



## SLIDE 24

- Last presented to National Council in September 2013 - PJ was six months into new Marketing & Communications Director role
- We had just started on a programme to provide improved Marketing & Communications support to Club Units
- A monthly editorial feature called *Clubbin' It* had been introduced to the magazine, focusing specifically on Club Unit activities
- Dedicated advertising and magazine space had been introduced for Club Unit camping events and NFOL
- A wide-ranging communications plan had been put together for NFOL
- Delighted to be able to present to National Council the considerable progress that has been made since then



## SLIDE 25

- A 'brand extension' has been created for Club Unit activities called *Social Camping - Member Run Campsites*
- This better depicts what Club Units do, rather than using phrases like Meets / District Associations / Sections / Temporary Holiday Sites, which can confuse
- Here is the 2017 Social Camping advert for the Club magazine



## SLIDE 26

- We have continued to develop the monthly dedicated *Clubbin' It* editorial pages
- Here's an example from January 2017



## SLIDE 27

- Editorial support isn't limited to *Clubbin' It*
- We regularly take the opportunity to write magazine features about the benefits of Social Camping
- Here's an example from February 2014



## SLIDE 28

- And here's a great double-page spread from September 2016 focusing on DA camping with children



## SLIDE 29

- Social Camping or *Camping With Friends* is at the very heart of our core brand messaging
- We position it front-and-centre as one of the four key ways that people can camp with us
- Here is the Free Sites Guide - it includes the Membership Application Form
- This is our key piece of recruitment material and is distributed at all shows as well as through dealers and large retailers such as Go Outdoors



## SLIDE 30

- The new member welcome email links through to a welcome video from Club President - Julia Bradbury



## SLIDE 31

- The video reinforces the four key ways to camp with the Club, including Social Camping



## SLIDE 32

- We've increasingly been using social media as a way to promote Social Camping
- The Club currently has almost 70,000 Facebook fans - both members and non-members
- Here are just a few examples of the 20 Social Camping posts from the last year



## SLIDE 33

- The Club currently has almost 24,000 Twitter followers - again both members and non-members
- Here are just a few examples of the 10 Social Camping Tweets from the last year



## SLIDE 34

- Instagram is a new and growing social media channel for the Club
- The Club currently has over 3000 Instagram followers
- Here are some Social Camping posts since we launched the channel



### SLIDE 35

- We are steadily building a library of videos that promote Social Camping
- We host them on our YouTube channel, but they are also used tactically in a number of other ways, including on the Club's website
- Here's one that does a great job of promoting DA camping



### SLIDE 36

- For the past three years, we have produced a leaflet dedicated to promoting Social Camping
- The leaflet is included in all new member packs at Tier 1 & 2 Shows
- It is also available within the Club's exhibition unit at the NFOL, which is used by Club Unit PROs to promote Social Camping



### SLIDE 37

- These large laminated posters are also used within the Club's exhibition unit at the NFOL to promote Social Camping
- Copies were made available to Club Unit PROs for other purposes



### SLIDE 38

- Entering its third year, The Big Club Get-Together is a joint Exempted Camping / Communications Committee initiative
- It's a marketing campaign intended to encourage members to try Social Camping for the first time, or come back again
- The campaign centres on the Spring Bank Holiday weekend, which is when most Club Units will run a camping event



## SLIDE 39

- Here's an example of the BCGT marketing plan
- As you can see, it incorporates most of the Club's communication channels including:
  - *Camping & Caravanning* magazine
  - Video
  - Social Media
  - Website
  - All versions of *Out & About*
  - Direct Mail
  - eNewsletters



## SLIDE 40

- Here's the 2017 BCGT magazine advert



## SLIDE 41

- Here are some examples of other marketing activity promoting the BCGT
- These are:
  - Left top & bottom - Direct Mail card front & back
  - Middle top - Facebook post
  - Middle bottom - eNewsletter feature
  - Right - the run of MPU adverts for the Club website





## SLIDE 42

- Here's the video that was produced to promote the BCGT to members
- It uses excellent film footage from the Club's archive, which chimes with the nostalgic campaign messages
- This version now includes up-to-date footage too



## SLIDE 43

- We're doing more to promote the NFOL than ever before
- A far-reaching and comprehensive communications plan has been in place for a number of years
- Here's this year's magazine advert



## SLIDE 44

- The Club magazine editorially covers the NFOL in 11 out of 12 issues each year
- The booking form appears in the magazine at least 3 times per year
- This can increase to 6 times per year if space allows and bookings need to be pushed
- Here's an example of a 4 page feature from November 2016



## SLIDE 45

- On the left, here's an example of an email that went to all members promoting the NFOL
- On the right are examples of various social media posts covering the NFOL



## SLIDE 46

- We have produced a NFOL website template to assist organisers in promoting the event
- This includes:
  - Google Maps and directions
  - Photo galleries
  - Entertainment schedule
  - Trade stands
  - Sponsors and partners
  - Local attractions
  - Committee and contact details
  - Promotion of the following year's event



## SLIDE 47

- Here's an example of a number of videos that have been produced to promote the NFOL



## SLIDE 48

- We continue to develop *Out & About* in all its forms
- Branding and naming conventions for Club camping events are now consistent across all O&A platforms
- Here's the January 2017 print edition, which features Sheila's penultimate intro column
- We know that Sheila will be sorely missed, but she leaves us to take up her dream job at the University of St Andrews in her home country
- I am pleased to confirm that David Guest will be our new Club Reporter - he joins us on 20 March 2017



#### SLIDE 49

- The *Out & About* app is a significant development for us and an excellent tool, exclusive to Club members
- After some teething problems that were quickly resolved, it is very well used by members and has had 11,000 downloads



#### SLIDE 50

- *Out & About Online* has also been significantly developed and improved
- Searches can be carried out by organiser, date, location, key words and event type
- Events can be displayed in either list or map views
- The Countryside Code and Rules for Meets and THSs are also included