

# GB- Island of Ireland Co-Operative Campaigns 2022

**Activities:** B2C Co-operative Marketing Campaigns/Activities

**Suitable for:** Accommodation Groups, Attraction groups and associations, Festivals, Golf, Accommodation Individual properties , Attractions

**Date:** Throughout the year

**For More Info:** [Joseph Cruise](#) Tourism Ireland Great Britain

In 2022, Tourism Ireland GB invites partners from the island of Ireland to join our digital co-operative marketing programme. Partners are invited to submit digital campaigns that will drive awareness and bookings from Great Britain. Your GB market based media campaigns must lead with a dedicated Ireland message & branding followed by the tactical offering. Based on the strength of the campaign and its potential effectiveness and agreement with Tourism Ireland in advance, we can co-fund up to 50% of the cost of the campaign.

For activity to be eligible:

Objectives of the activity must be in line with Tourism Ireland online strategic objectives

The objective of the activity and KPIs must be agreed up front

The campaign must be in market media led and target consumers from England, Scotland & Wales only

The minimum level of total (Tourism Ireland + partner) investment in the activity must be €4,000. The Tourism Ireland investment is inclusive of VAT

Partners must supply a dedicated booking page to optimise the consumer journey and to allow full measurability. A full measurement evaluation of on-line activity must also be provided by the partner at the end of the activity showing the following:

Results achieved vs. objectives

Response to targets set e.g. bookings, revenue produced from campaign, open rates, click through rates, banner, email, and other advertising metrics

Commercial benefit and full auditable proof (invoices) for total activity spend

**Please note this opportunity is to be confirmed once Tourism Ireland market plans have been finalised.**



