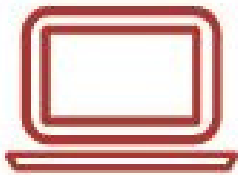


CONSUMER MARKETING ACTIVITY & OPPORTUNITIES

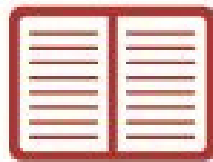


All opportunities in this document are open to buy-in from Ambassadors, as well as destinations, businesses, or organisations who may not be directly on the route, but who are 'within easy reach' and are looking to maximise their visibility.

All Great West Way activity has been designed to compliment your local destination organisation's activity and geared up to develop the touring route, its destinations and businesses as an outstanding and sustainable place to visit, live, work and invest. Together, we are developing one of the world's premier touring routes between London and Bristol.



WEBSITE/
DIGITAL



PRINT



TRAINING/
EXPERTISE

PROMOTIONAL CAMPAIGNS

We run regular seasonal marketing campaigns. Participating Ambassadors are promoted via digital advertising, social media, campaign PR, print and more.

We are planning our next seasonal autumn / winter campaign, this will include online content, newsletter feature and third party promotion. **Ambassador rate: from £475**

For further details on all opportunities please contact
FionaErrington@GreatWestWay.co.uk or call 07435 971297

All activity prices are exclusive of VAT and subject to T&Cs, availability and change. Ambassadors can exclusively enjoy savings on all our add-on print-based advertising with preferential Ambassador rates.

GreatWestWay.co.uk

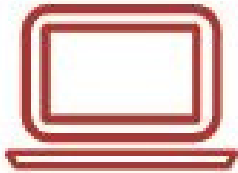
WEBSITE / DIGITAL

Make the most of your digital visibility by enhancing your presence on GreatWestWay.co.uk with these opportunities, extending your reach and visibility. The Great West Way website is our main digital channel, our strategy is to direct visitors to the website through the majority of our activity.

Website visitors: 7,000 -20,000 /month

Newsletter subscribers: 24,000

Social Media Followers: 18,300



TARGETED E-NEWSLETTER

Our consumer database is continually growing, with over 24,000 engaged subscribers. Each month we run competitions, feature products, highlight events, festivals and seasonal offers. Book a 'Spotlight Inclusion' to be featured.

Ambassador Rate: £75

Non-Ambassador rate: £150

SOLUS EMAIL SEND

We will send a dedicated solus email featuring your messaging, imagery, branding and multiple Call-To-Action links direct to your website.

Ambassador rate: from £250

Non-Ambassador rate: from £350

We can also arrange free contra-deal solus email sends with Ambassadors who have a GDPR-compliant email list of 5,000+ subscribers, signed up in the last two years.

Free of charge for Ambassadors

COMPETITIONS

Distributed via E-newsletter, social media and on the website. Minimum prize value of £150. **Free of charge for Ambassadors**



WEBSITE / DIGITAL

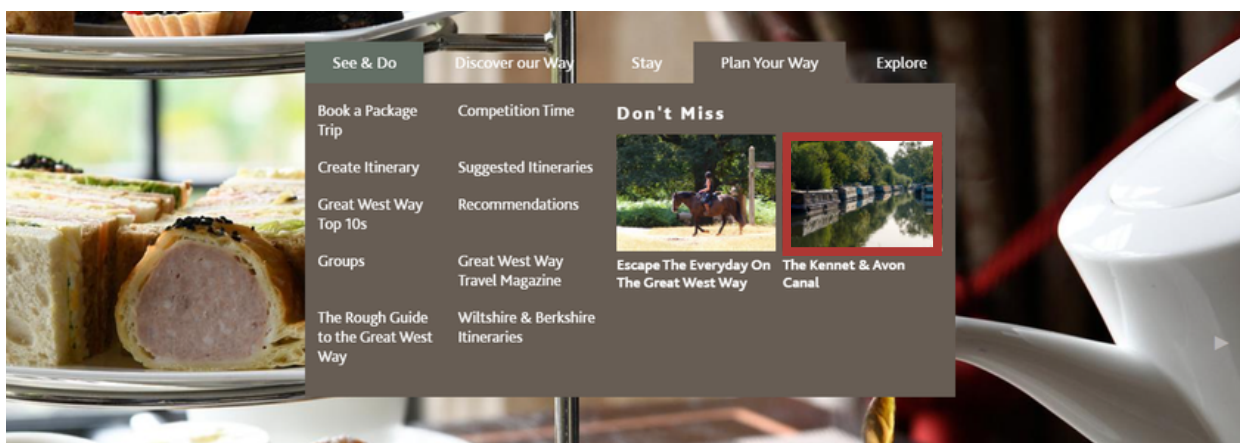
BANNER ADVERTS

Provides a direct link to any page on your website. Includes one long banner and one small banner on two pages of your choice (subject to availability)

	1 Month	3 Months	6 Months	1 Year
Ambassador rates:	£90	£250	£450	£750
Non-Ambassador rates:	£150	£350	£610	£1015

"DON'T MISS" NAVIGATION LINK

Prominent navigation promotion with image and link, accessible from every page on the website. Links to your Great West Way Ambassador product page.



	1 Month	3 Months	6 Months	1 Year
Ambassador rates:	£125	£335	£640	£1200

INSTAGRAM TAKE OVER

6+ Instagram posts and stories over the course of a weekend, using your voice and messaging to promote your business or destination – subject to content.

Please enquire for details and prices.



WEBSITE / DIGITAL

Our digital bundles are ideal for gaining additional visibility for your product, or for promoting a particular seasonal offering or event.
Only available for Ambassadors.

DIGITAL BUNDLE

- 1 x newsletter feature
- 1 x banner advert
- 1 x “Don’t miss” navigation link
- 6 x social media posts

£250

Limited availability each month

6 MONTH DIGITAL PROMOTION BUNDLE

- 6 month homepage navigation link
- 1 x newsletter feature
- 1 x competition
- 6 months banner adverts
- 6 months “don’t miss” navigation link
- 1 x solus email send to 15,000 subscribers

£1,400

1 YEAR DIGITAL PROMOTION BUNDLE

- 12 month homepage navigation link
- 3 x newsletter feature
- 1 x competition
- 12 months banner adverts
- 12 months “don’t miss” navigation link
- 2 x solus email send to 15,000 subscribers
- 2 x Instagram takeovers

£2,500

CONSUMER PRINT

Reach more people and increase brand awareness by taking out display advertising within our consumer publications. These publications are aimed at visitors planning their journey with inspirational editorial pages showcasing the Great West Way and reasons to visit. They are also invaluable tools for visitors whilst on the Great West Way.

All consumer print is available digitally.



VISITOR MAP

The most recent version of the Great West Way visitor map was launched April 2022. Content will be reviewed in 2023..



UPCOMING GUIDES

We are planning to produce a Great West Way Walking Guide and Great West Way Gardens Guide. Look out for more information in The Way Forward e-newsletter. [Subscribe here.](#)

DIGITAL TRAVEL MAGAZINE

Autumn 2022/2023 issue is underway

- Digital Distribution Campaign to include magazine presence on 10 digital magazine platforms
- Digital Marketing Campaign with a target of +140,000 digital views and +12million impressions
- Bringing content to life with mobile-optimised visual stories using the Great West Way's +18,000 social media following and +24,000 e-newsletter database, reaching over 40,000 people a week!

Speak to [Sarah Jeffery](#) to discuss advertising options.



CONSUMER PRESS AND PR

The Great West Way® operates a fully functioning press office to raise awareness of the route as well as its Ambassadors. Consistent coverage is generated across newspapers, magazines, blogs and social media, in line with the Great West Way's objectives.

If Ambassadors are interested in achieving standout coverage, for a separate fee we can create and manage events, organise press and blogger opportunities, plus write and distribute press releases, to help you reach your target markets.



DISCOVERY PROGRAMME TRAINING

Our Great West Way® Discovery Workshops are designed for those with direct contact with the public, or in marketing, and offer the opportunity to:

- Discover more about the Great West Way
- Improve product knowledge of attractions and activities along the route
- Understand the target markets
- Consider ways in which your business, or organisation
- can benefit through itineraries, and telling your stories

Book a workshop for just £45 per person, for Ambassadors. The previous courses have proved very popular, and numbers are limited, places will be allocated on a first come, first served basis. Ideally the attendees should be in a position to feed back the information to their teams, where appropriate.

We can also arrange to run in-house courses. If you have a minimum of 10 staff who could benefit from this workshop, and can provide the facilities, the cost is just **£20 per person** for Ambassadors.

**For further details on all opportunities please contact
FionaErrington@GreatWestWay.co.uk or call 07435 971297**

All activity prices are exclusive of VAT and subject to T&Cs, availability and change. Ambassadors can exclusively enjoy savings on all our add-on print-based advertising with preferential Ambassador rates.

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