

NOV 2021

# NURTURE YOUR NEED FOR FREEDOM & ADVENTURE CAMPAIGN

STAKEHOLDER & BUSINESS  
PARTNER CAMPAIGN TOOLKIT  
NOVEMBER '21 - MARCH '22



#nurtureinscotland



# CONTENTS

01. Our Campaign	3
02. Our Core Principles	5
03. The Elements of Our Campaign	7
04. Social Media Examples	11
05. Top Tips for Social Media Interaction	16
06. How To Be Involved	18
07. Our Geographical Coverage	21
08. Questions & Contacts	23



The Wild Scotland Campaign is supported by the VisitScotland Destination & Sector Marketing Fund.

## OWN IT, SHARE IT, NURTURE IT.

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



# 01 OUR CAMPAIGN

The Wild Scotland 'Nurture your need for freedom and adventure campaign' will promote exciting content of what is available to do in Scotland from November - March, across the themes of wildlife, activities and adventure in the outdoors.

All centred around our core principles of Responsibility, Sustainability, Care and Excellence.





# THE OBJECTIVE

**The core objective is to promote Scotland as a must visit destination throughout November - March and to engage with Wild Scotland members.**

The campaign is created to share all aspects of freedom and adventure through nature, outdoor activities, learning new skills and wildlife. It will bring to life how experiences with Wild Scotland members will help people nurture their emotions, feelings and wellbeing throughout the season.

Our campaign creative and outputs will aim to motivate uptake in bookings for 'out of season' experiences within the wildlife and adventure market, and it will target nature-loving thrill-seekers, and inspiring home-office workers and families with relevant content.

By showcasing ACTUAL businesses located throughout Scotland, delivering experiences IN destination, through our marketing channels, it is our aim to encourage visitors to book directly for:

- a) experiences they never knew existed in Scotland
- b) experiences they didn't know were available during autumn, winter and spring
- c) experiences they have always wanted to try

## THE AUDIENCE

### Who are they?

Wild Scotland's audience includes outdoor enthusiasts from 18-65+, male and female, including families.

People who love being outdoors for general wellbeing, for their love of wildlife, for high-adrenaline physical activity, to enjoy stunning landscapes, or to learn new skills.

This campaign has the ability to encourage this audience group to continue their outdoor behaviours during the winter into spring season, plus also capture the attention of those who would not naturally consider an outdoor experience.

We can influence and inspire, through the campaign and give reassurance about winter safety through our best practice messaging.

### Where are they?

- UK Wide, including Scottish domestic and Ireland

## THE MESSAGE

**"Nurture your need for freedom and adventure."**

Scotland is the place to nurture your need for freedom and adventure; it has everything on offer, all year-round. It's your place to enjoy slow-paced adventures to enhance your wellbeing or high adrenaline activities, with everything in between.

## THE FORMAT

The Wild Scotland campaign will be activated as a promotional social and digital campaign.

- Social media activity
- Digital web presence
- Blogger activity
- Influencer activity
- PR activity with regional and national press

## THE TIMESCALES

The campaign is designed and funded to run from November 2021 to March 2022.

# 02 OUR CORE PRINCIPLES

Adopt them and nurture them with us



# OUR PRINCIPLES

It is Wild Scotland's vision for Scotland to be globally recognised as a premium destination for sustainable wildlife, adventure and activity tourism, through our commitment to responsible and sustainable tourism.

Learn more about our 4 principles and how these are reflected in our Wild Scotland [Best Practice Guidelines](#). Every Wild Scotland member commits to adhering to these as well as our code of conduct upon application.



## RESPONSIBILITY

To each other, to our organisation, for wildlife, for our members and their customers. Seeking to influence and educate both our members and wider society on our natural and cultural environment, through a process of continual improvement.

To give due consideration to all stakeholders and encourage collaborative and cohesive relationships that create willingness to accept responsibility for healthier, more sustainable, and regenerative ecosystems. Offer customers tools to plan their visit carefully, to make informed decisions in advance.



## SUSTAINABILITY

To consider the impact our actions and business practice have on wider issues such as climate change and biodiversity loss, as well as on the natural and cultural environments where we work. In addition seeking more informed, sustainable and regenerative solutions, educating others in the same practices.

To help people to understand the environment around them, educating about problems and challenges to inspire change. Offer practical solutions that people can adopt to change their behaviour in a way that supports sustainable development and encourages personal and business responsibility.



## CARE

To offer quality in all aspects of our operations by openly cooperating with each other, involving local communities, to enhance the customer journey and the potential for transformational experience.

To offer resources to ensure that every aspect of an experience is carefully planned from the concept, delivery and beyond seeking high quality and value for the customer. Safety, both physical and mental, is of paramount importance in providing confidence. Through carefully crafted experiences that seek to inspire awe and wonder which increase the opportunity for transformational experiences and growing sense of collective responsibility for nature.



## EXCELLENCE

To continually share skills and provide opportunities that offer and develop an understanding of best practice through a process of continuous improvements across all areas of activity to ensure sustainable and financial viability.

To offer high standard, quality experiences and services achieved through continual improvement among our members and inspire skill sharing through interactive collaborative efforts. Facilitate training to educate and increase awareness alongside developing skills that sustain and nurture the environment.

# 03

## THE ELEMENTS OF OUR CAMPAIGN

Own it. Share it. Nurture it.



# THE ELEMENTS OF OUR CAMPAIGN

## OUR BRAND



## OUR CAMPAIGN PALETTE

**Pantone 7642 C**  
C:40 M:86 Y:38 K:41  
R:117 G:46 B:74  
#752e4e

## OUR COLOUR PALETTE

The Wild Scotland colour palette is influenced by the environment of Scotland, to create a strong sense of place.

<b>Pantone 3292 C</b> C:100 M:34 Y:63 K:37 R:0 G:88 B:80 #005850	<b>Pantone 432 C</b> C:79 M:61 Y:49 K:50 R:50 G:62 B:72 #323e48	<b>Pantone 7704 C</b> C:93 M:27 Y:20 K:5 R:0 G:131 B:173 #0083ad	<b>Pantone 465 C</b> C:23 M:38 Y:67 K:12 R:188 G:149 B:92 #bc955c	<b>Pantone 7592 C</b> C:22 M:74 Y:82 K:12 R:181 G:84 B:52 #b55434
90%				
80%				
70%				



# THE ELEMENTS OF OUR CAMPAIGN

## OUR KEY MESSAGES

1. Invite our audience to come and explore Scotland throughout November to March in 2021/2022, by engaging with Wild Scotland members for a responsible and sustainable adventure or activity.
2. Encourage the UK and Ireland market to nurture themselves with freedom and adventure in Scotland, with Wild Scotland.
3. Share adventure, activities and wildlife experiences that surprise and excite our audience as unexpected things to do in Scotland.
4. Promote experiences that our audience would not expect to be able to do throughout autumn / winter, in Scotland.
5. Motivate people to try something new and learn new skills in the outdoors, with verified Wild Scotland members.
6. All centred around our core principles of Responsibility, Sustainability, Care and Excellence.

## OUR IMAGERY

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

The assets have been commissioned purely for this campaign during autumn /winter 2021/2022.

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

Please credit all images to **Wild Scotland**. Images are available as high resolution on request and can be used on your social media, website and print.

To access the Wild Scotland Nurture campaign asset library, please [click here](#).

The campaign will promote and celebrate Scotland's unique outdoor experiences, featuring core themes:

- Nature & Wildlife
- Adventure & Activities
- Skills-Based

## SAFE AND RESPONSIBLE TOURISM

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

## FOR INDUSTRY INFO & USEFUL TOOLS FOR YOU

 [Delivering Best Practice >](#)

## FOR VISITOR FACING INFO & USEFUL TOOLS

 [Respect the Wild >](#)

# #nurtureinscotland

# 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 Wild Scotland projects, they are a valuable resource for organic content too

## **PLANNED SCHEDULE FOR WILD SCOTLAND BLOGGER & INFLUENCER ACTIVITY**

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

## **ADD BLOGGER INFO HERE**

# 04 SOCIAL MEDIA EXAMPLES

Own it. Share it. Nurture it.





**“Remember to share and repost  
our campaign social activity.  
You have permission as a valued  
Wild Scotland member.”**

#### OUR MEDIA CHANNELS

 @Wildscotland\_

 @Wildscotland

 @Wildscotland

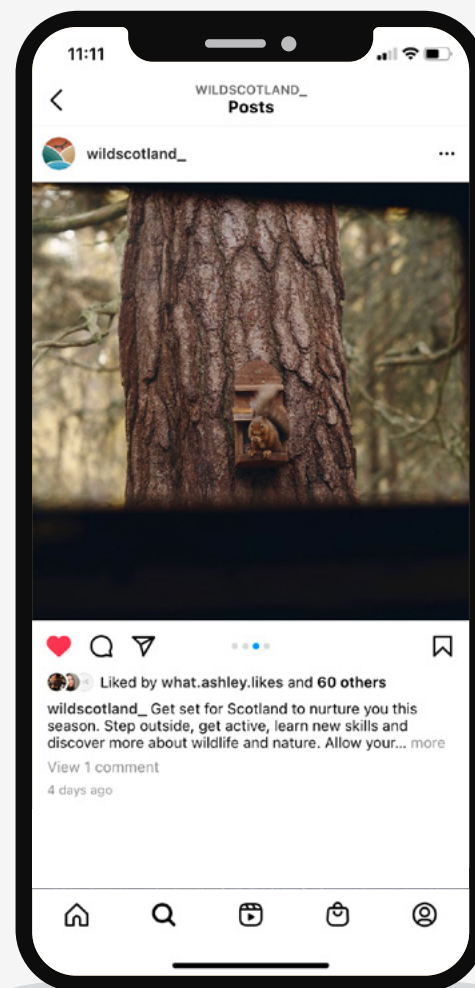
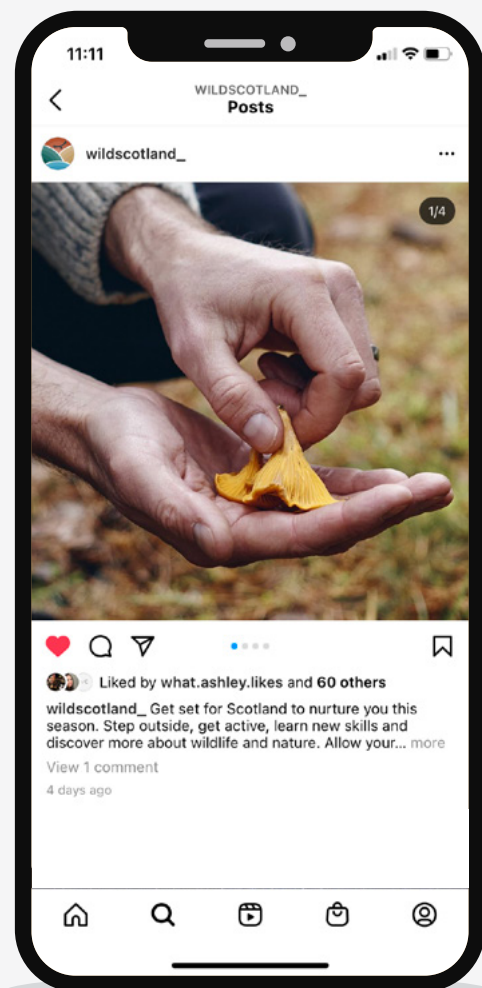
#### OUR HASHTAGS

#nurtureinscotland

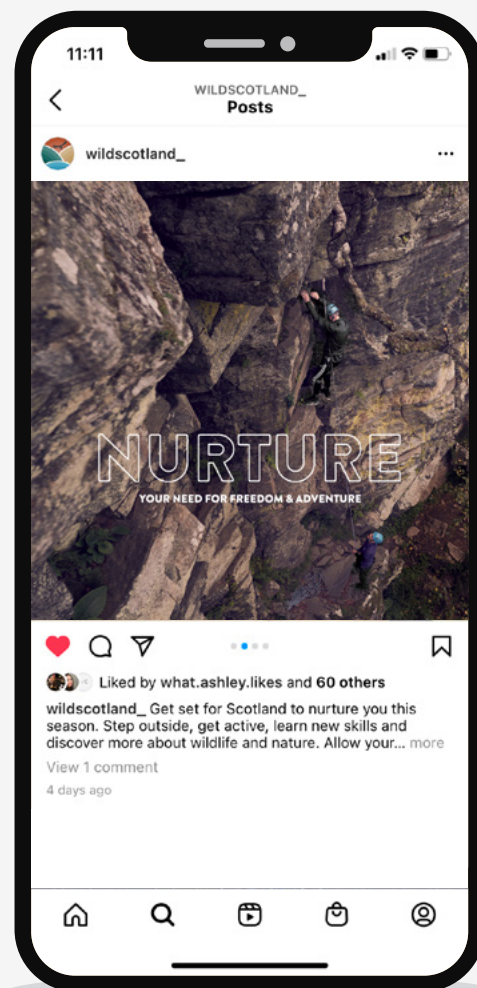
#wildscotland

#respectprotectenjoy

# SOCIAL MEDIA EXAMPLES



# SOCIAL MEDIA EXAMPLES





# COPY EXAMPLES

Below are some key messages you can use on your own social media channels with your own images which reflect the Nurture campaign. Just tag Wild Scotland and #nurtureinscotland and we will re-share.

“Get set for Scotland to nurture you this season. Step outside, get active, learn new skills and discover more about wildlife and nature. Allow your need for freedom and adventure to go wild.”

“Nurture your need for freedom and adventure with us this season. As a Wild Scotland member you can book with us in confidence for a safe, responsible, high-quality experience.”

“Nurture your curiosity for nature and wildlife this season when you book a guided wildlife watching tour with us.”

“Did you know you can get closer to wildlife without risking them, their environment or yourself? [Visit here](#)

“Nurture your need for adrenaline and go wild in Scotland this season, safely and responsibly with us.”

“Nurture your wellbeing with an immersive experience.”

“Awaken your senses and dip into a new way to nurture yourself, even in this weather! Find out where and how to wild swim safely in the company of experienced guides.”

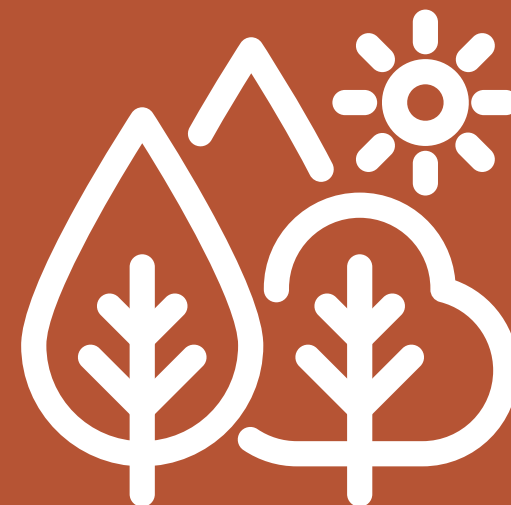
“Slow down, watch and nurture your love of wildlife as Scotland comes to life right before your eyes this winter.”

“Why should you wait for warm, sunny days to go outside and get your adrenaline pumping? You can nurture your need for adventure with winter experiences at the top of rugged munros or diving below our fresh Scottish waters, and every activity you could think of in-between!”

#nurtureinscotland  
#wildscotland  
#respectprotectenjoy

# 05 TOP TIPS FOR SOCIAL MEDIA INTERACTION

Own it. Share it. Nurture it.









# TOP TIPS FOR SOCIAL MEDIA INTERACTION

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.

## 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?

## 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

## BASIC PRINCIPLES

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

## 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

## BE CONSISTENT

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

## 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)

## 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

## 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

## 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



# 06 HOW TO BE INVOLVED

Own it. Share it. Nurture it.



# THE OBJECTIVE

It's good to share! How you can nurture your business and other members in the campaign



Use the hashtags  
**#wildscotland**  
**#nurtureinscotland**



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



Tag the @wildscotland channels on your own posts



Use the campaign photography and video assets



Use the campaign concept of 'Nurture your need for freedom and adventure' with your own content



Direct digital traffic to our website for more inspiration and information  
[www.wild-scotland.co.uk/nurture](http://www.wild-scotland.co.uk/nurture)



Tag service providers, relevant businesses



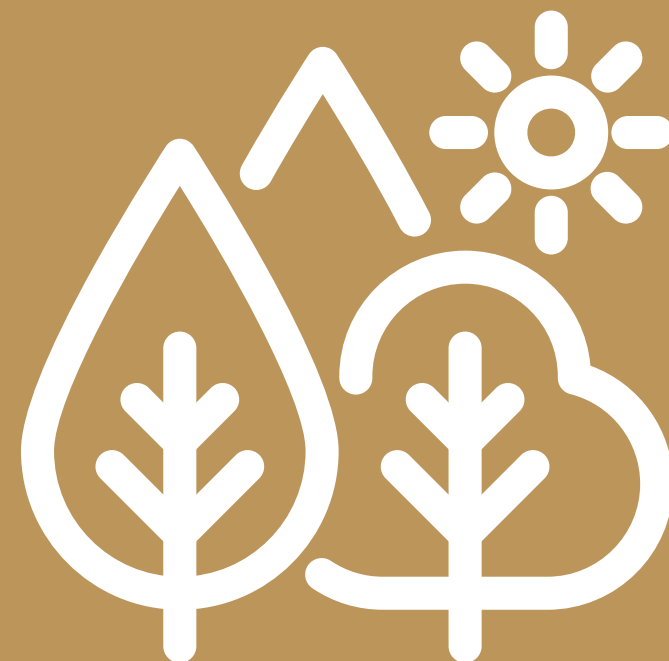
Be consistent. Share often and share across all your channels

**“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 Scotland, as members of Wild Scotland.”**



# 07 OUR GEOGRAPHICAL COVERAGE

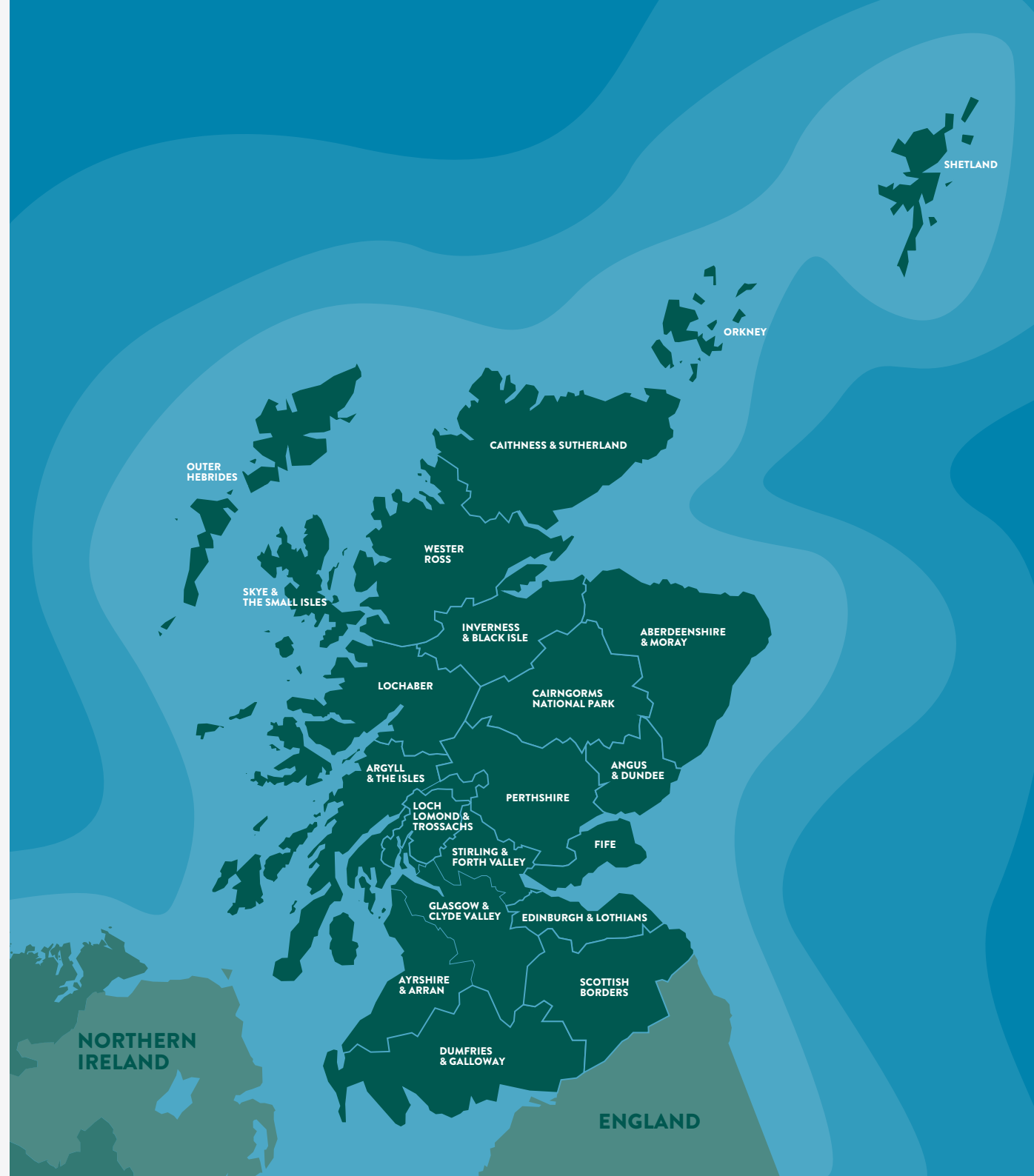
One nation. Many members.  
Nurturing responsible tourism.



# REPRESENTING SCOTLAND

**Scotland has everything on offer, all year-round. It's a place to enjoy slow-paced adventures or high adrenaline activities; with everything in between.**

We are proud to present the very best businesses and organisations, throughout the whole of Scotland, for activities, adventure and wildlife. Each of Wild Scotland's members are committed to delivering an unforgettable experience, in a sustainable and responsible way to protect Scotland's natural environment whilst giving the best in care and excellence for all booked experiences.



# 08 QUESTIONS & CONTACTS

Let's pledge to make this campaign one for us  
to be part of and benefit from.

## **FOR ALL CAMPAIGN STRATEGY OR FUNDING QUESTIONS**

Victoria Brooks

Wild Scotland

E: [victoria@wild-scotland.co.uk](mailto:victoria@wild-scotland.co.uk)

T: + 44 (0)1738 710332 07868 339404

## **FOR ALL CREATIVE ASSETS QUESTIONS**

Ashley Menzies

Designline Creative

E: [ashley@designlinecreative.co.uk](mailto:ashley@designlinecreative.co.uk)

T: 0791 771 2745

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



“We are delighted to have been successful in receiving support from the VisitScotland Destination and Marketing Fund to run this campaign which will directly support member businesses. The activity we are rolling out will support our members through a difficult period by showcasing the range and depth of responsible and sustainable experiences that are available in Scotland. The principal target is the UK and domestic audiences.

Not only will the campaign encourage more people to get out and about responsibly in Scotland's great outdoors, but it will also inspire people to slow down and experience and learn from nature by taking on a new skill or embracing a new adventure. This campaign will drive traffic to our new website and social channels which will ultimately support all of our members by inspiring existing and new audiences to book through Wild Scotland Responsible Operators. Please engage with our campaign and help drive the sector.”

Douglas McAdam, Wild Scotland Chairman



