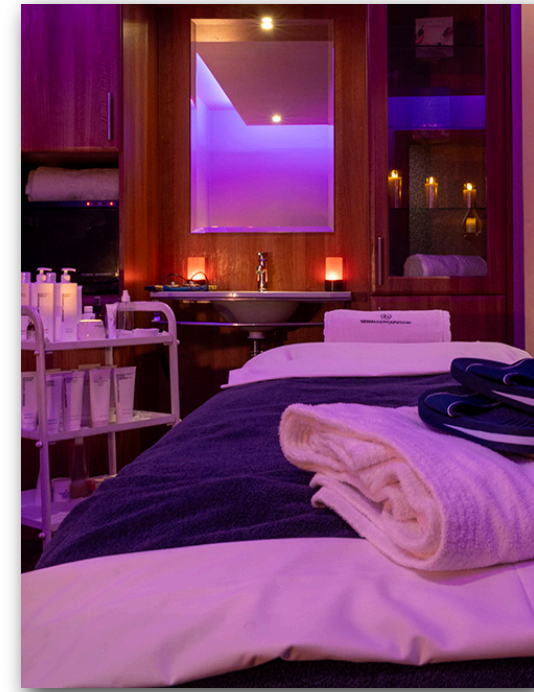
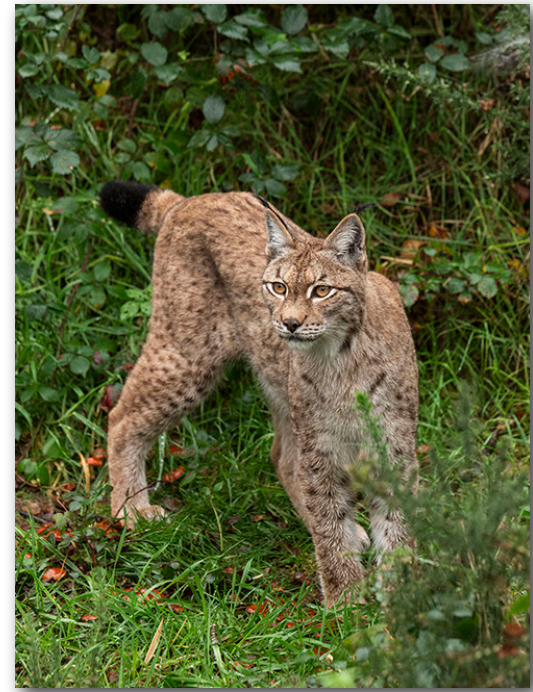
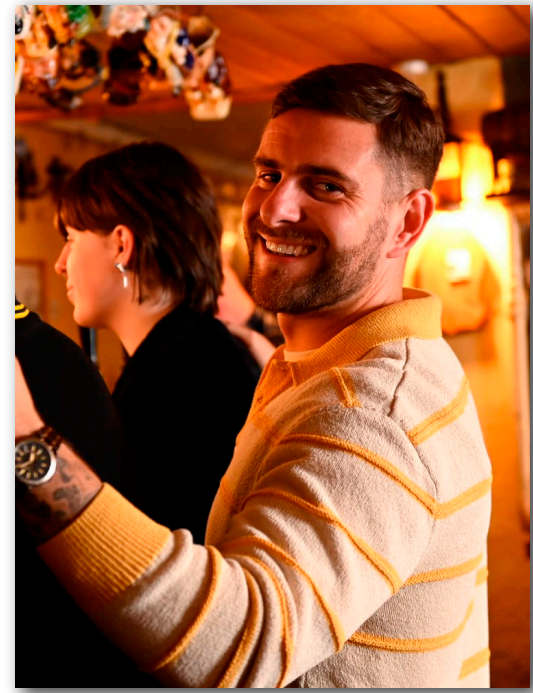


Donegal Shoulder Season Campaign Toolkit



Comhairle Contae
Dhún na nGall
Donegal County Council

#lovedonegal #govisitdonegal



Help us get **5 million eyes** on Donegal this Autumn and Winter!

Our new marketing campaign aims to make Donegal the destination of choice for shoulder season breaks.

By working together we can maximise visibility and engagement to inspire and welcome visitors.

This toolkit provides you with the information and assets to do exactly that.

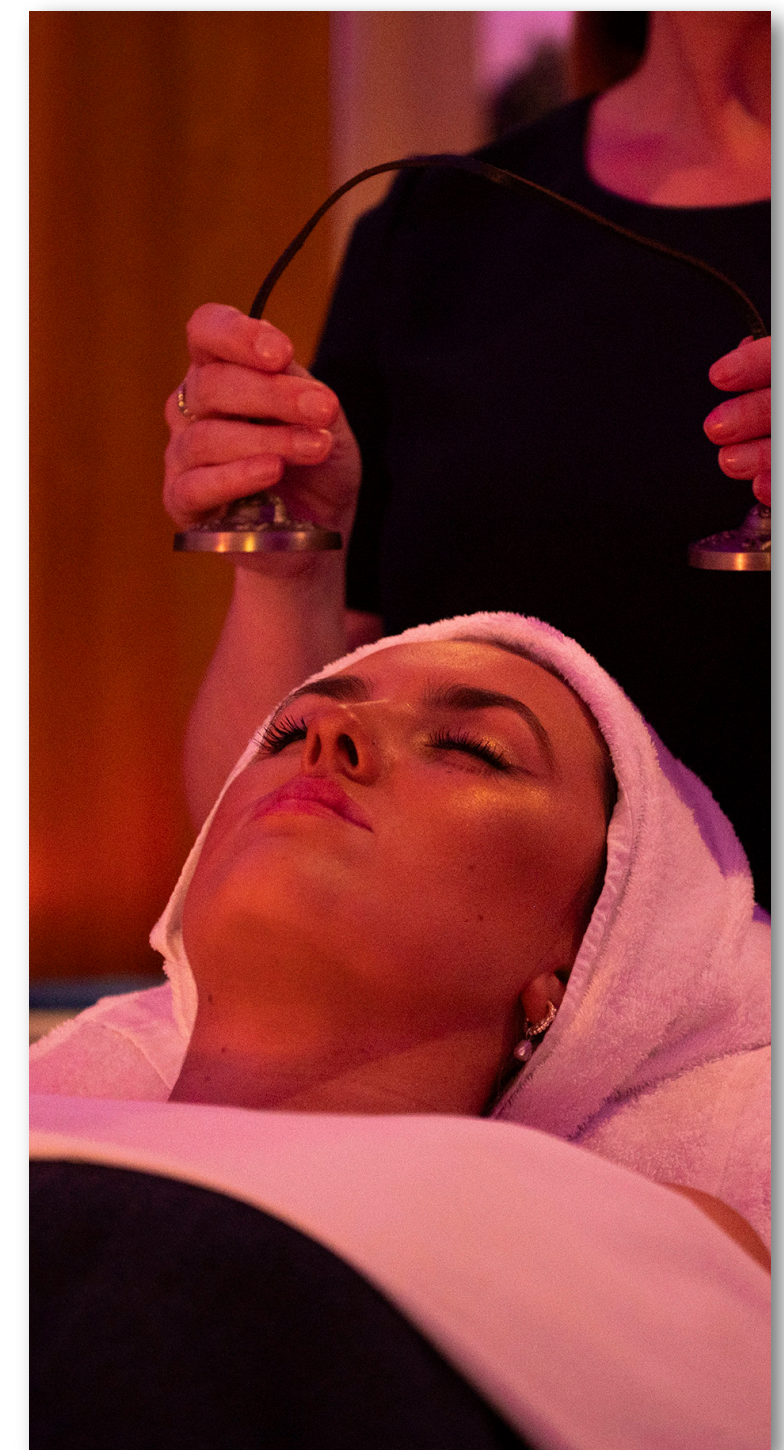
We are looking forward to working with you to make Donegal a must-visit destination in 2023 and beyond.

Our Audience

#lovedonegal #govisitdonegal

Our Audience

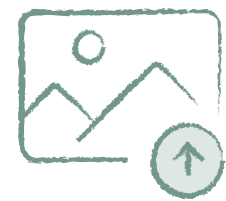
Unconstrained Adults | Best prospect for mid-week breaks in Donegal



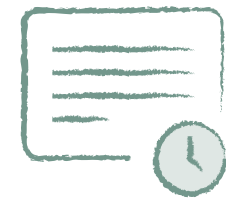
How to get involved

#lovedonegal #govisitdonegal

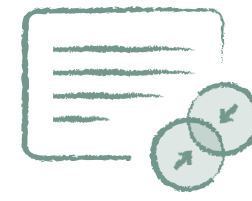
You can benefit by:



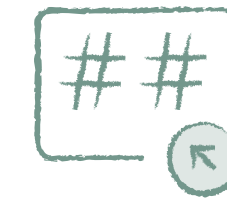
Upload campaign offers to the **govisitdonegal.ie** website



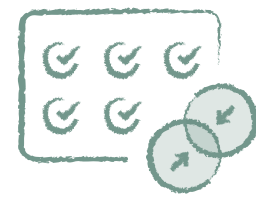
Ensure that your listing is up to date



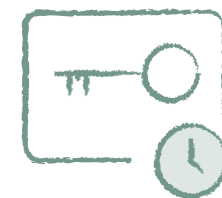
Apply the campaign branding and messaging to your own marketing creative



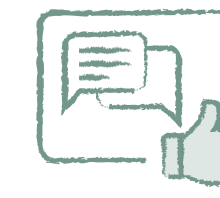
Add in use the campaign hashtags **#lovedonegal** **#govisitdonegal**



Incorporate the campaign branding, video, messaging, and imagery into your social media posts, newsletters, websites, and/or blogs.



Ensure that your website is updated with the key information visitors need to know before visiting

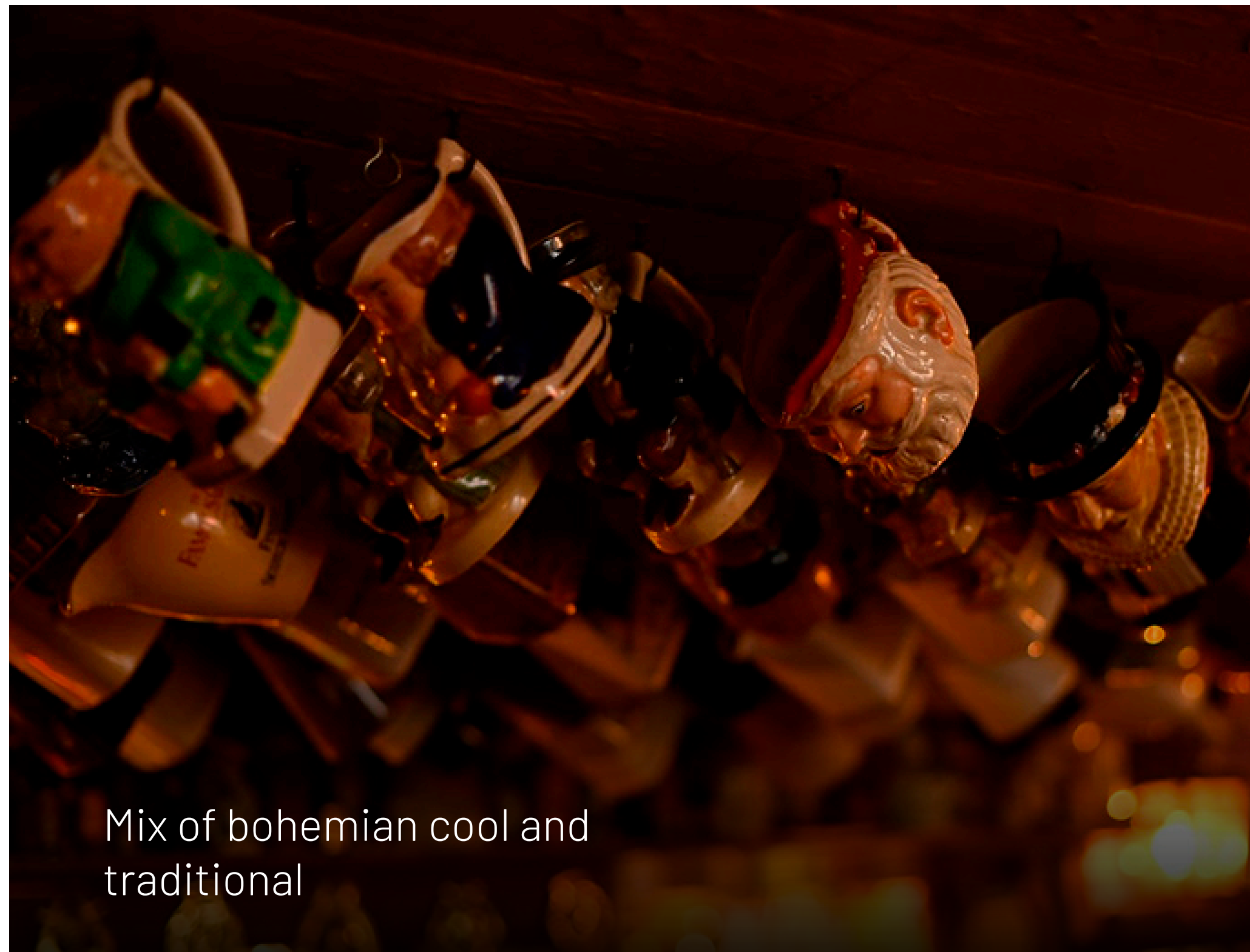


Please feel free to use the campaign assets in ways that are most appropriate for your business.

Storytelling framework

#lovedonegal #govisitdonegal

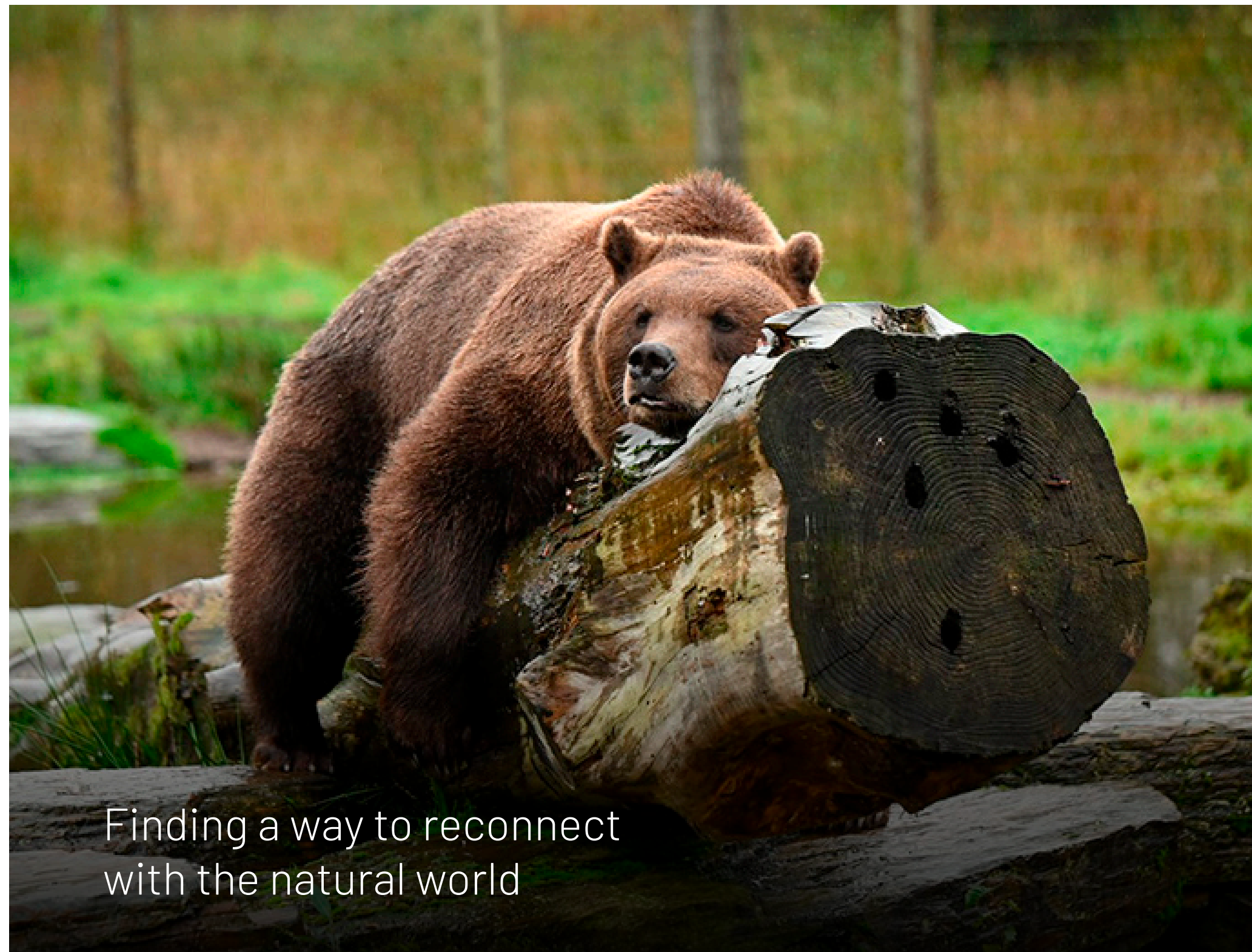
→ Culture



→ Food & Drink



→ Environment



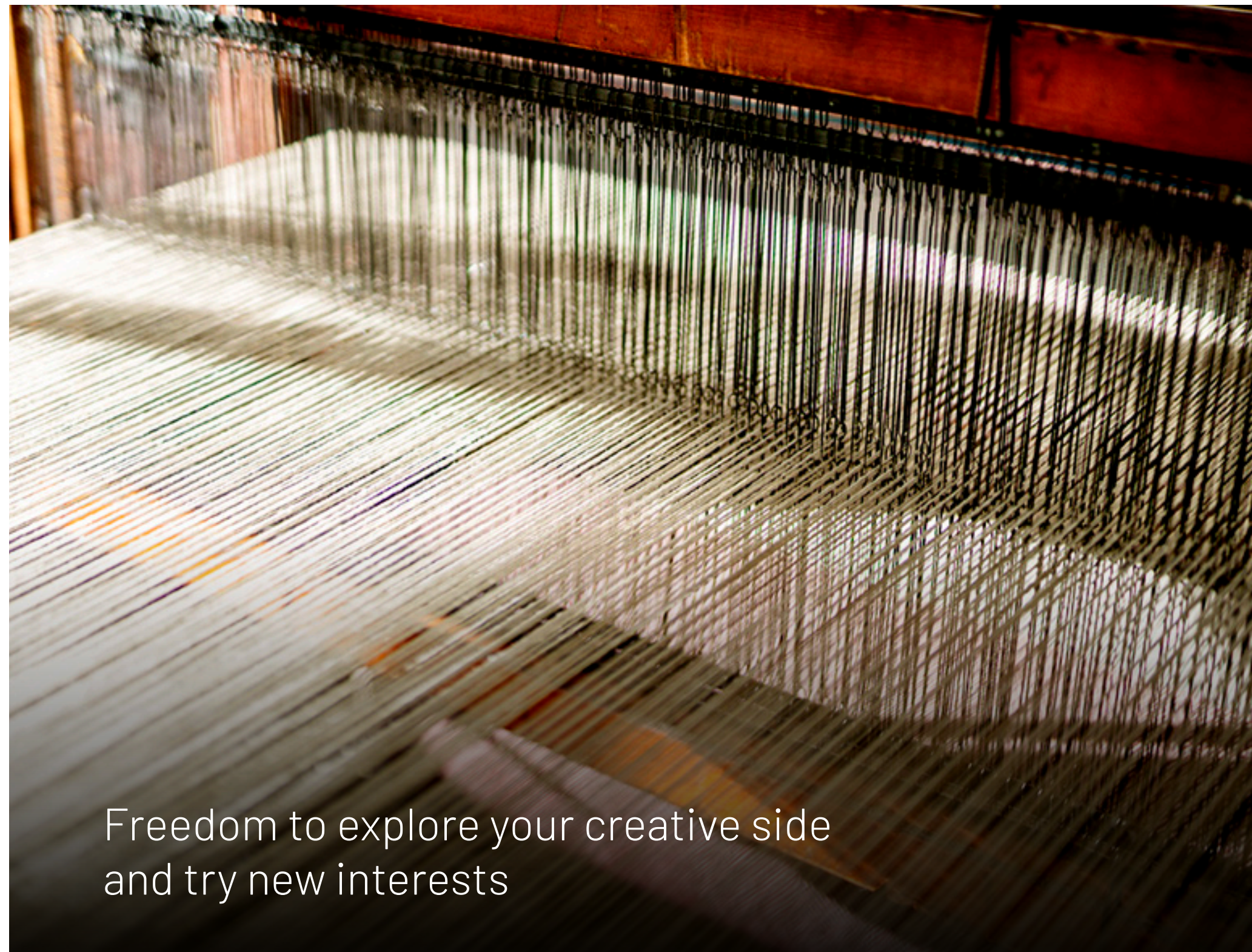
Finding a way to reconnect
with the natural world

→ Activity



Not being a spectator-
trying things out for yourself

→ Stimulation



Freedom to explore your creative side
and try new interests

→ Accommodation



Staying somewhere where every
room has a story

The Real Voice of Donegal

#lovedonegal #govisitdonegal



Tone of Voice

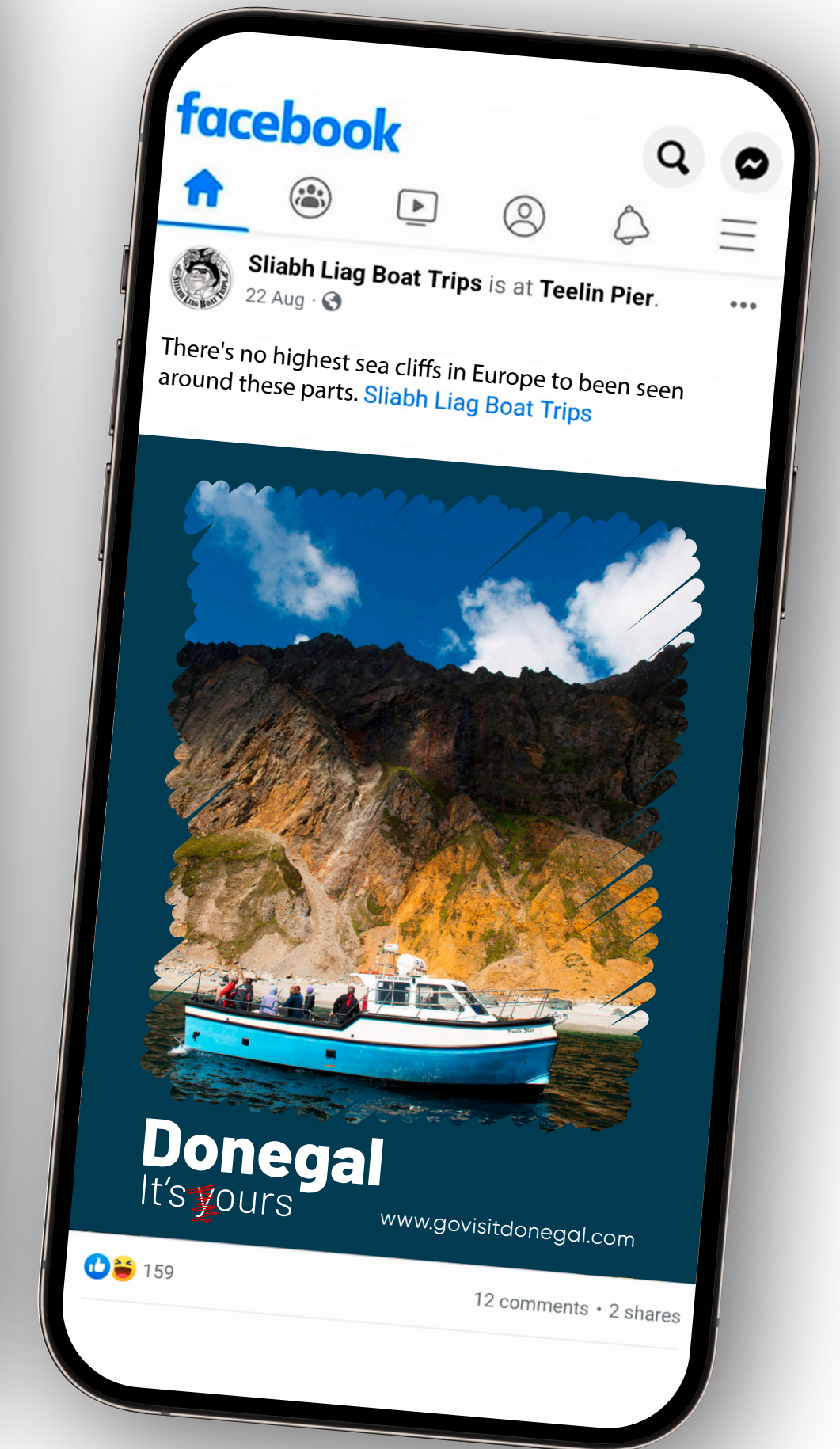
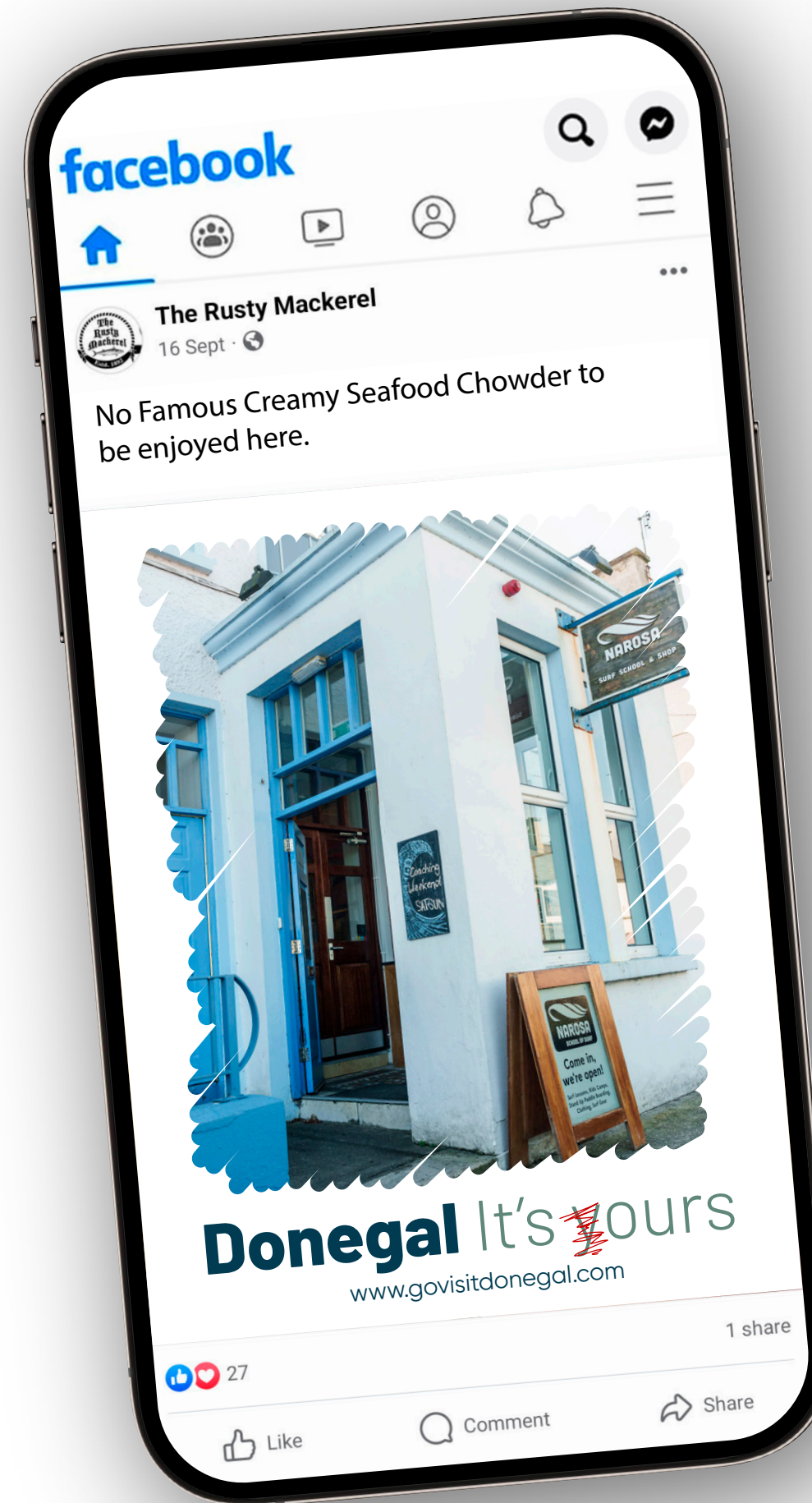
- ✔ We want to sound natural, approachable and honest
- ✔ Short sentences and a conversational approach
- ✔ Weaving a humorous, wry thread throughout
- ✔ Clipped, straightforward headlines with no unnecessary words
- ✔ Original and intriguing, avoiding the general and vague
- ✔ Embracing the personal, the specific and the anecdotal

Get Involved

#lovedonegal #govisitdonegal

**You can amplify
your business by
incorporating the
lockup into your
creative and
marketing activity.**

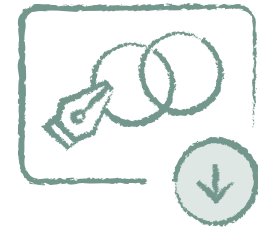
Here are some
samples



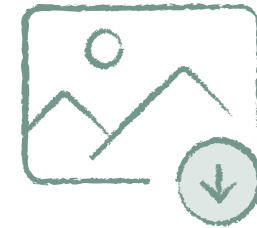
Assets

#lovedonegal #govisitdonegal

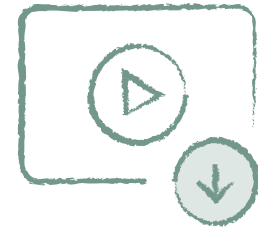
We've also made the following campaign assets available for you to incorporate into your activity:



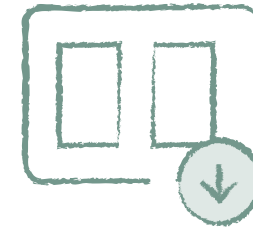
[Download the Logo and Ident](#)



[Download hero and supporting imagery](#)



[Links for campaign video and cutdowns](#)



[Download the social media frames](#)

We are continuing to build our campaign collection and the folders will be updated regularly.





Donegal It's yours

#lovedonegal #govisitdonegal