

Committee for Economic Development
Response to Rule 14 questions from Deputy Chris Green

Dear Deputy Parkinson,

Rule 14 questions - Committee for Economic Development

- 1. What current plans does the Committee for Economic Development (CfED) have to maximise the potential economic opportunities for the Bailiwick of Guernsey opened up by the recently released "Guernsey Literary and Potato Peel Pie Society" film?*
- 2. Is there likely to be any request made by the CfED for extra funding for the established promotional agencies, including but not limited to Visit Guernsey, in order to enhance the marketing of the Bailiwick of Guernsey in light of the recently released film?*
- 3. Does the CfED have a detailed plan to encourage the whole Bailiwick community, together with all local industries, to engage in the collective promotion of the Bailiwick, via social media platforms and more generally, in the context of the film's success? If not, can this idea be explored further by the CfED?*

Deputy Chris Green

Committee for Economic Development response

Dear Deputy Green,

Thank you for your questions concerning the promotional opportunities provided by 'The Guernsey Literary and Potato Pie Society' film. On behalf of the Committee for Economic Development (the "Committee"), I am grateful for the opportunity to respond, as the Committee is of the view that there is a very positive story here to tell, and we would wish to share this message with States Members and the wider community. Before answering your questions, however, I would wish to provide some important background information.

The VisitGuernsey team (part of the States of Guernsey's Marketing & Tourism service area, which operates under the mandate of the Committee), has for the past 12 months undertaken an impressive amount of work to capitalise on the recent release of 'The Guernsey Literary and Potato Pie Society' film.

Guernsey has been fortunate to benefit from the considerable publicity surrounding the release of the film, not least at the showcasing of the film at its premiere held at London's Curzon Mayfair cinema on the 9th April, followed by the Guernsey premiere held at Beau Sejour several days later, which saw Guernsey proudly host the internationally acclaimed stars, director and producers of the movie, together with the book's author Annie Barrows.

VisitGuernsey has been involved for eight years in the process of bringing the bestselling book of 'The Guernsey Literary and Potato Peel Pie' to the cinema, following the purchase by producers Mazur Caplan of the screen rights to the book. Between late 2016 and early 2017, the States of Guernsey's Marketing & Tourism team hosted a number of visits to the island by the film's director, Mike Newell, and his team of researchers, and lead male star Micheil Huisman. With the support of VisitGuernsey and local tourism partners, these essential research visits were carried out to help Mike Newell and his team to bring the screenplay to cinematic life. For well publicised reasons the film could not be shot in Guernsey, however, Mike Newell's and his team's research visits to Guernsey have helped to ensure that the movie celebrates and recounts the story of Guernsey and its people.

VisitGuernsey has worked in close partnership with the film producers and distributors STUDIOCANAL on the promotional aspects of the film. Following confirmation that shooting of the film would commence in April 2017, the States of Guernsey's Marketing & Tourism team put together a comprehensive marketing and promotional plan which would help capitalise as fully as possible on the opportunities presented by the production and release of the film. The following month, Marketing & Tourism met with the marketing team from STUDIOCANAL, during which they discussed plans for promotion with STUDIOCANAL.

Turning to your specific questions, I would like to answer your second question first:

2. Is there likely to be any request made by the CfED for extra funding for the established promotional agencies, including but not limited to Visit Guernsey, in order to enhance the marketing of the Bailiwick of Guernsey in light of the recently released film?

Based on the extremely positive feedback to VisitGuernsey's plans from STUDIOCANAL, a business case was produced for the additional budget necessary to execute the detailed plan. The business case was put together with the benefit of research undertaken by VisitGuernsey on the expected payback to be achieved. This research included work on the benefits of film tourism, which included meetings and calls with VisitNorthern-Ireland, which still benefits from the filming of the hugely successful Game of Thrones series, and VisitScotland, which has benefitted from the filming of the Outlander series and Hamlet.

The business case included two alternative proposals and bids for additional funding, and was initially presented to the Committee in May 2017. The Committee approved the proposal for a request for £550,000 additional budget (the lesser of the two proposals) to be taken to the Policy and Resources Committee, for funding from the Future Guernsey Fund. The proposals included the budget necessary for VisitGuernsey to execute a comprehensive trade and consumer marketing campaign targeted at potential visitors to the Island, and a budget to contribute towards the staging of a Guernsey based film premier.

The business case was presented to the Policy & Resources Committee in early June 2017. The Policy & Resources Committee did not approve the request for the full £550,000 but instead approved the release of £330,000 from the Future Guernsey Fund with the conditions that no funds should be used until the release date of the film had been confirmed and had been made public by STUDIOCANAL, and that release and use of funds should be limited until the reaction to the film was known.

Of the £330,000 awarded, £292,000 was allocated for the execution of the off-island VisitGuernsey marketing activity, and £38,000 was allocated to support the staging of a Guernsey-based film premier. However, following the 2018 budget planning process, and the States' requirement to deliver savings, the Committee agreed to make a £120,000 reduction in Marketing and Tourism's 2018 budget, with the result that VisitGuernsey would only receive, in reality, a net additional budget of £172,000 to execute their plans.

Following approval of the funds VisitGuernsey put their plans into action. VisitGuernsey engaged with local tourism stakeholders, and held an industry seminar and meetings to highlight the opportunities there for the industry to exploit. The Director of Marketing & Tourism also met with the Chamber of Commerce to discuss how the wider business community could be engaged, and as a result a Film Steering Group was formed, chaired by Chamber President Martin Dorey with representation from several interested business sectors.

Between June and December 2017, VisitGuernsey continued to develop its Guernsey Literary and Potato Peel Pie Society movie plans, whilst at the same time finalising its already agreed general annual marketing plans for the 2018 season.

In late September 2017, STUDIOCANAL told VisitGuernsey that the release date was now 99% confirmed for April 2018. At that time STUDIOCANAL had only approved two images for VisitGuernsey to use in any of their pre-release marketing. STUDIOCANAL also insisted on reviewing and approving every piece of artwork and copy which made reference to the film.

Using the two approved images VisitGuernsey started to develop and produce their early promotional work. This included reference to the film in the 2018 VisitGuernsey brochure which was published in November 2017, Potato Peel Pie themed initiatives to be included in the 2018 Heritage Festival (which I will comment on later), landing pages on the VisitGuernsey website, social media posts, a comprehensive five month campaign in the leading industry trade magazine Travel GBI, Tour Operator partner brochure and web based campaigns, and engagement with major national and specialist press journalists.

By December 2017, planning and early execution of the limited pre-release plans was progressing well, but STUDIOCANAL then informed VisitGuernsey that the release date was to be delayed until later on in 2018, probably as late as August or September 2018, and even as late as early 2019. This was clearly a big disappointment as the main promotional period for the 2018 season would be missed. The Marketing & Tourism team therefore continued work on producing and executing their other 2018 core campaigns and marketing activities that were already developed and agreed, but the Potato Peel Pie work was put on hold until information on the new release date was received. However, in early January 2018, STUDIOCANAL advised that the release date was now 100% confirmed and back on 20th April 2018. Once the schedule was confirmed, Marketing & Tourism met with STUDIOCANAL in London to agree a plan of action up to and after release date.

I trust the above helps to illustrate that the forward planning undertaken by the VisitGuernsey team has been thorough and extensive, and at all times the Committee and key stakeholders were kept apprised of the fast changing and dynamic situation.

So now to answer your first question.

1. What current plans does the Committee for Economic Development (CfED) have to maximise the potential economic opportunities for the Bailiwick of Guernsey opened up by the recently released "Guernsey Literary and Potato Peel Pie Society" film?

As I said before work has been taking place since April 2017, to help maximise the potential economic opportunities presented by the film. I will now summarise that work and the specific film related activities and campaigns that VisitGuernsey has developed and successfully executed under the campaign's overarching theme and strapline 'Visit the island that inspired the story'.

In April this year, a three-week national TV advertising campaign was launched by VisitGuernsey in the run up to the release of the film. The 10-second spot campaign advert was produced featuring footage from the film, approved by STUDIOCANAL. The media schedule was jointly planned with STUDIOCANAL, and the VisitGuernsey spot adverts featured on the same channels and around the same ad breaks as STUDIOCANAL's own TV ad campaign for the film.

VisitGuernsey's campaign achieved 21,863,108 (nearly 22 million) impacts with their core ABC1 45+ target audience. VisitGuernsey also agreed with Condor, that they run their TV spot ads directly after the VisitGuernsey ads thus providing a strong call to action and giving as much exposure for Guernsey as budget allowed during this key selling period.

Following national release of the film on the 20th April, VisitGuernsey commenced its cinema advertising campaign. In all of the 500+ cinemas showing the film across the UK, VisitGuernsey's 30 second ad appears in the ad break just before the film starts, and will feature for the duration of the film's theatre showing. This cinema advertising campaign is estimated to be seen by over 700,000 cinema goers. VisitGuernsey's tourism content also features in STUDIOCANAL's official Potato Peel Pie Society film booklet which has been distributed in all cinemas.

The digital activity developed and implemented by the team has also been extensive.

Marketing & Tourism's digital team, working with STUDIOCANAL, developed and launched a purpose designed Potato Peel Pie microsite, accessed through the VisitGuernsey.com website. The microsite can also be accessed via a link through VisitGuernsey.com from STUDIOCANAL's official Guernsey Literary and Potato Peel Pie Society website. Mini videos of interviews with Guernsey's occupation survivors were also produced by the VisitGuernsey team and feature on the microsite.

Visits to VisitGuernsey.com since the release of the film are up by over 130%, and the film related specific digital and web content, including consumer mailers and PPC campaign activity have been seen by over 1.2 million people this year.

The team has also generated well over 100 film related posts on social media channels, and these have been seen over 1 million times during the year to date.

Other media marketing activity has included the installation of large movie-related poster hoardings at Guernsey's ferry terminal and airport, and a large backlit billboard featuring a movie inspired creative promotes Guernsey at the entrance to Southampton Airport.

VisitGuernsey has agreed a major campaign with The Telegraph, with a takeover of the travel and Film homepage of their website which went live on 23rd April

Potato Peel Pie themed walks have been added to the Tasty Walks guide, and a themed 40 second video has been produced and shared in social media posts.

The 2018 Occupation and Liberation themed Heritage Festival which features more than 250 events over five weeks from 30 March – 10 May, included 60 specific Potato Peel Pie events and activities within the events programme, including walking tours, cycle tours, coach tours, heritage site open days, talks etc. VisitGuernsey also successfully secured props used in the film for Guernsey Museum to include and display in their film-themed Heritage Festival exhibition. The Information Centre has also received a design makeover with film and occupation themed imagery and information displayed with striking impact.

A number of carrier partner initiatives have been agreed including film related features and content included in the Aurigny inflight magazine and a Condor film themed incentive and promotional campaign.

VisitGuernsey also worked with and supported STUDIOCANAL with the development and filming of their Occupation Survivor Video which will be included in the DVD versions of the film following the digital and home entertainment release in August, and VisitGuernsey has successfully gained agreement to have a printed insert dedicated to promoting Guernsey tourism included in the DVD case.

The world premiere of the film provided a fantastic opportunity to promote Guernsey to fans and the film and travel press and media audience. VisitGuernsey secured agreement to have Guernsey tourism related questions included in the interviews of the cast and directors during the world premiere press junket. Video clips and content of the interviews were included in worldwide media coverage. The event featured on the front pages of the mainstream national press the following day, with the word 'Guernsey' standing out bold and proud in the logo for the film.

During the world premier press junket day, the Marketing & Tourism team also secured posters, scripts and books signed by the stars, director and author for use as competitions prizes and for The Arts Foundation to auction to help in their fund raising.

VisitGuernsey gained agreement from STUDIOCANAL to allow Guernsey ice-cream to be distributed in the cinema prior to the showing of the film at the premiere and they introduced STUDIOCANAL to Wheadon's Gin, which subsequently agreed for the gin to be promoted at the press junket and at the world premiere after-party.

The 2018 Guernsey Heritage Festival Guide was distributed to all attendees at the premiere and VisitGuernsey content was included in the special film premiere booklet produced and distributed by STUDIOCANAL to all attendees also.

VisitGuernsey was also instrumental in securing initial agreement from STUDIOCANAL to commit to supporting the staging of a Guernsey premiere, and to bring over the film's stars and director for the gala event. The team discussed the concept of a Guernsey premiere with STUDIOCANAL at their very first meeting, and convinced their theatrical production team to visit Guernsey in February to view the possible location for the premiere and to meet the event organisers.

VisitGuernsey secured the c£38,000 funding approval from the Policy & Resources Committee for the Committee *for* Education Sport & Culture to allocate to the Arts Foundation to stage the event.

VisitGuernsey also negotiated and secured the sponsorship of the Guernsey premiere event by Specsavers, and they gained agreement from Specsavers to use their jet to bring the stars of the film to Guernsey for the Premiere.

The black tie premier on the evening of the 12th April was a prestigious occasion, and the very positive reception of the film at the event provided clear endorsement that the film's producers, cast, crew and director had done the story and Guernsey proud.

VisitGuernsey's efforts did not end there. The Trade and Media Team has managed to bring nine of the top UK National Press journalists to Guernsey to write a movie themed tourism specific feature. The publications included, the Daily Mail, the Telegraph, the Times, the Radio Times, the Sunday Independent, the i magazine, the Scotsman, Love Exploring, and the Best Magazine. The features written by these journalists have been appearing in their respective printed and online publications since the film's release.

The team has also agreed and executed a number of high-profile promotional initiatives with big UK retail brands in partnership with STUDIOCANAL. Promotions and competitions to win visits to Guernsey have been agreed with Sainsbury Nectar Points, Oddbins and Riverford. High profile branded promotional partnerships have also been agreed by VisitGuernsey with the books publisher Bloomsbury and with retail giant WHSmith. A VisitGuernsey branded sticker features on the newly designed jacket, which features an image of Icart Point, on the re-published book. The book with the VisitGuernsey sticker and competition is being distributed nationwide in selected WH Smiths stores. The competition is promoted on Bloomsbury's website, with a link to VisitGuernsey's website.

The Trade and Media Team has also secured online film-themed tourism offers with national publications Good Housekeeping, Country Living and House Beautiful. Working with presenters Duncan Barrett (a young historian), and Anna Smith (the BBC and Sky film critic), the team delivered a national radio campaign, discussing Guernsey, the occupation, and the film. The campaign featured on a mixture of BBC and commercial stations with significant reach targeted at key departure points for Guernsey.

VisitGuernsey's tour operator and travel agent partners continue to play a vital important role in bringing leisure visitors to the island. They still bring approximately 30% of the staying leisure visitors to the island, and following the announcement of the release of the film have been working with VisitGuernsey on film related multi-channel trade campaigns and the promotion of Potato Peel Pie themed holiday packages.

Premiere Holidays and CI Travel Group, VisitGuernsey's largest trade partners have also been actively engaging with the large UK travel agent groups offering film themed incentives and prizes to encourage the promotion of Guernsey.

Airways holidays, the trade arm of CI Travel Group, has agreed with Thomas Cook the promotion of their Guernsey Literary and Potato Peel Pie Society Break across Thomas Cook's 800 UK branches, providing fantastic national exposure for Guernsey tourism.

The online travel agent Opodo is already seeing positive results from the increased exposure and last week issued a press release revealing that Guernsey is its sixth highest worldwide growth destination for the May bank holiday weekend

VisitGuernsey is not just focusing its activity on the UK market. As the film is scheduled to be released across Europe, VisitGuernsey has been working with their European Tour Operator and publicity partners to exploit the opportunities presented by the film also.

The team has secured a visit from France's biggest national daily newspaper, 'Le Figaro'. The visiting journalist will stay for three days and will produce a film themed piece ready for the movie's release in France on 30th June

The team is also working with Belga Films, which is distributing the film in Holland and Belgium, and with SunAir, VisitGuernsey's tour operator partner, on the promotion of special packages to the consumer and also through the Benelux travel trade.

The film will be released in Germany and Austria in August, and planning is already underway with VisitGuernsey's trade partners in both countries to capitalise on the opportunity.

The film will be released on the Netflix channel in August across the US, South America and South East Asia regions. Whilst VisitGuernsey does not have anywhere near sufficient budget to market directly to these regions, they are actively investigating marketing opportunities with potential trade partners.

Finally, the Committee *for* Economic Development will be considering how it is using the promotional opportunity generated by the film to support the tourism industry as part of our work on a revised tourism strategy to be presented to the States later this year.

And finally to your third question.

3. Does the CfED have a detailed plan to encourage the whole Bailiwick community, together with all local industries, to engage in the collective promotion of the Bailiwick, via social

media platforms and more generally, in the context of the film's success? If not, can this idea be explored further by the CfED?

As I said earlier on in my summary update of activities, the Marketing & Tourism team has been actively engaging with their tourism trade and industry partners, and with the wider business community through the Chamber of Commerce, and have delivered and shared regular film-themed social media campaign posts, including a 'call to arms' to all such partners the week before the film's release, requesting that everyone makes every effort to share posts from VisitGuernsey, STUDIOCANAL, Lily James, etc. through their own social media channels.

On behalf of the Committee, I would wish to comment that the number, variety and quality of marketing and promotional initiatives developed and executed by the VisitGuernsey team, in collaboration with STUDIOCANAL, whose support has been exceptional throughout, and with their trade and industry partners, has been quite astonishing and very impressive, especially considering the limited budget they have had to work with, the very tight time constraints they have had to develop the final campaign details within, due to the changing release dates, and the very rigid three month pre-release promotional window STUDIOCANAL work to with all film releases. It is important to remember that the distributors release upward of 50 titles per year. VisitGuernsey developed and delivered all of the initiatives I have taken you through, in addition to their normal core annual campaign and marketing responsibilities without any extra team resource to draw upon.

I would like to thank the VisitGuernsey team, STUDIOCANAL and VisitGuernsey's trade and industry partners for their hugely impressive collaboration. I am sure their efforts will be rewarded. The early signs are looking very encouraging not only for Guernsey's tourism industry, but for Guernsey as a whole. The film has featured near the top of the UK box office rankings since its release and Guernsey will undoubtedly benefit from the extremely positive reaction to the film and from the extensive promotion and publicity the Island is receiving. We are also encouraged by a number of local businesses that have made their own efforts to promote the film and sale of the book.

Once again I am grateful to you for the chance to set out the extensive work undertaken to maximise the opportunities presented by the film's release. I appreciate this is a lengthy response, but nonetheless I would also be very happy to follow up any further queries you may have in person. If this is considered helpful, please contact the office and we will arrange for you to meet with the Director of Marketing and Tourism.

Deputy Charles Parkinson
President, Committee *for* Economic Development