

GET IMMERSED IN OUR WEST COAST WATERS CAMPAIGN

STAKEHOLDER & BUSINESS PARTNER CAMPAIGN TOOLKIT

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The West Coast Waters Campaign is supported by the VisitScotland Growth Fund.

**Follow all our
social media channels
@WCWScotland**

Own it. Share it. Enjoy it.

01 Our Campaign

West Coast Waters 2020 is a brand created to unite, to share and to involve all DMOs, and key partners, across the west coast of Scotland to celebrate our rich tourism appeal.

With the VisitScotland themed year of Year of Coast and Waters 2020, we have grabbed the opportunity to showcase the wealth of coast and water destinations panning the entire west coast, to the people of Scotland, the UK and beyond.

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The objective

The purpose of the campaign is to promote the west coast of Scotland as a **MUST VISIT DESTINATION**.

We will invite visitors to immerse their senses by enjoying the west coast of Scotland, either by getting in the water, travelling on the water, or being near the water and indulging in the rich offering of food and drink, from nature's ladder.

We will tell the story of what can be experienced, where it can be enjoyed and how best to explore the coastal waters, through engaging visuals and narrative.

The audience

Who are they?

Learn more about our audiences through VisitScotland's segmentation research.

ADVENTURE SEEKERS >

CURIOUS TRAVELLERS >

"Adventure Seekers want an active holiday where they can enjoy both outdoor and cultural activities. They will venture off the beaten track and will be engaged by trying new things and pushing their limits and experiences. Holidays will really energise them."

"Curious Travellers like to live life to the full and enjoy travelling as a hobby. They have a overwhelming desire to explore new destinations and discover new things. A holiday will often broaden their minds, educate and revitalise them."

Where are they?

Domestic

- ~ People of Scotland in the east and Central belt
- ~ North of England

The message

"Immerse your senses"

Make 2020 the year you immerse your sense in the sights, sounds, tastes, textures and aromas of Scotland's West Coast Waters.

The format

West Coast Waters 2020 will be activated as a promotional social and digital campaign.

- ~ Social media activity
- ~ Digital web presence
- ~ Blogger activity
- ~ Influencer activity

The timescales

The campaign is designed and funded to run from **September 2019-December 2020**

Our vision is to build an identity, purpose and awareness that ensures the journey continues beyond this and is active for years to come - creating an on-going legacy.

West Coast Waters is an offering we can be proud of now, and in the future. Our geography will not change, so let's embrace the opportunity to share it for sustainable tourism to benefit all.

“

Make 2020 the year
you immerse your
sense in the sights,
sounds, tastes,
textures and aromas
of Scotland's West
Coast Waters.

”

Our Partner Quotes

"It is exciting to see that Year of Coasts and Waters has fired the imagination of so many different people and groups but the real success from the year is the cross-border and pan-discipline working which has been displayed within the West Coast Waters initiative. We see huge opportunity in this especially when you consider the legacy value and believe that 2020 will be the most successful and memorable themed year yet."

Peter Griffiths, Strategic Marketing Manager, CalMac Ferries

"ScotRail are delighted to be working with local partners and other transport providers to deliver West Coast Waters. From Ardrossan, Largs and Wemyss Bay on the Clyde Coast, to Oban, Fort William, Mallaig and Kyle of Lochalsh; ScotRail is the ideal gateway to your West Coast adventure."

Alasdair Smart, Tourism Manager, Scotrail

"West Coast Waters is a fantastic example of real collaboration, with destination groups and partner organisations all coming together to realise the bigger benefits of working together across the west of Scotland to promote and grow marine tourism. We are delighted to be involved, along with the other partners, in shaping the projects which will play a huge part in Scotland's Year of Coasts and Waters 2020, and will deliver benefits and legacies well beyond the themed year."

Daniel Steel, SailScotland

"West Coast Waters is a multi-destination collaborative effort to realise the extraordinary potential of the maritime environment up and down the region. This exciting new campaign will showcase the vast marine tourism offering of Scotland's west coast and bring visitors to the area to discover this offering for themselves."

"Partnership and collaboration are at the heart of Scottish tourism and I'm delighted VisitScotland are able to support this innovative campaign that will help bring success, well-being and prosperity to the west of Scotland."

David Adams McGilp, VisitScotland Regional Director

"As the national association representing Scotland's wildlife and adventure tourism sector, we are thrilled to be part of such an exciting project aiming to welcome more locals and visitors to experience and explore Scotland's West Coast Waters. Whether in or on the water, Scotland has some of the best wildlife watching and some of the most breathtaking coastal scenery in the world, so we are encouraging Wild Scotland members to embrace this fantastic opportunity, to promote and share quality activities which deliver good practice and provide a memorable experience."

Victoria Brooks, Manager, Wild Scotland

"Visit Scotland's Year of Coast and Waters 2020 has provided the backdrop for an unprecedented collaboration on the west coast of Scotland. AITC are delighted to have contributed collectively to the securing of funds, from a wide range of partners, to enable the West Coast Waters 2020 campaign to shine the spotlight and showcase the amazing opportunities, activities and experiences here on Scotland's Adventure Coast."

The timing could not have been better with the public's increasing awareness of the remarkable marine environment on our doorstep. The incredible pan west coast nature of the campaign, including areas from the Outer Hebrides to the Clyde Estuary, will help to magnify the message that 2020 is the year to travel and get on - if not in - the West Coast waters."

Iain Jurgensen, Chair, Argyll & The Isles Tourism Cooperative (lead partner for the West Coast Waters 2020 Campaign)

Our Partner Quotes Cont.

"The aims of the West Coast Waters collaboration to develop and promote a sustainable marine tourism economy on the west coast of Scotland match the aims of the CAPITEN Atlantic Cluster perfectly. The work undertaken in these unique and diverse regions has identified a common need and desire to protect the natural and cultural heritage in these coastal destinations. Continuing the development of snorkel trails and marine life education on the west coast of Scotland is at the heart of the CAPITEN project in the West Coast Waters destination campaign. Through the West Coast Waters collaboration, partnership and campaign, we have been able to achieve far greater outputs than we had originally anticipated for CAPITEN in Scotland and we look forward to continuing our work with the group during the West Coast Waters and Year of Coasts and Waters 2020 campaigns and beyond."

**Sara Bellshaw, Project Manager,
CAPITEN and UHI Centre for Recreation
and Tourism Research**

"VisitArran is really excited to be part of such a huge collaboration, working across fellow islands and other west coast destinations to deliver something really special! We have an amazing offering for marine tourism individually - and together West Coast Waters can offer even more to our marine visitors!"

**Sheila Gilmore,
Executive Director, VisitArran**

"We have such an amazing and diverse west coastline of Scotland and SMMAATA represents 230 miles of it. Some of our waters are Marine Protected and have recently been designated a Mission Blue Hope Spot. We have several marine tourism businesses and community groups that strive to protect and promote it."

By collaborating with the wider West Coast Waters group we have a stronger voice and passion around all things Marine and collectively can promote the West Coast of Scotland and allow others to enjoy it in a sustainable way. We have achieved so much through working together - we have so much in common and it's an exciting time ahead as we develop the group further. It has allowed us to better understand our neighbours and to explore new opportunities. 2020 Year of Coast and Waters campaign is just the beginning!"

**Michelle Hilder, Chair,
SMMAATA/West Highland Peninsulas**

"Our involvement in this campaign was vital as we seek to convince visitors to stay longer and experience more on Skye and in the neighbouring areas, the promotional images from the campaign and the diversity of actual experiences on offer both locally and regionally make this a campaign relevant to the whole of the west coast."

**Alistair Danter, Project Manager,
SkyeConnect**

"Visit Cowal are greatly looking forward to the excellent opportunities this campaign will bring to the region. We have no doubt that the size and the ambition of this initiative will ensure that the west coast of Scotland will take centre stage during the two years of coasts and waters. Cowal has great content to add to the story."

**Iain Fleming, Chair,
Cowal Marketing Group**

"Wester Ross welcomes the opportunities provided by the project to maximise the often untapped potential of one of our greatest assets - the Coastline and Waters surrounding Wester Ross. This will enable communities and businesses throughout the area to develop a range of economic, touristic, and social advantages - aided and abetted by the collaborative efforts of a wide range of interests and abilities along the entire range of the Scottish West Coast. It is an opportunity none of us can afford to miss. We look forwards to working with everybody involved in the project."

**Douglas Gibson, Project Co-ordinator,
Visit Wester Ross**

"Explore Islay and Jura are excited to be part of this exemplary West Coast collaboration. The campaign and all its facets will offer so many opportunities for our businesses and local community showcasing our unique island coast and water scenery and experiences, and contrasting them with our immediate neighbours and further afield."

**Jack Fleming, Chair,
Islay and Jura Tourism Marketing Group**

Our Partner Quotes Cont.

"IMAGE immediately recognised the advantages of being part of an exciting collaboration that was a perfect fit for the Years of Coasts and Waters. It will ensure that the West Coast of Scotland will feature strongly throughout the focus year and beyond, and also showcase the incredible diversity of what is on offer."

**Gavin Dick, Chair,
Inveraray Marketing Group**

"For hundreds of years from when the seaways were the highways, Colonsay has been a key stopping point for those who travel the Hebrides. We're delighted to support the West Coast Waters initiative to encourage even more visitors across the water to discover our island gem."

**Christa Byrne, Chair,
Colonsay Tourism Marketing Group**

"Love Loch Lomond are delighted to be partners within the West Coast Waters project. This project is a true collaboration of partners who are passionate about the experiences we offer our visitors as individual destinations and as a collective covering the West Coast of Scotland. We hope to inspire visitors to explore more of our fantastic west coast."

**Karen Donnelly, Destination Manager,
Love Loch Lomond**

"Oban & Lorn Tourism Alliance (OLTA) has been promoting its area as the 'Seafood Capital of Scotland' for many years. The opportunity to collaborate with other DMOs to highlight our fantastic sailing and cruising waters, eco tourism activities and our harbour town's marine heritage across the west coast could not be missed and we're delighted to support the West Coast Waters marketing campaign. Whether you're a cruise passenger, a leisure sailor, kayaker or land lubber there's a warm West Coast welcome for visitors to Oban and we are excited to play our part in showcasing the wider area's superb maritime assets."

**Linda Battison, Director of Marketing,
Oban & Lorn Tourism Alliance**

"VisitBute are delighted to be involved in the West Coast Water projects celebrating the Year of Coast & Waters 2020, as it provides an excellent opportunity to promote the Isle of Bute as a destination for a wide variety of activities and experiences, both on and off the water. The Isle of Bute is excited to be collaborating with 17 DMOs across the west coast to deliver ambitious projects which will ultimately provide an amazing experience for all our visitors to the west."

**Donna Chisholm, Director,
VisitBute**

"The West Coast Waters campaign is a great opportunity for visitors from other parts of Scotland and further afield to explore the diversity along Scotland's West Coast. Each of the islands within the Outer Hebrides and our neighbours has its own individual character but all offer a traditional warm welcome."

**Rob MacKinnon, CEO ,
Outer Hebrides Tourism**

"The whole is greater than the sum of its parts". Aristotle. No quote describes the reason for participating in this campaign more succinctly. Working collaboratively across industries, sectors and destinations to show-case the amazing West Coast Waters through 2020 and beyond gives us all a greater breadth and depth of opportunity to delight our communities, workforce and visitors alike."

**Victoria Winter, Director,
Heart of Argyll Tourism Alliance**

Our Partner Quotes Cont.

“West Coast Waters 2020 is an opportunity for coastal areas and islands to join together in celebrating the amazing sights and experiences available in, on and around the seas and shores on the west coast of Scotland. The islands of Mull & Iona have fabulous coastlines from dramatic cliffs and sparking blue-green seas, to shell-sand beaches and evocative offshore islands. This campaign will highlight and inspire people to explore Scottish west coast waters, and Marketing Mull and Iona are delighted to be involved in the project.”

**Collin Morrison, Chair,
Marketing Mull & Iona**

“We are excited and privileged to be working on delivering West Coast Waters 2020 in collaboration with our west coast neighbours. We are proud to support what we are sure will prove to be a massive opportunity to highlight the scenery, wildlife, beaches and sporting activities in the area. The chance for the local surfing, sailing, kayaking, canoeing and wild swimming activities to be included in such a large project was too good to miss. The campaign also links well with the new Kintyre 66 route which includes a map of local produce, activities and places of interest to visit around the coast of Kintyre and Gigha.”

**Niall Macalister Hall, Chair,
Explore Kintyre & Gigha**

“The momentum and excitement within the industry for WCW 2020 is fantastic! Due to effective collaboration, shared goals and the determination of the pan west coast destination organisations and project partners we are confident that VS ‘Year of Coast & Waters’ will offer enhanced visitor’s experiences, growth potential within the Scottish marine tourism industry and pride in our marine heritage. Road to the Isles Marketing Group are proud to be involved in the collaboration and look ahead to 2020 confident that WCW 2020 events will create a lasting legacy beyond the themed year.”

**Sarah Winnington-Ingram, Chair,
Road to the Isles Marketing Group**

“This project demonstrates strong collaboration throughout the West Coast and presents an amazing opportunity to inspire and promote growth within the region as well as showcase the stunning coastline and water-based experiences that Lochaber offers throughout the Outdoor Capital of the UK.”

**Mark Gibbings, Marketing & Projects
Manager, Outdoor Capital of the UK**



02 Who Is Involved?

West Coast Waters is a collaboration of all west coast DMOs and tourism organisations collectively representing over 2,500 tourism interests across the west coast of Scotland. It is supported by the key public agencies and travel partners in the area. To find out more visit our website www.westcoastwaters.co.uk/about

Our Public Sector Partners



Our DMOs



The Role of DMOs in this Campaign

Every DMO in the west coast of Scotland is collaborating in this campaign and all have an important role to play in contributing to the success of West Coast Waters.

Make sure your DMO is campaign ready:

- ~ Know your local operators and their social media handles
- ~ Get to know your neighbours and what they can offer so you can connect where possible
- ~ Identify great days out from your own destination to neighbouring days out, to promote together
- ~ Consider generating your own WCW blog content for your own websites, or to contribute to others

Our DMO & Key Partner Social Media Handles

	Twitter	Facebook	Instagram
Argyll & The Isles Tourism Cooperative	@wildaboutargyll	@wildaboutargyll	@wildaboutargyll
Calmac Ferries	@calmacferries	@calmacferries	@calmacferries
Coll Development Trust	@visitcoll	@isleofcoll	@visitcoll
Colonsay Marketing Group	@visitcolonsay	@visitcolonsay	@visitcolonsay
Cowal Marketing Group	@VisitCowal	@VisitCowal	@VisitCowal
Explore Kintyre & Gigha	@ExploreKintyre	/ExploreKintyre	@ExploreKintyre
Heart of Argyll Tourism Alliance	@HeartofArgyll	/HeartofArgyll	@HeartofArgyll
Inveraray Marketing Group	@inveraray	@inveraray	n/a
Islay & Jura Tourism Marketing Group	@IslayandJura	@IslayandJura	@exploreislayandjura
Isle of Cumbrae Tourist Association	@IsleOfCumbrae	@VisitCumbrae	n/a
Kyles Marketing Group	@secret_coast	/secretcoast	@argyllsecretcoast
Love Loch Lomond	@lovelochlomond	LoveLochLomond	@LoveLochLomond
Marketing Mull & Iona	@VisitMull_Iona	@VisitMullandIona	@visitmullandiona
Mount Stuart Trust	@MountStuart	@MountStuart	@mount_stuart
Oban & Lorn Tourism Alliance	@obantweet	@obantourism	@visitoban
Outer Hebrides Tourism	@OuterHebs	@theouterhebrides	@VisitOuterHebrides
Outdoor Capital of the UK	@Outdoor_Capital	@OutdoorCapitalUK	@OutdoorCapitalUK
Road to the Isles Marketing Group	@TheRoadTTIsles	/TheRoadToTheIsles	@Roadtotheisles
SailScotland	@sailscotland	/sailscotland	@sailscotland
Scotrail	@scotrail	Scotrail	@myscotrail
Skye Connect	@SkyeConnect	@SkyeConnect	n/a
West Highland Peninsulas	n/a	@WestHighlandPeninsulas	@westhighlandpeninsulas
Tiree	@nadair_Thiriodh	@isleoftiree	n/a
VisitArran	@VisitArran	VisitArran	@VisitArran
Visit Bute	@Visit_Bute	@VisitBute	@Visit_Bute
Visit Scotland	@VisitScotland	@VisitScotland	@VisitScotland
Visit Wester Ross	@visitwesterross	@wester.ross	@visitwesterross
Wester Ross Biosphere	@westerrossbios	@WesterRossBiosphere	@WesterRossBiosphere
WildScotland	@wildscotland	@wildscotland	@wildscotland_

Our Pledge

Let's keep our collaboration strong and positive by making a pledge to create a responsible and sustainable tourism experience, to maintain our recognition across Europe and beyond.

- ~ We will source local produce as much as possible
- ~ We will operate our business in the most sustainable and eco-friendly way we can, and can take steps to minimise or eliminate single-use plastics
- ~ We will communicate my business services and opening hours clearly
- ~ We will create a safe, welcoming and memorable experience for all our customers and visitors
- ~ We will be responsible in helping protect the Scottish landscape and protect our wildlife
- ~ We will provide public transport information and walking / cycle routes to our visitors

~ We will promote our local area and connect with our neighbours across the water to create a pan west coast tourism community

~ We will encourage our customers to roam responsibly and protect our environment when visiting the West Coast of Scotland

~ We will make accessible Codes of Conducts, Best Practices and Tourism Guides to our team and visitors

And, encourage visitors to return time and time again!

“This your campaign to use, as a business or service within the west coast of Scotland.”

03 The Elements of Our Campaign

Own it. Share it. Enjoy it.

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The Elements of Our Campaign

Our Brand



Our Colour Palette

The West Coast Waters colour palette is influenced by the landscape of the west coast and islands, to create a strong sense of place.



The Elements of Our Campaign

Our Gaelic Connections

We will integrate Gaelic into the campaign with key words and phrases. Here is some you can use:

Cladach	Shore
Cladaichean an Iar	Shores of the West
Uisge	Water
Na tuinn	Waves
Laighe ne greine	Sunset
Sruth	Flow

Full list of examples >

Our media channels

 @WCWScotland
 @WCWScotland
 @WCWScotland
 @WCWScotland
 www.westcoastwaters.co.uk

Our hashtags

#WestCoastWaters
 #immerseyoursenses
 #YCW2020

Our imagery

We have created a healthy library of engaging imagery and videos.

These have been commissioned purely for this campaign and were taken in 2018/2019

You will be able to access images and videos after they have been officially posted on the WCW social channels.

Please credit all images to **WestCoastWaters**.

Images are available as high resolution on request and can be used on your social media, website and print.

To access the West Coast Waters image library please complete the request form via this link.

West Coast Waters Image Request>

Our categories to promote

- ~ All water activities
- ~ Boat Trips
- ~ Wildlife
- ~ Food & Drink

Our key messages

1 Invite our audience to come, enjoy the west coast of Scotland in 2020 by getting in, on, or near the water.

2 Share the fully immersive experience

See ~ Sights of water, coast and activities

Hear ~ Sounds from silence to waves crashing and nature's calls

Touch ~ Feel the elements against you, from head to toe

Taste ~ Taste of food, drink, and all the natural elements

Smell ~ Inhaling all of the west coast's food, drink and natural aromas

3 The different pace to be enjoyed, from slow and relaxing to adrenalin fuelled.

Safe and responsible tourism

Please familiarise yourself with these links to help promote the importance of enjoying the west coast safely, and responsibly.

WILD SCOTLAND >

RNLI >

OUTDOOR ACCESS CODE >

RESPECT THE WATER >

Our Bloggers & Influencers

We have identified engaging and passionate bloggers and influencers to promote our campaign and activities on social.

They will make a significant difference to the campaign by sharing our messages and destinations with their valuable audience and followers.

Bloggers benefits

- ~ Very SEO minded
- ~ Provide great travel tips and insights for their followers
- ~ Active on social media as they travel
- ~ Provide very well researched blogs

Influencer benefits

- ~ Inspire others through stunning imagery and video
- ~ Have a captive following who value their content and style
- ~ Curated content designed to inspire and influence

How you can maximise these benefits

- ~ Welcome them to your area and make yourself known to them
- ~ Follow their activity, continually
- ~ Like, share and comment on their content and activity
- ~ Tag them on your own social activity and always use our campaign hashtags
- ~ Keep in touch, even when they are not actively doing WCW projects, they are a valuable resource for organic content too

Planned schedule for west coast waters blogger & influencer activity

Here is a summary of planned activity.

Be engaged with during this time and throughout the year. And don't forget to share this information with your members.

5 Blogger Routes. 7 Bloggers. 1 Campaign

1 Wester Ross, Skye, Harris and Lewis

21-29th September

Adventures around Scotland

2 Lochaber, Road to the Isles and Small Isles, Skye, The Uists, Barra and Oban

19-30th September

Travels with a Kilt

3 Morvern, Ardnamurchan, Mull, Coll, Tiree and Argyll

20-29th September

The Chaotic Scot

4 Clyde Coast, Kintyre, Islay, Jura, Colonsay and Argyll

22-30th September

Watch Me See

5 Loch Lomond, Clyde Sea Lochs, Arran, Kintyre, Bute, Cowal and Cumbrae

Five Ferries by Car

21-24 September

Laretour

Loch Lomond, Cowal and Bute

27-29 September

Kim Kjaerside

Cumbrae in a Day

28 September

Castle Hunter

Our Blogger & Influencer Social Media Channels

	Twitter	Facebook	Instagram
Adventures around Scotland	@ScotAdventures	@AdventuresAroundScotland	@adventuresaroundscotland
Travels with a Kilt	@travelwithakilt	@travelswithakilt	@travelswithakilt
The Chaotic Scot	@TheChaoticScot	@TheChaoticScot	@thechaoticscot
Watch Me See	@watchmesee	@watchmesee	@watchmesee
Laretour	@laretour	@laretourblog	@laretour
Kim Kjaerside	@kimkjaerside	/kimkjaerside	@kimkjaerside
Castle Hunter	@TheCastleHunter	n/a	@the_castlehunter



04 Social Media Examples

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“

Always remember
to share and repost
our campaign social
activity. You have
permission!

”

Social Media Examples



Be surrounded by incredible visual treats as you go paddleboarding in majestic Glen Coe with @ruggedpaddleboard in @outdoorcapitaluk

#westcoastwaters
#immerseyoursenses #ycw2020



Jump in the deep end coasteering off the Trotternish coast with @skyeadventure @skyeconnect

#westcoastwaters
#immerseyoursenses #ycw2020



Awaken your tastebuds on board @seafloverskye on a boat trip to Rona or Raasay with the freshly caught seafood served up from the family's fishing boats based in Portree @skyeconnect

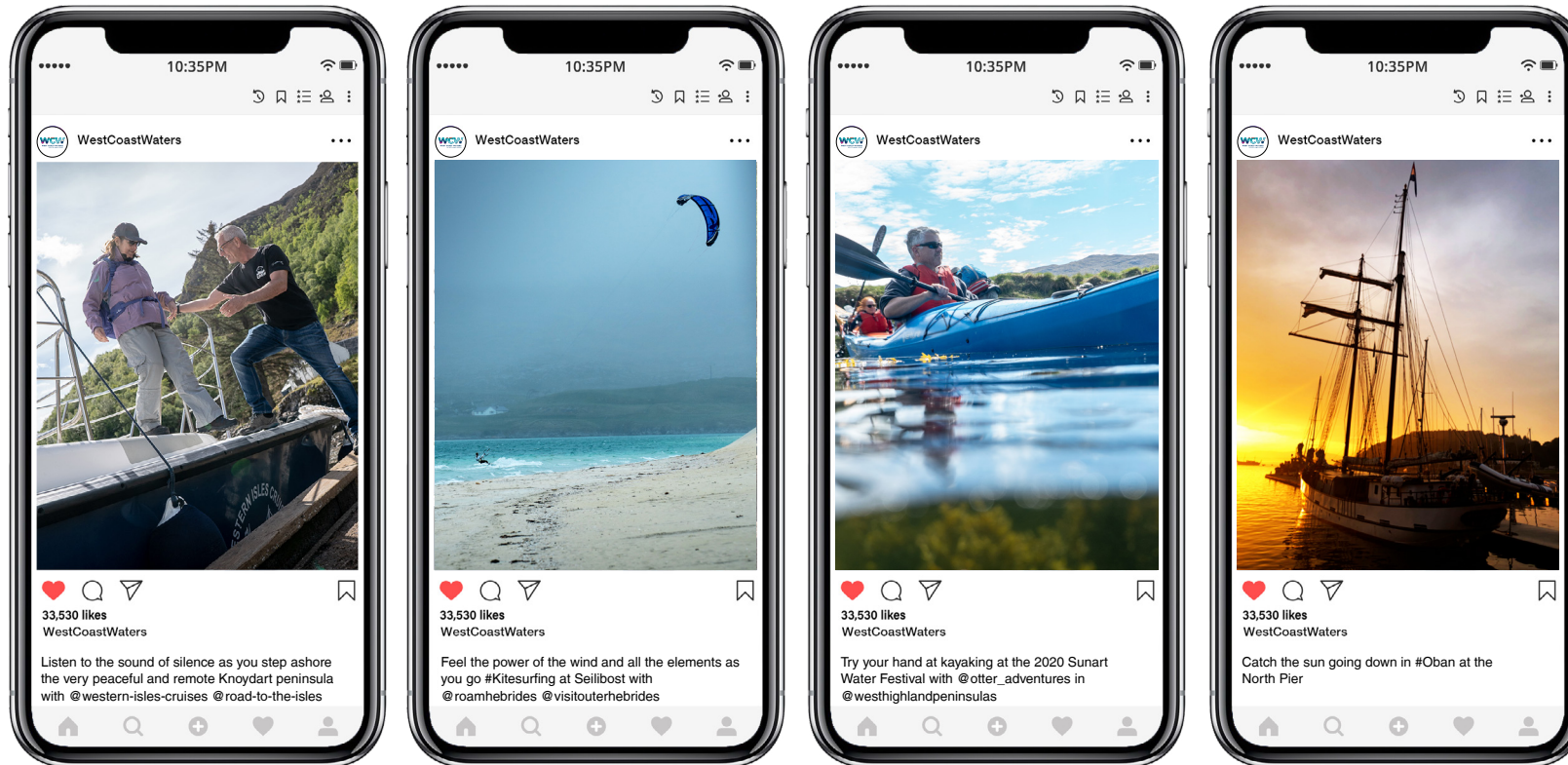
#westcoastwaters
#immerseyoursenses #ycw2020



See the west coast from a different perspective when you go paddleboarding with @scotlandsupco in Plockton Bay @visitwesterross

#westcoastwaters
#immerseyoursenses #ycw2020

Social Media Example Cont.



Listen to the sound of silence as you step ashore the very peaceful and remote Knydart peninsula with @western-isles-cruises @road-to-the-isles

#westcoastwaters
#immerseyoursenses #ycw2020

Feel the power of the wind and all the elements as you go #Kitesurfing at Seilibost with @roamhebrides @visitouterhebrides

#westcoastwaters
#immerseyoursenses #ycw2020

Try your hand at kayaking at the 2020 Sunart Water Festival with @otter_adventures in @westhighlandpeninsulas

#westcoastwaters
#immerseyoursenses #ycw2020

Catch the sun going down in #Oban at the North Pier

#westcoastwaters
#immerseyoursenses #ycw2020

Social Media Example Cont.



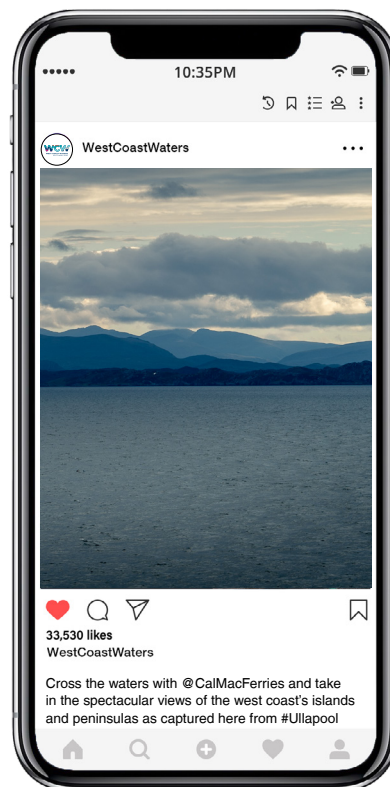
There's no better way to immerse yourself in the west coast waters and get your adrenalin pumping than a competitive #triathlon at Lamlash on @VisitArran

#westcoastwaters
#immerseyoursenses #ycw2020



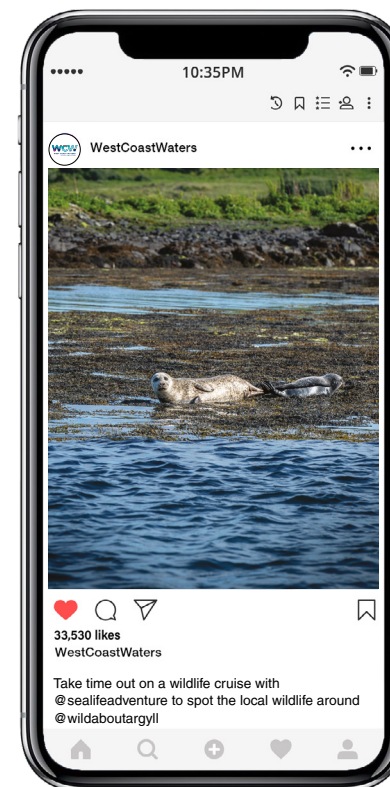
immerse your senses under the water on one of @scottishwildlifetrust #snorkeltrails or with @arran.coast on @visitarran

#westcoastwaters
#immerseyoursenses #ycw2020



Cross the waters with @CalMacFerries and take in the spectacular views of the west coast's islands and peninsulas as captured here from #Ullapool to #Lewis

#westcoastwaters
#immerseyoursenses #ycw2020



Take time out on a wildlife cruise with @sealifeadventure to spot the local wildlife around @wildaboutargyll

#westcoastwaters
#immerseyoursenses #ycw2020



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It's good to share!

How you can immerse your area and organisations in the campaign



Use the WCW brand identity and the destination based logo for your area



Use the hashtags
#WestCoastWaters
#immerseyoursenses



Stay connected with our campaign bloggers and influencers - like, share, tag, comment



Tag the @WCWScotland channels on your own posts



Use the campaign photography and video assets



Use the campaign concept of 'immersing your senses' with your own content



Direct digital traffic to our website for more inspiration and information
www.westcoastwaters.co.uk



Tag service providers, relevant businesses



Be consistent. Share often and share on all your channels.



This campaign belongs to everyone. It is yours to engage with, to share and contribute to. Why? So we collectively enjoy a stronger tourism appeal for the Year of Coast Waters, across the West Coast of Scotland.



VisitScotland will carry out a Brand Watch by their Insights team, monitoring our tags and hashtags. So the more activity the better - make sure you use them to contribute.



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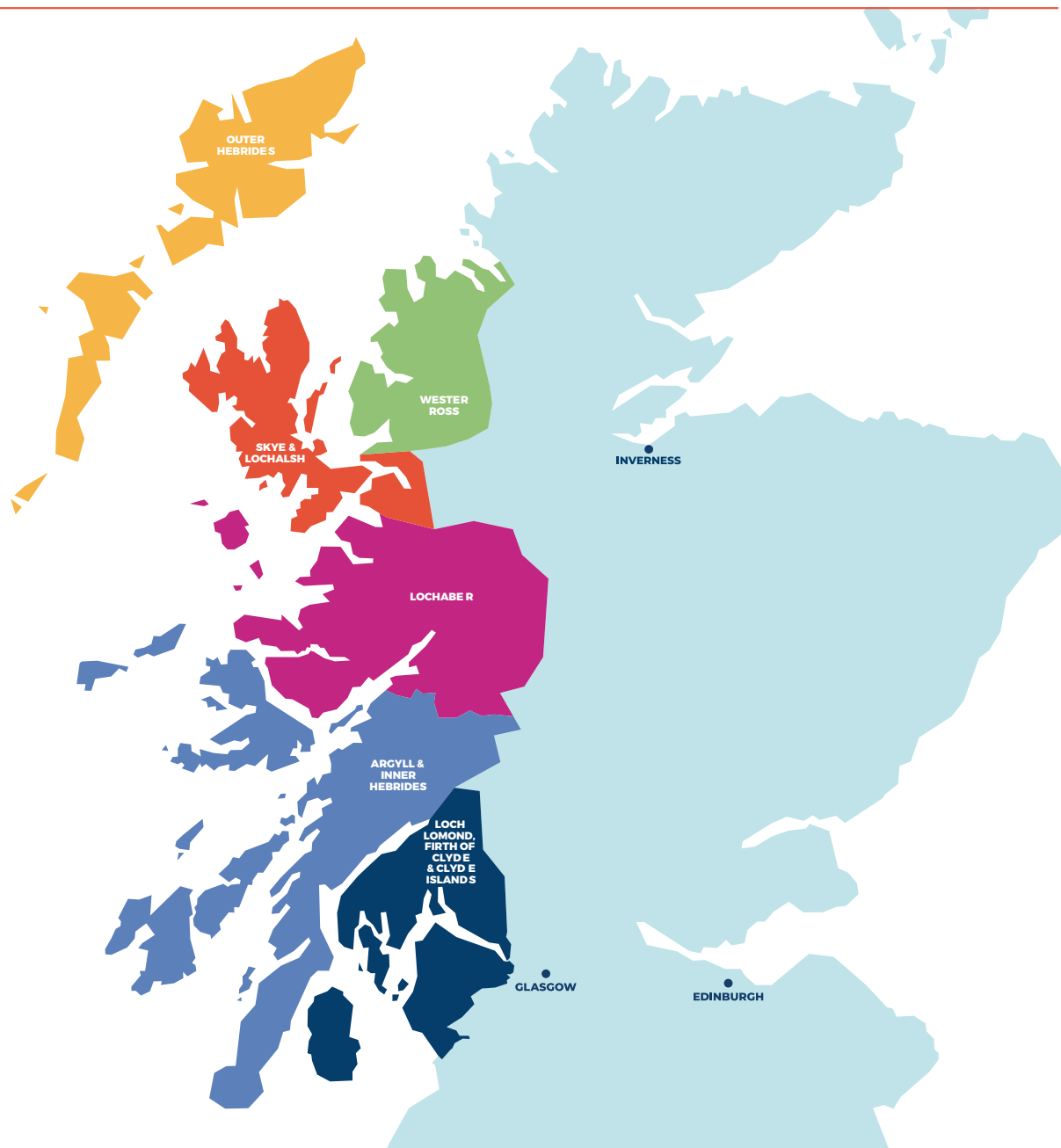
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Where to inspire your senses across the west coast of Scotland

We have researched and refined visitor journeys on how they will experience various destinations across the west coast. There are **six group destinations** across the West Coast:

- ~ Outer Hebrides
- ~ Skye & Lochalsh
- ~ Wester Ross
- ~ Lochaber
- ~ Argyll & Inner Hebrides
- ~ Loch Lomond, Firth of Clyde & Clyde Islands

These then break into more granular location identities with our campaign aiming to encourage our visitors to make connections across the water ways. To this end we have created identifiable locations as shown on the next page.



Our collective campaign.

Your own area identity.

As part of the West Coast Waters project, we have created unique destination specific identities, to give each geographical location its own sense of place.

The purpose is to give you more ownership and freedom to create your own content on your own marketing channels to link with the hero campaign.

And also to showcase the diverse landscapes of the west coast to our audience.

THESE LOGO ASSETS ARE YOURS TO USE, SO PLEASE FEEL FREE!

[YOU CAN DOWNLOAD HERE>](#)

OUTER HEBRIDES



SKYE & LOCHALSH



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Top Tips for Social Media Interaction

Ensure you can take advantage of the West Coast Waters social media campaign by following some of these simple tips.

1 Have a Social Presence

- ~ Ensure your organisation has its own social media channels set up
- ~ Have them well branded
- ~ Choose your platforms - all or just some?

2 What Platform to choose

-  Build a wider conversation and community online
-  Great visual platform to showcase imagery and build an audience
-  In the moment conversations
-  The place to share video, playlists and audio conversations

3 Basic Principles

Social media is basically about keeping in touch, sharing information and having conversations

4 Audience at your fingertips

- ~ Download your Social Media channel Apps to all your devices
- ~ Use on your mobile when out and about
- ~ Have on your desktop for when you are working

5 Be Consistent

- ~ Frequency and consistency are key
- ~ Post regularly rather than in flurries then nothing

6 Your Content

- ~ Be engaging
- ~ Respond to comments
- ~ Be visual - use images and videos
- ~ Encourage interaction by asking questions or launching competitions
- ~ Be topical
- ~ Keep tone informal and friendly
- ~ Keep it relevant
- ~ Use your hashtags
- ~ Link up social conversations by tagging featured businesses or nearby places of interest on your social posts (e.g activity provider, neighbouring DMO etc)

7 Build a Personality

- ~ Its the prime opportunity to build a friendly personality for your organisation
- ~ Have a consistent and positive tone of voice on all your channels
- ~ Its to be enjoyed, not a chore

8 Mistakes happen

- ~ Limit them by proof reading before posting and ensure no images will cause negative response
- ~ Don't be afraid. Mistakes can happen
- ~ And if so, you can edit posts or delete posts

9 Dealing with negative comments

- ~ Should it happen, then actively deal with it, don't ignore it
- ~ Acknowledge it by replying you'll get in touch directly to discuss
- ~ Private or direct message the person so the conversation comes offline to other viewers
- ~ Act professionally, don't take it personally

And don't forget, keep your social media positive and inspirational at all times, you are talking to your visitor and consumer audience.

If you do have any negative industry issues, please use other channels.



West Coast Waters is hugely exciting with collaboration at a scale never experienced before. The research undertaken in 2018 revealed not just the individual opportunities in each destination but the sheer scale of opportunity by working together. This campaign is the evidence of this becoming reality.

Carron Tobin, West Coast Waters Coordinator and Campaign Project Manager





08 Questions & Contacts

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Questions & Contacts

Let's pledge to make West Coast Waters a campaign to excite, to benefit and to live on, for us all.

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“

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