



NewcastleGateshead



# AUTUMN WINTER CAMPAIGN

**PARTNER TOOLKIT**

**2025/26**

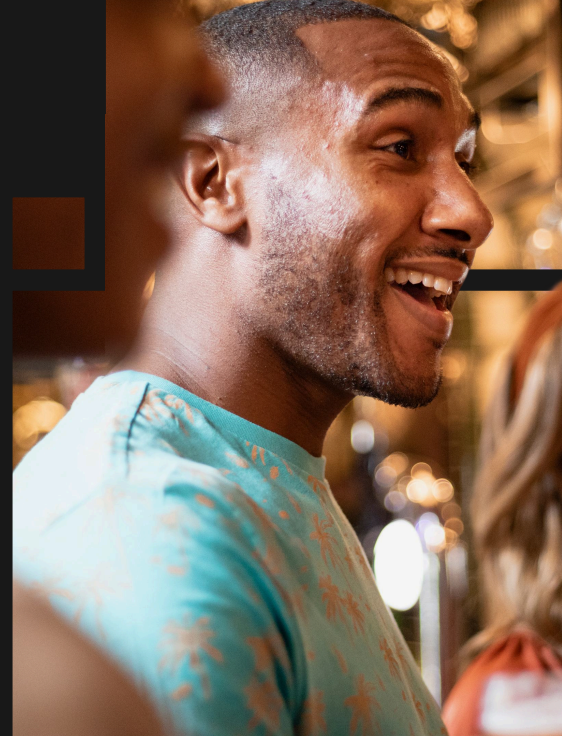
## 1. CAMPAIGN OVERVIEW

# WELCOME

WELCOME TO OUR **AUTUMN/WINTER 2025/26** CAMPAIGN. WE'RE PROMOTING NEWCASTLEGATESHEAD AS THE PERFECT AUTUMN AND WINTER CITY BREAK DESTINATION TO AUDIENCES IN LEEDS, MANCHESTER, YORK, AND EDINBURGH.

Your participation amplifies this campaign and helps us create a unified voice that drives visitors to our destination.

We're proud to be working alongside key partners including TransPennine Express and Eldon Square to make this our most successful autumn/winter season yet.



### CAMPAIGN AT A GLANCE

- **Period:** October 2025 - January 2026
- **Theme:** "REAL" - authentic, unfiltered experiences
- **Target:** Urban professionals aged 35-55 from 2-2.5 hour travel radius
- **Objective:** Drive weekend stays during autumn/winter period
- **Reach:** Digital, OOH, influencer, and press across target cities

### THE "REAL" CAMPAIGN THEME

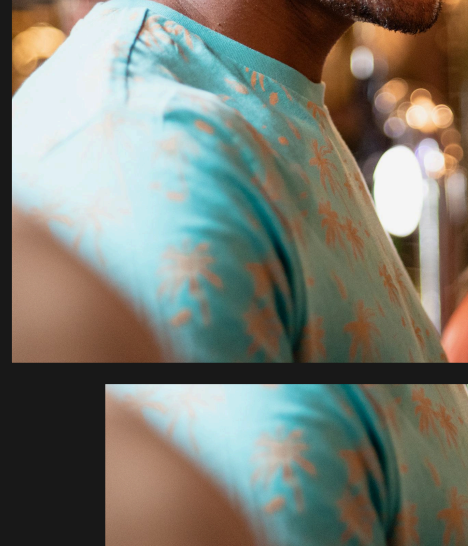
Everything centers around authentic experiences:

- **Real** cosy escapes and **real** winter magic
- **Real** atmosphere, **real** global cuisine, **real** finds
- **Real** festive moments and **real** traditions



## OUR COLLABORATIVE APPROACH

When partners align with campaign messaging, we create a unified voice that's stronger than any individual effort. Our multi-channel campaign drives awareness and consideration across target cities, but it's your authentic experiences and aligned messaging that convert interest into bookings. Together, we amplify reach, strengthen the destination's reputation, and ensure visitors encounter consistent, compelling reasons to choose NewcastleGateshead throughout their decision journey.



### CAMPAIGN VOICE

- **Authentic & Down-to-earth:** "No pretence. No filters. Just a city that's genuinely full of surprises"
- **Warm & Welcoming:** "We're ready to welcome you in — with open arms and a whole lot of real"
- **Conversational:** Use "Here's where [X] meets [Y]" to create engaging contrasts

### WHERE WE'RE PROMOTING

- **Digital:** Google Search, YouTube, Facebook, Instagram, Digital Audio
- **Out-of-Home:** Rail stations, malls, roadside in target cities (12 million impressions)
- **Influencer:** Authentic city guide content
- **National Press:** Times Magazine regional inserts



## 2. HOW TO GET INVOLVED

### MAKE IT SIMPLE: THREE WAYS TO PARTICIPATE

#### SHARE OUR CONTENT

Repost from our social accounts or download ready-made graphics from our asset hub.

 **NewcastleGateshead**  
 **@mykindoftoon**  
 **@newcastlegateshead**

#### APPLY THE REAL THEME

Use the campaign voice in your own marketing – see examples below.

#### USE THE CAMPAIGN DETAILS

**Hashtag:** #RealNewcastleGateshead

**Call to Action:**

Be inspired and plan your weekend now at:  
[newcastlegateshead.com/autumnwinter](http://newcastlegateshead.com/autumnwinter)

Add them to your social posts, emails and website.





# USING THE CAMPAIGN THEME

## THE FORMULA

"Real [your experience]. Here's where [what you offer] meets [your setting/vibe]."

## EXAMPLES

### Hotels & Accommodation

"Real cosy escapes in the heart of NewcastleGateshead. Here's where boutique comfort meets city centre convenience.

Your perfect autumn break starts here.

#RealNewcastleGateshead

[newcastlegateshead.com/autumnwinter](https://newcastlegateshead.com/autumnwinter)

### Restaurants & Bars

"Real warmth on a winter's evening. Here's where hearty seasonal dishes meet cosy fireside dining. Perfect for refuelling during your NewcastleGateshead weekend.

#RealNewcastleGateshead

[newcastlegateshead.com/autumnwinter](https://newcastlegateshead.com/autumnwinter)

### Retail & Shopping

"Real local treasures. Here's where independent shopping meets unique finds. Start your Christmas shopping here, then explore everything NewcastleGateshead has to offer.

#RealNewcastleGateshead

[newcastlegateshead.com/autumnwinter](https://newcastlegateshead.com/autumnwinter)

### Attractions & Activities

"Real winter magic. Here's where family fun meets festive wonder. Make us part of your NewcastleGateshead Christmas break

Your perfect autumn break starts here.

#RealNewcastleGateshead

[newcastlegateshead.com/autumnwinter](https://newcastlegateshead.com/autumnwinter)

### Cultural Venues

"Real culture, real talent. Here's where world-class performances meet intimate venues. The perfect centrepiece for your NewcastleGateshead weekend.

Your perfect autumn break starts here.

#RealNewcastleGateshead

[newcastlegateshead.com/autumnwinter](https://newcastlegateshead.com/autumnwinter)

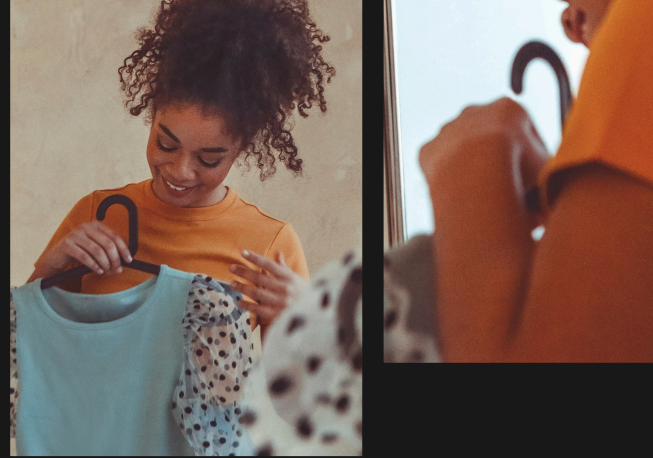
### Example Post

"Join us this winter for [your offering].  
#RealNewcastleGateshead Be inspired and plan your weekend now at [newcastlegateshead.com/autumnwinter](https://newcastlegateshead.com/autumnwinter)"



## CAMPAIGN ASSETS AVAILABLE

Download from [here](#).

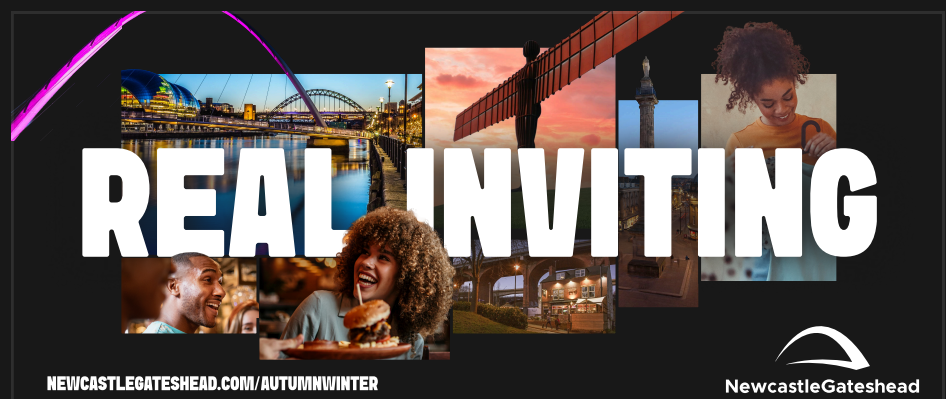


## HOW PARTNERS CAN USE THE CAMPAIGN THEME

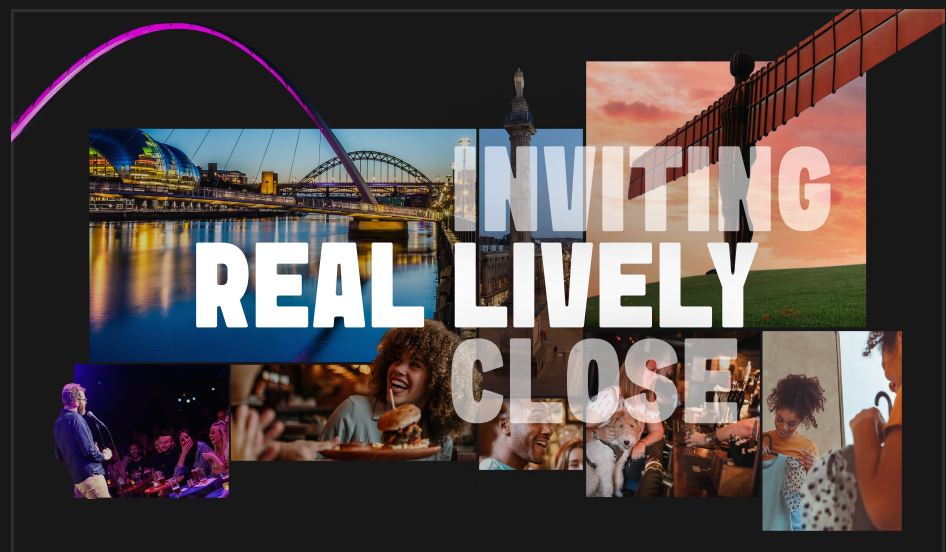
### Social Media Examples



### Email / Newsletter Header



### Website Homepage Banner





## 3. SUPPORT & CONTACTS

### WHAT SUPPORT YOU'LL GET

- Access to all campaign assets and templates
- Regular campaign updates and news
- Opportunities to feature in NGI marketing
- Connection with other campaign partners
- Guidance on using campaign materials

### KEY ASSETS

Asset Download Hub: [Click Here](#)

Campaign Website:  
[newcastlegateshead.com/autumnwinter](http://newcastlegateshead.com/autumnwinter)

### KEY CONTACTS

#### Jen Rea

Head of Business Engagement  
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#### Sarah Bosnyak

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**LET'S MAKE THIS OUR BEST AUTUMN/  
WINTER SEASON YET. TOGETHER, WE'LL  
SHOW VISITORS THE REAL  
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WITH OPEN ARMS AND  
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