

CAMPAIGN TOOLKIT

2023



THE EXTRAORDINARY STORY

www.visitisleofman.com

[#IOMstory](https://twitter.com/IOMstory)

EXTRAORDINARY IS...
AN ISLAND LIKE NO OTHER

BACKGROUND

THE EXTRAORDINARY STORY OF THE FIRST ENTIRE NATION IN THE WORLD TO BE RECOGNISED AS A UNESCO BIOSPHERE

This accolade is a proud testament to the richness and scope of the Island's awe-inspiring nature, its ancient and compelling history, and the vibrancy of its culture.

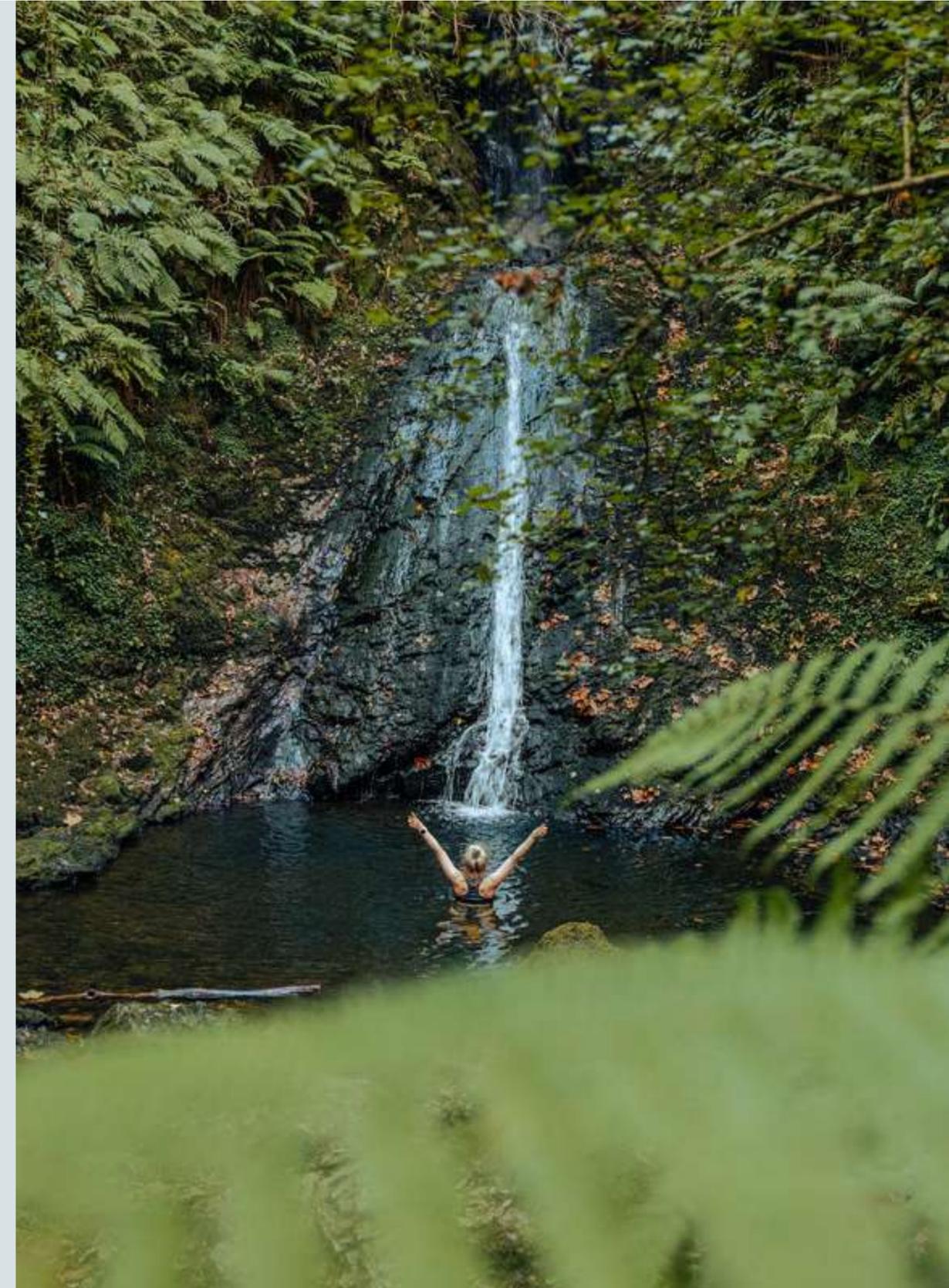
Biosphere reserves are 'learning places for sustainable development'. They are special places that provide local solutions to global challenges - connecting people to the world around them.

The campaign - The Extraordinary Story - celebrates and promotes all that is special about the Isle of Man and its unique UNESCO Biosphere status, helping to provide a real 'sense of place'. It inspires and helps visitors to access its rich heritage and culture, past and present, to witness how it has preserved time-honoured ways of life, whilst connecting them with the Island's beautiful surroundings that make up its awe-inspiring, natural, adventure playground.

In 2023, we're excited to build on the recovery witnessed in 2022 and continue to offer potential visitors a place to reconnect with what matters, to be joyfully and playfully active in our adventure playground, and to discover years of rich heritage, a vibrant culture and a fascinating arts scene.

We want to showcase the Island's extraordinary offering to potential visitors, from our distinct cultural identity to our ever-changing landscapes, all of which contribute to our UNESCO Biosphere status - the only entire nation in the world to be awarded this special accolade.

We have developed this toolkit specifically for you to amplify your business within the campaign. It will provide you with practical information on how you can get involved through your own channels.



AIMS

1. To increase awareness of the Isle of Man as a place to visit and holiday
2. To encourage bookings to the Isle of Man throughout 2023
3. To promote how visitors can experience and appreciate the Island as a UNESCO Biosphere

Our ambition is to drive awareness and interest in the Isle of Man as a holiday and short break destination for UK and Irish travellers primarily in spring, summer and autumn 2023, whilst also promoting the Island as an ideal destination to visit all year round.

Messaging and marketing activity will focus on increasing consideration and bookings of holidays to the Isle of Man throughout 2023, reinforcing the ease and accessibility of getting to the Island, whilst emphasising the breadth and abundance of outdoor activities, culture and heritage experiences, and epic landscapes that can be enjoyed throughout the year.



THE EXTRAORDINARY STORY

In 2022 we launched ‘Extraordinary is...’, a new chapter of our ‘The Extraordinary Story’ campaign, to promote and showcase the many ways of how and why the Isle of Man came to be the first entire nation in the world to be recognised as a UNESCO Biosphere.

In 2023, we will continue to build on the traction gained from ‘The Extraordinary Story’, celebrating and promoting all that is special about the Isle of Man. The ‘Extraordinary is...an Island like no other’ campaign will be ever-evolving, showcasing seasonal product experiences that will have visitors discovering new and exciting experiences all year round.

OUR TONE OF VOICE

Our messaging is written to stir the soul, to compel action and encourage positive emotions. Centred around the personification of extraordinary and in the third person, making an 'adjective' into a 'proper noun', which allows us to write anything we want with limitless opportunities to sell the assets of the Isle of Man.

GENERIC MESSAGING EXTRAORDINARY IS...

...THE FIRST ENTIRE NATION IN THE WORLD TO BE RECOGNISED AS A UNESCO BIOSPHERE

...AN ISLAND HOME TO VIBRANT LANDSCAPES, RICH HISTORY AND A NATURAL PLAYGROUND OF UNRIVALLED BEAUTY

...EXPLORING BREATH-TAKING TRAILS, ON LAND AND IN WATER

...RUNNING FREE IN AN ADVENTURE PLAYGROUND RIGHT ON YOUR DOORSTEP

...CONQUERING SOME OF THE BEST WALKING ROUTES IN THE BRITISH ISLES

...ENCOUNTERING A RICH TAPESTRY OF FLORA AND FAUNA

...EXPLORING A 10,000 YEAR HISTORY THROUGH ANCIENT MONUMENTS AND HISTORIC CASTLES



OUR AUDIENCES

Marketing activity will be segmented across our four target audiences, as identified in our ten-year visitor economy strategy 'Our Island, Our Future'.

For each audience group we have developed a detailed audience profile along with an image library and campaign narrative (shown over the coming pages) that is underpinned by relevant product offerings.

It is important for you to know what audience your tourism business caters for before creating marketing content as this will help to frame your image, written content, creation of special offers and the way you approach your messaging.



55+
TRADITIONAL
TRAVELLERS



45+
CURIOUS
EXPLORERS



25-45
EXPERIENCE
SEEKERS



25-45
FAMILY
ADVENTURERS

KEY MESSAGING TRADITIONAL TRAVELLERS

WHO ARE THEY?

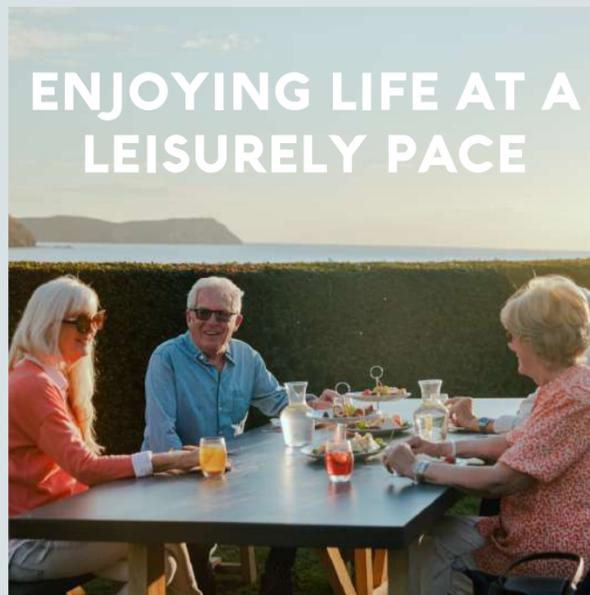
Our current core market of returning and regular visitors: emptynesters and retired couples that like to take things at a leisurely pace, want to take closer-to-home breaks, and come for our heritage and culture.

WHAT ARE THEY LOOKING FOR?

Heritage, culture, railways, museums, landmarks, castles and monuments. This target audience also includes those who just simply seek a short break away with their partners and/or friends to relax and generally just have a 'good time' with good food and company. They enjoy the accessible variety the Isle of Man has to offer and that it is an Island - giving the sense of escapism, yet still being close to home.

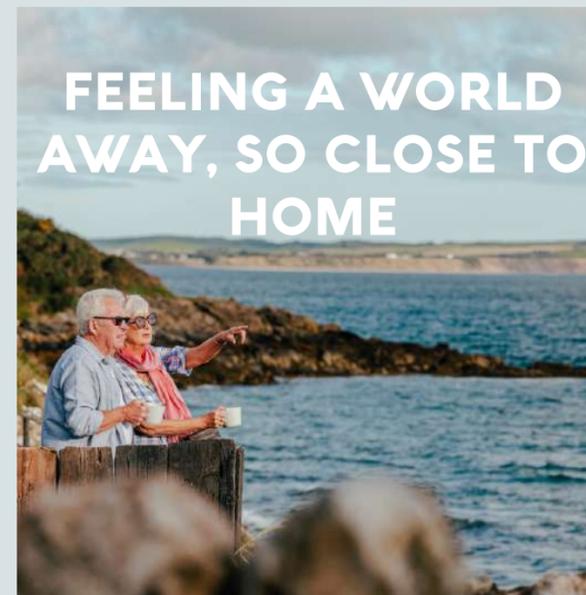
EXTRAORDINARY IS...

ENJOYING LIFE AT A
LEISURELY PACE



EXTRAORDINARY IS...

FEELING A WORLD
AWAY, SO CLOSE TO
HOME



EXTRAORDINARY IS...

EXPLORING A
10,000 YEAR
HISTORY



EXTRAORDINARY IS...

AN ISLAND RICH IN
HERITAGE



EXTRAORDINARY IS...

RIDING & DINING ON
UNIQUE HERITAGE
RAILWAYS



EXTRAORDINARY IS...

EXPLORING A
UNESCO BIOSPHERE



KEY MESSAGING CURIOUS EXPLORERS

WHO ARE THEY?

Emptynesters and older couples that like to take holidays off the beaten track and discover new places. They have a wide range of interests and enjoy heritage and culture, the outdoors and nature.

WHAT ARE THEY LOOKING FOR?

Great outdoors, walking, wildlife/marine life, stargazing, beaches/glens/forests, food and drink, heritage and culture, and wellness experiences.

EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



KEY MESSAGING EXPERIENCE SEEKERS (NO FAMILIES)

WHO ARE THEY?

Pre-family couples and friends that love to socialise and try new things. They are very experience-led, want to escape to the country, and look for a balance between relaxation and active leisure time.

WHAT ARE THEY LOOKING FOR?

New experiences closer to home (as opposed to having to travel abroad). These can include road and MTB cycling, watersports, hiking, electric scooters and climbing. They're also big on wellness and 'me-time' so are big on new faves such as sea and glen dipping, and locally sourced, sustainable food and drink experiences.

EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



KEY MESSAGING FAMILY ADVENTURERS

WHO ARE THEY?

Families and extended families that want to spend quality time together on holiday. They are looking for play-focused attractions and activities for younger children and active, family-friendly outdoor pursuits for older children.

WHAT ARE THEY LOOKING FOR?

Family activities (electric scooters, paddleboarding, gorge walking, quad bikes, pony-trekking, adventure centre) and adventures (beaches, glens, forests, cycle routes, etc).

EXTRAORDINARY IS...

LAUGHING LOUDLY,
RUNNING FREELY



EXTRAORDINARY IS...

LITTLE THINGS
MAKING BIG DAYS



EXTRAORDINARY IS...

AN ADVENTURE
PLAYGROUND



EXTRAORDINARY IS...

QUALITY FAMILY
TIME



EXTRAORDINARY IS...

CREATING CHERISHED
MEMORIES



EXTRAORDINARY IS...

FOLLOWING IN THE
FOOTSTEPS OF VIKINGS



KEY PRODUCTS, ASSETS & EXPERIENCES

WALKING & HIKING

- Guided & Self-Guided Walks
- The Best of the Raad ny Foillan
- Railway Rambles
- Manx Summits
- Upland Walking Routes
- Millennium Way

ARTS, HERITAGE & CULTURE

- Manx National Heritage Sites
- Heritage Railways
- Landmarks
- Historic Tours
- Museums & Visitor Centres
- Galleries & Exhibitions
- Manx Language
- Gaiety Theatre
- Culture Vannin

NATURE, WILDLIFE

- 160km of Coastline
- 32 Beaches
- 18 National Glens
- 26 Dark Sky Discovery Sites
- Nature & Marine Reserves
- Wildlife consisting of over 33 species of birds, wild wallabies, mountain goats, Loaghtan sheep
- Marine life consisting of seals, sharks, dolphins, whales
- Geological Sites
- Tours & Sightseeing

OUTDOOR & ADVENTURE

- Cycling & Mountain Biking
- Kayaking
- Paddleboarding
- Diving
- Gorge Walking
- Coaststeering
- Rock Climbing
- Wind & Kitesurfing
- Golf
- Outdoor Experiences
- Driving Routes

FOOD & DRINK

- 1,500 Eateries & Establishments
- 700 Label Products
- Over 350 Farms
- 7 Breweries
- 5 Distilleries
- Local Produce

EVENTS*

- Isle of Man TT Races
- Manx Grand Prix
- Parish Walk
- Gran Fondo
- Southern 100
- Lighthouse Challenge
- Easter Festival of Running
- Food & Drink Festival
- Darts Festival

*For a full range of events visit: [visitisleofman.com/whats-on](https://www.visitisleofman.com/whats-on)

HOW CAN YOU USE THE EXTRAORDINARY STORY?

This new chapter of The Extraordinary Story is born to showcase the many ways of how and why the Isle of Man came to be the first entire nation in the world to be recognised as a UNESCO Biosphere. Below are some ideas that we want you to take on and run with. Make it relevant to your business and your target audience and be as creative as you like.

At the back of the guide we've also included our colourway, font, lockup and a little about how we at Visit Isle of Man will be applying the extraordinary #IOMstory. You can use it any way you want or you can use our guidelines if that helps you out.

AS A SIGN OFF TO A MOMENT IN TIME:

'Extraordinary is...an Island that lives by the rhythm of nature, in time with its endless wonder #IOMstory'

'Extraordinary is...enjoying the flavours of our bountiful land #IOMstory'

AS A CAPTION OR STATEMENT:

'Angela's #IOMstory started on the shores of Laxey

AS A TESTIMONIAL:

My #IOMstory is...

AS A CALL TO ACTION:

Let your extraordinary story begin...

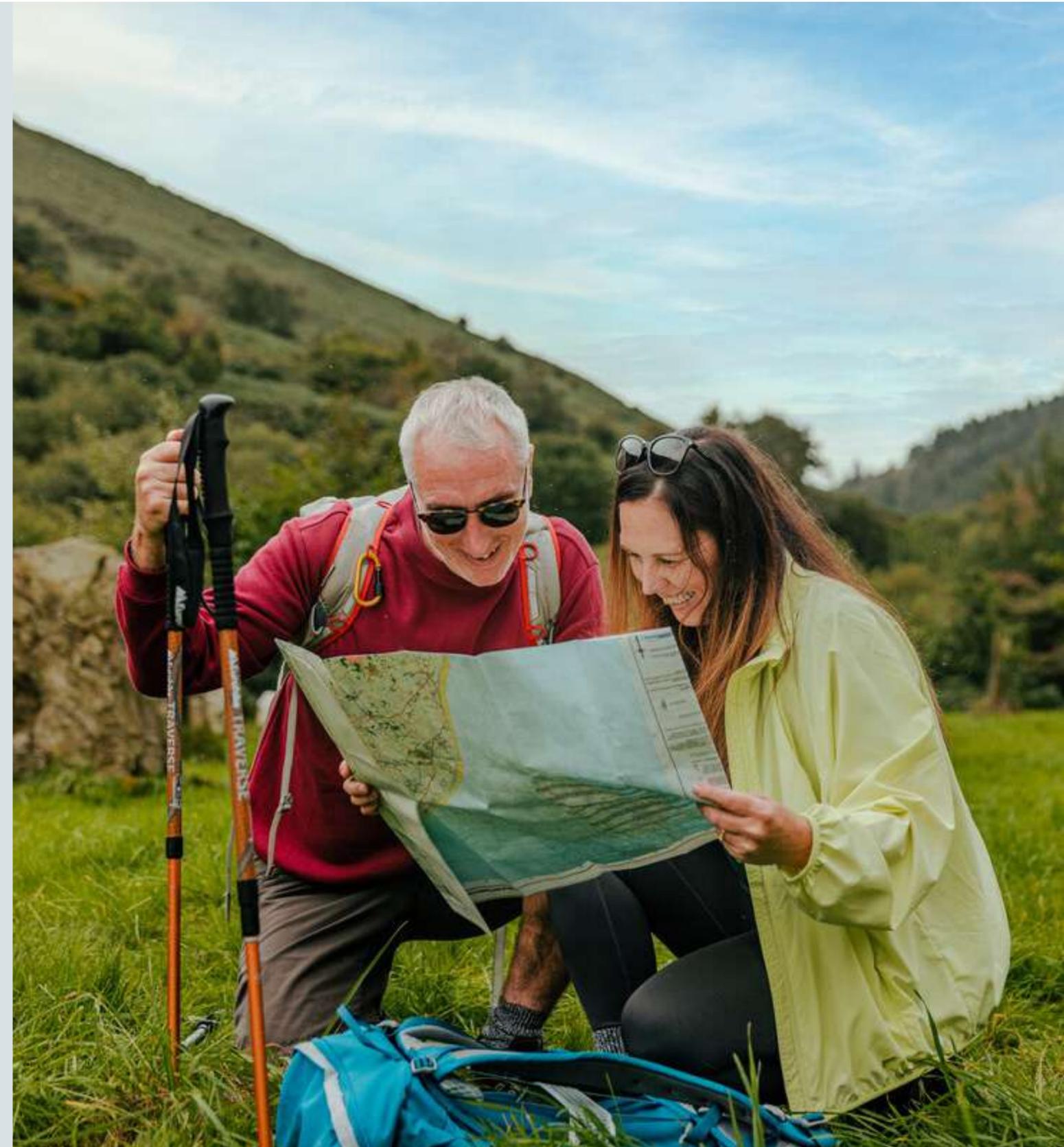


HOW TO GET INVOLVED

We need your support to amplify our marketing campaign, whether that's sharing the key messaging and content or using our marketing assets, i.e. our stunning imagery or our promotional videos. The more we work together, the more we can show to visitors the extraordinary story of the Isle of Man, of a place to create cherished memories with family, friends and loved ones, a place that's a welcome escape so close to home.

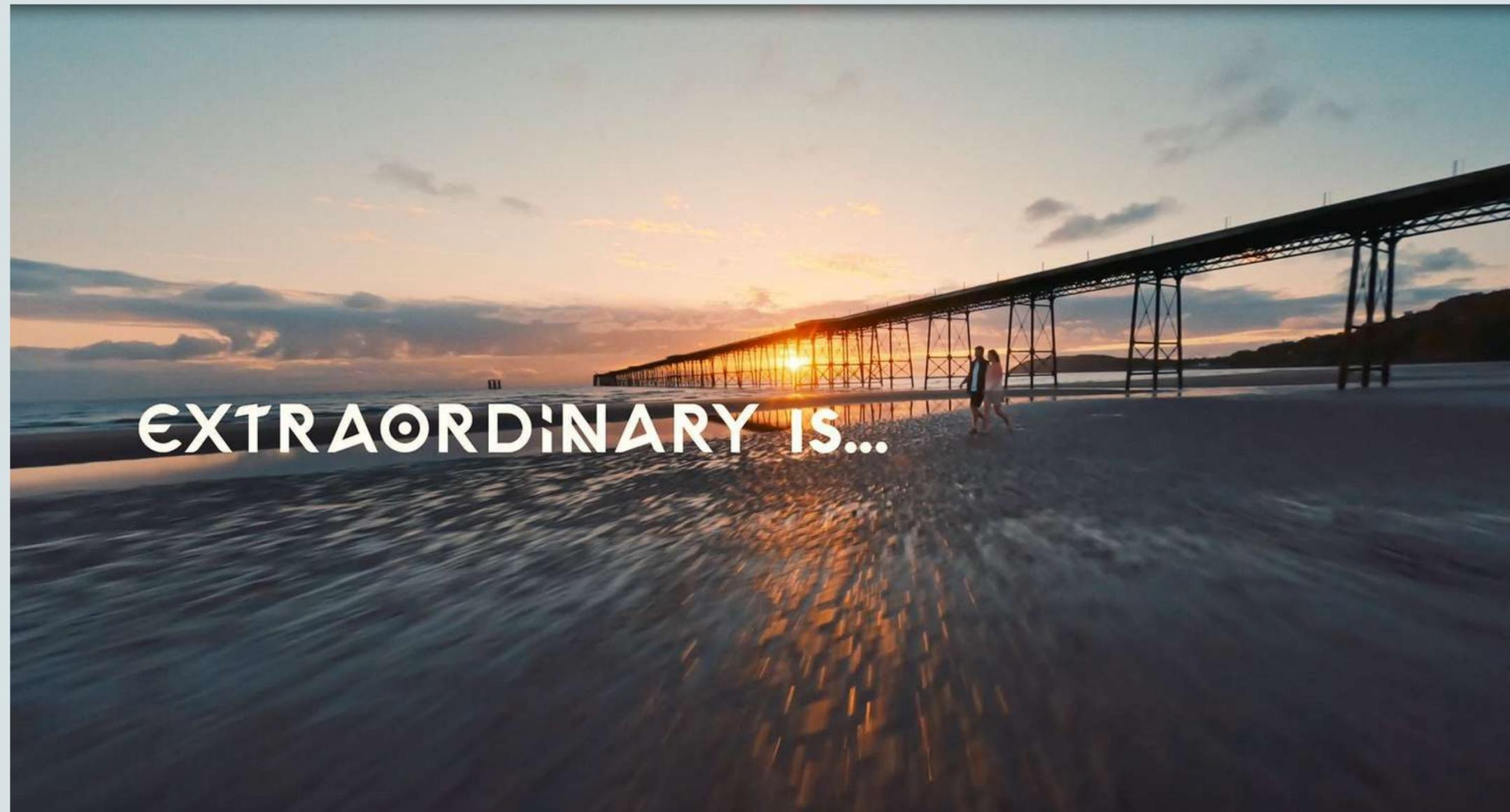
Ways you can get involved include:

- [upload offers for spring and summer 2023 to www.visitisleofman.com](https://www.visitisleofman.com) (these will then be shared on social and in our newsletters)
- [use the campaign imagery, video and taglines](#) in your own marketing activity to heighten awareness of your own business
- review the Mann Social '[Social Media Content Guides](#)'
 - consistently talk to your customers and understand how they use social media and what channels they use
 - create content buckets to help efficiently plan your social media content
 - mix up your social posts
 - carousel/multi image do well on Facebook, Twitter & Instagram
 - short videos do well on every platform
 - reels do well on Instagram
 - stunning single images do well on every platform
 - consider branching out to TikTok
 - [partner with other businesses](#) - are there any local businesses you could explore working with to create new experiences for spring and summer?
 - [share your news and activities with Visit Isle of Man](#) for consideration to promote in our marketing activities
 - tag [@visitisleofman](#) and use the [#IOMstory](#) for a chance to be featured on our social channels



CAMPAIGN VIDEOS

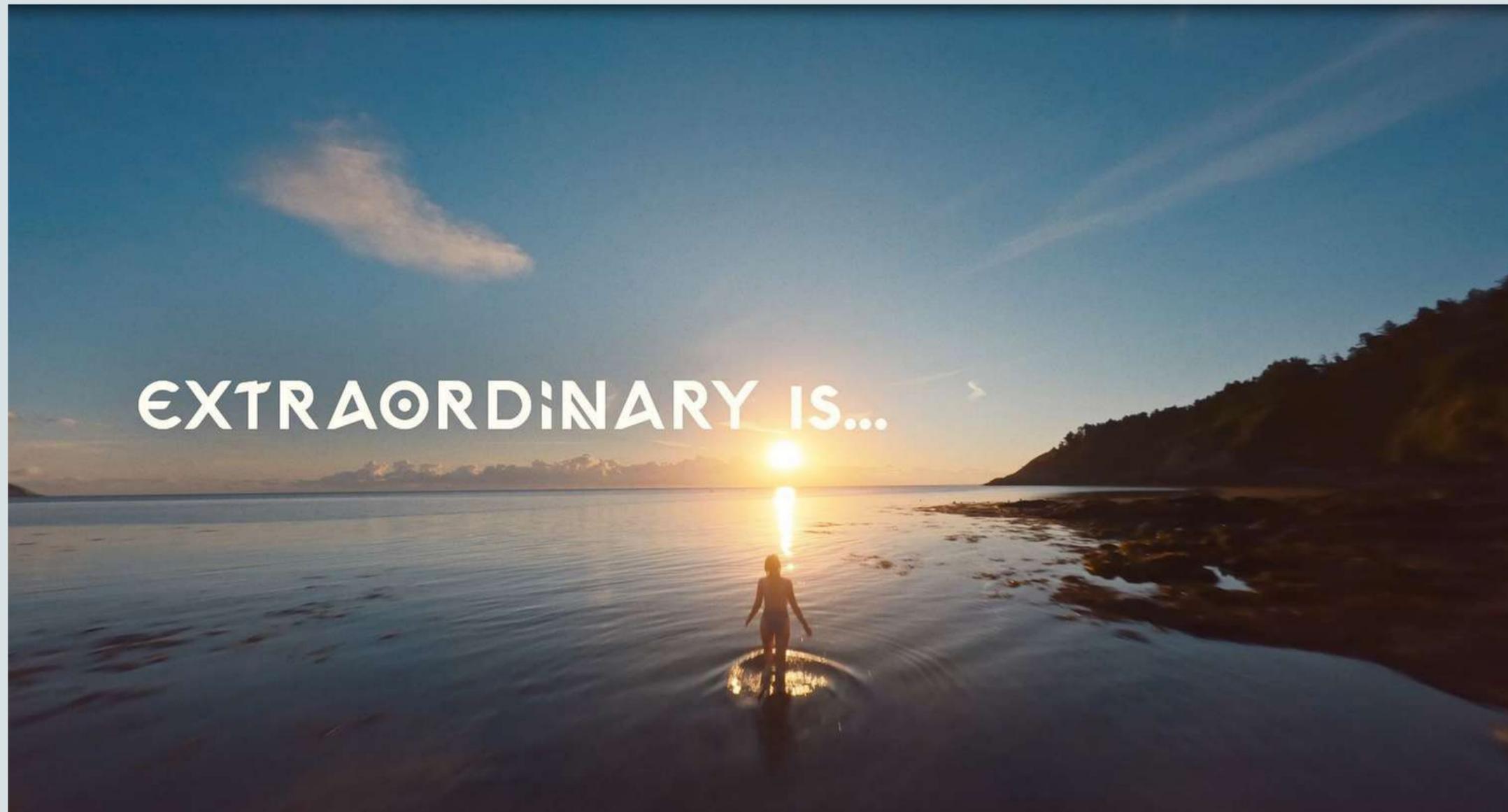
Traditional Travellers & Curious Explorers



<https://www.youtube.com/watch?v=jTnv1MXyilM>

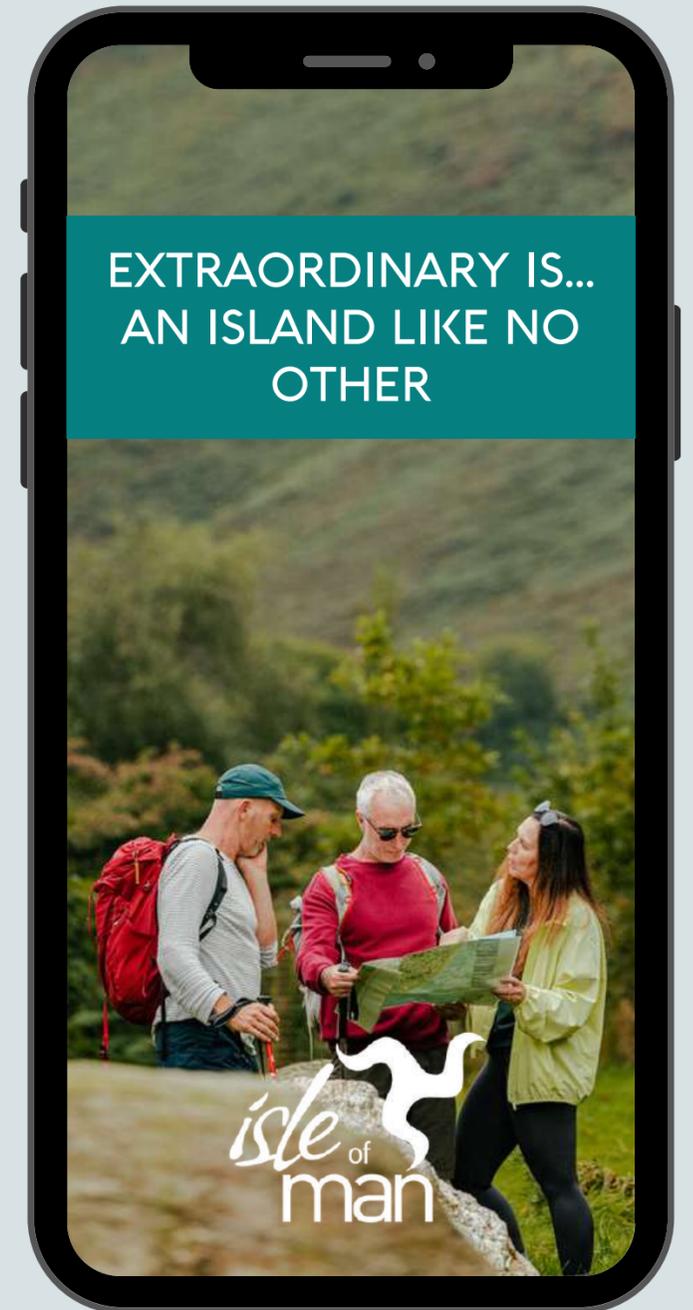
CAMPAIGN VIDEOS

Experience Seekers & Family Adventurers



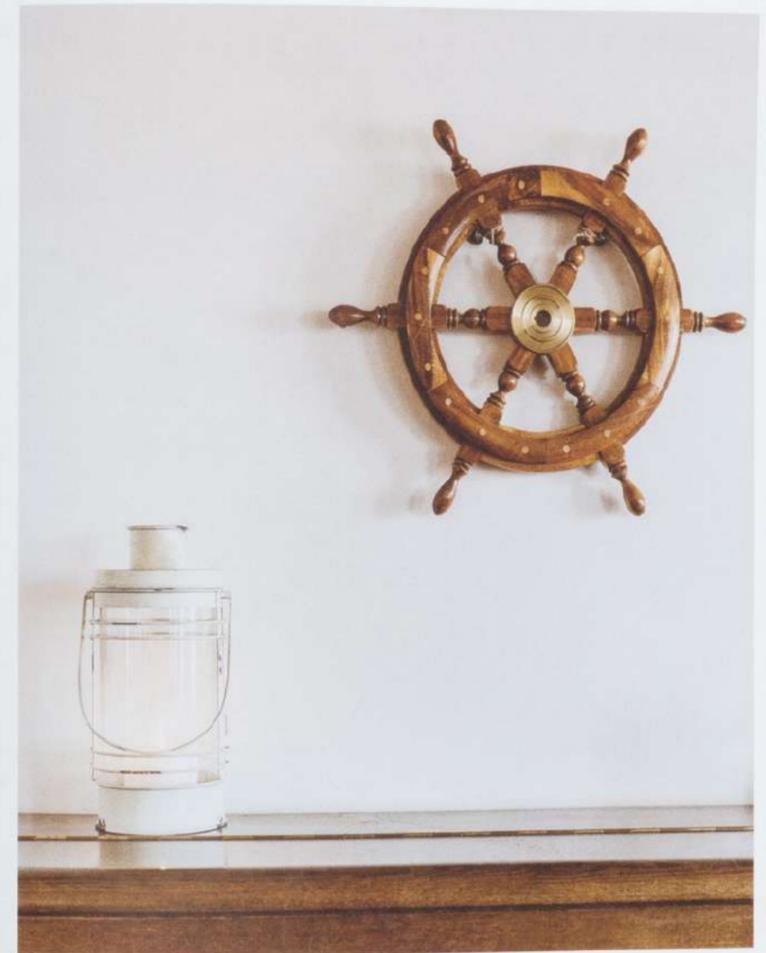
<https://www.youtube.com/watch?v=66NQ7Vh5dow>

BRINGING THE EXTRAORDINARY STORY TO LIFE...

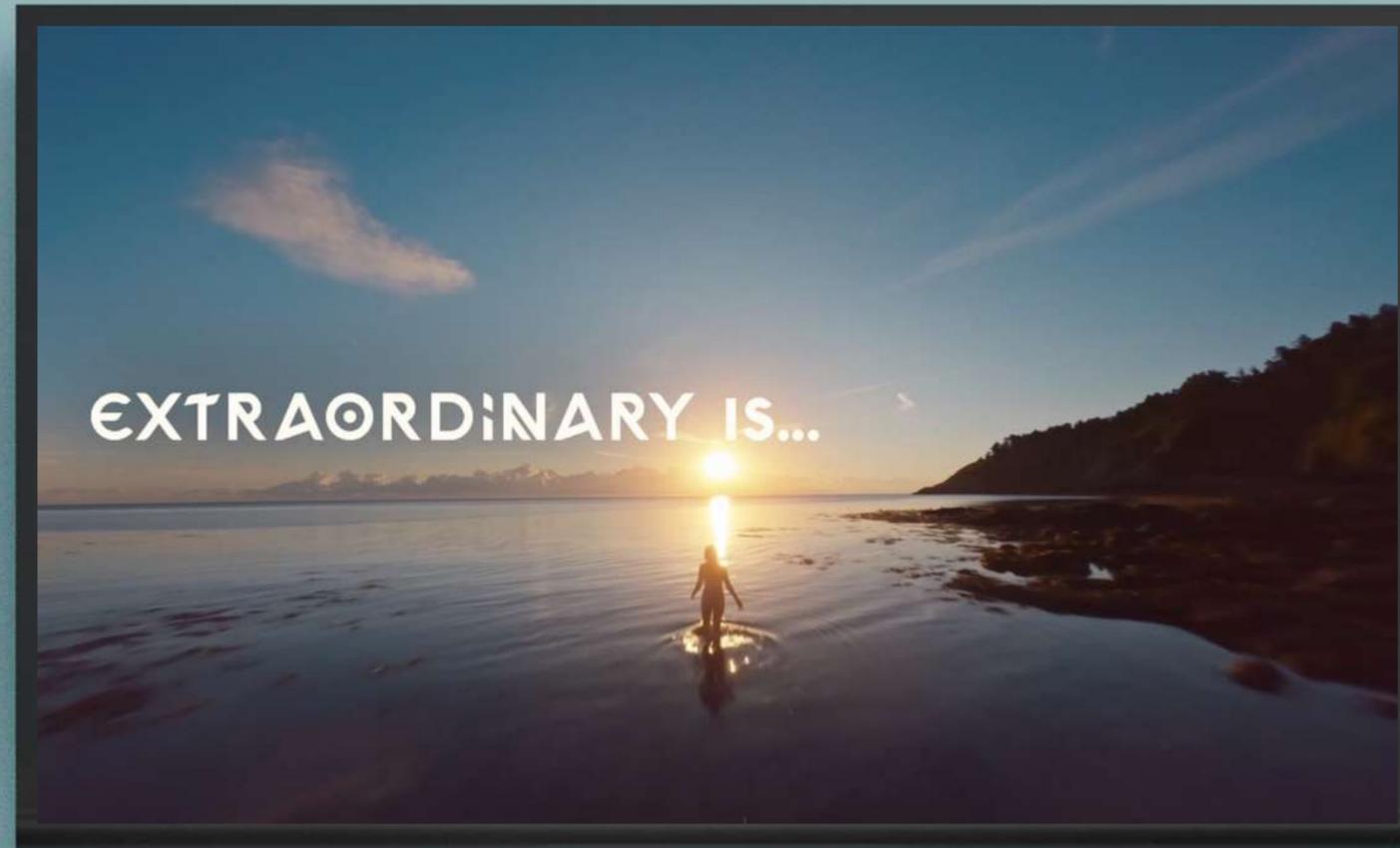


BRINGING THE EXTRAORDINARY STORY TO LIFE...

EXTRAORDINARY IS...
AN ISLAND LIKE NO
OTHER

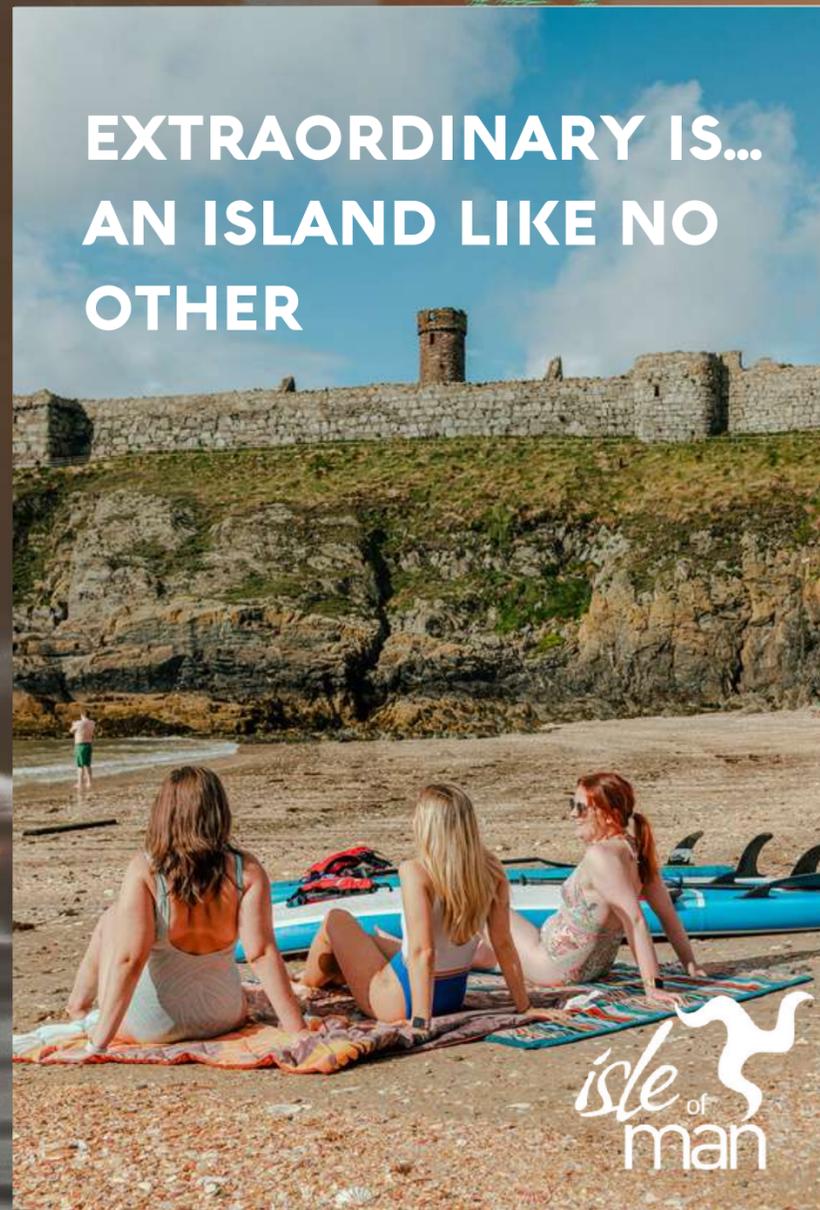


**BRINGING THE
EXTRAORDINARY STORY
TO LIFE...**



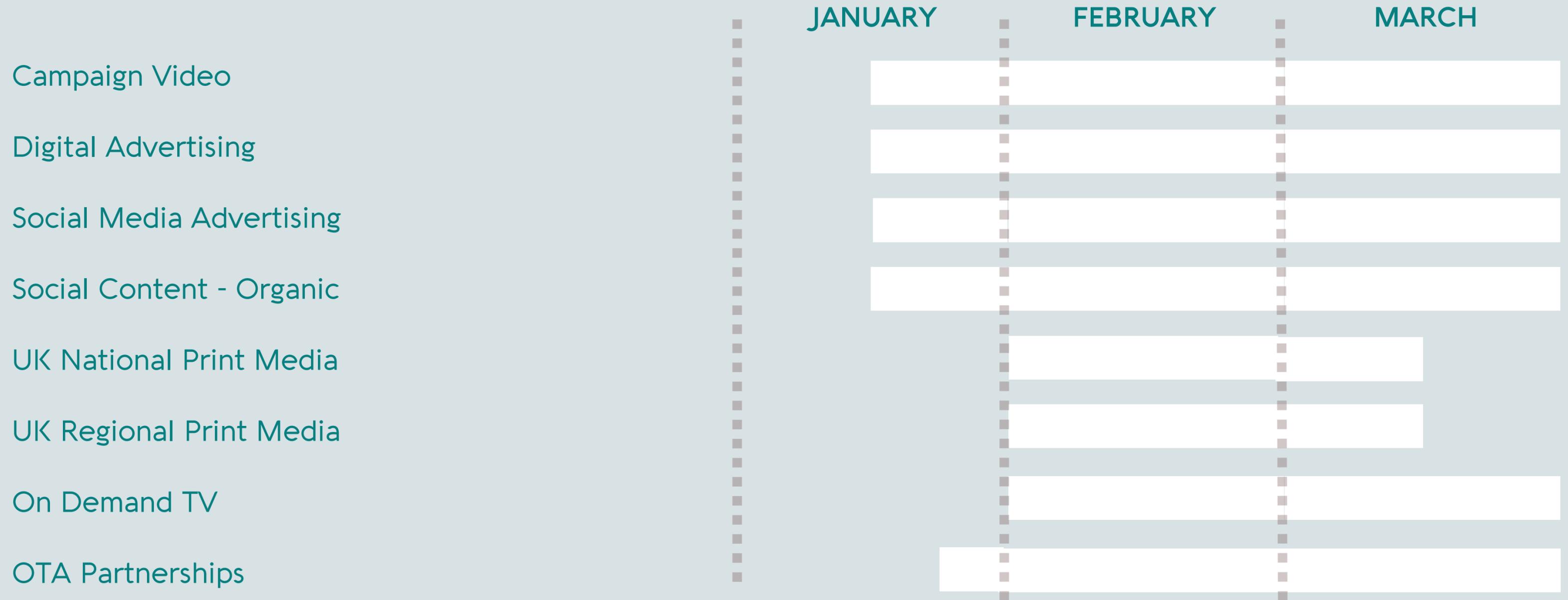
**BRINGING THE
EXTRAORDINARY STORY
TO LIFE...**

**EXTRAORDINARY IS...
AN ISLAND LIKE NO
OTHER**



isle
of
man

CAMPAIGN MEDIA PLAN Q1



COLOUR PALETTE

The suggested palette is formed from the fabric and rich culture of the Isle of Man within the master Extraordinary Story toolkit. Focusing on key colours from the palette allows us to have a more nature-based tone, in keeping with this year's Biosphere product lead.

LEADING COLOUR FOR 2023



DHOON DEPTHS

7713C

C83 M28 Y43 K12

R7 G128 B134

#067F85



BASKING BLUE

7459C
C72 M9 Y9 K13
R65 G152 B181
#4298B5



AURORA GREEN

7723C
C69 M0 Y54 K7
R80 G166 B132
#50A684



LOAGHTAN BROWN

4725C
C13 M42 Y43 K31
R174 G138 B121
#AE8A79



WATERS EDGE

318C
C48 M0 Y18 K0
R136 G219 B223
#88DBDF

TYPOGRAPHY

Throughout all our communication we use one common font to promote consistency and recognition of The Extraordinary Story campaign.

HEADLINE FONT

We lead with Aquawax as our headline font. It reflects our Island's relationship with water and the surrounding sea, along with our Biosphere's 10 marine nature reserves.

With its blade-like tail and fin-like strokes, our headline font is at home on land as it is on water.

Extremely readable at small sizes, making it perfect for body text and webfont use.

Born for advertising and branding, perfect for body copy, optimised for maximum screen readability and it covers over 200 languages.

Use Aquawax Black or Bold within headlines to help with legibility and for maximum standout, other weights can be utilised when creating advertising within smaller media spaces. When setting headlines, the heavier font weights can be used to emphasise key words or information.

IOM EXTRAORDINARY STORY

A modern sans serif typeface which features character forms derived from the Island's Viking and Celtic heritage. Use sparingly for single word posts, short titles, and pull-out quotes.

USAGE

Aquawax Regular can be used in addition of Black or Bold to create hierarchy in headlines and titles.

Georgia is to be used as body copy or footnotes only. Georgia lends itself to body copy as it's highly legible at small sizes and is available as a standard system font on most devices.

All fonts are available to purchase from their respective font foundries in various formats (PC, MAC and WEB) with the exception of the Extraordinary Story font (this can be requested in a compatible format).

For headlines, sub headers, titles and pull-out quotes:

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ**

Aquawax Black / Bold / Regular

For any single word posts or decorative design:

**ABCDEFGHIJK
LMNOPQRST
UVWXYZ**

Extraordinary Story

For body copy:

Georgia Regular / Italic / Bold

