



## **Great Days Out Close to Home - Launch Assets**

### **Launch date Monday 26 October 2020**

#### **1. Visual assets**

Please use the visuals on your social media channels and add to your website. The campaign has 4 messages please use the one most relevant to you:

- Great days out close to home
- Dine out close to home
- Retail therapy close to home
- Great Adventures close to home

#### **2. Key messages**

- Essex is open for business just remember to visit in your household bubbles indoors and up to 6 outdoors
- For further information on guidelines go to <https://www.gov.uk/guidance/local-covid-alert-level-high>
- You can plan your trip and get great ideas of places to go at [www.visitessex.com](http://www.visitessex.com)
- Make memories this Autumn/ half-term with your family or partner
- Support local, stay local, stay safe

#### **3. Campaign Landing Page URL**

Please use this URL in your social posts where possible and have a link on your own website, newsletters etc. <https://www.visitessex.com/inspire-me/great-days-out-close-to-home>

#### **4. Press Release**

For your information we're pleased to share the campaign launch press release with you as a separate attachment.

#### **5. Social media**

Please share our campaign posts on Visit Essex social media channels

## **6. Official hashtags**

In your socials please tag [visitessex](#) and use the below hashtags

#visitessex  
#closetohome  
#greatdaysout

## **7. Suggested social copy - tweak, adjust and use as suits best.**

We are pleased to be supporting @Visit Essex's Great days out close to home campaign. Whether you want to spend time with your partner or make family memories we are open for business just remember you can only visit indoors with your household bubble or outdoors as a group of 6.

#visitessex We are open for business, dine out/ retail therapy/days out, close to home. For other suggestions of fun days out follow @visitessex

There is lots to do in Essex this Autumn support your local businesses and visit us as well as other local places. We are supporting @Visit Essex's Great days out close to home campaign for ideas on places to visit [www.visitessex.com](http://www.visitessex.com)