

The Challenge

To support our members in kick starting the leisure marine industry following the first COVID-19 lockdown in June 2020. British Marine launched a highly successful *#summeronthewater* campaign across social media to raise awareness of the marine leisure offering within the context of the 'Great British Staycation'.



Increased traffic, enquiries and sales for our members



113,375
website
visits



10,000+
social media
reach



4.2 million
people
reached



22,600+
video
views



We couldn't have asked for a better low cost, high quality solution that re-kindled our own enthusiasm and the extra exposure during a period of customer bounce-back, creating a fantastic level of enquiries and helping drive our sales over the summer...I have to commend British Marine on their quick action to promote the industry and for providing great support.

Mike Cook
Thames Boat House
Walton Marine



How we made it work

Showcasing the marine leisure industry
Spearheading the campaign, an **inspirational video** was created to encourage people to give water sports a go. Made almost entirely of British Marine members' footage, the video showcased UK waterways and coastlines, and a wide range of water sports activities.

Promoting members' products and services
To make it easy to get out on the water, we launched **summeronthewater.com**, a dedicated campaign website promoting British Marine members, their products, services and contact details.

Dynamic social media campaign
We launched **#summeronthewater**, encouraging the audience to share their on the water experiences and, in turn, inspire others. The hashtag was adopted by British Marine members in their promotional activities, amplifying the campaign's reach.

Coverage in the national press
Working in partnership with Honda Marine, we organised a highly successful press trip, which saw five national media journalists complete their RYA Level 2 Powerboat Course. **National press coverage** included The Daily Telegraph and The Sun.

British Marine Members' Toolkit
Making it easy for British Marine members to get behind the campaign, a promotional toolkit was distributed – a truly comprehensive **suite of marketing collateral** to facilitate a multitude of local creative initiatives.

To find out more about how British Marine membership can benefit your business, visit britishmarine.co.uk and check out the [BM National Agenda](#).

