

# Coast

*Toolkit*

**COAST** IS A GATHERING  
OF STORIES, HISTORIES  
AND PEOPLE.

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- 03 The elements of our campaign*
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- 06 Destination specific identities*
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*Part 1:*

**OUR CAMPAIGN**

# AUTHENTIC

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The stories we are telling are genuine and personal, with an authenticity to them. That is what makes these stories so unique and interesting.

In showcasing these stories we want to keep that authenticity and character without changing the language or tone. It's like being there first hand and hearing one of these amazing stories from someone who has lived it or passed it down through generations.

# ENGAGING

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The authentic stories capture people's attention and will come to life in their surroundings on the West coast.

Our aim is to engage with everyone - from local communities to tourists. To do that we communicate openly and encourage others to get involved at any opportunity. This project has the ability to develop and continue to grow.

# INTRIGUING

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A good story makes you want to turn the page and keep reading more and more. We want to excite people with every story they read and every image/video/sound they see or hear.

The mystery and uniqueness of these stories is what will make it so intriguing. Every story is different and the experience is not one dimensional.

# OUR CAMPAIGN

## THE OBJECTIVE

We encourage everyone to explore the **coastline, landscape, heritage and culture of the west coast of Scotland.**

As the world continues to shape our coast, we look not only to the past - but also forward to its future and how we can retain a rich tapestry of people, place and happenings.

## THE AUDIENCE

### *"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 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

International

~ Those from outside the UK looking into the West Coast of Scotland for holiday or interest in delving deeper into themes covered

# OUR CAMPAIGN

## *Continued*

### THE MESSAGE

“Welcome to the West Coast of Scotland”

Experience the West Coast in the comfort of your own home or when you are out and about.

### THE FORMAT

COAST will be activated as a promotional social and digital campaign.

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

### THE TIMESCALE

The campaign is designed and funded to run from March 2022 - June 2022.

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.

COAST is an offering we can be proud of now, and in the future. Our geography will not change, so lets embrace the opportunity to share it for sustainable tourism to benefit all.

*Part 2:*

**WHO IS INVOLVED?**



# OUR PROJECT PARTNERS

**UHI** | WEST HIGHLAND  
GÀIDHEALTACHD AN IAR

  
**NatureScot**  
Scotland's Nature Agency  
Buidheann Nàdair na h-Alba

  
**BAKKAFROST**  
ESTABLISHED 1968  
The Finest Salmon from  
**SCOTLAND**

# THE HANDLES

## *Project manager /match-funder*

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### **CRTR (CENTRE FOR RECREATION AND TOURISM RESEARCH)**

@crtrUHI (Twitter)  
@tourismresearchuhi (Facebook)

### **WEST HIGHLAND COLLEGE UHI**

@WHC\_UHI (Twitter)  
@WestHighlandCollegeUHI  
(Facebook)  
@whc.uhi (Instagram)

### **UNIVERSITY OF THE HIGHLANDS AND ISLANDS**

@ThinkUHI (Twitter)  
@thinkuhi (Facebook)  
@thinkuhi (Instagram)

## *Main funders (NCHF)*

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### **NATURESCOT**

@nature\_scot (Twitter)  
@NatureScot (Facebook)  
@naturescot (Instagram)

### **SCOTTISH GOVERNMENT'S EUROPEAN STRUCTURAL FUNDS DIVISION**

@scotgovESIF (Twitter)

## *Match funder*

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### **CALMAC FERRIES**

@CalMacFerries (Twitter)  
@CalMacFerries (Instagram)  
@calmacferries (Facebook)

## *Sister Project*

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### **WEST COAST WATERS**

@WCWScotland (Twitter)  
@wcwscotland (Instagram)  
@WCWScotland (Facebook)

## *Contractors*

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### **RURALDIMENSIONS**

@ruraldimensions (Twitter)  
@ruraldimensions (Instagram)  
@RuralDimensions (Facebook)

### **LATERAL NORTH**

@lateralnorth (Twitter)  
@lateralnorth (Instagram)  
@lateralnorth (Facebook)

# HASHTAGS

#westcoaststories

#YS2022

#TalesOfScotland

#NatureScot

#connectingpeopleandnature

#ThinkUHI

#thecoastthatshapedtheworld

#nchf

#coastalheritage

#coastalhistory

#scotlandswestcoast

#westcoastofscotland

#scottishmaritimeheritage

#westcoastheritage



*Part 3:*

**ELEMENTS OF  
THE CAMPAIGN**

# ELEMENTS OF CAMPAIGN

## *Branding*

Coast

SCOTLAND'S WEST  
Coast  
THAT SHAPED THE WORLD

SCOTLAND'S WEST  
Coast  
AN TAOBH AN IAR



# ELEMENTS OF CAMPAIGN

## *Account*

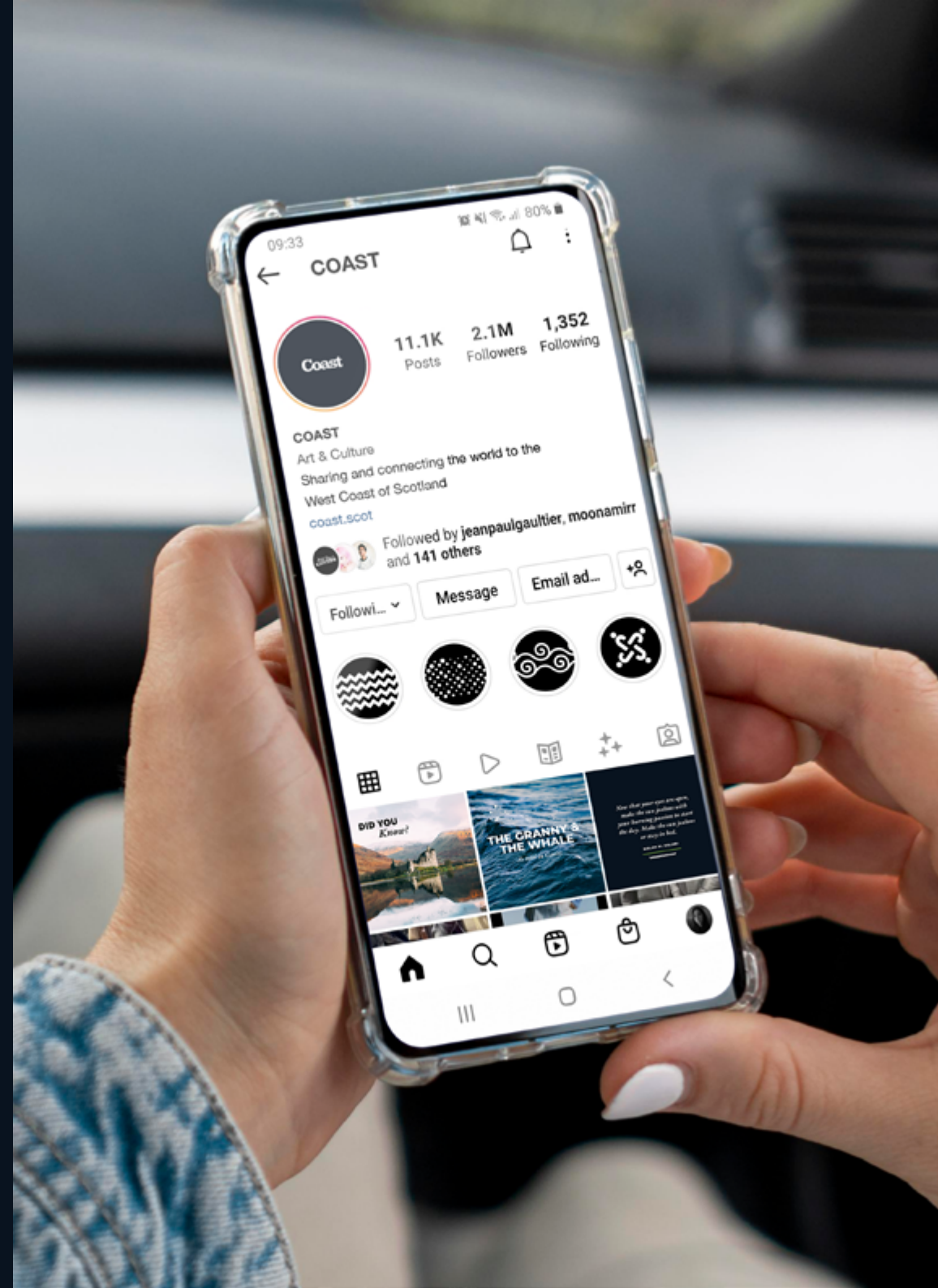
These are the accounts that you can include in the posts considering Coast

## *Social Media Channels*

@CoastScot (twitter)  
@coastscot (facebook/instagram)

## *Social Media Hashtags*

#westcoaststories  
#coastalheritage  
#coastalhistory  
#scotlandswestcoast  
#westcoastofscotland  
#thecoastthatshapedtheworld  
#scottishmaritimeheritage  
#westcoastheritage



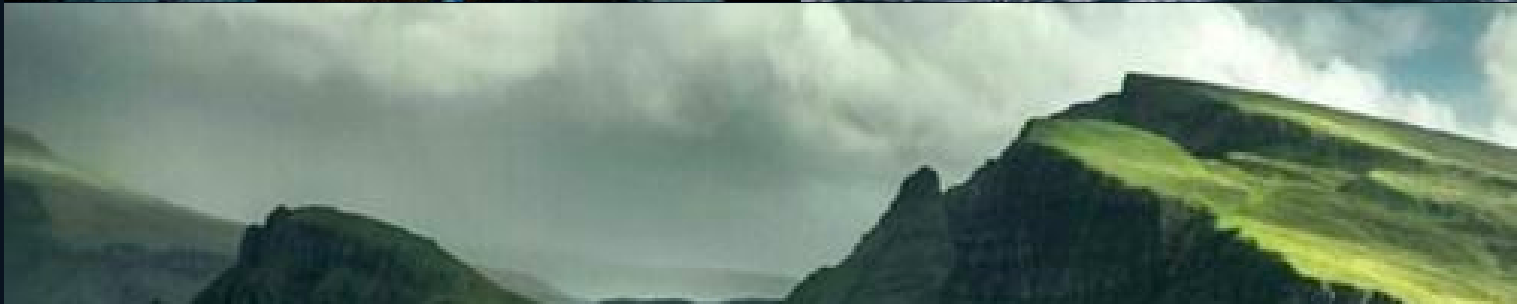


## IMAGE STYLE

The photographic style of Coast really reflects the tone of voice.

Authentic and atmospheric imagery which captures dramatic landscapes, mood, characters and heritage.

The images should never be too brightly coloured, the coast is rugged and natural not overly edited.



# ELEMENTS OF CAMPAIGN

## *Key Messages*

Invite our audience to come, enjoy the west coast of Scotland in 2022 by sharing the stories of the coast

### *Authentic*

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Sharing the original west coast at it's core through story telling

### *Intriguing*

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Through the interesting and variety of themes covered in the Coast stories builds intrigue to find out more about the Coast and to go visit

### *Engaging*

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Through social media and the engagement with the locals, the connection between te coast and the nation of Scotland and the UK brings them together



# ELEMENTS OF CAMPAIGN

## *Bloggers & Influencers*

List of bloggers and influencers with their handles

### *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 COAST blogger & influencer activity*

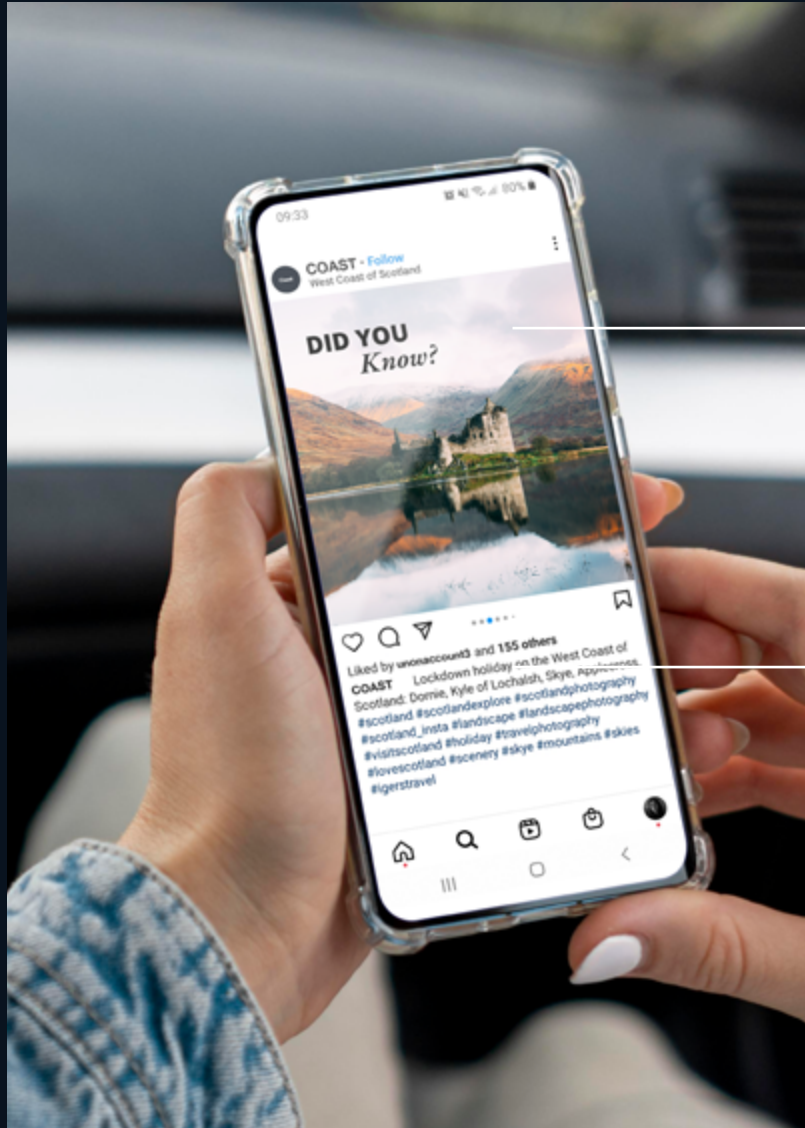
Here is a summary of planned activity.

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

*Part 4:*

**SOCIAL MEDIA  
EXAMPLES**

# SOCIAL MEDIA EXAMPLES



If having copy on the post,  
it should be Garamond  
and Barlow Condensed

Post:  
Did you know that... fact  
considering image... Find  
out more on our website  
and download our app so  
you can connect to the  
West Coast on the go  
#Scotland'sWestCoast  
#stories #Coast

*Part 5:*

**HOW TO GET  
INVOLVED**

# HOW TO GET INVOLVED

Coast

Use the Coast brand identity and the destination based font



Use the hashtags  
#westcoaststories



Like, share, tag and comment



Tag the @coastscot 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 & information



Tag service providers and relevant businesses



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

*Part 6:*

**THEME SPECIFIC  
IDENTITIES**

# THEME SPECIFIC IDENTITIES



**OUR ARCHITECTURE &  
BUILT ENVIRONMENT**



**OUR HISTORIES &  
ERAS**



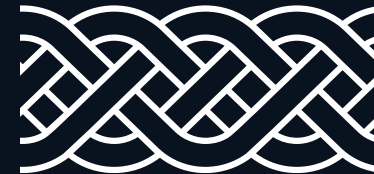
**OUR COMMUNITIES**



**OUR MIGRATIONS**



**OUR ART & CULTURE**



**OUR FOLKLORE &  
MYTHS**



**OUR PRODUCTIVE  
LANDSCAPES & SEASCAPES**



**OUR CHANGING  
ENVIRONMENT**

*Part 7:*

**QUESTIONS &  
CONTACTS**



# QUESTIONS & CONTACTS

For further details, please feel free to get in touch with the contacts below:

**JAMIE ALLAN BROWN**  
**UHI WEST HIGHLAND'S CENTRE FOR RECREATION  
AND TOURISM RESEARCH - PROJECTS MANAGER**  
E: [coast.whc@uhi.ac.uk](mailto:coast.whc@uhi.ac.uk)  
W: <https://www.whc.uhi.ac.uk/research/>

**CARRON TOBIN**  
**RURALDIMENSIONS - PROJECT CO-ORDINATOR**  
E: [carron.tobin@ruraldimensions.com](mailto:carron.tobin@ruraldimensions.com)  
W: [www.coast.scot](http://www.coast.scot)



SCOTLAND'S WEST

# Coast

AN TAOBH AN IAR