

Client: Visit Britain
 Campaign: Enjoy England
 Campaign Objectives: Improve attitudes towards holidaying in England.
 Increase likelihood to holiday in England.
 Target Audience: ABC1 adults aged 20+
 Campaign Dates: January 2008



- TMoS Campaign:**
- A 40-page booklet was inserted into The Mail on Sunday, featuring holiday spots and major attractions around the English countryside, cities and seaside resorts.
 - The booklet also offered the chance to win a weekend break and exclusive garden visit.
 - Readers were directed to the booklet via two teaser strips in that issue's main paper, plus one inside the previous issue.
 - A microsite ran on Travelmail.co.uk, hosting a competition to win a walking holiday with HF Holidays, plus a downloadable version of the booklet.

- TMoS Works:**
- Independent research was conducted to compare the attitudes of 1,500 readers who were exposed to the campaign against an unexposed control group.
 - Readers who were exposed to the campaign were...
 - Significantly more likely to book a holiday in any region across the UK, particularly East Midlands: +126%, Yorkshire: +53%, North West: +43% and East of England: +38%.
 - 37% more likely to recommend a holiday/ short break in England.
 - More positive across all attitudinal measures
 - Half of those exposed to the booklet kept it for future reference.
 - 3 out of 4 thought it was good/ very good.
 - 9 out of 10 read at least some of it.

