



# **SOUTH EAST ENGLAND** **#lovesoutheastengland**

## **The Campaign**

The aim of this campaign is to build awareness of South East England as a geographically identifiable destination. We intend to inspire, educate and inform visitors about the wealth of possibilities across our destination, and bring together our key assets/USP's to establish a more obvious identity.

This collective voice will help us with all visitor promotions and improve our profile in terms of the political agenda and the destination tourism structure. Considering the pandemic and ever-changing guidance and restrictions this campaign remains fluid.

## **Target Audience**

Targeted at domestic consumers, couples, families, multi-generational travel, and small groups.

**Download**  
**Logo/Maps**



## **Consumer Channels**



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit\\_south\\_east\\_england](https://www.instagram.com/@visit_south_east_england)



[visitsoutheastengland.com/blog](https://visitsoutheastengland.com/blog)

## 10 South East England Identities

In the campaign we have identified 10 themes synonymous to South East England. These USP's allow us to create a unique identity as a destination. Our consumer messaging will centre around these themes, with sub messaging sitting below these.



## Consumer Channels



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit\\_south\\_east\\_england](https://www.instagram.com/@visit_south_east_england)



[visitsoutheastengland.com/blog](https://visitsoutheastengland.com/blog)



# 5 ways to get involved

- Use our LOVE South East England logo within your own communications.
- Use #LoveSouthEastEngland hashtag within your social messaging
- Consider what pillars your business falls into. Post content that picks up on these themes, it will help us and will be more likely to be shared
- Members are invited to tag us in on social content, we cannot share everything all the time however we will be keeping our eye out and give priority to sharing member content that fits with the theme of choice. (see channels below)
- Download and use our South East England map graphic and locate yourself to visually show your location in relation to the South East. (Quite often people don't know locations but when they see it on a map they realise how close it is) A heart arrow is also provided.
- If you feel it is possible to link back to [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com) from your website in the context of discovering the wider South East with our logo, we would be grateful.
- Let us know if you would be interested in providing a prize for a visitors competition in return for increased exposure

**Download**  
**Logo/Maps**



## Consumer Channels



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)

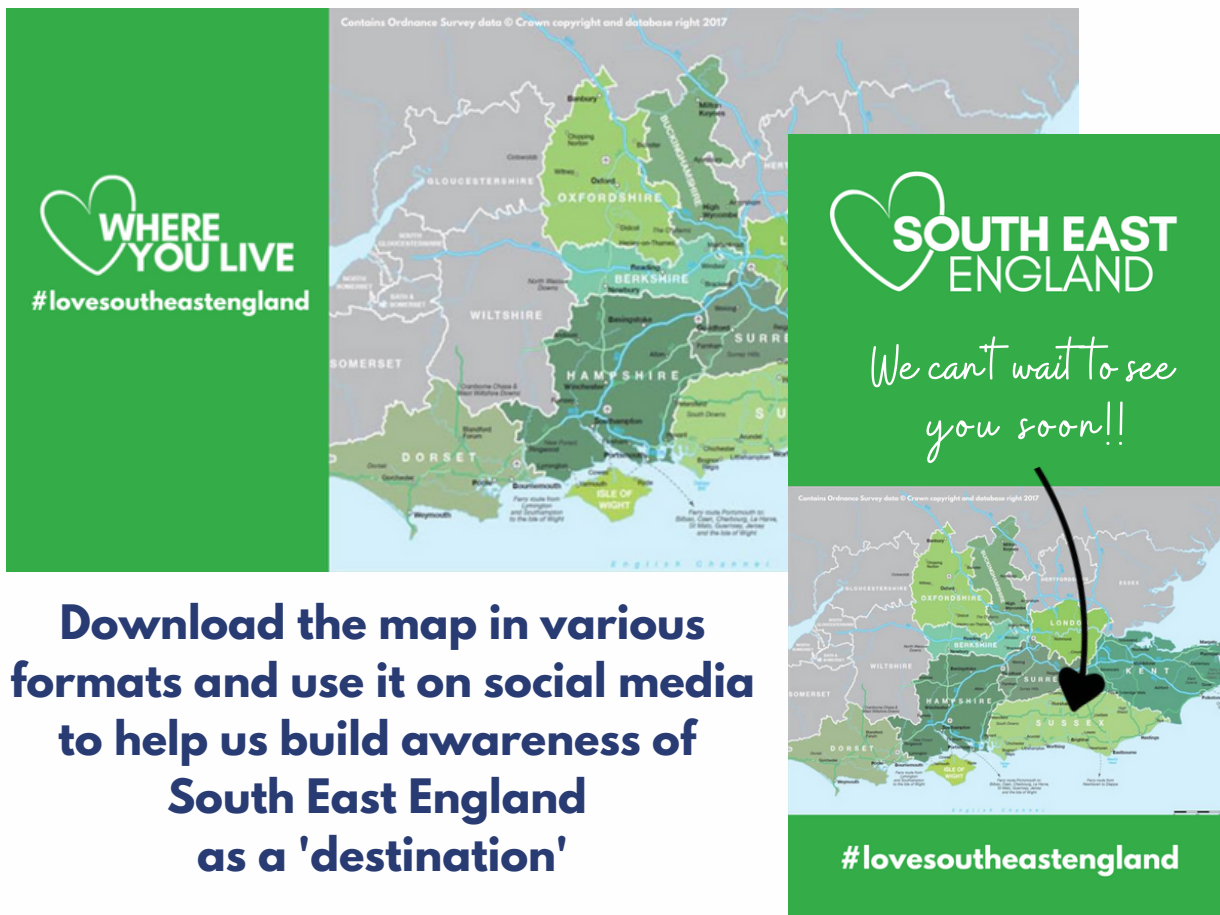


[@visit\\_south\\_east\\_england](https://www.instagram.com/@visit_south_east_england)



[visitsoutheastengland.com/blog](http://visitsoutheastengland.com/blog)

# Help us visually identify South East England in the mind of our visitors



Download the map in various formats and use it on social media to help us build awareness of South East England as a 'destination'

Use the arrows provided to visually locate your business within the context of South East England.



## Consumer Channels



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit\\_south\\_east\\_england](https://www.instagram.com/@visit_south_east_england)

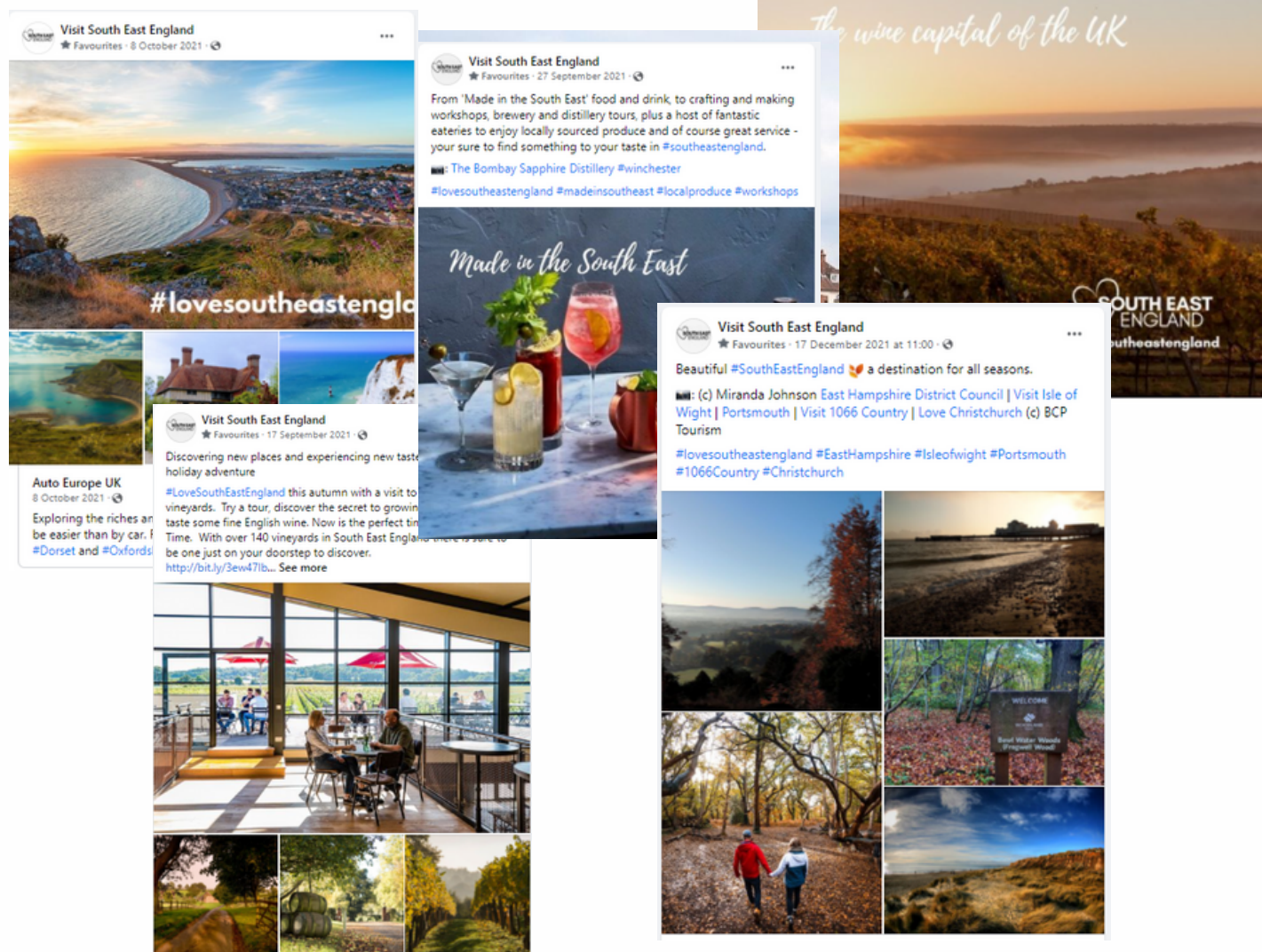


[visitsoutheastengland.com/blog](https://visitsoutheastengland.com/blog)

# Some of the work we have already done

## Examples of our Themed content across South Media

Tag us in, help us share more great content



## Consumer Channels



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.facebook.com/VisitSouthEastEngland](https://www.facebook.com/VisitSouthEastEngland)



[@visit\\_south\\_east\\_england](https://www.instagram.com/visit_south_east_england)



[visitsoutheastengland.com/blog](https://visitsoutheastengland.com/blog)

# Do's and Dont's

- Please only use the logo and hashtag on information that is related to tourism, i.e. places to stay, things to do, places to visit
- Where possible place the logo in the top left or bottom right corner (ideally with the hashtag underneath)
- Do not stretch or alter the logo in anyway
- Do not change the colours on the logo or hashtag
- Only use a rectangle if you need to use a holding shape behind it
- Do not apply a shadow
- Use the version of the logo that will give the best contrast from the background
- Make sure no faces are covered by any text or logos
- When using the pillars, make sure they are relevant to content you are creating.

## TYPOGRAPHY

- We did not want to be too prescriptive on the font, as you have your own creatives to consider. The logo is however fixed.
- If you are using the hashtag on a graphic, used the png file provided
- Please use the elements to work within your own requirements
- We will be using a mixture of fonts used in Canva.com
  - **Playlist script** or **Buffalo** for the stylised writing
  - **League Spartan** or **Sources Sans Pro** for plain writing

**We appreciate there may be other requirements so do ask any us questions if you require anything else.**  
**Email: [marketing@tourismse.com](mailto:marketing@tourismse.com)**

## Consumer Channels



[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)



[@visitsoutheastengland](https://twitter.com/visitsoutheastengland)



[www.fb.com/VisitSouthEastEngland](https://www.fb.com/VisitSouthEastEngland)



[@visit\\_south\\_east\\_england](https://www.instagram.com/visit_south_east_england)



[visitsoutheastengland.com/blog](https://visitsoutheastengland.com/blog)