

# OCTOBER WATERS IN WALES ARE WARMER THAN IN PORTUGAL

By mailing out samples of wetsuit material, Visit Wales shifted perception to extend its watersports season.

A number of watersports enthusiasts had registered interest in Wales as a holiday destination on the Visit Wales website. The aim of the initiative was to drive incremental visits to Wales in autumn.

But the target only associated Wales with watersports in the summer. To tackle misperceptions of Wales head-on, the idea needed to easily associate watersports in Wales with autumn. In fact, in October the water is warmer in Wales than in Portugal.

The campaign drew attention to the fact that the water temperature was at its warmest between September and November, thanks to the Gulf Stream. This meant watersports enthusiasts could wear a thinner wetsuit. The simple message was mailed on a piece of neoprene the exact thickness of an autumn wetsuit. No envelope required. The message? "Wales may get cooler in autumn. But the sea here is surprisingly warm. In fact September is several degrees hotter than June. So you don't really need 4mm until December. We get bigger swells. And fewer crowds. That's why autumn is our peak season for watersports."

The campaign targeted a specific group of people based on their interest and spoke to them in a language that was motivating. As creative director Paul Snoxell said of the campaign, "It's arresting, tactile, quick and the perfect product demo."



CLIENT: Visit Wales PRODUCT: Holiday Destination COUNTRY: United Kingdom AGENCY: Partners Andrews Aldridge AGENCY TEAM: Creative Directors – Paul Snoxell, Andy Todd, Art Director – Simon Nicholls, Copywriter – Dan Wright, Account Executive – Ethne Gladstone, Account Manager – Jessica Brown, Account Director – Caroline Macpherson.

