

Overview				Ads Plan	
Campaign	Campaign	Start date	End date	Target Audience	Location
Always on	Always on Google campaign	1st January	31st December	Relevant search terms, building on learnings from 2023	
OOH	OOH - Bristol Naturally Inspiring Coast	22nd April	6th May	Culture vulture, Young actives	Bristol
OOH	OOH - last minute family (Birmingham)	22nd June	6th July	Families	Birmingham
REACTIVE - Crypto	Crypto	22nd May	2nd June		2 hr ER drivetime
Main family market campaigns	Family Year Round digital	11th March	15th July	Families	B'ham, Wolverhampton & Coventry
What's On campaign	What's On campaign	10th April	30th		2 hr ER drivetime
Positioning campaigns	Ready for...Nature	1st June	31st August	Solo, Culture vulture, Young actives,	Bristol, Cardiff, Herts & Bucks
	Ready for... Culture	1st September	31st November	Empty nesters, Solo Culture vulture,	Bristol, Cardiff, Herts & Bucks
	Ready for...On the Water	1st June	1st August	Young actives	Bristol, Cardiff, Herts & Bucks
	Ready for...Food & Drink	15th August	15th	foodies	Bristol, Cardiff,
	Ready to... Relax	15th May	15th July	Young actives	Bristol, Cardiff,
TOTAL:					
Event Campaigns (separate budgets)	Walking Festival	1st February	3rd May		
	Walking Festival Lead Gen	21st March	3rd may		
	English Riviera Airshow	11th April	1st June		
	Seafood Feast	Mid July	1st October		
	Bay of Lights	1st November	31st December		
TOTAL:					

Platforms
Google Search & Display
Billboards
Billboards
Meta
Meta & Google
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta
Meta & Google
Meta & Google
Meta & Google
Performance Max