



UKVI Cricket World Cup Campaign



UK Visas and
Immigration



Thank you for joining our UKVI Cricket World Cup campaign.

Every year, UK Visas and Immigration receives hundreds of thousands of visit visa applications from all around the world. In 2018, the number of visitor visas granted were over 2.2million, an increase of 7% compared to the previous year - the highest level on record.

We are delighted that in its 44th year anniversary, the Cricket World Cup is being hosted by England and Wales, commencing from Thursday 30 May until Sunday 14 July. As a result of this, we are expecting cricket fans from across the world to travel in large numbers and many of these fans will need a visit visa to enter the UK.

To ensure supporters are well informed of our service standards and prepared to make their visa application in time, we have developed a suite of campaign materials to encourage those planning to travel to the UK to apply for their visa as early as possible.

We want to remind people that our service standard is 15 working days for a standard visa application and they can apply for a visit visa up to three months before they travel. We also want to highlight our priority visa service in case they have to apply at short notice.

This pack outlines the campaign's key messages and provides a range of social media assets for use in your channels.

Your help and support in communicating this essential guidance is much appreciated. We hope this pack makes it as easy as possible to share with potential visitors through your social media channels.

If you have any questions or feedback, please contact us at: ukvistrategiccomms@homeoffice.gov.uk



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Key Messages

- If you're heading to the UK this summer, make sure you apply early for your visitor visa! You can apply up to three months in advance.
- Standard visa applications can take 15 working days – make sure you apply early.
- Get ready for your UK cricket adventure – apply for your visa now. It only takes three simple steps!
- If you're heading to the cricket this summer, you'll need a visit visa. Use our priority visa service and get a response in just five working days.
- Still thinking of heading to the cricket? Use our priority visa service and get a response in just 5 working days.



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Social Media Assets Summary

There are two phases to our campaign:

- **Phase 1 to run throughout April:** this phase will focus on early application, encouraging customers to apply for their visa in advance.
- **Phase 2 to run from 1 May until 1 July:** this phase will focus on encouraging late booking customers to use the Priority Visa and Super Priority Visa services to ensure they get their visa in time (four weeks before the tournament starts on 30 May 2019 and in time for the final on 14th July).

All of the following assets are available to download here:

[Phase 1](#)

[Phase 2](#)

Please post on your social media along with the key messages we have provided in the next slides.



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Phase 1

April 2019

To promote and support visitors to apply early
we encourage our partners to use the following assets.



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Cricket World Cup Social media Static 1+2 (Phase 1)

If you're heading to the UK this summer, make sure you apply early for your visitor visa! You can apply up to three months in advance. [Find out more](#)

Get ready for your UK adventure – You can apply for your visitor visa up to three months in advance. [Apply now!](#)



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Cricket World Cup Social media Static 3+4 (Phase 1)

Heading to the cricket this summer? Apply for your UK visit visa in 3 simple steps. [Find out more](#)

Want to see every six, wicket and over? Apply for your UK visa now. Standard visa applications can take 15 working days so make sure you apply early. [Find out more](#)



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UK Visas & Immigration

SPORT IS GREAT
BRITAIN & NORTHERN IRELAND

Heading to the UK for the cricket this summer?

You'll need a visit visa.

This can take up to 15 working days - or just five days with our optional Priority service.

Find out more info and apply on **GOV.UK**

This advertisement features a dark blue background with a red silhouette of a cricketer in the bottom right corner. The text is white and blue, providing information about the visa application process for cricket fans.



UK Visas & Immigration

SPORT IS GREAT
BRITAIN & NORTHERN IRELAND

Get ready for your UK cricket adventure

You can apply for your UK visa three months before you travel. Why not apply now?

Find out more at **GOV.UK**

This advertisement features a dark blue background with a red silhouette of a cricketer in the bottom right corner. The text is white and blue, providing information about the visa application process for cricket fans.

Cricket World Cup GIF 1 (Phase 1)

Heading to the UK for the cricket this summer? You'll need a visitor visa. [Find out more](#)



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Cricket World Cup Video 1 (Phase 1)

Get ready for your
UK cricket
adventure. [Apply for
your UK visa now.](#)



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Phase 2

May – July 2019

Encourage late booking customers to use the Priority Visa and Super Priority Visa services to ensure they get their visa in time.



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Cricket World Cup Social media Static 1+2 (Phase 2)

Heading to the cricket this summer? Use our priority service and get a response in just five working days. [Find out more](#)

Last minute plans to visit the UK for the cricket this summer? There's still time to apply for your visa – [apply now!](#)



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Cricket World Cup Social media Static 3+4 (Phase 2)

Want to see every six, wicket and over? There's still time to make the cricket with our priority services and get a response in just five working days. [Find out more.](#)

It's not too late to see the cricket live in action – get a UK visa in just five working days using our priority services. [Find out more](#)



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SPORT IS GREAT
BRITAIN & NORTHERN IRELAND

Looking forward to the cricket this summer?

Want to be there in person?
Applying for a UK visa is easier than you think. Apply now and be a part of the action.

Find out more at GOV.UK

This social media static features a dark blue background with a red silhouette of a cricketer in the middle of a batting stroke. The text is white and red, with the 'SPORT IS GREAT' logo in the top right corner.



UK Visas & Immigration

SPORT IS GREAT
BRITAIN & NORTHERN IRELAND

Still thinking of heading to the cricket this summer?

Apply for your visa with our Priority service and get a decision in just five working days.

Find out more at GOV.UK

This social media static features a dark blue background with a red silhouette of a cricketer holding a trophy high in the air. The text is white and red, with the 'SPORT IS GREAT' logo in the top right corner.

Cricket World Cup GIF 1 (Phase 2)

Want to watch the cricket live in the UK? It's not too late – use our priority visa service and get a response in just five working days. [Find out more](#)



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Cricket World Cup Video 1 (Phase 2)

It's not over until the last wicket falls. There's still time to visit the UK with our priority services. Get a response in just five working days. [Find out more](#)

Still thinking of heading to the UK for the cricket this summer?



You'll need a UK visit visa for your trip.



You can still make it with our



Then receive your visa within



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Campaign Assets

All assets are available to download. Please see links below:

[Phase 1](#)

[Phase 2](#)

THANK YOU

ukvistategiccomms@homeoffice.gov.uk



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