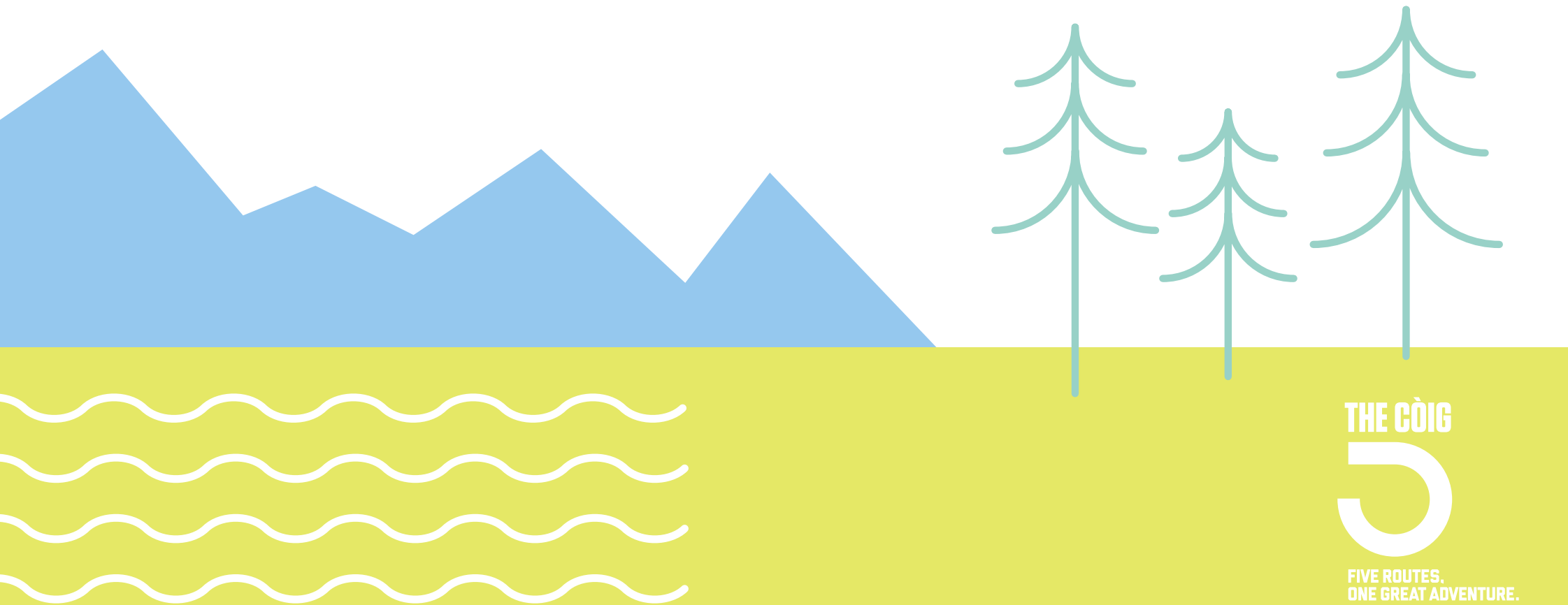


YOU'RE INVITED TO BE PART OF OUR SOCIAL MEDIA CAMPAIGN

Partner and Business Briefing Pack | June 2020



THE CÒIG



FIVE ROUTES.
ONE GREAT ADVENTURE.

WHAT IS THE CAMPAIGN?

THE PURPOSE OF THE CAMPAIGN

The Coig is launching a social media campaign, called **"YOU'RE INVITED"**.

The purpose of this campaign is to showcase all local areas, covered by the core 5 Coig Routes, to local people and central belt residents. This allows businesses in the area to engage with audiences, and stay front of mind during the Covid-19 crisis and phased lifting of lockdown restrictions.

Overall, we can collectively show a united, welcoming, and safe stream of messaging that is positive and emotive.

THE OBJECTIVE

We want to encourage visitors to our area, and give them confidence to do so, in a safe and responsible manner.

We can do this by sharing positive and controlled messages throughout the phased easing of lockdown.

THE AUDIENCE

- Local people (5 mile message relevant)
- Central belt residents (when 5 mile restrictions are lifted)
- Scotland, UK wide visitors

THE FORMAT

The campaign will be activated as a social media campaign, through The Coig main channels. The assets will be shared with local members and businesses to use on their channels also, to increase effectiveness and give free access to a creative campaign with each business incurring their own costs.

- Instagram
- Facebook
- Twitter

THE TIMESCALES

- Launch Wednesday 1st July
- Expected duration will be 8 weeks with option to continue

We will monitor and review campaign during this period to gauge effectiveness.

#LOCALINVITE

THE ELEMENTS OF OUR CAMPAIGN

THE MAIN MESSAGE

"YOU'RE INVITED"

The campaign will be used for us to invite people to do certain things and visit local places. Plus, users can also send the send invite to their friends and family to help plan a trip together.



THREAD OF MESSAGES

"YOU'RE INVITED" will be extended out to various pages, which we can phase to suite lockdown restrictions lifting.

Examples as below, and you can create your own messages too!

YOU'RE INVITED on a woodland wander
YOU'RE INVITED on a coastal walk
YOU'RE INVITED for a picnic
YOU'RE INVITED to watch the sunset
YOU'RE INVITED for a family day out
YOU'RE INVITED on a village stroll
YOU'RE INVITED for a local ice cream
YOU'RE INVITED for a round of golf
YOU'RE INVITED to see for miles
YOU'RE INVITED for fresh coffee and a gab
YOU'RE INVITED for a paddle in the sea
YOU'RE INVITED for an island experience
YOU'RE INVITED to appreciate the local art
YOU'RE INVITED to explore our castles
YOU'RE INVITED to taste the local produce
YOU'RE INVITED to sip something special
YOU'RE INVITED for a short break
YOU'RE INVITED to explore our local history
YOU'RE INVITED on a spiritual experience
YOU'RE INVITED to shop local
YOU'RE INVITED for a romantic meal
YOU'RE INVITED to feel the wind in your hair
YOU'RE INVITED on a ferry ride
YOU'RE INVITED for a road trip
YOU'RE INVITED to tour by bike
YOU'RE INVITED to meet the wildlife

THE ELEMENTS OF OUR CAMPAIGN

EXAMPLE NARRATIVE

“Who is your special invite being sent to now that we can wander just a little further and see our loved ones? Share where you are and tag who with.”

#LocalInvite

“We’d love to invite you this weekend to the opening of our xxxxxxxx. It’s been a long wait, but we hope you’ll accept. Tag who you would like to invite along.”

#LocalInvite

“With views for miles to entertain your eyes, and plenty of space to relax and enjoy, who will you invite to climb xxx with you?”

#LocalInvite

“You’ve waited long enough. Come take a tour of Culzean Castle and tag who you are inviting to join you.”

#LocalInvite

“Share your latest local coastal walk with us”. #LocalInvite

“Awaken your senses and enjoy an island trip to Bute. Who will you invite?”

#LocalInvite

CAMPAIGN HASHTAG

#LOCALINVITE

Please use this hashtag on all posts relating to this campaign. We can then use this to track and share all related content.

THE COIG SOCIAL CHANNELS

 @THE_COIG

 @THECOIG

 @THECOIG

FEEL FREE TO USE THE CAMPAIGN CONCEPT AND
HASHTAG TO SEND OUT YOUR OWN INVITES!

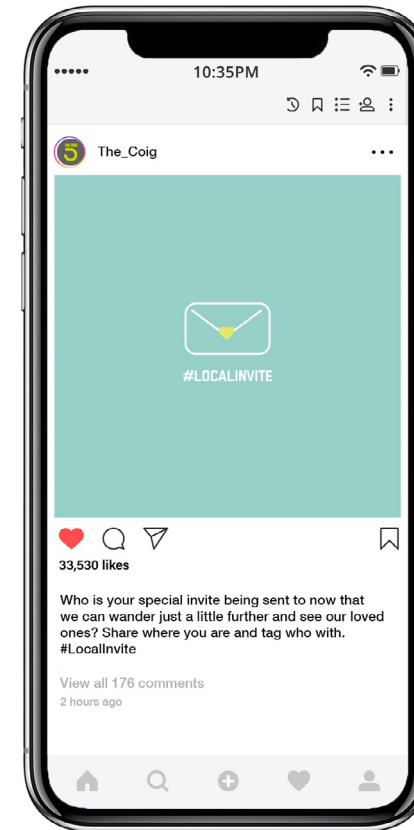
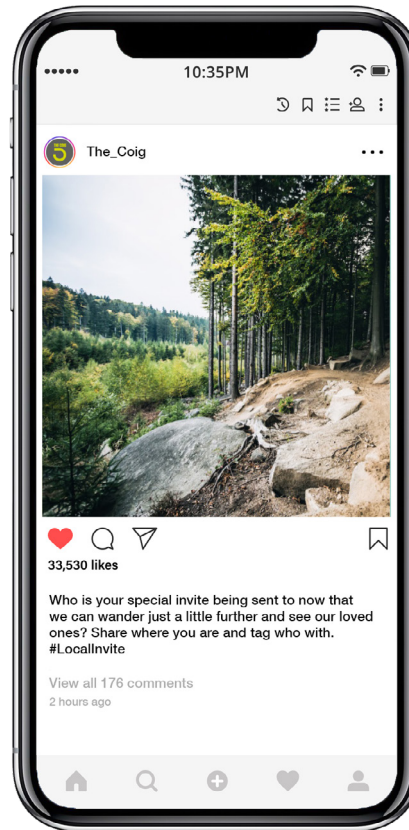
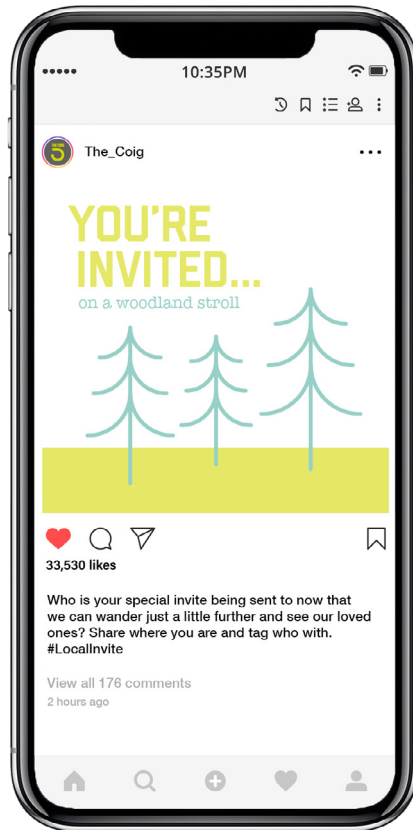
#LOCALINVITE

THE ELEMENTS OF OUR CAMPAIGN

THE CREATIVE ASSETS

SOCIAL MEDIA POSTS

#LOCALINVITE



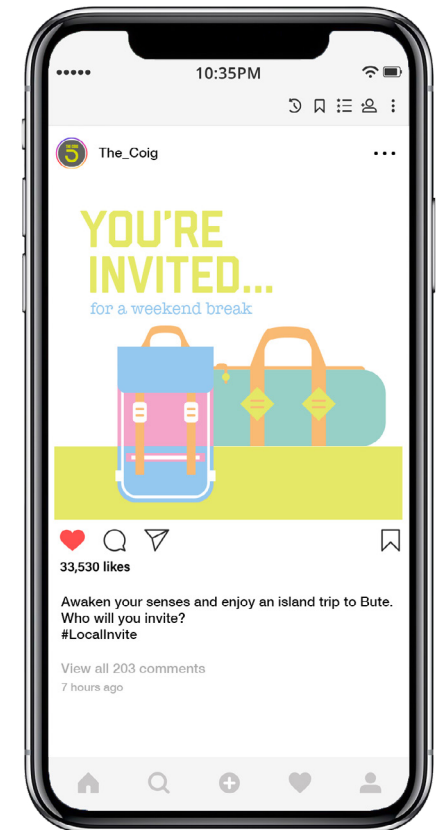
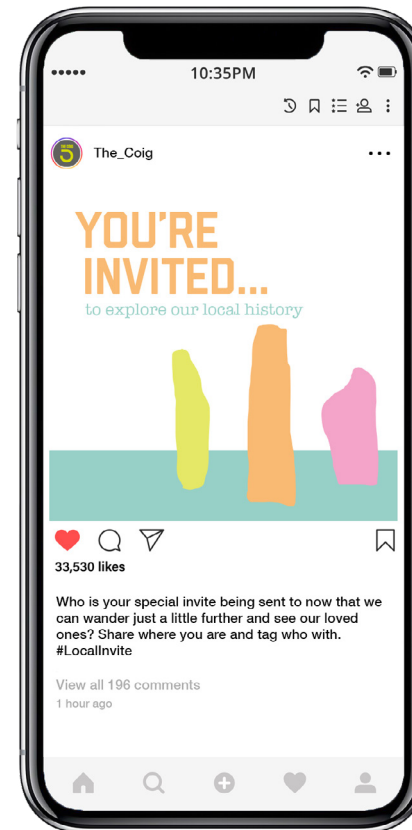
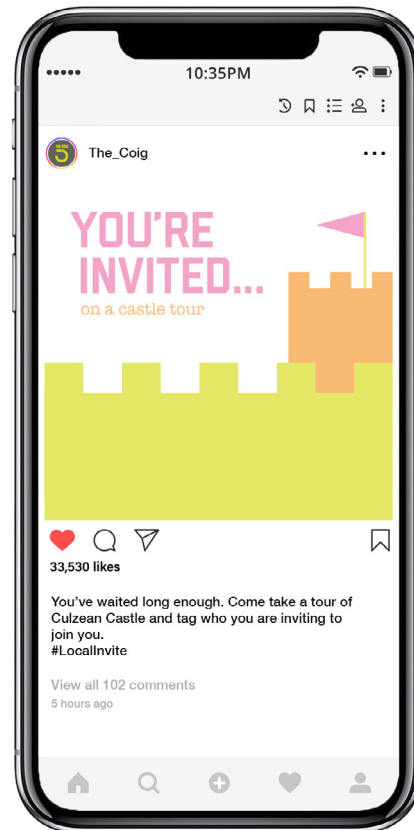
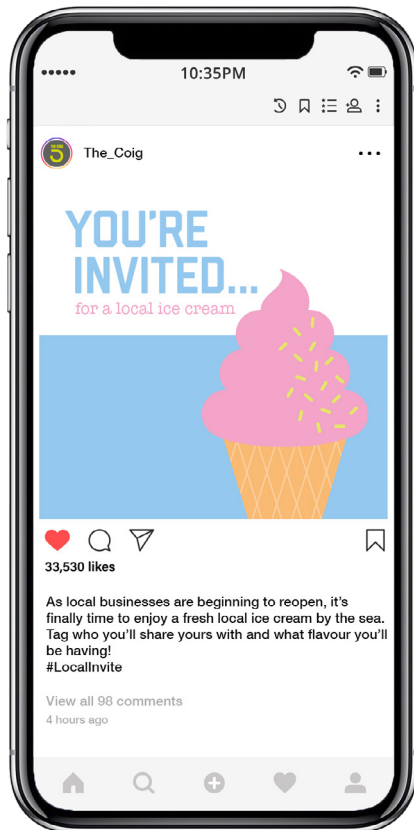
Scrolling slideshow posts

THE ELEMENTS OF OUR CAMPAIGN

THE CREATIVE ASSETS

SOCIAL MEDIA POSTS

#LOCALINVITE

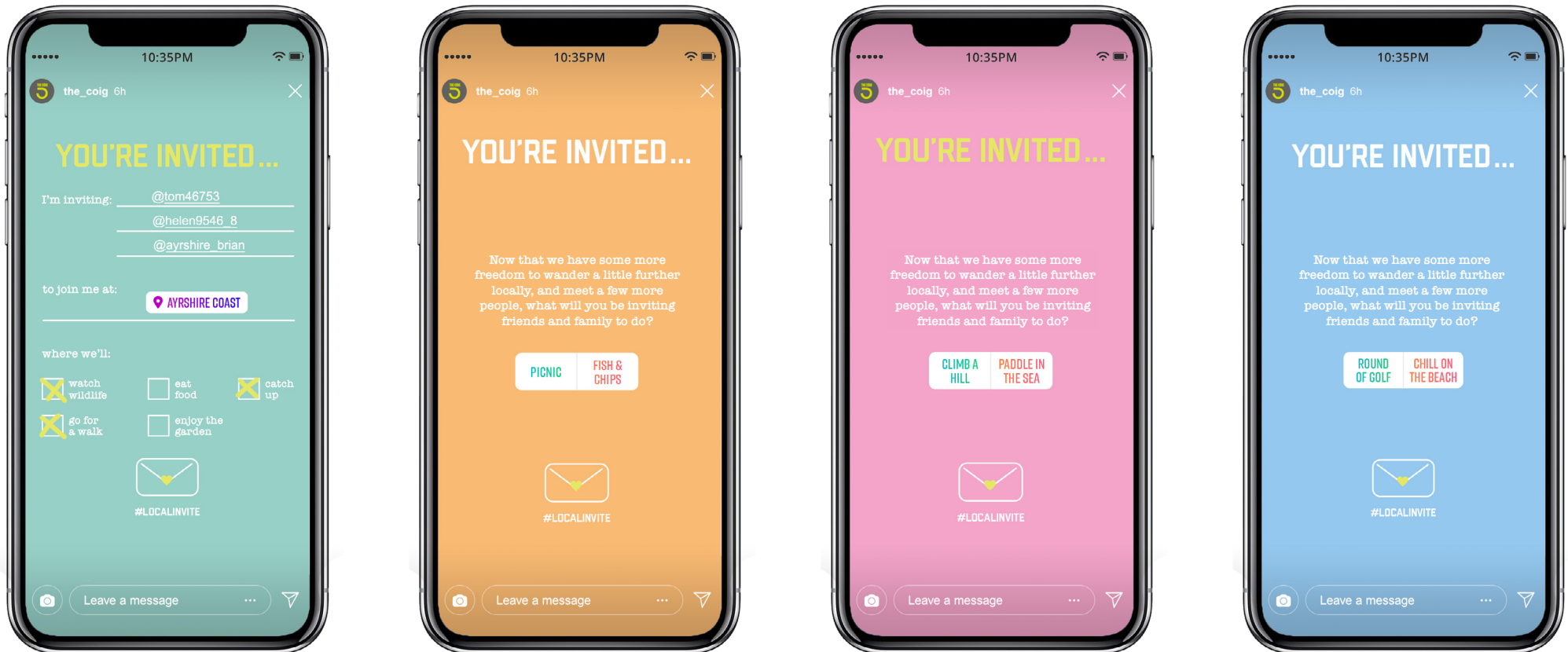


THE ELEMENTS OF OUR CAMPAIGN

SOCIAL MEDIA STORIES AND POLLS

We will use Instagram stories to create blank invites for people to fill in and share with friends and family. Likewise, we will post voting polls to ask people what type of invite they would rather have. All good fun for the user, and gives us some research too!

#LOCALINVITE



HOW TO GET INVOLVED

IT'S GOOD TO SHARE!

HOW YOU CAN BE PART OF THE CAMPAIGN – LET'S DO THIS TOGETHER!



TAG THE @THECOIG
CHANNELS ON YOUR OWN POSTS



USE THE CAMPAIGN ASSETS.
YOU CAN ACCESS HERE >



USE THE HASHTAG
#LOCALINVITE



STAY CONNECTED WITH OUR
CAMPAIGN – LIKE, SHARE, TAG, COMMENT



TAG SERVICE PROVIDERS,
RELEVANT BUSINESSES IN YOUR
LOCAL AREA SO WE JOIN UP



BE CONSISTENT. SHARE OFTEN AND
SHARE ON ALL YOUR CHANNELS



DIRECT DIGITAL TRAFFIC TO OUR
WEBSITE FOR MORE INSPIRATION
AND INFORMATION
WWW.THECOIG.COM
AND YOUR OWN WEBSITE TOO

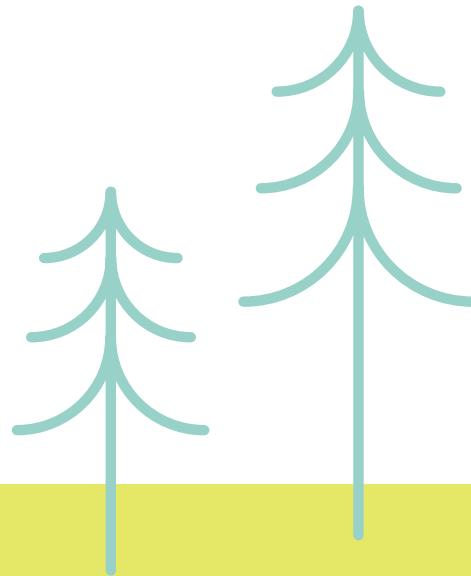
QUESTIONS & CONTACT

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