

unlock unforgettable adventures in Glenarm & Carnlough

Proposition
Guidelines



Mid & East
Antrim

A land shaped by Sea & Stone

Northern
Ireland



Embrace a
Giant Spirit

INTRODUCTION

This is your guide to using the visitor destination proposition for the Glenarm and Carnlough Visitor Destination Hub.

This proposition was developed by the business and community groups who signed up to the DAERA Rural Tourism Collaborative Experiences Pilot Programme delivered between April 2021 and March 2022.

Through a facilitated support programme, the business and community groups worked collaboratively to define and agree a unique visitor destination hub proposition that would provide the basis for all future tourism development and marketing.

This guide outlines:

- The rationale behind the collaborative approach;**
- The key elements of a Visitor Destination Hub;**
- The insights and rationale behind the development of the proposition;**
- The key target markets and priority segments;**
- How to use it in your own marketing plans;**
- How it aligns with other visitor experience brands; and**
- Where to access visual assets and additional support/information.**

THE RATIONALE - A COLLABORATIVE APPROACH TO ...

- **The management and marketing of rural places as sustainable visitor destination hubs.**
- **Build consensus around a collective, realistic vision for tourism development and an agreed visitor proposition based on the strengths and opportunities that differentiate the place.**
- **Put sustainability and the local community at the centre.**
- **Strengthen the connection between people (locals), place and visitors (Regenerative Tourism).**
- **Provide a framework to review existing tourism, regeneration and community plans and shape new plans.**
- **Provide a framework to objectively assess the assets, cultural and social identities, image and distinctiveness that define a place, from the perspective of each of the target visitor markets (user experience).**
- **Inspire people to collectively re-imagine and re-invent visitor experiences and harnesses inspiration and potential.**

WHAT ARE THE KEY ELEMENTS TO A VISITOR DESTINATION HUB?

Experiences and Itineraries

Attractions, guided tours, storytelling, food and drink, arts and crafts, land and water based activities.

Tourism Assets

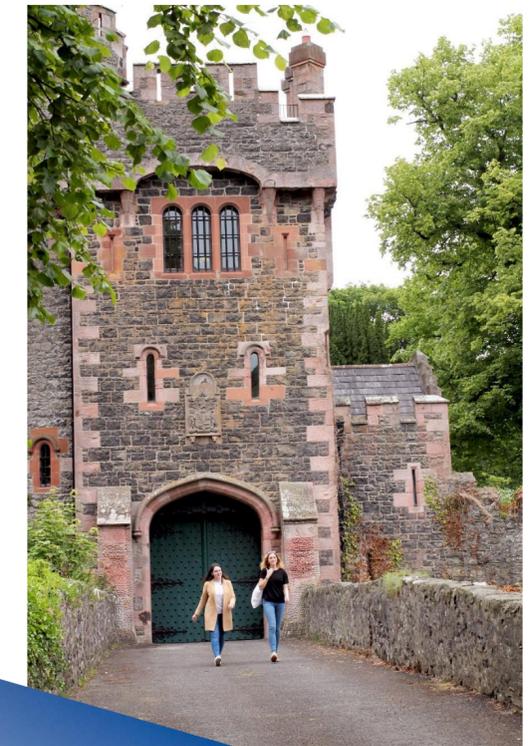
Walking & cycling trails, harbours, forests, beaches, buildings, places of historical or cultural significance.

Visitor Service Provision

Accommodation, hospitality, retail, transport, amenities, visitor information, community development, volunteers.

Sense of Place

Events, festivals, traditions, culture, history, heritage, myths and legends, famous people.



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Insights & Rationale



INSIGHTS.

CORE TRUTH

Glenarm & Carnlough is steeped in ancient history and raw beauty. Activities are weighted towards the great outdoors, whatever pace of stay the visitor may choose.

Differentiates from other areas by offering something distinct and meaningful to target consumers.

CORE TRUTH.

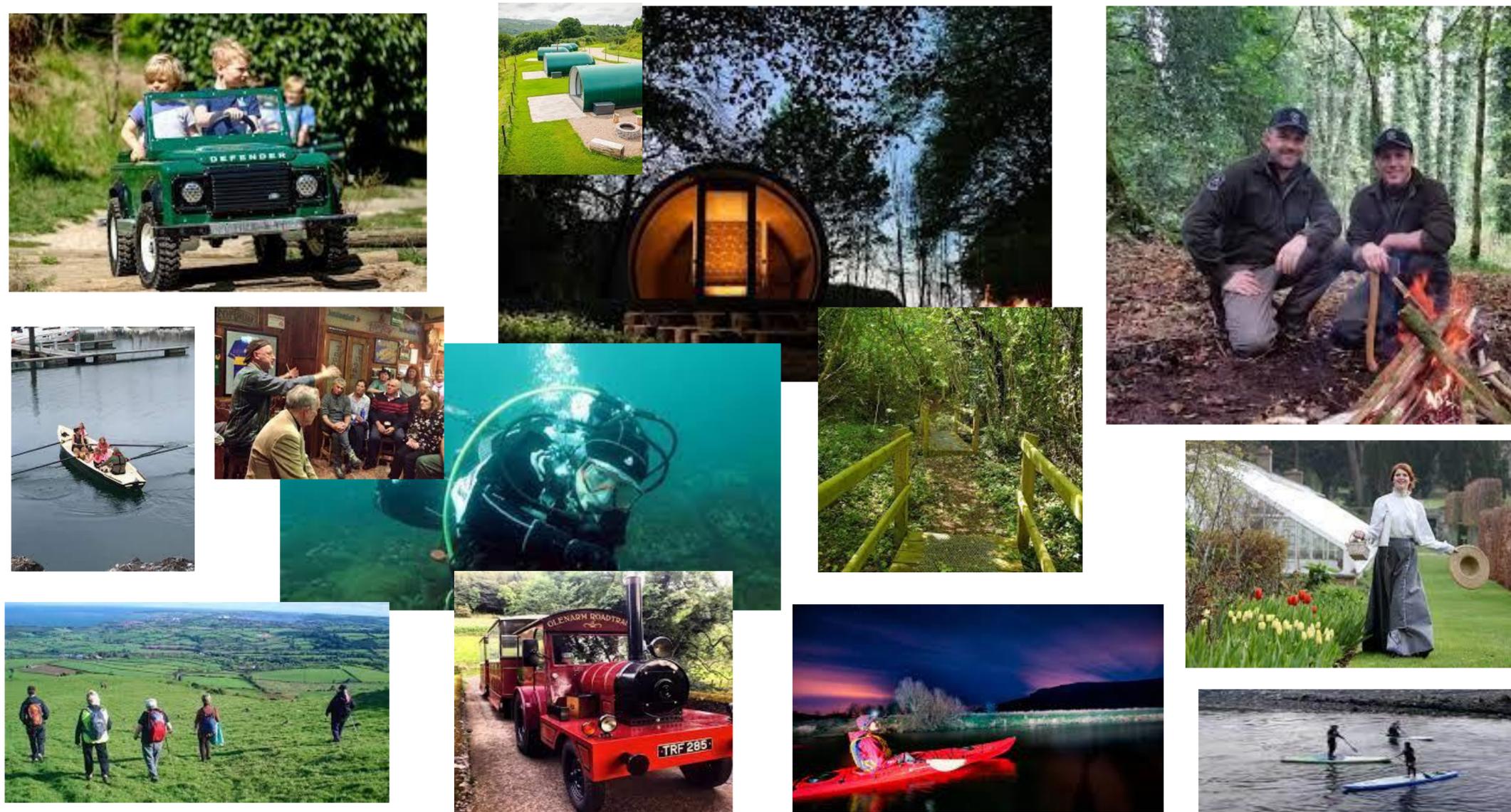
LANDMARK IMAGES PORTRAY A DISTINCTLY MEDIEVAL, HISTORIC AND AUTHENTIC LOOK AND FEEL



Examples above include; Glenarm Castle and Walled Garden, Shambles Workshop, The Madman's Window, Carnlough Harbour (with Game of Thrones connection), Glenarm Forest and Sculptures, Native Red Squirrels, Barbican Gate, Cranny Falls

CORE TRUTH.

THERE IS AN “AT ONE WITH NATURE” FEEL TO THE WEALTH OF ACTIVITIES AVAILABLE



Examples above include; Mini Landrover Experience, Ocean View Pods, Straidkilly Nature Reserve, NI Survival School, Watersports (rowing, scuba diving, canoeing, paddleboarding) Carnlough Bay Boat Tours, Storytelling, Guided Walks, Glenarm Road Train, Tulip Festival

CORE TRUTH.

RETAIL LOOK AND FEEL STAYS TRUE TO THE SURROUNDING LANDSCAPE
...ALBEIT WITH A CONTEMPORARY OUTPUT



Examples above include; The Londonderry Arms Hotel, Art House Tea Emporium, Twilight Coffee & Bunkhouse, Water's Edge Self Catering, Steensons Jewellers & Économusée, Heritage Hub at Carnlough Town Hall, Sasha McVey Ceramics, The Potting Shed

TARGET MARKETS.

THE FOLLOWING PRIORITY SEGMENTS FORM OUR CREATIVE BULLSEYE

NORTHERN IRELAND

- Natural Quality Seekers
- Social Instagrammers

ROI MARKET

- Open-minded Explorers
- Active Maximiers

GB / INTERNATIONAL

- Culturally Curious (GB and mainland Europe)
- High-end Leisure (US)

PHASE 1

INDEPENDENT TRAVELLERS
COUPLES
SMALL GROUPS

PHASE 2

FAMILIES

CONSUMER SENTIMENT SURVEYS HAVE CONSISTENTLY SHOWN THAT MOST VISITORS TO NORTHERN IRELAND DISPLAY SIMILAR WANTS AND NEEDS FROM THEIR VISIT; NAMELY A DESIRE TO GET AWAY FROM IT ALL, TO HAVE FUN WITH FRIENDS/FAMILY AND TO EXPERIENCE SOMETHING NEW AND DIFFERENT.

INSIGHTS.

CONSUMER TRUTH

Consumers haven't lost the desire to travel, but their needs and expectations for short breaks in "the great outdoors" have acquired a new and heightened meaning.

CULTURE TRUTH

Consumers will increasingly use short breaks to manage their well-being. And with so many great options out there, the destinations that offer something new will feel more desirable.

CATEGORY TRUTH

As consumers increasingly spend time researching possible destinations online, we need to ensure we mirror what our target audience wants at key search moments, to encourage conversion.

Tapping into:

- *Bringing our unique USP for the destination hub front and centre of our communications.*
- *Finding differentiated channels through which to connect, regardless of the budget.*



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PROPOSITION.

Emphasising the historical and medieval nature of the environment. The natural scenic beauty remains unspoiled by modern ways. It reminds us of a simpler time, when we were at one with our natural surroundings, and emphasises the outdoor qualities of this destination.

We can make a virtue of the fact Glenarm & Carnlough is a little further away than other destinations. This suggests the ability to escape from the stresses of daily life. Going that extra mile is worth it.

WHERE EVERY ANCIENT MILE UNLOCKS A NEW ADVENTURE

This speaks to the unknown element of a trip to Glenarm & Carnlough. There is mystery in the unknown and this creates desirability.

Whatever you decide to do – crazy outdoor activities or relaxing walks and meals, you will be excited to experience it, and it's easy to try something different.

THIS PROPOSITION WILL ALSO SUPPORT BOTH “SHAPED BY SEA AND STONE” AND “EMBRACE A GIANT SPIRIT” PLATFORMS

WHERE EVERY ANCIENT MILE UNLOCKS A NEW ADVENTURE

SHAPED BY SEA AND STONE

- ✓ Leveraging the historical and natural origins of Glenarm & Carnlough
- ✓ Purposely leaning into one part of the “Sea and Stone” proposition as a way to differentiate from Whitehead & Islandmagee, which leans into the other

EMBRACE A GIANT SPIRIT

- ✓ The concept of unlocking new and undiscovered adventures is consistent with our elemental and pioneering spirit, in particular.
- ✓ Our references to the historical origins of Glenarm & Carnlough embodies the legendary spirit
- ✓ Our giant welcome is implied in everything we say and do as people discover this new adventure

UNLOCK UNFORGETTABLE ADVENTURES IN GLENARM & CARNLOUGH

This platform line is active, actionable.

Unlock offers a sense of opening up a treasure trove of history and experiences.

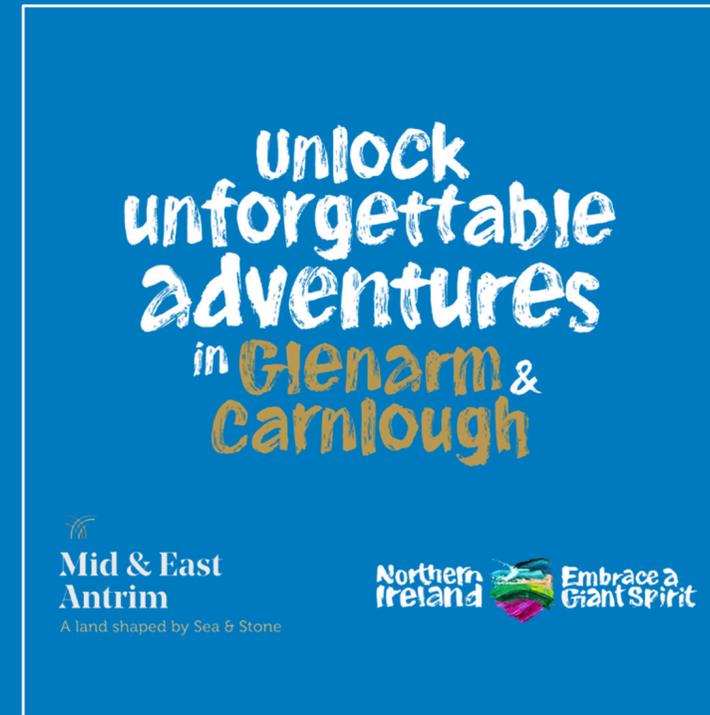
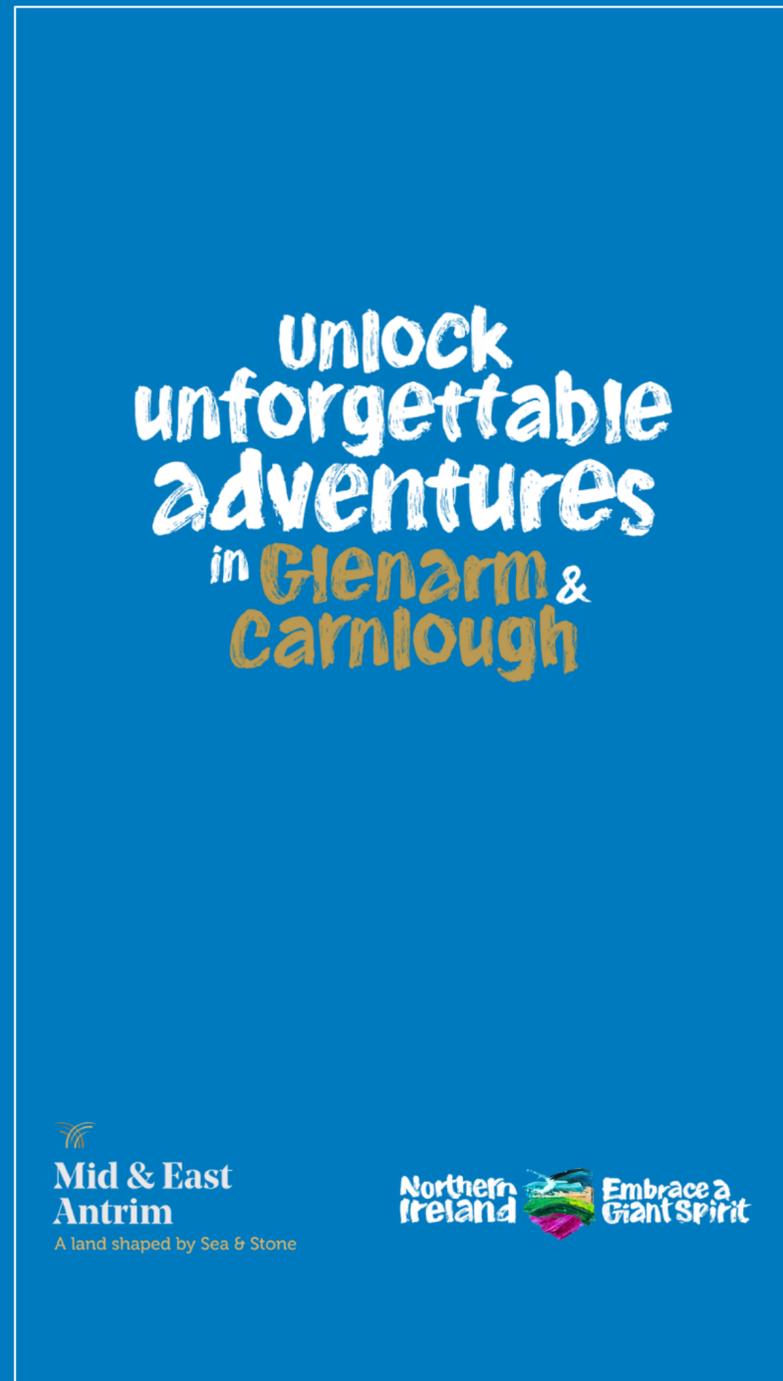
Unforgettable Adventures are inspired by our wealth of unique stories, storytellers and providers - delivering memories to last a lifetime.

VERSIONS AVAILABLE FOR GENERAL USE

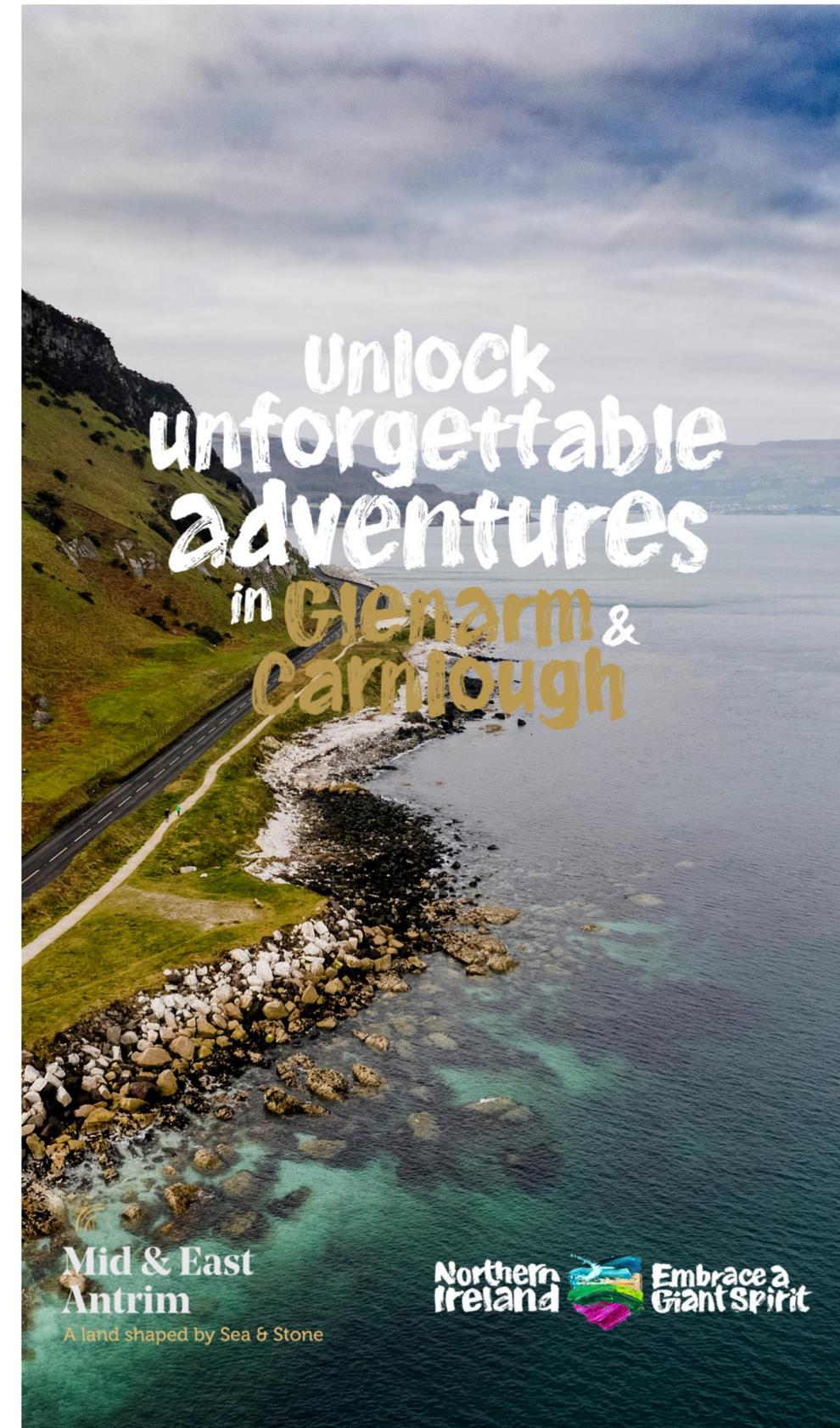
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VERSIONS AVAILABLE FOR USE ON FACEBOOK & INSTAGRAM



VISUAL APPLICATION



Social media examples

BRAND HIERARCHY



Northern Ireland Experience brand

Use on Social Media posts related to the Hubs where possible – space permitting



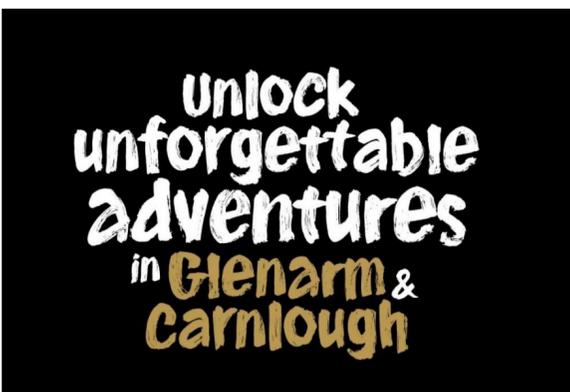
International destination marketing brand

Use on Social Media posts related to the Causeway Coastal Route where possible – space permitting



Mid & East Antrim destination marketing brand

Use on Social Media posts related to the Hubs where possible – space permitting



Destination Hub marketing brand

Use on all Social Media posts relating to the Hub

DO'S AND DON'TS FOR USING THE PROPOSITION LOCK UPS

How to use the MEA brand mark on your social media

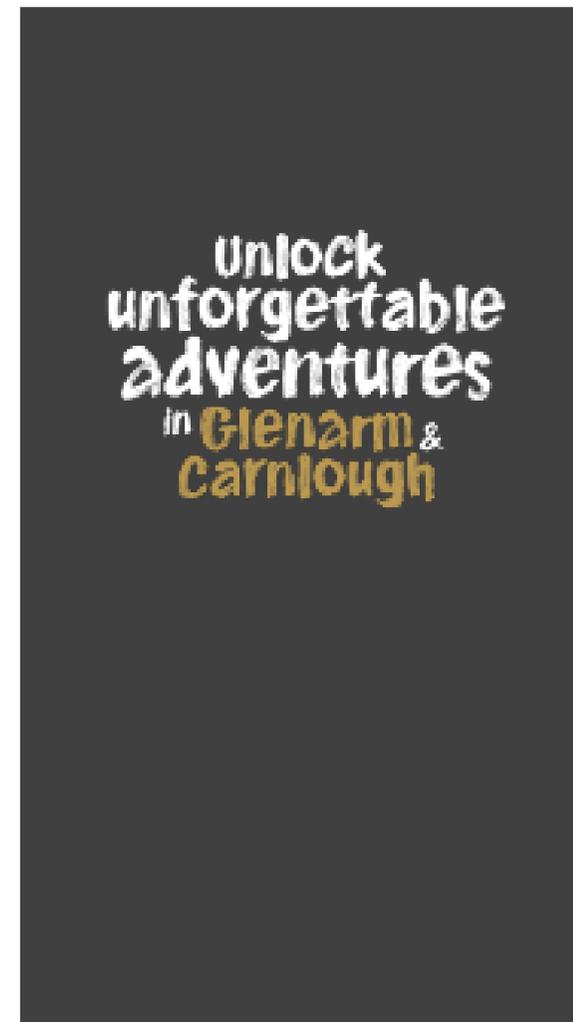
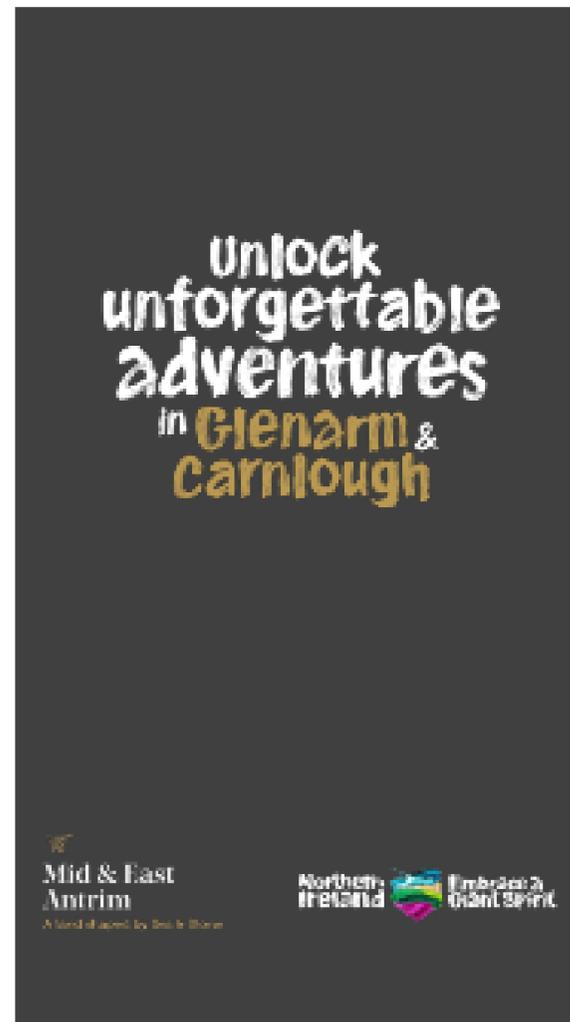
You can receive the brand mark files from the marketing team to use on your social media graphics.

These will be for the use of businesses in the area of Glenarm & Carnlough.

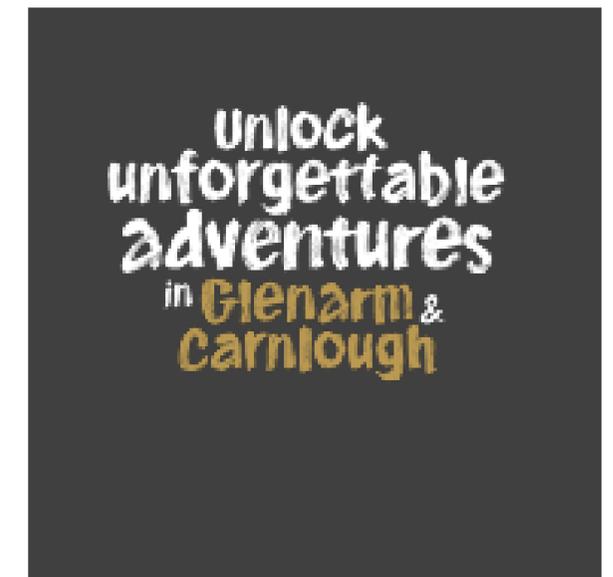
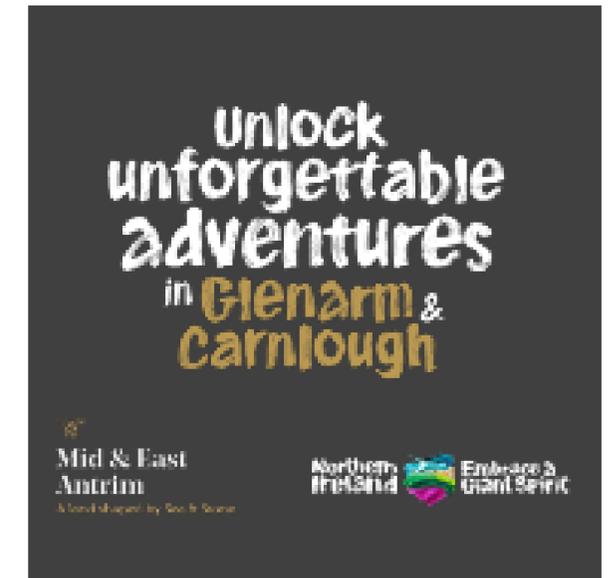
This is sized to two different formats, 1080x1080px and 1920x1080px. These are two of the most used display formats and the files cannot be altered or adjusted so can only be overlaid on any imagery you want to use.

There are also two options for each size, one with a Mid & East Antrim logo and the Giant Spirit logo in place, along with a version that has no logo marks at the bottom

1920 X 1080PX - TALL



1080 X 1080PX - SQUARE



Using imagery in addition to the MEA brand mark

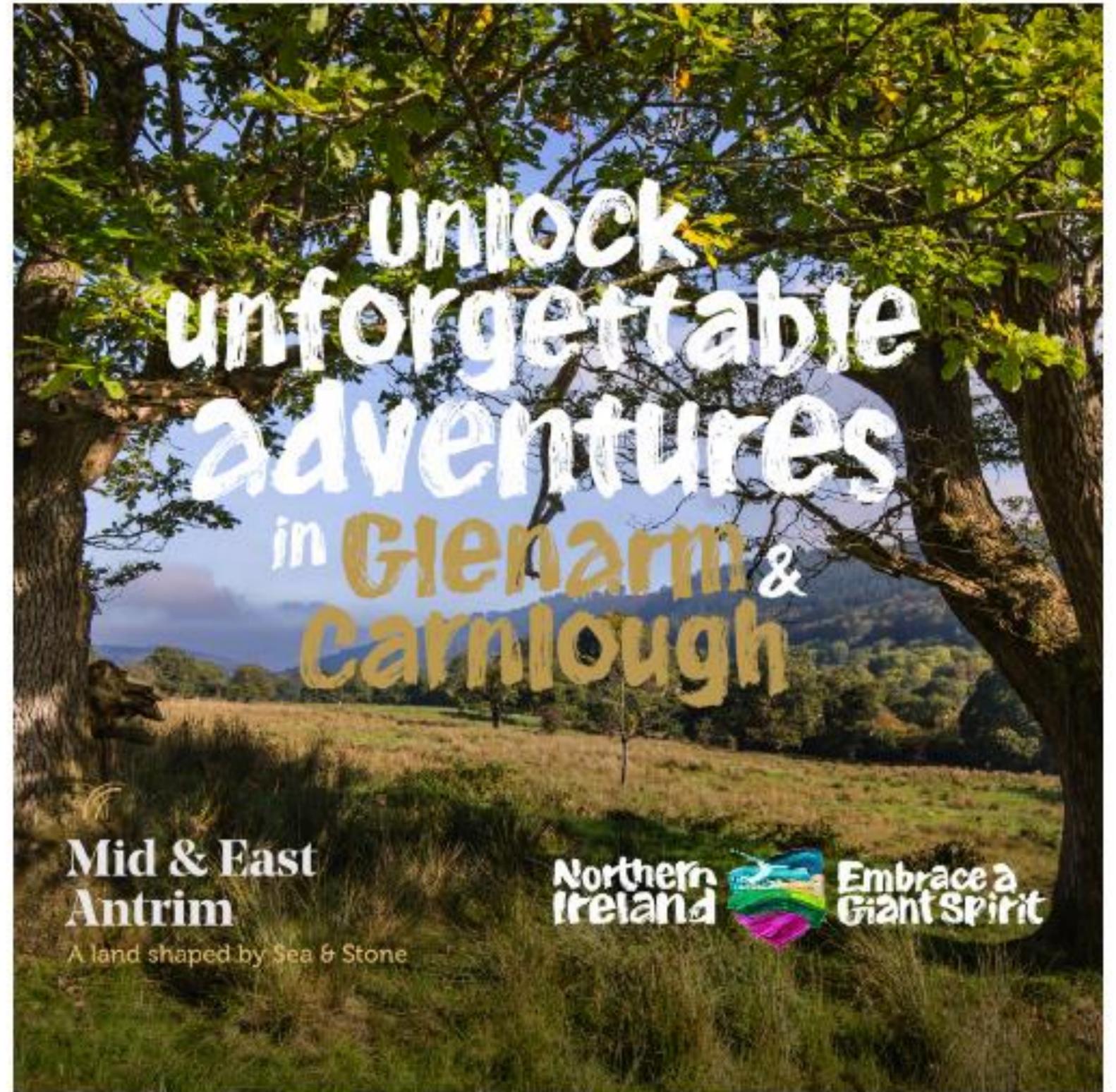
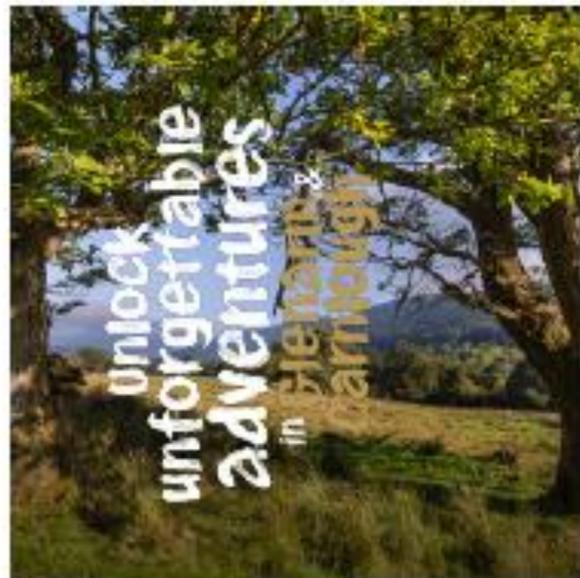
Always use the best quality high resolution version of the imagery you have to hand. Any low resolution imagery will show up its deficiencies against the clean line work of the brand mark and any copy you lay over it. Also the use of low res imagery is not making the best representation of what you are trying to show and could well put people off engaging with your post.

The brand mark should always be wholly visible against any background colour or image it is placed over. If needed the colours of the image behind the brand mark can have the contrast or levels adjusted to deepen or desaturate the overall appearance and allow the brand mark to stand out then.



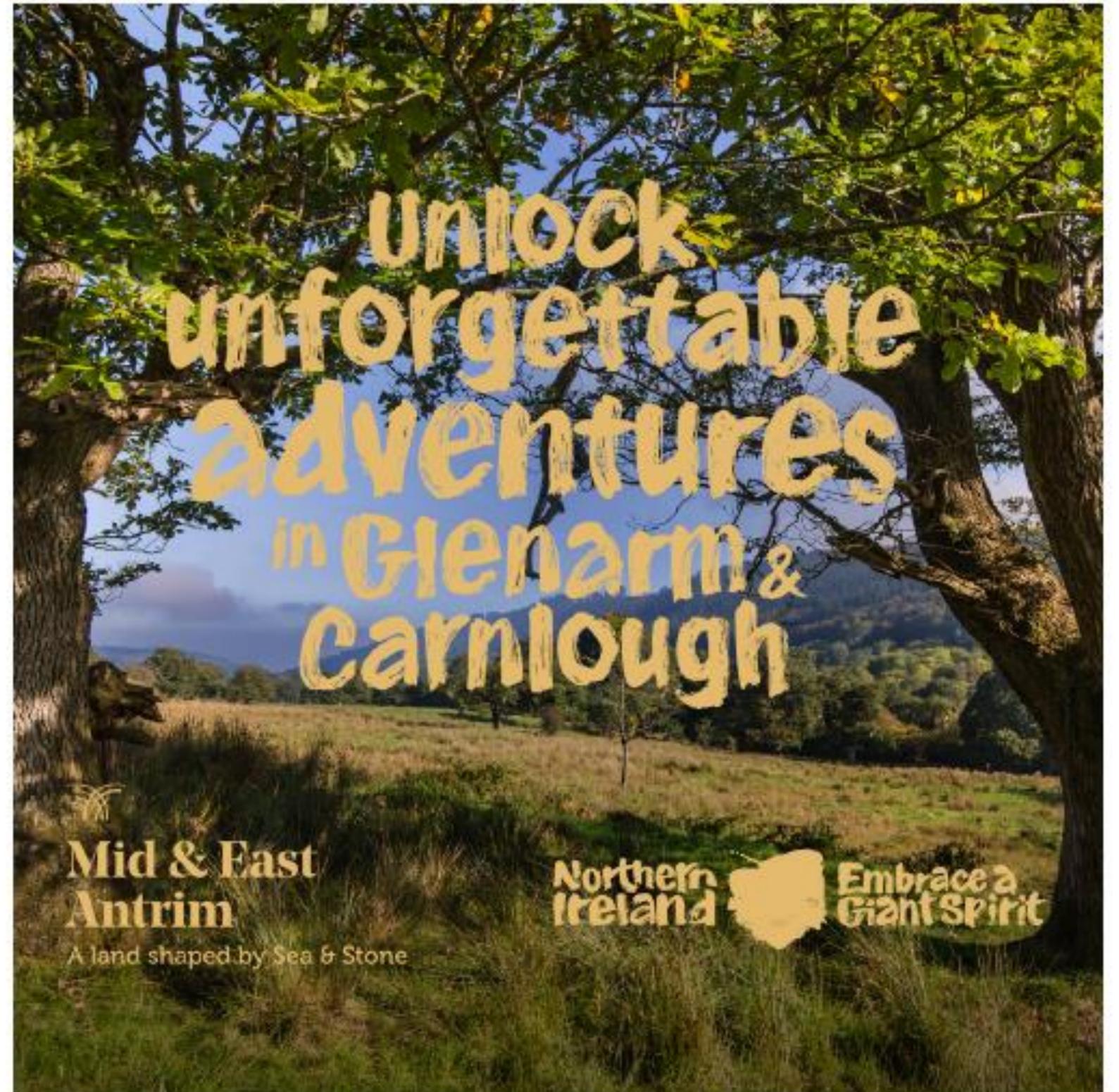
MEA brand mark orientation on your social media

The brand mark orientation should always be straight and not angled in any way as per the illustration here.



MEA brand mark should not be recoloured in any way

The brand mark should not be altered in any way and especially the colours of the brand mark should never be changed to any alternative.



Do not swamp your post with too many logos or too much copy

It is best practice not to swamp your layout with an abundance of brand marks on it. Too many of these will end up competing with each other and lead to no stand out for any of them on the design.

Any copy applied to your post should be concise and to the point so to avoid cluttering the layout any more than is necessary. If there is a need to include any sort of detailed instruction in your message this should be detailed in the post itself and not on the post image.

The main point of the post image is to grab your attention, so that you will engage with it more and be inclined to click on it and read the post copy with any details necessary.



Do not swamp your post with too many logos or too much copy

If there is a need to place your own company logo and some copy to sit with the image and brand mark then it is suggested to use the version without the logos at the bottom and for your additional information to sit below the headline text of the brand mark. This will lead to a far tidier outcome to the design and will allow easier reading of the text.



#HASHTAGS

Hashtags should be used when putting out Social Media Posts wherever possible and relevant. Consider:

#discovernorthernireland

#EmbraceAGiantSpirit

#MyGiantAdventure

#ShapedbySeaandStone

#CausewayCoastalRoute

#LoveIreland

ADDITIONAL SUPPORT

Calls to action for consumers need to be active and engaging so you will find high quality visual assets available to download from the Tourism NI Content Pool.

Register at: <https://northernirelandscontentpool.com/>

For further information or to request brand files email:

tourism@midandeantrim.gov.uk