to date are encouraging with digital optimisation ensuring delivery beyond awareness, the campaign pacing ensured that traditional media gains had added impact alongside this focused campaign period.

DIGITAL

Culturally Curious audience demographics and passion points were targeted: websites such as: radiotimes.com, femalefirst.co.uk, jamieoliver.com, officiallondontheatre.co.uk, foodnetwork.co.uk and deliaonline.com



Target Market: the Culturally Curious in GB

The Culturally Curious choose their holiday destinations carefully, are independent active sightseers looking to visit new places. They want to expand their experience by exploring their destinations and their landscapes, history and culture. They love to delve deeper into the history of a location, crave unusual experiences, enjoy connecting with nature and wandering off the beaten track. They want to really get under the skin of the places they visit, meaning they want to go beyond the Top 10 To-Do's. Most likely travelling as a couple or on their own.

Channels

The Culturally Curious consume media in a very traditional way. This campaign aims to increase awareness in Great Britain and get the Culturally Curious to discover Dublin by making them feel and experience an unexpected city through the following channels:

Out of Home: 6 Sheet and 48 sheet billboards and air pods will drive reach and frequency through high impact formats at rail stations, roadside, and pedestrian shopping districts, throughout Glasgow, Edinburgh, Birmingham, Manchester and Liverpool.

OOH executions - the description in the bracketed line expresses that moment of discovery - the 'in between'.

51% of the Culturally Curious market in each of the five cities will view the executions.

WHAT INTERESTS THE CULTURALLY CURIOUS?

- ▶ Food, Cookery, Visiting Historical Sites and Gardens, Travelling, Gardening and Classical Music Concerts are the topics that most resonate amongst the Culturally Curious audience.
- ▶ 27% of Culturally Curious take a holiday at least twice a year.

SOCIAL MEDIA

- ▶ 26% of the Culturally Curious are more likely to use mobile when searching for a holiday destination.
- ▶ 57% have a Facebook account, 25% log on to their Facebook account more than once a day, and 24% actively notice advertising on Social Media.



Dublin Airport “First Welcome”

Fáilte Ireland partnered with the Dublin Airport Authority and used imagery from the GB campaign with an added “Welcome to Dublin” message. As this campaign will be delivered internationally, we seized on an immediate opportunity to build on momentum and extend the campaign footprint, building unison for the Dublin message for our international visitors on arrival at Dublin Airport.

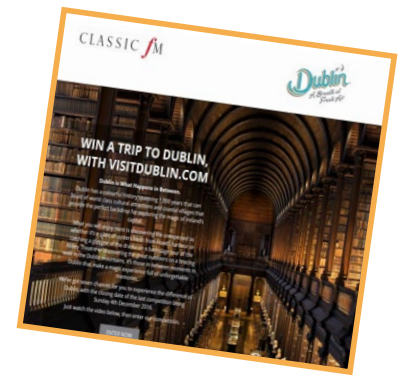
Displayed on aerpods throughout Terminal 1, Terminal 2 and on the exit billboard as you leave the airport. This is the first message visitors will see when they arrive. It will significantly help drive recognition and awareness of our core consumer message for Dublin.

Print Partnerships: The Guardian newspaper will work to strengthen engagement with the Dublin message through print and digital content, and print display. This combination offers significant reach and frequency and allows us to introduce Dublin in a number of ways, utilising the full portfolio of the Guardian & Observer supplements.

Readership: 6.3 million, 2.5 million are Culturally Curious

- ▶ Highly visual double page spreads in weekend titles
- ▶ Online Display on Digital Hub
- ▶ Digital Takeovers

Radio partnership: Classic FM Radio partnership has been established to deepen the understanding of the Dublin story. Our airtime presence includes weekend show sponsorship, live reads, branded spots, feature discussions, co-branded spots, and an off air digital hub which features a competition page to win a trip to Dublin for two people.



Alexander Armstrong (Classic FM)

Activity

- ▶ 7 week always on sponsorship of Classic Weekend 1-3pm
- ▶ Co-branded content trails
- ▶ Bespoke Enhanced Digital Hub
- ▶ Weekly competition to encourage consistent engagement
- ▶ Radio spot campaign running in conjunction with partnership

Digital: Will drive engagement and further awareness. The assets built include standard and high impact formats which will appear on high affinity websites and environments as per target markets digital journey, all driving back to visitdublin.com.

These are full screen and fully interactive, appearing across premium environments and high interest sites with the Culturally Curious. These assets will all drive back to visitdublin.com

To see examples of these advertisements click below:

[CLICK HERE](#)

[CLICK HERE](#)

Social: Activity is concentrated to Facebook, the most prevalent social channel utilised by our target. Social will drive engagement and web clicks through a number of post formats – gif, panorama carousel, and link posts.

Publicity: Working together, Fáilte Ireland & Tourism Ireland Great Britain publicity teams have pitched story ideas and a number of national and regional press from Great Britain will visit Dublin throughout the campaign.

CULTURALLY CURIOUS MEDIA CONSUMPTION

- ▶ Culturally Curious spend in average 11 hours a week listening to radio and are 22% more likely to listen to radio than the total population
- ▶ Culturally Curious index highly against Press (Newspapers), they're 52% more likely to consume than the total population.



***We would like to thank the following companies
for their generous support of this campaign:**

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Ashling Hotel Dublin
Barry's Hotel
Belvedere Hotel
Best Western Skylon Hotel
Brooks Hotel
Buswells Hotel
The Camden Court Hotel
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Gate Hotel
The Gibson Hotel
Hilton Dublin
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of Ireland
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* as at 15/12/16

Key sponsors:

Fáilte Ireland
Dublin City Council
Fingal County Council
South Dublin County Council
Dublin Airport Authority

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