



**ONLY IN
BLACKPOOL**

VISITBLACKPOOL.COM

AN AMBITION ORIGINATING FROM 2014

Blackpool's Back



Blackpool Has It All



Q4 Campaign



2022

£1.3m

2014
£1m

2015
£500k

2016
£620k

2017
£620k

2018
£620k

2019
£500k

2020

2021
MHCLG

A NEW PARTNERSHIP
DELIVERING THE
LARGEST MARKETING
INVESTMENT
BLACKPOOL HAS EVER
SEEN

Blackpool Council



Blackpool Tourism BID
Business Improvement District

An aerial photograph of Blackpool, UK, showing the Blackpool Tower, the promenade, and the beach. The tower is a prominent landmark on the left side of the image. The promenade runs along the beach, and the beach itself is wide and sandy. The sea is visible on the right side of the image. The sky is blue with some clouds.

BLACKPOOL

THE FAMILY FUN CAPITAL OF THE UK

FINDING THE PARTNERS TO MAKE IT HAPPEN



The media agency behind
the success of 'Let's Do
London'



An IPA and Effie award
winning creative team



And creators famed by the
BBC, Disney & Jim Henson

WITH A PLAN CAPABLE OF DRIVING CHANGE

1

Use the best
media channels
to make an
impact



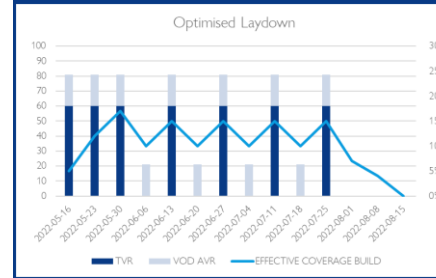
2

Talk to enough
people **enough**
times to
stimulate desire

75.8% Reach
@ 10.4 Freq

3

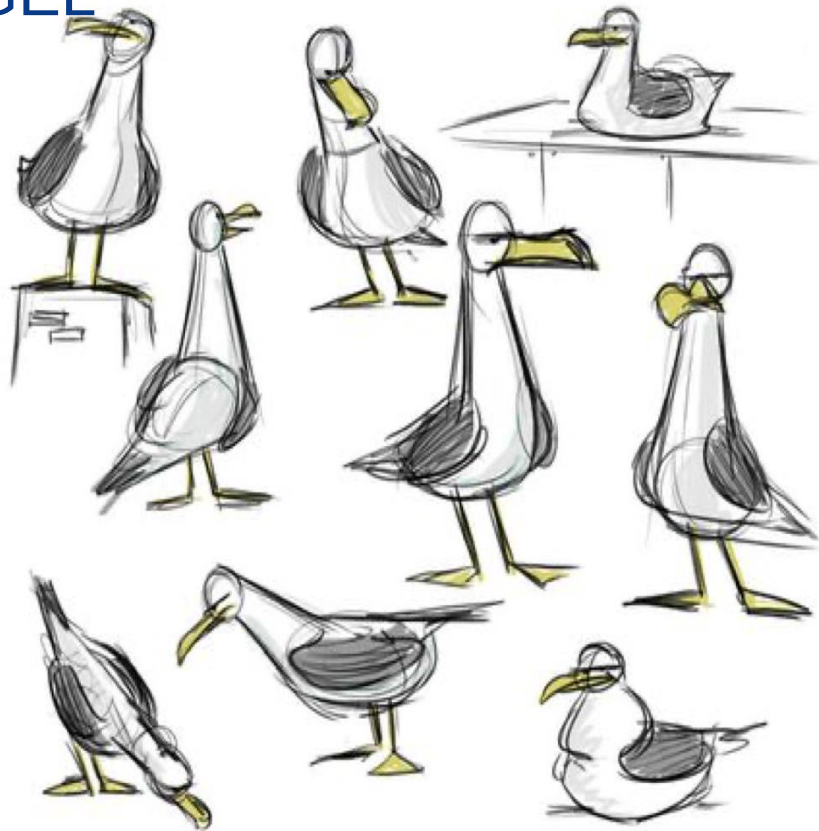
...at the **right**
time to have the
greatest effect



4

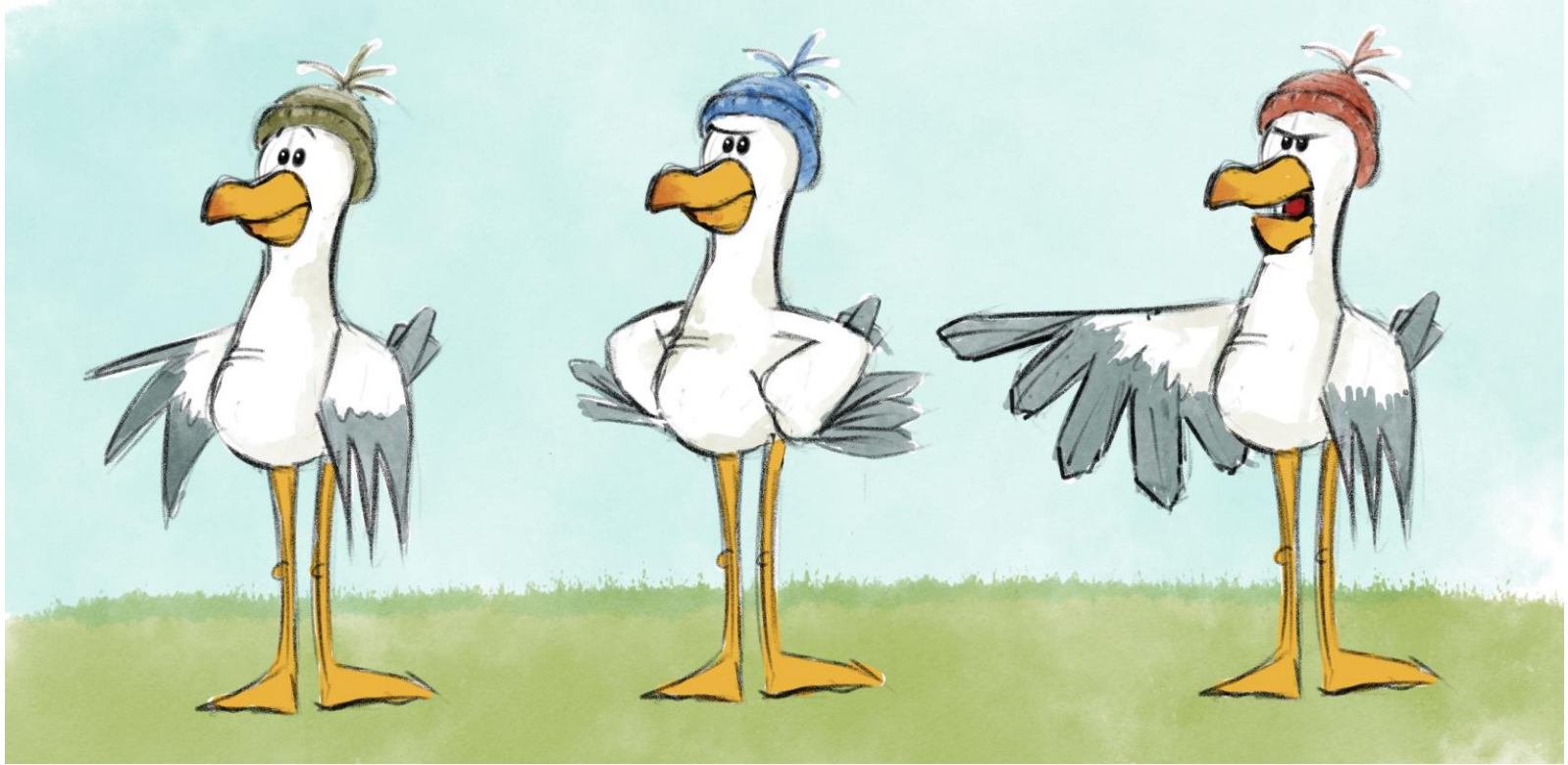
With the most
motivating
content

CREATING NIGEL

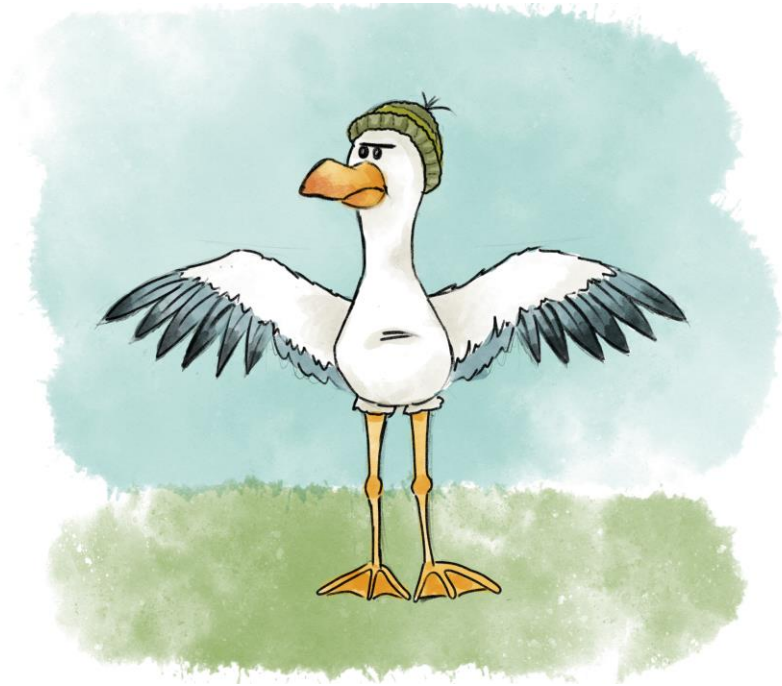


STEVE THE SEAGULL | PAGE 15

CREATING NIGEL



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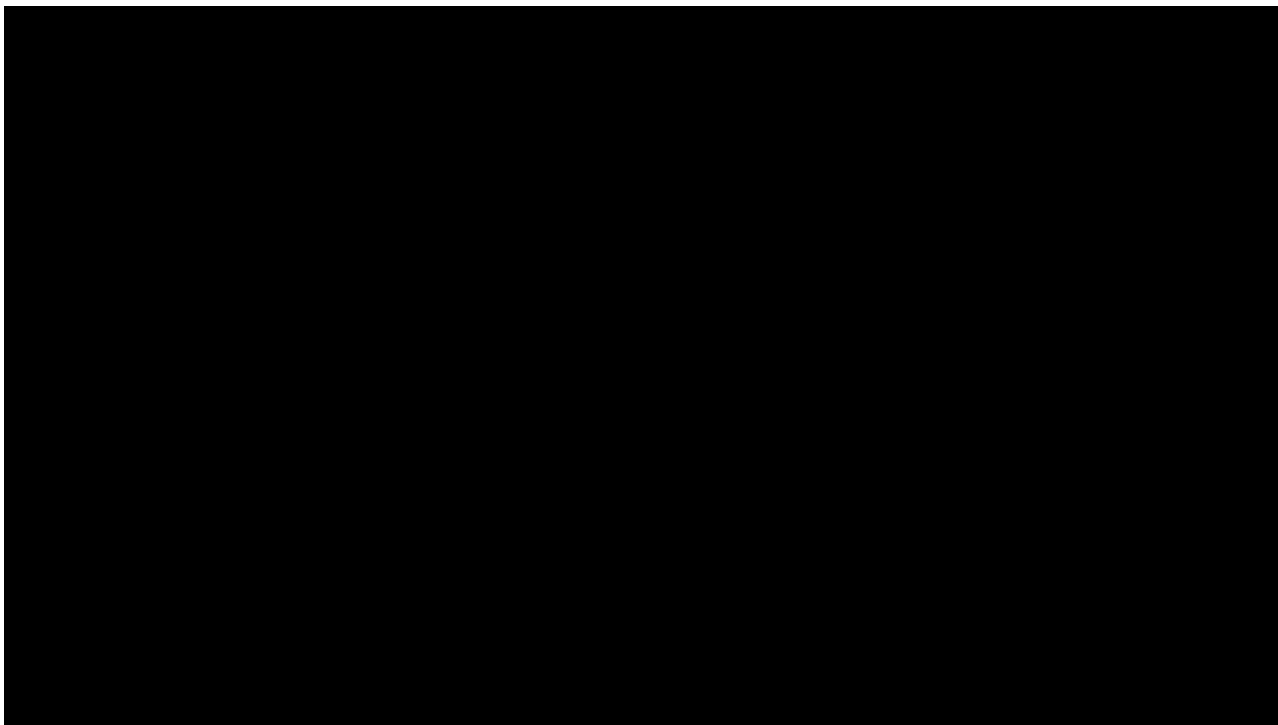
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NORTHERN



FULL OF CHARACTER



MEMORABLE



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