



# Space to **warm your soul**

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## Campaign Toolkit





## ABOUT THE CAMPAIGN

Space to Warm your Soul is a new digital marketing campaign wholly funded by the VisitScotland Destination and Sector Marketing Fund, to support the economic recovery of the Outer Hebrides following the Covid-19 pandemic and help us to re-connect with visitors. The campaign aims to promote the islands as a short break destination between February – March to extend the visitor season and build consumer footfall and spend throughout the islands in a sustainable and responsible way.

## CAMPAIGN MESSAGING

The campaign will remind visitors of the sense of wellbeing they get from a visit to the Outer Hebrides with new video and online content showing how a trip to the islands helps to “warm your soul”. Four themes will be highlighted using short videos and imagery promoting aspects of wellbeing – from spending time in nature to enjoying a sense of space, from re-connecting with each other to the sense of wonder in the landscape and rich culture of the islands.

The videos show a wide range of attractions and experiences throughout the Outer Hebrides, both better known and hidden gems to portray some of the simple pleasures of a visit here and to show the joy of being outdoors in all weather.

The campaign will inspire an emotional response from our audiences in a similar way to how our islands connect with visitors’ hearts.





## CAMPAIGN ACTIVITY

The campaign will be activated via:

- Paid social media and digital advertising campaign
- Digital, social and print advertising campaigns with National Geographic and The List
- Trade Activation

Please read our latest articles and share them with your audiences for inspiration:

[National Geographic](#)

[The List](#)



Kenny Lam



## CAMPAIGN ASSETS FOR YOU TO USE

Let's combine our digital and social voices and show our love for the Outer Hebrides by encouraging our audiences to keep the islands high on their list of destinations to visit in 2022.

## SHARE OUR NEW VIDEO CONTENT

Please download and share our new video content across your social media channels.

## NEW WEBSITE CONTENT TO INSPIRE AND HELP PLANNING

Please direct your audiences to our campaign landing page for lots of inspiration to help plan a break in the Outer Hebrides to boost wellbeing [www.visitouterhebrides.co.uk/wellbeing](http://www.visitouterhebrides.co.uk/wellbeing)

## HASHTAG

Include **#SpaceToWarmYourSoul** on any posts relating to the campaign, so we can see them easily and share them across our channels too.

## GÀIDHLIG

Our campaign promotes the Gàidhlig expression “Ciùineas” (Kyu-nyas) to describe the islands as a place to enjoy tranquility, calm and peacefulness. Please use “Ciùineas” in your social posts where relevant.





## HOW TO GET INVOLVED

One of the easiest ways to be a part of the Space to Warm your Soul campaign is to share our assets, or your own relevant imagery, across your channels and use the campaign hashtag #SpaceToWarmYourSoul

## EXAMPLE SOCIAL MEDIA POSTS

Incorporating the campaign messaging into your social media content is easy, here are a few examples to take inspiration from.

Seeking island calm and the simple pleasures in life? Enjoy a breath of air in the Outer Hebrides and find #SpaceToWarmYourSoul



1348 101 comments 34 Shares

Like Comment Share

Relax and find Ciùineas in the Outer Hebrides just like our loveable wildlife #SpaceToWarmYourSoul



1769 45 comments 12 Shares

Like Comment Share

## USE OUR NEW VIDEOS ON YOUR POSTS

Don't forget, we have lots of [new video content](#) for you to download and use as you wish, make sure you take a look and share it now.



Paul Tomkins