

GOLF IN KENT

THE 149TH OPEN CAMPAIGN TOOLKIT



WWW.GOLFINKENT.CO.UK/THE-149TH-OPEN/

#THE149THOPEN

KENT
GARDEN of ENGLAND
visitkent.co.uk

GOLF
IN
KENT

Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund



EUROPEAN UNION

About the campaign

This summer, The 149th Open will be played at Royal St George's Golf Club between 11th and 18th July, marking the 15th time that the Championship has been staged at this prestigious Kent venue.

As the first major event planned in Kent for 2021, the 149th Open will play a key role in the rebuilding of our visitor economy following the impact of the Covid-19 pandemic. Harnessing the benefits of large-scale events is a key element of Visit Kent's recovery strategy. And, when destinations across the UK are fighting for their share of the staycation market, we are extremely lucky to have The 149th Open - a global event - to shine a spotlight on our county.

We are therefore working with experienced golf marketing and PR agency, GMS on a campaign which will help amplify the exposure Kent will receive as a result of The Open Championship, highlighting our county as an exciting and dynamic golf destination. This activity will take the form of a dedicated marketing campaign, which will aim to reach spectators who have been watching the championship from home, providing inspiration and encouraging them to book their own golf or leisure trip to Kent in the future.

This campaign is being delivered as part of our ongoing Interreg EXPERIENCE project, which has been match funded by our local authority partners, and will target a domestic market, showcasing our county as a world class golf destination with a wide variety of additional experiences on offer across the county.

Activity will be launching across the Golf in Kent and Visit Kent channels from **Monday 12th July**

This Toolkit

We have created this simple toolkit to give you some advice and guidance on using messaging about The 149th Open on your own website and channels. Please read through the toolkit carefully and contact us should you have any further questions.



Campaign activity

Below is some further detail on the range of activity that will form this summer's multi-platform Golf in Kent campaign:

The 149th Open campaign landing page

We have created a central The 149th Open campaign landing page which sits on the Golf in Kent website, and provides a range of information and inspiration about The Championship - alongside how to enjoy a short break in Kent - this summer. This page will be linked to from all social posts about the campaign, and from homepage banners on the Golf in Kent and Visit Kent websites,

A range of inspirational, new feature content on the Golf in Kent website

Sitting within our The 149th Open landing page, we have created a range of new feature content which covers a wide range of themes - from dedicated information on Kent's golf courses, to exciting new visitor experiences on offer across the county.

A brand-new Golf in Kent destination video

We have worked closely with Kent-based agency Inkfield Media to produce a brand-new destination video ahead of The 149th Open. There are four versions of this video (in varying lengths) available, and we will be sharing it across our digital campaign activity throughout the summer.

A brand-new dedicated Golf in Kent magazine

We have also worked in partnership with Kent publishers Sideways Media to produce a high-quality Golf in Kent magazine. A digital version of the publication can be accessed here: <https://joom.ag/EMA>, and 10,000 print copies are being distributed across East Kent ahead of The Championship.

Golf in Kent social media accounts & management (& promotion on Visit Kent's social media accounts)

Alongside our existing @GolfInKent Twitter channel, we have also now created brand-new @GolfInKent profiles on both Instagram and Facebook. These channels will be populated with engaging, organic social media activity throughout The Championship, and beyond.

Paid social media & PPC campaign activity

Alongside extensive organic social media activity, this summer's campaign will also utilise carefully considered paid activity (together with a PPC campaign), targeted to selected locations and interests. This activity will be run and monitored by our golf-specialist agency GMS, who will be tweaking activity throughout in order to ensure we yield the best results possible. Paid activity will direct traffic through to our campaign landing page, and competition activity.

Proactive press activity & a dedicated media event during the week of The 149th Open

Throughout the summer we will be working with our golf agency at GMS to position Kent as a premier golf and short break destination to relevant media contacts. A variety of press activity is already planned, including: dedicated press release creation and distribution, the hosting of a media event at Prince's Golf Club on the Tuesday of The Open week for relevant golf, tourism and London/City centric media, an editorial partnership with Today's Golfer Magazine, and the facilitation of incoming media enquiries for information, and imagery.

St Pancras International stand

During Open week, we have been provided with a fantastic opportunity to host a pop-up space at St Pancras International station (on Friday 16th & Saturday 17th July). The aim of activity here will be to welcome golf spectators to the county and inspire them to return to Kent for their own golf break or family holiday. We will also be encouraging spectators to enter our campaign competition to win a golf break in Kent.

Golf in Kent Competition

In support of the campaign activity, we will run a competition to win a golf break in Kent on the Golf in Kent channels. Entrants will simply need to follow and like at least one of the new Golf in Kent social media channels and fill out a simple form on the website to be entered into the competition.



Following a number of similar successful Visit Kent competitions, we believe this activity will help drive the message of Kent as an excellent destination for a golf break. By encouraging people to follow the social channels to enter, it will also begin to build a bigger audience for golf within the county, helping to secure the legacy of The 149th Open and encourage future active breaks to Kent.

The competition will be promoted across the Golf in Kent and Visit Kent social media channels, organically and through paid activity, on both websites, and via a dedicated golf e-newsletter to the Visit Kent database. In addition to this, The R&A will also be promoting the competition on their channels in order to gain a wider reach.

The Prize will include:

- Yoga or foraging experience with a golf lesson and a 2 ball on Prince's Golf Club
- 2 ball on Royal St George's Golf Club
- 2 ball on London Golf Club
- A two night stay and dinner on one evening at the Bell Hotel, Sandwich

In support of this messaging of Kent as an excellent place for active breaks, we are encouraging Kent businesses to like and share any posts relating to the competition, encouraging followers to enter for the chance to win a golf break in Kent.

How you can use #The149thOpen messaging on your digital channels

The 149th Open this summer will play a key role in the rebuilding of our visitor economy following the impact of the Covid-19 pandemic. Whilst the Championship undoubtedly provides our county with an incredible opportunity to showcase Kent as a premier golf destination, it also provides the perfect platform from which to present the wealth of food and drink, attractions, accommodation, and experiences on offer to visitors. Our Golf in Kent campaign gives partners a county-wide and unified messaging about experiencing a short break in the Garden of England. We encourage you all to spread the word about The 149th Open, and share relevant social posts and features across your own channels, and in your communications where you can.



Here are some tips:

- Always use #The149thOpen, #GolfInKent, and #VisitKent
- Tag @GolfInKent and @VisitKent
- Spread the word on social media, and talk to your followers, the media or other attractions
- Use our [Get Your Business Ready toolkit](#) for guidance, support and branding guidelines to help your business make the most of The 149th Open
- Add a message or some information about The 149th Open to your website
- Share one of our brand-new Golf in Kent video [assets](#) on social media, or on your website
- Share our golf break competition with your followers across social media, and encourage them to enter themselves

Sample Posts:

- After a longer-than-expected build up, #The149thOpen has finally arrived to Kent! From behind-the-scenes peeks to golf break inspiration, take a look at @GolfInKent's round-up: <https://bit.ly/36l80UW>
- Call us biased, but we can think of no better destination to welcome the prestigious #The149thOpen than the #GardenOfEngland! Find out what makes our county such a spectacular choice for your next short break here: <https://bit.ly/36l80UW> @GolfInKent @VisitKent
- We are so excited to watch the action of #The149thOpen unfold this week, right here in our home county! Feeling inspired to escape to the #GardenOfEngland? Of course you are! <https://bit.ly/36l80UW> @GolfInKent @VisitKent
- The spectator stands are up, the greens are manicured, & the eyes of the sporting world are getting ready to focus all their attention on the #GardenOfEngland. Find out all you need to know about #The149thOpen right here: <https://bit.ly/36l80UW> @GolfInKent @VisitKent

Samples of social media activity

Below are a couple of examples of how we plan to use The 149th Open messaging across the Visit Kent digital channels in order to align both destination and golf messaging. We hope these provide some further inspiration when using the messaging on your own channels.

Visit Kent VisitKent · Jul 9

After a longer-than-expected build up, [#The149thOpen](#) finally arrives to the Kent coastline this month. From behind-the-scenes peeks to golf break inspiration, take a look at [@GolfInKent](#)'s round up. bit.ly/2Mlqbw3 🏌️🏡



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Visit Kent VisitKent · Jul 7

The spectator stands are up, the greens are manicured, and the eyes of the sporting world are getting ready to focus their attention on [@RoyalStGeorges1](#)...the countdown to The 149th Open is on! Find out all you need to know - bit.ly/2Mlqbw3 [@GolfInKent](#)



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Visit Kent VisitKent · Jul 13

With 14 Open Championships to its name, it's safe to say [@RoyalStGeorges1](#) has truly earned its place among the world's finest courses. And we are so excited to watch the action of [#The149thOpen](#) unfold there this week! [@GolfInKent](#) bit.ly/3xpndQP



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Visit Kent VisitKent · Jul 15

[#DYK](#) that Kent has not one, not two, but THREE Open Championship courses to its name. As the action continues at [@RoyalStGeorges1](#), take a peek at our trio of world-class Open Championship venues 🏌️. bit.ly/3hlg3QT [#The149thOpen](#) [@GolfInKent](#)



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Website copy sample

Below is some suggested copy for linking to our Golf in Kent campaign landing page from your own website. Feel free to adapt and use this copy to meet the tone of voice of your own business.



Kent Welcomes The 149th Open

The spectator stands are up, the greens are manicured, and the eyes of the sporting world are getting ready to focus all their attention on the glorious Garden of England for one exceptional week of championship golf...

After a longer-than-expected build up, The 149th Open finally arrives to Kent's coastline this month, with all the action set to tee off at Royal St George's in Sandwich between 11th and 18th July. Call us biased, but we can think of no better destination to welcome this prestigious event than our charming county!

Remember to stay up to date with all the latest news and inspiration as it happens by following @GolfInKent across social, and if you're left yearning for yet more golf once the Claret Jug has been lifted this month, head straight to www.golfinkent.co.uk/the-149th-open/ to get planning your next golf escape to the Garden of England.

Got any questions?

Should you have any further questions please don't hesitate to get in touch at any stage.

enquiries@visitkent.co.uk