

# Destination marketing.

Facebook ads / Display network ads / Instagram ads

The below from 3 campaigns, sub-contracted from the main agency.

## Visit Suffolk – ‘Find Your Adventure’

January 2019

### Display Ads

#### Copy for 6x display ads

(my faves in red)

(I think using the ‘Find your adventure’ phrase as the CTA would work well, being consistent with the hashtag. Otherwise, I prefer the simplicity of ‘Let’s go!’)

Options for 1. Walking:

HEADLINE (max 7 words)	CTA (4 words)
Be amazed by Suffolk’s walks and trails.	I’m ready!
Have you seen Suffolk’s walks and trails?	See where to go
There’s nowhere better. Go walking in Suffolk.	Find your trail
Why walk in Suffolk? Because of this. (requires a stunning image)	Show me more!
Think you know Suffolk? Explore our walks.	Let’s go!
Love walking? Love views? You’ll love Suffolk.	Find your path
Walking in Suffolk. What will you find?	Find your adventure

Options for 2. Equestrian:

HEADLINE (max 7 words)	CTA (4 words)
Bring your horse to Suffolk!	Go riding in Suffolk
Love horses? Love riding? You’ll love Suffolk.	Find your trail
Get a fresh view of Suffolk. On horseback.	Saddle me up!
See Suffolk’s epic countryside on horseback.	Show me more!
Have you seen the rides in Suffolk?	Let’s go!
What will your horse find in Suffolk?	Find your adventure

Options for 3. Watersports:

<b>HEADLINE</b> (max 7 words)	<b>CTA</b> (4 words)
<b>Like water sports? You'll love Suffolk.</b>	Show me!
<b>Canoes, kayaks and windsurfing? Try Suffolk.</b>	Find your spot
<b>Find yourself on Suffolk's lakes and rivers.</b>	Let's go!
<b>Coast, lake or river - try watersports in Suffolk</b>	Show me more
<b>Make waves on a Suffolk watersports holiday.</b>	Visit the site
<b>Boat, board or rod - you'll love Suffolk</b>	Find your adventure

Options for 4. Cycling:

<b>HEADLINE</b> (max 7 words)	<b>CTA</b> (4 words)
<b>Seen Suffolk's cycling tracks, trails and routes?</b>	Find out more!
<b>Change gear - go cycling in Suffolk!</b>	Let's go!
<b>Roads, routes or trails - go cycling in Suffolk!</b>	See our routes
<b>Love cycling? Discover Suffolk's paths and trails</b>	Find your route
<b>Cyclists love going back to Suffolk</b>	Visit the site
<b>Off-road or on the map - go cycling in Suffolk</b>	Find your adventure

Options for 5. Family Activity Breaks:

<b>HEADLINE</b> (max 7 words)	<b>CTA</b> (4 words)
<b>Suffolk activity breaks - a breath of fresh air.</b>	Find out more!
<b>Families love adventure holidays in Suffolk.</b>	Visit the site
<b>Somewhere for the kids? Check out Suffolk.</b>	Let's go!
<b>Family breaks? Get away to Suffolk.</b>	Show me more!
<b>Coast or country? Take your family to Suffolk.</b>	See the options
<b>Adventure holidays for the family? Try Suffolk.</b>	Find your adventure

Options for 6. Remarketing - full sports offering:

<b>HEADLINE</b> (max 7 words)	<b>CTA</b> (4 words)
<b>Booked your break? Suffolk is waiting for you.</b>	Find your spot
<b>Your adventure is still waiting in Suffolk.</b>	See the options
<b>Join us for a Suffolk adventure break.</b>	Let's go!
<b>Trail, track or waterway? Everyone's loving Suffolk!</b>	See where!
<b>Countryside or coastline? Take a Suffolk break.</b>	Show me more!
<b>Family break? So much to love in Suffolk.</b>	Find your adventure

(cont...)

# Facebook Ads

Copy for 8 ads in total

Inc. 2x competition ads (prize tbc)

1.

Headline (just below image):	<b>Win an epic family trip to Newmarket!</b>
Headline (option 2):	<b>Feeling lucky? Enter our Newmarket competition!</b>
Post text:	<p>Love everything horse racing? Fancy a special trip for all the family? Enter our latest competition to win an incredible day (and evening!) out in Newmarket!</p> <p>The exciting prize package includes:</p> <ul style="list-style-type: none"><li>• A family pass to Palace House, the modern National Heritage Centre for Horseracing and Sporting Art - voted Suffolk Museum of the Year 2017!</li><li>• A family pass to The National Stud</li><li>• A family picnic lunch at the Wavertree Coffee Shop in The National Stud</li><li>• An overnight stay at The Heath Court Hotel in Newmarket including bed and breakfast for the family.</li></ul> <p>The lucky winners will spend an amazing 24 hours soaking up the atmosphere at the home of horse racing.</p> <p>And why not book off a few more days to explore the rest of Suffolk? From epic beaches and stunning coastlines to woodland trails and historic market towns, you'll find a new challenge to enjoy at every turn.</p> <p>Check out the competition right now!</p> <p>#FindYourAdventure</p> <p><b>Note:</b> <i>Competition prize valid on non-race days only. To be booked through Discover Newmarket. Both family passes are 2 adults, 2 children To be redeemed March-July 2019</i></p>
Description:	Enter the competition today!
Description (option 2):	Visit the site and grab your chance to win!
CTA button:	Learn more (link to Visit Suffolk page)

2.

Headline (just below image):	<b>Don't miss out! The Newmarket competition is still open</b>
Headline (option 2):	<b>Family trip to Newmarket still up for grabs!</b>
Post text:	<p>Fancy an incredible family day out and overnight stay at the home of horse racing?</p> <p>Now is your chance. You still have time to enter our prize competition to win this exciting package:</p> <ul style="list-style-type: none"><li>● Family pass to Palace House, the modern National Heritage Centre for Horseracing and Sporting Art - voted Suffolk Museum of the Year 2017!</li><li>● Family pass to The National Stud</li><li>● Family picnic lunch at The National Stud's Wavertree Coffee Shop</li><li>● Overnight stay at The Heath Court Hotel in Newmarket including bed and breakfast for the family.</li></ul> <p>If you and your family love all things equestrian, this will be 24 hours you'll never forget.</p> <p>There is still time to enter - check out the competition page right now!</p> <p>And while you're here... You'll find Suffolk is full of activities and opportunities to suit all the family - from sports and leisure to culture and haute cuisine. Explore the towns, waterways and woodlands and discover there's more to Suffolk than meets the eye.</p> <p>#FindYourAdventure</p> <p><b>Note:</b> <i>Competition prize valid on non-race days only. To be booked through Discover Newmarket. Both family passes are 2 adults, 2 children To be redeemed March- July 2019</i></p>
Description:	Enter today!
Description (option 2):	Don't leave it too late to enter...
CTA button:	Learn more (link to Visit Suffolk page)

### For 5x sports/activities:

#### 3. Walking

Headline (just below image):	<b>Love walking? Love views? You'll love Suffolk.</b>
Headline (option 2):	<b>Have you seen Suffolk's walks and trails?</b>
Post text:	<p>Suffolk has everything for people who love walking, from stunning coastal paths to enchanting woodland and unspoilt heritage countryside.</p> <p>Stay for a day, or even a week. Whether you're hiking, trekking or taking a relaxing afternoon stroll, the views, wildlife and open air will inspire you wherever you go.</p> <p>And with a host of countryside pubs and retreats on offer, you'll have plenty of chances to go off the beaten track. Just be sure to take time to stop and smell the roses on the way!</p> <p>#FindYourAdventure on our website now.</p>
Description:	Where will YOU want to explore?
Description (option 2):	Take a look at all the places you can go...
CTA button:	Learn more (link to Visit Suffolk page)

#### 4. Equestrian

Headline (just below image):	<b>Love horses? Love riding? You'll love Suffolk.</b>
Headline (option 2):	<b>Bring your horse to Suffolk!</b>
Post text:	<p>Love riding? Horses are at home the breadth of Suffolk, from Newmarket to the edge of the river Alde. And you can even bring your own!</p> <p>Learn more about the excellent stables and liverys across the county, and see where you can ride and stay. Did you know, many centres have accommodation on site?</p> <p>Whether you like to walk, hack or jump, there'll be a place for you among Suffolk's enchanting woodland and unspoilt heritage countryside.</p> <p>Learn more on our website now. #FindYourAdventure</p>
Description:	Equestrian options for every level of rider.
Description (option 2):	Where will you and your horse go?
CTA button:	Learn more (link to Visit Suffolk page)

## 5. Water sports

Headline (just below image):	<b>Make waves on a Suffolk watersports holiday.</b>
Headline (option 2):	<b>Like water sports? You'll love Suffolk.</b>
Post text: [might need icons for the bullet points]	<p>Love the water? Suffolk's lakes, rivers, coastline, estuaries, marinas and outdoor centres can offer you a different challenge every day:</p> <ul style="list-style-type: none"> <li>● Kayaking</li> <li>● Canoeing</li> <li>● Windsurfing</li> <li>● Wild swimming</li> <li>● Boating</li> <li>● Sailing</li> <li>● Angling</li> </ul> <p>Learn new skills, test your abilities or simply relax and float upstream... With its stunning scenery and rich history, Suffolk has so much to offer.</p> <p>Learn more on our website now. #FindYourAdventure</p>
Description:	Boating, kayaking, windsurfing, swimming and more...
Description (option 2):	Suffolk's waterways are waiting for you.
CTA button:	Learn more (link to Visit Suffolk page)

## 6. Cycling

Headline (just below image):	<b>Change gear - go cycling in Suffolk!</b>
Headline (option 2):	<b>Off-road or on the map - go cycling in Suffolk</b>
Post text:	<p>What kind of cyclist are you?</p> <p>On-road, watching the scenery whizz by? Off-road, taking on the challenges of woodland trails? Or taking it easy, enjoying the views as you go?</p> <p>Discover new adventures on two wheels in every part of Suffolk, from the Thetford Forest Trails to the 88-mile Coastal Cycle Route and the huge network of cycle paths and cycling centres across the region.</p> <p>Test yourself and go solo, or bring all the family. Who knows what you'll find along the way?</p> <p>Learn more on our website now. #FindYourAdventure</p>
Description:	Check out all the paths, routes and trails.
Description (option 2):	What kind of cycle routes are YOU looking for?
CTA button:	Learn more (link to Visit Suffolk page)

## 7. Family Activity Breaks

Headline (just below image):	<b>Adventure holidays for the family? Try Suffolk.</b>
Headline (option 2):	<b>Need a family adventure? Get away to Suffolk.</b>
Post text:	<p>What's your family into? Cycling through unspoilt countryside, trekking in the forest, or horse riding? Or maybe boating, sailing or canoeing?</p> <p>Find a chance to recharge your batteries while the kids run down theirs, and customise your trip with coastal walks, watersports, family rides, activity centres and more.</p> <p>Getting way for an activity break has never been easier, and Suffolk is the ideal place to carve out your own family adventure.</p> <p>Love the outdoors? Love adventure? You'll love Suffolk.</p> <p>Learn more on our website now. #FindYourAdventure</p>
Description:	Take a look at our lakes, trails, and coastline
Description (option 2):	Fun and challenges for all ages and abilities!
CTA button:	Learn more (link to Visit Suffolk page)

**For 1x remarketing ad (full sport offering)**

Headline (just below image):	<b>Countryside or coastline? Take a Suffolk activity break.</b>
Headline (option 2):	<b>Trail, track or waterway? Your Suffolk adventure is waiting.</b>
Post text:	<p>The days are getting longer. In a few months, Spring and sunshine will be here. What will you do to make the most of it?</p> <p>Get away from the everyday and find your adventure holiday in Suffolk. Whether you want to bring your bike, canoe, walking boots or your horse, you'll be able to create the perfect activity break across all the lakes, forests, parks, paths, trails and outdoor centres from Newmarket to Southwold.</p> <p>Once you've seen Suffolk, you'll want to go back again and again. Check out all the places you can ride, climb, walk, swim and stay today.</p> <p>Learn more on our website now! #FindYourAdventure</p>
Description:	Plan your adventure holiday today
Description (option 2):	Check out the full range of activity breaks
CTA button:	Learn more (link to Visit Suffolk page)

(cont...)

# Instagram Ads

## Copy for x2 competition ads

(only 90 characters shown, but can go to 300)

A.

Post text:	Visit Suffolk on us! WIN a family trip to Newmarket in our latest competition here: [insert link]. Enter by [insert date] for a chance to win family passes to Palace House and The National Stud plus picnic lunch and a hotel stay! #Suffolk #FindYourAdventure #visitsuffolk #competition #Newmarket
------------	--

B.

Post text:	Competition still open! Click here [insert link] and enter by [insert date] for a chance to win an incredible family trip and overnight stay in Newmarket, the home of horse racing. Don't miss out! #Suffolk #FindYourAdventure #visitsuffolk #competition #Newmarket
------------	---

Alternative option A:

Post text:	Who else loves Newmarket? Click here [insert link] to enter our competition to win a packed family trip and soak up the sights and atmosphere of the home of horse racing. Act now - entries close midnight [insert date]. #Suffolk #FindYourAdventure #visitsuffolk #competition #Newmarket
------------	---

Alternative option B:

Post text:	Have you entered our Newmarket competition yet? Click here [insert link] for a chance to win a truly thoroughbred trip for the family at Palace House, The National Stud and an overnight stay. Hurry up - competition ends midnight [insert date]. #Suffolk #FindYourAdventure #visitsuffolk #competition #Newmarket
------------	---

# Visit Suffolk - Competition Ads

December 2019

## Instagram Ads

### Copy for 2x competition ads

(only 90 characters shown, but can go to 300)

Note - for the link, maybe use a bit.ly URL.

1.

Post text:	WIN a 2-night stay for two by the beach in Aldeburgh! Enter our competition here [insert link] by Jan 20 and see more of Unexpected Suffolk! #Suffolk #Getaways #visitsuffolk #unexpectedsuffolk #competition #Aldeburgh
------------	---

2.

Post text:	Don't miss out! Enter our competition [insert link] by Jan 20 for a chance to WIN a boutique beachside 2-night stay for two in Aldeburgh! #Suffolk #Getaways #visitsuffolk #unexpectedsuffolk #competition #Aldeburgh
------------	--

Alternative option A:

Post text:	Love the Suffolk coast? Win a 2-night stay for two in Aldeburgh's White Lion Hotel here [insert link] plus a tour of Britten's Red House! #Suffolk #Getaways #visitsuffolk #unexpectedsuffolk #competition #Aldeburgh
------------	--

Alternative option B:

Post text:	Competition ends Jan 20! [insert link] You could win a 2-night stay for two on Aldeburgh's seafront and tour Britten's Red House! Get your entry in now! #Suffolk #Getaways #visitsuffolk #unexpectedsuffolk #competition #Aldeburgh
------------	---

# Facebook Ads

## Copy for 2x competition ads

1.

Headline (just below image):	Win a boutique break for two in Aldeburgh!
Headline (option 2):	Win a 2-night stay for two on Aldeburgh's seafront!
Post text:	<p>Fancy a quick break on the stunning Suffolk coast? Enter our competition to win a 2-night stay for two in Aldeburgh's seafront White Lion Hotel, plus a guided tour of Benjamin Britten's Red House! [insert link]</p> <p>Spend your day among the galleries, cafes and heritage of one of Suffolk's loveliest seaside towns. Or take a stroll along the beach to sample the sea air and panoramic views. What else might you find in Unexpected Suffolk?</p>
Description:	Enter our exclusive competition today.
Description (option 2):	Enter today!
CTA button:	Apply now (link to competition page)

2.

Headline (just below image):	Don't miss out on our Aldeburgh break comp!
Headline (option 2):	Hurry - win a 2-night break for two in Aldeburgh!
Post text:	<p>Competition ends Jan 20! Enter today [insert link] to win a 2-night stay for two in Aldeburgh's seafront White Lion Hotel and a tour of Britten's Red House.</p> <p>Aldeburgh is a haven of culture on the Suffolk coast - the perfect base to sample the Arts, galleries, cafes, boutiques, fantastic seafood and breathtaking Springtime walks. What will you find in Unexpected Suffolk?</p>
Description:	Competition closes on January 20th!
Description (option 2):	Competition stays open until January 20th!
CTA button:	Apply now (link to competition page)

Alternative 1.

Headline (just below image):	Win a 2-night break for two by the seaside!
Headline (option 2):	2-night stay in Aldeburgh up for grabs!
Post text:	<p>Your chance to win a relaxing 2-night stay in Aldeburgh's White Lion Hotel, just a stone's throw away from the beach and walking distance to the town's galleries, cafes and boutiques.</p> <p>Visit our page for more details! [insert link]</p> <p>You have until January 20th to enter. Winners will also receive a guided tour of Benjamin Britten's Red House, plus one night's evening meal in the hotel's Brasserie or Sea Spice restaurant! Don't miss out.</p>
Description:	Take time to enjoy stunning Aldeburgh.
Description (option 2):	Win a relaxing stay in our easy-to-enter competition
CTA button:	Apply now (link to competition page)

Alternative 2.

Headline (just below image):	Don't miss our Aldeburgh break competition!
Headline (option 2):	Ending soon - Win a 2-night break in Aldeburgh!
Post text:	<p>Get away from it all in our exclusive competition! You have just [X] days left to enter for a chance to win a 2-night stay for two in Aldeburgh's White Lion Hotel, plus a tour of Britten's Red House.</p> <p>Don't miss out - click here by Jan 20: [insert link]</p> <p>Soak up Aldeburgh's charming mix of galleries, boutiques, cafes, restaurants and renowned fish &amp; chips. Or take a trip along the coast line and sample more of Unexpected Suffolk!</p>
Description:	You only have until January 20th to enter!
Description (option 2):	Competition closes on January 20th!
CTA button:	Apply now (link to competition page)

# Uxbridge BID - June Festival Campaign

May 2019

## Facebook ads - one for each weekend

### Weekend 1 - Family Fun

Headline (just below image):	FREE Family Fun - The Ultimate Boredom Cure!
(option 2):	FREE Family Fun - Keep Kids Happy For Hours!
(option 3):	Hours of Fun For Kids in Uxbridge High St - FREE!
Post text:	<p>Treat your kids (and yourself!) to two days of FREE fun activities and magical entertainment in our town centre on Sat 22 &amp; Sun 23 June.</p> <p>Relax and watch the smiles spread across their faces as they enjoy:</p> <ul style="list-style-type: none"><li>- Children's rides on the High Street</li><li>- Face painting</li><li>- Balloon modeling</li><li>- Windmill and sun-catcher making</li><li>- Pot design and rock painting</li></ul> <p>...plus a wacky Magician and friendly wandering Hedge and Flower people!</p> <p>Join in! It's free for everyone, but we recommend you book in advance.</p> <p>To see where all the action is and reserve your spot, just click the button below...</p>
Description:	Love Uxbridge Festival is back in town this June
CTA button:	Book now (link to Love Uxbridge page)

## Weekend 2 - Live Music

Headline (just below image):	June 29-30: There'll Be Dancing In The Streets!
(option 2):	The Time is Right For Dancing In The Streets!
(option 3):	Love Uxbridge: FREE Live Music Weekend
Post text:	<p>Love live music? Then don't miss the Love Uxbridge Festival Live Music Weekend!</p> <p>On Sat 29th and Sun 30th June, you'll find a fantastic mix of bands and performers playing free shows across a range of key venues in the town centre.</p> <p>Get ready to tap your feet, sing along and put your hands in the air to a mix of:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Rock</li><li><input type="checkbox"/> Jazz</li><li><input type="checkbox"/> Choral</li><li><input type="checkbox"/> Blues</li><li><input type="checkbox"/> Covers</li></ul> <p>And don't forget to join us at the Main Music Stage on the High Street on Sunday 30th from 12 noon for a huge line-up of local live talent!</p> <p>Just click on the link below to find out more... See you there!</p>
Description:	Join the crowds for FREE live music in Uxbridge town centre
(option 2, if using headline 3):	There'll be dancing in the streets!
CTA button:	Book now (link to Love Uxbridge page)

## Search ads - two for each weekend

(3 headlines up to 30 characters / 2 descriptions up to 90 characters)

### Weekend 1 - Family Fun

Headline 1	Love Uxbridge is back in town
Headline 2	Loads of FREE fun for kids
Headline 3	June 22 & 23: intu Malls and High St.
Description 1	The ultimate boredom cure - watch the smiles spread across their faces while you relax.
Description 2	Fairground rides, face painting, balloon modelling, craft workshops and even a magician!

Headline 1	FREE Family Fun Day!
Headline 2	Keep your kids happy for hours
Headline 3	Rides, crafts and performers in Uxbridge
Description 1	Love Uxbridge Festival 2019 - back in town for more fun on Sat 22nd & Sun 23rd June!
Description 2	Join in, mingle and make windmills, pots, balloon models and new friends! Don't miss out!

## Weekend 2 - Live Music

Headline 1	Love live music?
Headline 2	Come to Love Uxbridge Festival
Headline 3	Main stage on High Street, Sunday!
Description 1	Love Uxbridge Live Music Weekend: two days of great local artists at venues all over town.
Description 2	Tap your feet, sing along and put your hands in the air on Sat 29th & Sun 30th June!

Headline 1	FREE: Love Uxbridge Festival
Headline 2	See live bands all over town!
Headline 3	Sat 29th & Sun 30th June
Description 1	There'll be dancing in the streets! Smile and sing along to rock, jazz, blues and more.
Description 2	Join us at the Main Music Stage in the High Street on Sunday for amazing local artists!

# Be Inspired in Ipswich - Autumn/Winter Digital Campaign

2018

## Facebook ads

### Awareness

#### 1. (Spill festival)

Headline (just below image):	Spill Festival 2018: 11 Days Of The Unexpected!
Post text:	Looking for surprise, excitement and inspiration? Immerse yourself in Spill Festival's huge programme of world-class contemporary arts and performance at venues and installations all over Ipswich. You'll be sure to be amazed and see things you'll never forget.
Description:	A stunning programme of live performance, exhibitions, film, music and sound. Find out more.
CTA button:	Learn more (link to All About Ipswich page)

#### 2. (overview of culture offering up to Xmas)

Headline (just below image):	Explore Ipswich and Be Inspired!
Post text:	<p>Think you know what's going on in Ipswich? Think again. Check out the awesome events on offer in the run-up to Christmas:</p> <ul style="list-style-type: none"><li>• Spill Festival 2018</li><li>• Fireworks in the Park</li><li>• The Regent: Snow White</li><li>• DanceEast: The Little Prince</li><li>• New Wolsey Theatre: Cinderella Rock 'n' Roll Panto</li><li>• Avenue Theatre: Alice In Wonderland and much more!</li></ul> <p>With so much going on in Ipswich, you'd be a fool to miss out! Use our Experience Finder to plan your trip today.</p>
Description:	Take a look at the wealth of upcoming events in Ipswich with our Experience Finder.
CTA button:	Learn more (link to All About Ipswich page)

### 3. (variation on ad 2)

Headline (just below image):	Looking For The Best in Arts & Entertainment?
Post text:	<p>Big name comedians? Touring shows? World-class drama and unique, cutting-edge arts and entertainment? You don't need to trek to the West End - it's all here in Ipswich!</p> <p>Use our Experience Finder to pick out events and shows you'll love. A new world is just a short trip away. Be Inspired and plan your trip today.</p>
Description:	There's more to Ipswich than you think. World-class shows without London expenses. Find out more, today!
CTA button:	Learn more (link to All About Ipswich page)

### 4. (overview of post-Xmas culture offering)

Headline (just below image):	Events For You To Look Forward To in 2019
Post text:	<p>Kick off 2019 in style and prepare to be amazed by the incredible range of arts and entertainment on show for all the family in Ipswich:</p> <ul style="list-style-type: none"> <li>• Cinderella Rock 'n' Roll Panto at New Wolsey Theatre</li> <li>• NYE Hootenanny</li> <li>• The Fenland Screamers &amp; Other Boggy Tales</li> <li>• 'The Kiss' at Christchurch Mansion</li> <li>• Post-Christmas walks</li> <li>• Golden Girls at Ipswich Regent and much more!</li> </ul> <p>So treat the family to some post-Christmas fun with the great variety of entertainment in Ipswich!</p>
Description:	There's a great variety of exceptional shows and unique events in Ipswich - plan your trip today!
CTA button:	Learn more (link to All About Ipswich page)

### 5. (promote culture offering to parents prior to half term)

Headline (just below image):	Stuck For Ideas This Half Term?
Post text:	<p>With the half term holidays looming, there's an exciting range of arts and entertainment in Ipswich to amaze everyone (kids and adults alike!)</p> <p>Check out our Experience Finder today and Be Inspired. Just tell us your preferences and we'll plan the perfect day for you!</p>
Description:	See all activities, shows and workshops on offer in Ipswich and get inspired!
CTA button:	Learn more (link to All About Ipswich page)

## Remarketing

### 6. (promote culture offering prior to Xmas - book a stay)

Headline (just below image):	Be Inspired In Ipswich - Make Your Visit Complete!
Post text:	<p>Still considering a trip to Ipswich? With world-class theatre, touring shows, contemporary exhibitions and the best in popular arts and entertainment, there is plenty for everyone to enjoy.</p> <p>With so much going on you may need more than a day, so why not let your day roll into the evening? You'll find hotels and restaurants to suit all tastes and budgets.</p> <p>Take a look today!</p>
Description:	Why not relax after a full day, and book a hotel, apartment or holiday let? Find out more.
CTA button:	Learn more (link to All About Ipswich 'Places to Stay' page)

### 7. (promote culture offering post-Xmas - book a stay)

Headline (just below image):	Ipswich: Come For The Culture, Stay For The Night!
Post text:	<p>You know Ipswich is home to great arts and entertainment, with a rich variety of theatre, comedy, music, drama, outdoor events and more, across a range of unique venues. So why not make the most of your visit with an overnight stay?</p> <p>Ipswich is full of great bars, restaurants and venues with places to suit all tastes and budgets.</p> <p>Plan your stay in Ipswich, today!</p>
Description:	Make the most of your time in Ipswich with an overnight stay. Find out more.
CTA button:	Learn more (link to All About Ipswich 'Places to Stay' page)

## GDN ads

(Giving you several options for each)

### Awareness:

**Set 1:** (generally promoting culture offering in Ipswich)

Headline:	Be Inspired In Ipswich
-----------	------------------------

CTA:	Explore
------	---------

CTA:	Check Out What's On!
------	----------------------

**Set 2:** (promoting offerings families can enjoy)

Headline:	Fun & Excitement For All The Family
-----------	-------------------------------------

CTA:	Explore & Plan Your Trip Today!
------	---------------------------------

### Remarketing:

(pointing to 'Places to Stay' page)

Headline:	Make The Most of Ipswich
-----------	--------------------------

CTA:	Explore Places To Stay
------	------------------------