

# KENT CRISPS ROMNEY MARSH COMPETITION

report 2021

A person is standing on a grassy hill, looking up at a starry night sky. The person is silhouetted against the light of the sky. In the background, there is a body of water, possibly a lake or a reservoir, and rolling hills under a clear night sky filled with stars.

**KENT**  
GARDEN *of* ENGLAND

[visitkent.co.uk](http://visitkent.co.uk)

# BACKGROUND

In spring 2021 Visit Kent worked with Kent Crisps to help promote their brand new flavour of crisp, Romney Marsh Lamb & Rosemary in honour of their tenth anniversary. The packets also featured a new image of Thomas à Beckett Church at Fairfield on the front of the pack.

The Visit Kent promotion was formed of a competition offering entrants the chance to win a foodie break in Romney Marsh, pairing Kent Crisps with a number of other local businesses through a prize bundle. This prize helped emphasise the brand's distinct local links and brand position as a local producer.

The competition proved to be an excellent source of engagement and opt in data. Falling during the Easter weekend and at a time when lockdown restrictions were beginning to ease, it was also an invaluable way for us to help drive awareness of Kent as a destination for short breaks at a time when the appetite and interest in weekends away and days out inspiration was particularly strong.

## OBJECTIVES

- Help promote Kent Crisps' brand new flavour
- Raise awareness of Kent as a destination for short breaks in future
- Take advantage of an increasing interest in staycation bookings post-covid and present Kent as an excellent destination
- Help drive traffic and engagement with the participating partners
- Drive traffic to the Visit Kent website



# Kent Crisps Romney Marsh Competition

## THE PRIZES

The competition featured a generous prize of an overnight break in Romney Marsh, with a vineyard tour, box of Kent Crisps, two night stay in a cottage and box of local beers. The prize proved to be popular, as Romney Marsh is a well-known location, regularly receiving excellent engagement on social media.

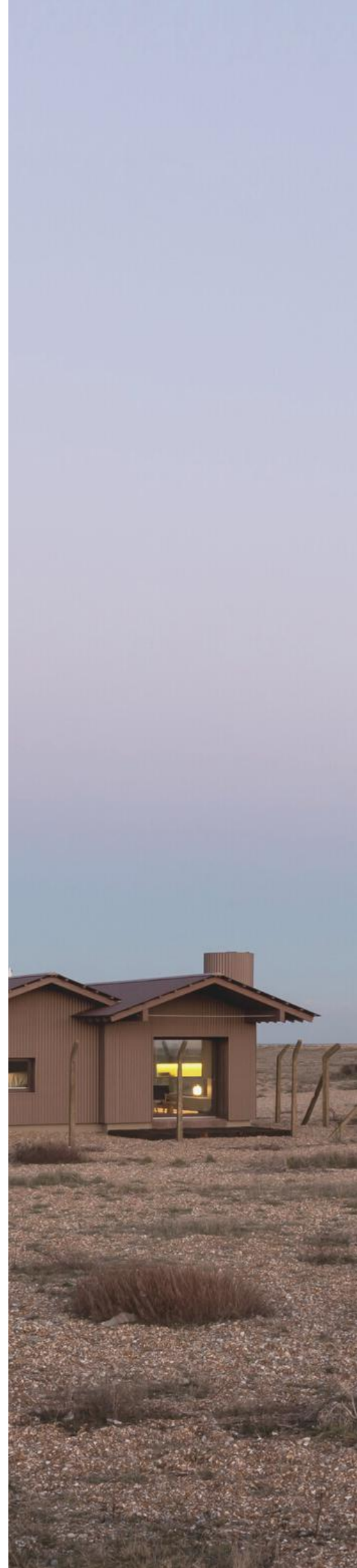
It was also our first competition of the year and was launched during the Easter weekend after Covid-19 restrictions began to lift and so was received particularly well, as consumers were able to get excited about the prospect of short breaks and days out once again. The prize included:

- Box of Lamb & Rosemary Kent Crisps
- Two nights at Radar, a Bloom Stays cottage
- Tour of Gusbourne
- Bottle of Gusbourne 2016 Blanc de Blancs
- Mixed case of Docker Brewery beer

## ACTIVITY AT A GLANCE

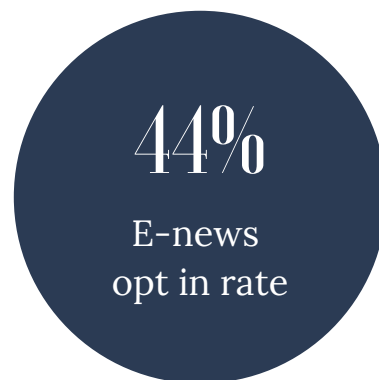
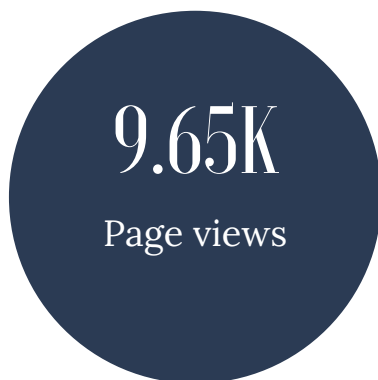
The competition was supported by paid and organic digital activity. The competition lasted a total of three weeks and was hosted on the Visit Kent website with a simple form on the competition landing page. Activity throughout this time consisted of:

- Visit Kent homepage banner takeover
- Dedicated organic social media posts
- Paid for social media promotion
- Inclusion within one e-newsletter
- Competition landing page



# RESULTS OVERVIEW

The competition performed brilliantly, receiving nearly 9,000 entries, an increase of 28% on our last Visit Kent competition. Given that this was the first competition of the year and followed a particularly challenging time for the tourism industry, the results were excellent.



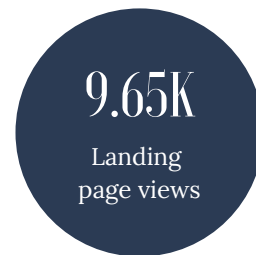
**NO.1**  
Viewed page on the  
website throughout the  
competition

# LANDING PAGE

A dedicated competition landing page was set up with an entry form. The simple mechanic of the competition ensured there were no barriers to entry. Once they had completed the form, entrants were directed to another page with a grid of our latest features to encourage visitors to remain on the website. A dedicated homepage banner was also hosted on the Visit Kent website throughout the competition.

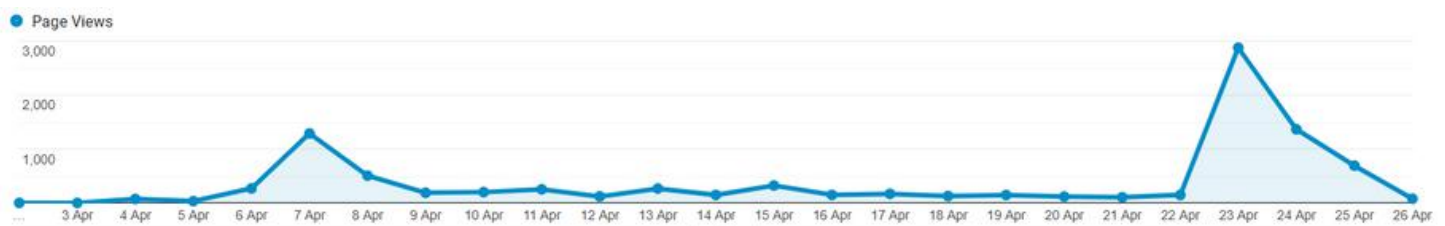
## KEY RESULTS

The landing page was the most viewed page on the Visit Kent website, accounting for more than 7.4% of all website traffic during that time. The page received more traffic than the homepage itself, having been picked up by both The Prize Finder and moneysavingexpert.com.



## DURING THE COMPETITION

Over the course of the competition we saw spikes when both the paid promotion began on 5th April and when the e-newsletter was sent out to the Visit Kent database on 23rd April.

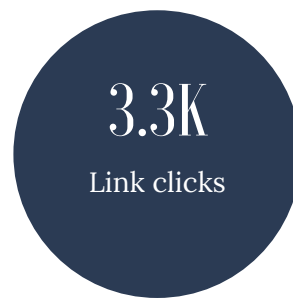


# PAID PROMOTION

To help raise awareness of the competition, paid promotion was set up to target those within a 2.5 hour drive time of Kent - Essex, Surrey, East Sussex, London and West Sussex. The audiences aimed at were those with an interest in short breaks, culture, food and drink, and competitions. The paid promotion ran on both Facebook and Instagram from the start of the competition.

The targeting allowed us to promote Kent as a destination for short breaks to those nearby at a time when, according to April social listening data, consumers were expressing an intent to travel and interest in short breaks.

## KEY RESULTS



The paid promotion for the competition was extremely successful. A significant volume of link clicks for the budget resulted in an extremely low cost per link click. This indicates how much the content resonated with the audience. The targeting was some of our most successful to date, with a very low total cost per link click of just six pence. This demonstrates how engaged this audience is with the Kent product.

The ads themselves were very simple, with an overall campaign image used to draw attention to the competition, and an alternative version created for Instagram and Facebook stories.

The ads received a high level of engagement, with 53 shares and 93 comments.



# 6 pence

Per link click

## Kent Crisps Romney Marsh Competition

# TWITTER

During the competition organic tweets were published to the Visit Kent twitter followers. Each tweet tagged in the participating partners and used images of the attractions, accommodation or the campaign image to generate additional engagement.

### KEY RESULTS

20K

Impressions generated

664

Engagements

10

Dedicated tweets sent

The dedicated posts received a good level of engagement, generating more than 20,000 impressions in just three weeks. #win and #competition were used to help generate further engagement beyond Visit Kent regular followers.



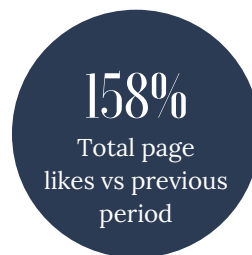
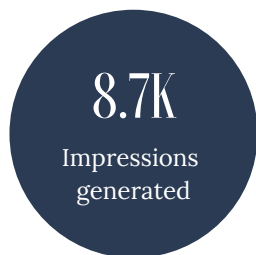
# 49.6K

Visit Kent Twitter followers

# FACEBOOK

Organic Facebook posts were published throughout the three week competition period. Again, each partner was mentioned and the campaign image was used to create a clear identity for the competition.

## KEY RESULTS



Facebook generated a good level of impressions, especially when considering that just one Facebook post was published per week. This ensured that engagement remained high and the content remained fresh for our audience. The competition also had an excellent impact on our Facebook following, with the audience growing by nearly 100 versus the previous period.



# 23.4K

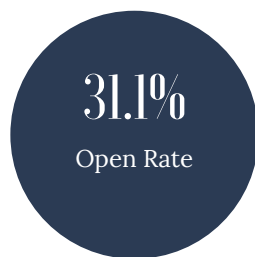
Visit Kent Facebook  
followers



# E-NEWSLETTER

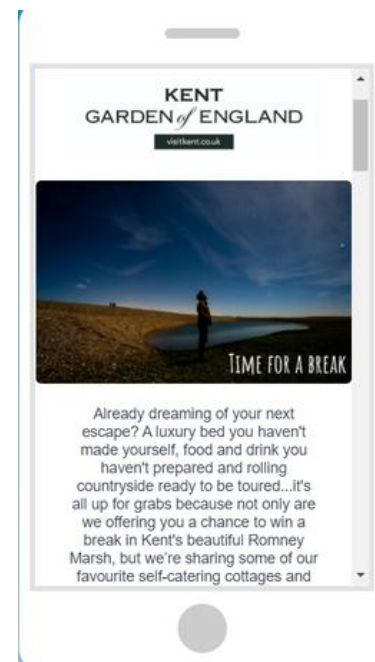
On 23rd March an e-newsletter was sent out to the Visit Kent database of 23,347 people. The newsletter included a direct link to the competition landing page as the lead feature and had the subject line "Win a break in Romney Marsh".

## KEY RESULTS



The newsletter performed particularly well, with an extremely high click through rate generating good traffic to the competition landing page. The open rate was also very high, especially in comparison to the industry average of 20.44%.

While the majority of the Visit Kent database is currently a London and Kent-based audience, the opt in rate of 44% from this competition and others will ensure this audience continues to grow beyond these boundaries.



# 23.3K

E-newsletter subscribers

# TIMINGS

In keeping with Kent Crisps' official launch date for the new crisps, the competition opened on Easter Sunday, just a few days after the first step in the government's roadmap out of lockdown. This timing worked perfectly as it fell at a time when interest in days out and short breaks was high, with the end of the stay at home rule on 29th March, and reopening of outdoor hospitality and self-catering accommodation from 12th April.

## EMERGING THEMES - UK



According to social listening data from April, staycations and holidays were two of the most prominent themes across digital channels in the UK. In fact, interest in the top emerging theme of "staycation" grew by more than 79% in April. The timing of the competition therefore allowed us to leverage this peak in interest related to short breaks in the UK.

## POSITIVE SENTIMENT IN KENT

When looking specifically at the positive sentiment drivers amongst those interested in or living in Kent, staycation, visit, tickets, book, travel, weekend, place, outdoor, restaurants, and destinations were all key words in April, which all point to people actively researching, booking and visiting places. Again, this indicates that the competition fell at the perfect time to take advantage of this interest in short breaks and travel.



## TRENDING TOPICS FOR THOSE WITH AN INTEREST IN KENT IN APRIL:



133%

Increase in mentions of Kent in relation to travel vs March

# CONCLUSION

In just three weeks the competition saw some big successes, generating one of the highest entry levels to date at Visit Kent at nearly **9,000**. In addition to this, it generated an excellent opt in rate for both Visit Kent and the participating partners of more than **44%**.

The reach of the competition meant that it played an important part in helping to launch and promote Kent Crisps' new product. While the inclusion of other local partners in the competition helped to cement the image of the brand as a local producer with clear links to the wider county.

With **117,240 impressions** generated at a time when interest in booking domestic short breaks was high, the campaign was an excellent way to raise awareness of the county as a destination post-Covid.

As only our second competition to date since the outbreak of Covid-19 in the UK, this competition was an excellent way to reintroduce an important part of our B2C activity. Occurring just as the country was beginning to reopen and following the first steps of the government's roadmap out of lockdown, the timing of the competition ensured we were able to leverage an interest in planning short breaks and days out.

