



START THE STORY HERE



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THE EXTRA ORDINARY STORY

#IOMstory

The extraordinary #IOMstory is a campaign created to showcase the very best of the Isle of Man, helping to promote a strong brand identity for the Island's distinctive heritage and culture and exceptional visitor experience and by 2020 to increase the contribution of the sector to the Isle of Man economy by 20% in real terms.

We hope all our friends, partners and visitors will embrace #IOMstory. Our Toolkit is designed to inspire you but is in no way prescriptive. It is an idea we want you to take and run with. Make it relevant to your business goals and use it in a way that works for you.

At the back of this guide we've included our colours, font, lockup and a little bit about how the Department will be applying #IOMstory. You can follow these to the letter or be as creative as you like, let us know your plans and how we can help.

This is just the beginning of the story, we look forward to seeing the chapters unfold and the sequels published for many years to come.

AS HUMANS, OUR LIVES
ARE MADE UP OF STORIES.
WE LEARN AND CONNECT
BEST THROUGH STORY TELLING.
IT'S THE STORIES WE HEAR
AND SEE THAT CARRY THE ART
OF IMMERSION AND RESONATE
WITH EVERY GENERATION.

CREATING #IOMstory CONTENT

HOW TO USE THE HASHTAG:

All Extraordinary Stories need to be experienced to be truly believed. One of the quickest, simplest and best ways to do this is via user generated content (UGC) to get the message out there. By creating a simple to use campaign hashtag, such as #IOMstory, that can be used to push out 'our story' messaging by stakeholders and tourism partners. It can also be harnessed by visitors to take ownership of 'their story' and tag imagery/content captured on their visit.

By adopting the #IOMstory all content will be collated together, our story will be told by a variety of story tellers and our magnificent Island will take centre stage in the Extraordinary Story. Please see examples below on how to use the hashtag in posts and promotions.

**HINTS & TIPS****HOW YOU CAN ADD TO THE STORY**

The Extraordinary Story is an inclusive campaign that will benefit with your support to interpret and contribute. Using our tone of voice and...

DO:

Always tell **your** story. The Isle of Man is an amazing backdrop and a land rich in heritage and folklore, use language as detailed on the following page that enhances your existing offer or work to create offers/deals that key in with the campaign. From legendary coffees to extraordinary day trips we all have a story to tell.

DON'T:

Damage the integrity of the campaign by promising something that can't be delivered. Know your product and where it can fit within the Extraordinary Story.

LANGUAGE:

Below are a few examples of how the campaign language can be used in your own marketing to help position your offer within The Extraordinary Story campaign.

**IMAGINE A PLACE...
EXTRAORDINARY...
START YOUR STORY HERE...
LEGENDARY BREAKS...**

The following pages will give you a guide on how the #IOMstory can be used in different ways.

CAPTIONING #IOMstory AS TEXT

#IOMstory



Start your #IOMstory in style!



Bring history to life this half term and create a #IOMstory they'll never forget!



Make a splash and start your #IOMstory @Seascape.im



Therapy #IOMstory style



Our journey is just beginning #IOMstory



A welcome #IOMstory visitor!

BECOMING PART OF THE #IOMstory

HOW WE WANT VISITORS TO USE THE HASHTAG:

Encourage visitors to share experiences and their own extraordinary stories using the hashtag and tagging in places of interest and attractions they have enjoyed.

#IOMstory



Thanks @NoaBakehouse for kick-starting my #IOMstory this morning!



Chasms conquered! See more of my #IOMstory at <http://bit.ly/2EWbaIV>



A perfect (and fluffy) end to my #IOMstory thanks to @ManxSeaQuest



The only place I've seen a drinking dragon #IOMstory #magical #nature

HOW PARTNERS CAN USE **#IOMstory**

#IOMstory

This is my wild [#IOMstory](#) experience, it's time to discover yours at [@curraghswildlifepark](#)

What's your [#IOMstory](#) experience/ stop/ adventure/ stay/ break?

Tag who you'd like to share your [#IOMstory](#) with [@manninhotel](#) / [@14North](#) / [@manxelectricrailway](#)

Share your [#IOMstory](#) [@theAlpinecafe](#) to win a meal for two

Find your [#IOMstory](#) experience/ stop/ adventure/ stay/ break [@claremontiom](#) / [@segwaypt.im](#)

#IOMstory AS TEXT ON IMAGE

#IOMstory



IMAGINE A PLACE

Visit the Isle of Man and start your [#IOMstory](#)



SEA BOUND KINGDOM

Where will your [#IOMstory](#) start?



LEGENDARY BREAKS

Book now and start your [#IOMstory](#)



MANX MADE

There's an [#IOMstory](#) at [@ManxKippers](#)



A RICH HISTORY

Experience the [#IOMstory](#)



TWISTY TRAILS

Make an [#IOMstory](#) together

A FEW #IOMstory EXAMPLE

#IOMstory

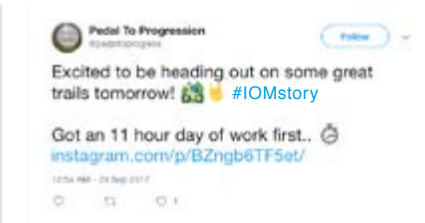
BEFORE

PART OF THE STORY



BEFORE

PART OF THE STORY



BEFORE

PART OF THE STORY



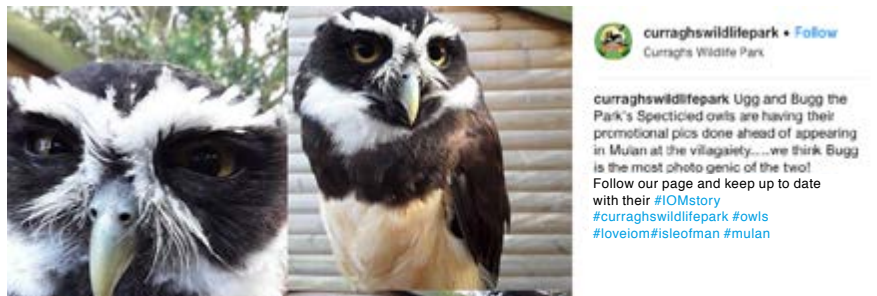
BEFORE

BEFORE

PART OF THE STORY



PART OF THE STORY



MY #IOMstory IS...

My #IOMstory comes alive when the Manx flag is flying on the Great Union Camera Obscura - meaning it's open to visitors just as it was in Victorian times. It's unique to the Isle of Man thanks to Mr. J. R. Fielding who designed, built and patented the only multiple picture obscura. Originally it had 12 lenses, each projected onto a separate table so every picture was the right way up. To overcome voyeuristic Victorians staying in all day Mr. Fielding blanked off one lens and viewing table, so after 11 pictures the patrons were directed to the outside! It's a great way to see into the past and look out at a 360 degree view of modern Douglas.

PETER KELLY

THE ISLE OF MAN VICTORIAN SOCIETY



STORIES WORTH SHARING

Our lives are made up of stories, from Facebook, Instagram to Snapchat. There are many reasons to use these aspects, firstly for the high-engagement and user numbers on social media Stories, but why are Stories useful for you and this campaign?

Stories are used for sharing daily, creative, real-time updates and adds a human touch to our campaign and to build personality. It will enable you to share your brand or activity visually and creatively, all while connecting with your audience by providing them that “insider view” of your business - all things that help increase brand awareness and loyalty.

It easily and intuitively allows users/visitors to compile all of their #IOMstory films/photos/content all in one place that can be shared with both Instagram and Facebook followers/friends.



HOW DO I SHARE A PHOTO OR VIDEO TO YOUR FACEBOOK, INSTAGRAM OR SNAPCHAT STORY?

An Instagram story is a way of sharing photos and videos with your followers. Stories disappear from your profile and feed after 24 hours unless you save it to your camera roll or as a highlight.

TO SHARE A PHOTO OR VIDEO TO YOUR STORY:

Facebook: <https://www.facebook.com/help/1825407747718430>

Instagram: <https://help.instagram.com/1257341144298972>

Instagram > Facebook (note your accounts have to be linked):
<https://help.instagram.com/1660923094227526>

Snapchat: <http://www.snaptips.com/snapchat-upload-from-gallery>

Remember to work out who your core audience is, bearing in mind that not all of the platforms are relevant or are used by your and our target audiences. With this in mind, you also need to ensure that the content you post across different platforms isn't the same but is complementary.



HINTS & TIPS EXPLORE WEARABLES

Utilising new technology to further the campaign.

Consider developing an app that pin points key locations, tracks distance covered, highlights key locations and can share imagery via Instagram.

RESPOND & ENGAGE WITH PEOPLES #IOMstories

Social media campaigns allow direct access and dialogue with prospective and current visitors. It goes beyond broadcasting messages and shows how responsive we can be and opens up conversations. But it's not perfect. Things go wrong. Here's a handy guide to engaging and responding to both positive and negative stories.

1. BE IN THE KNOW

Look out for mentions of your company, people, products and brands and of course #IOMstory. You can begin to do this with a service such as Google Alerts, searching through the hashtag usage or through your social media pages. Try to monitor conversations that mention your brand in real-time and look at the sentiment behind the words.

2. LISTEN TO YOUR AUDIENCE

Actively listening is just as much of a key skill in the online world as it is in the offline one. Here, it involves liking, retweeting and responding to comments - thank people for sharing their story with a like or a comment, delve deeper, what did they do before or next and offering ideas and advice for how they can create more stories.

3. DEALING WITH CRITICS

Sometimes comments aren't entirely the positive story you're hoping to hear, act quickly before it snowballs – an open, non-judgemental enquiry asking them to pop you a direct

message about exactly what happened, will be enough to take it out of the spotlight and start the process of constructive engagement and open up an opportunity to turn a negative experience into a positive one.

Remember: "take it out of the spotlight" doesn't mean "delete". Better for people to see your constructive response to the negative comment than get buried in messages accusing you of curating out all the negative social media comments. Once you've got a conversation going with the customer out of the spotlight, make sure you understand the problem and outline what the next steps will be to fix it.

4. DON'T FEED THE SOCIAL MEDIA TROLLS

Sadly, of course, some people just want to cause trouble. They troll across social media and enjoy the notoriety this brings. If you're sure that their claims are entirely without merit, the best long-term strategy may be to ignore them. More often than not, campaigns will self-moderate, let others speak out on your behalf, but if what they are saying is inaccurate and unfair - provide the facts to support your case and give other readers the true picture.

Don't forget, you can implement restrictions on your social media settings page such as age based restrictions, profanity filters, tagging ability. If the user continues to target your page, there is also the ability to ban this person under 'People and other pages'. Instagram allows pages to disable negative comments under the settings section 'Hide Inappropriate Comments'. Talk to your marketing or digital manager before actioning to work out the best strategy on how to tackle this.

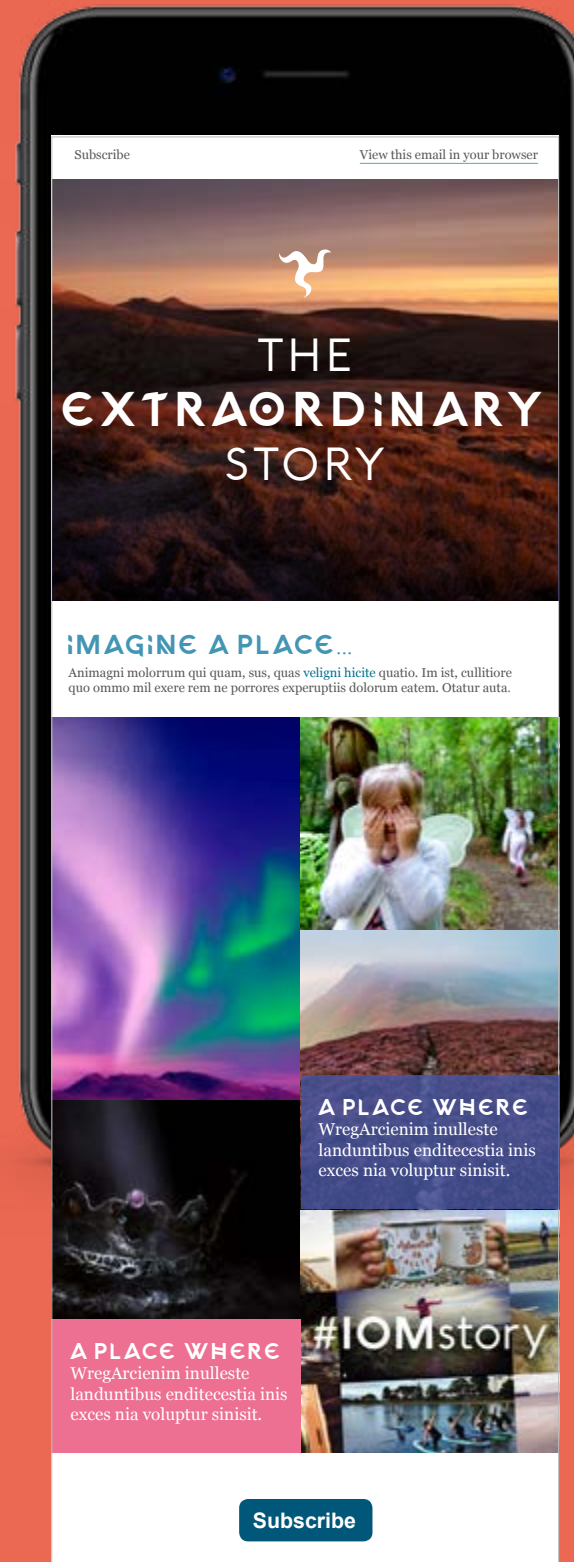
5. TALK THE TALK AND WALK THE WALK

It's all well and good to engage and acknowledge, but understand your visitors needs beyond your own business or service and know where to sign post people for more information. By engaging with all of your followers and following through on your promises you will convert them into good, long-term advocates for your brand - so their amplified social voice will work to extend the reach of your brand.

KEEPING THE STORY ALIVE

There is no better way to keep the story alive for people than eNewsletters. When there's so much going on a simple eNewsletter can easily spread the word about the different things happening on Island including world class events, accommodation offers and exciting competitions. eNewsletters get the right information to the right people at the right time (choose mailing out times depending on audience and offer). Tell the right story at the right time and inspire visitors to become part of our story.

- NEWSLETTER SIGN UP / BROCHURE REQUEST
- WEEKLY / MONTHLY UPDATE
- TRAVEL/ACCOMMODATION BOOKED
- WEEK BEFORE VISIT
- 2 DAYS BEFORE VISIT
- DAY OF RETURN
- WEEK AFTER CATCH UP





OUR STORY WILL START...



ONLINE



ADVERTISING



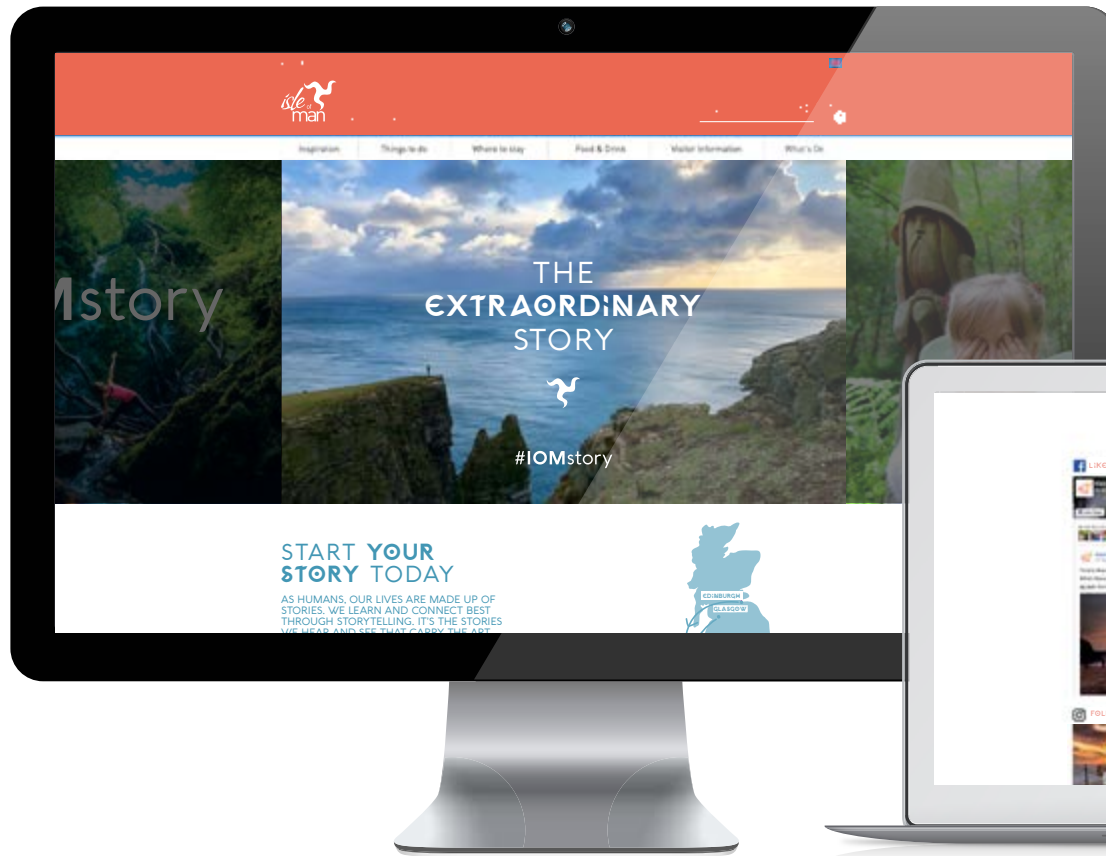
EXHIBITIONS

THE ONLINE STORY

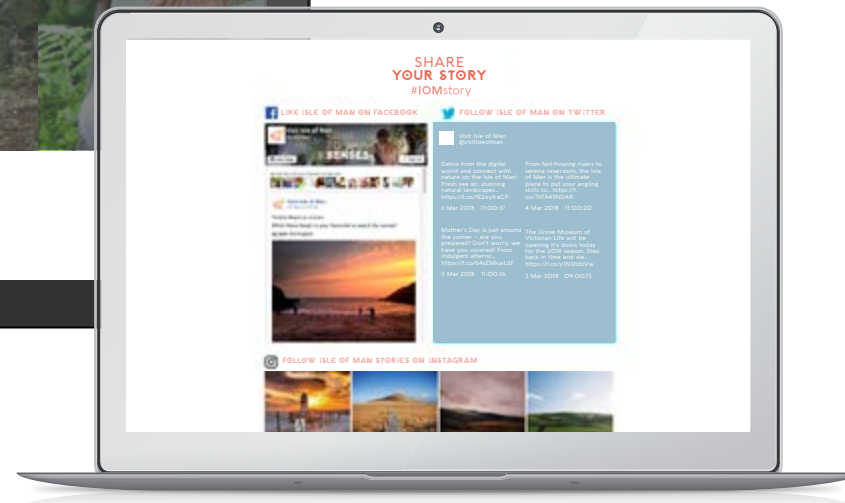


THE ONLINE STORY

ISLE OF MAN WEBSITE:



The Isle of Man website will be a hub of information that will inspire our audiences to read on, discover more and create stories of their own.



THE ONLINE STORY

TWITTER:



Branded social media channels, will encourage two-way dialogue between the Isle of Man and past, present and future visitors.

FACEBOOK:



ADVERTISING THE STORY

ISLE OF MAN

IMAGINE A PLACE...
WHERE LEGENDARY
LANDSCAPES

START YOUR
EXTRAORDINARY STORY
Uncover more at visitisleofman.com

#IOMstory

ADVERTISING THE STORY

STORIES THAT JUMP OFF THE PAGE

Print and digital adverts are a great way of attracting new visitors. The aim is to capture their attention, enticing them and creating an image of our destination in their minds.

Print adverts are perceived as being credible especially when in household named publications.

'IMAGINE A PLACE...'

This will be the lead in copy line for the first year of advertising creative. We are introducing the user, new and old to the story.



HINTS & TIPS MAKE IT MEMORABLE

Follow these simple tips to create on brand advertising that tell the story.

- Is the headline compelling?
- Is the image in clear view?
- Is the Call to Action appealing ?
- Does the image meet the target audience?



ISLE OF MAN LOGO-

To be positioned top right and preferably in white, over imagery.

HEADLINE-

Use compelling and creative headlines that tell a story. Make sure your copy attracts the intended audience and complements the imagery.

PHOTOGRAPHY-

Select imagery that will appeal to the intended audience and doesn't disrupt the headline.

CALL TO ACTION-

Make it clear and easy to follow. Sign off with our campaign hashtag. Position in clear view as we want to generate as much social media exposure as possible.

ADVERTISING THE STORY

DPS: EXAMPLE ADVERT

isle of man

IMAGINE A PLACE...
SHROUDED BY MYSTERY,
A SEA BOUND KINGDOM
WITH ITS OWN CAPTIVATING
STORY TO TELL

Undam, assenis sit que nonsequ latent
tiormum hiliqu nribus, toerum.
Sequi di idem idibus quo volero vel illicmodi
aut voluptuoriam si connoquai conne lauciatat
alliciam in reic lera doloresit autem et quaerctas,
quiam a condatis spora ap.

adventureexperiences.com

START YOUR
EXTRAORDINARY STORY
Uncover more at visitisoleofman.com
#IOMstory

SINGLE PAGE: EXAMPLE ADVERT

isle of man

IMAGINE A PLACE...
SHROUDED BY MYSTERY
A SEA BOUND KINGDOM
WITH ITS OWN CAPTIVATING
STORY TO TELL

START YOUR
EXTRAORDINARY STORY
Uncover more at visitisoleofman.com
#IOMstory

ADVERTISING THE STORY

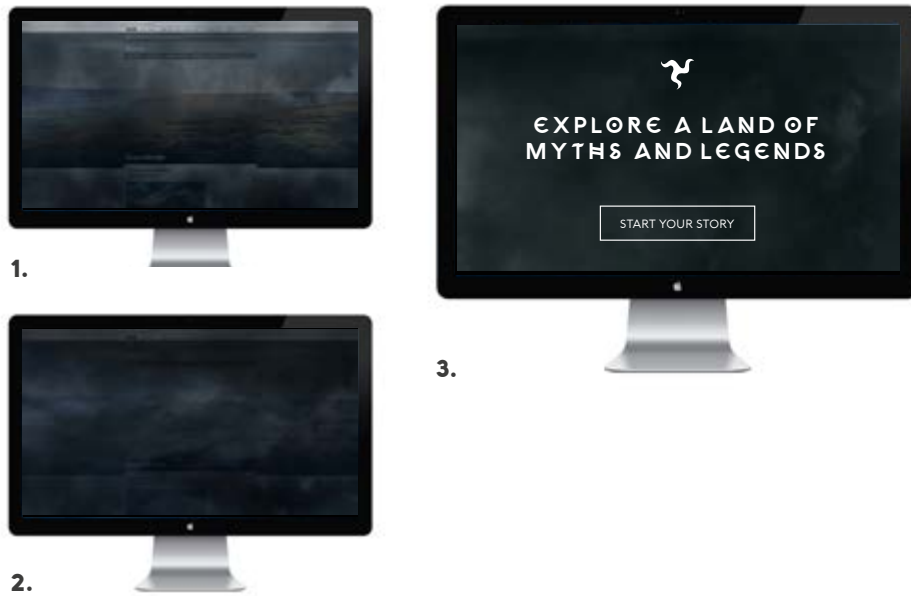
DIGITAL 6 SHEET:



Using interactive billboards we can tell our Island's story through our epic imagery and language. Use the campaign film to support the call to action: 'WHERE WILL YOUR STORY TAKE YOU?'

ADVERTISING THE STORY

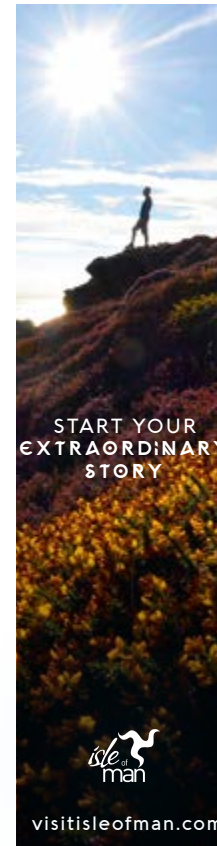
DIGITAL ADVERTISING: WEB PAGE TAKEOVER



Be creative with online advertising, think about how you can bring the story to life for the audience.

DIGITAL ADVERTISING: WEB BANNERS

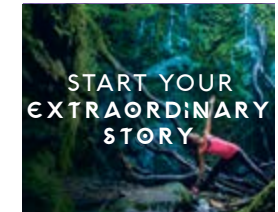
160PX X 600PX



300PX X 600PX



300PX X 250PX



728PX X 90PX



ADVERTISING THE STORY

RADIO ADVERT:

| | |
|--|--|
| Title: The Extraordinary Story | Voice Over Artist: John Rhys-Davies |
| Music - Artist/Track : David Kilgallon - The Extraordinary Story | Duration: 30 seconds |

MUSIC: (Throughout): The Extraordinary Story

M.V.O.: (John Rhys-Davis)

Imagine a place...

Shrouded by mystery...

A seabound kingdom...

With a rich history...

That echoes through the ages...

A melting pot of character and taste...

Where true heroes exist...

And sea monsters bask in the shallows

Landscapes carved from pure imagination...

And magical vistas of the Seven Kingdoms...

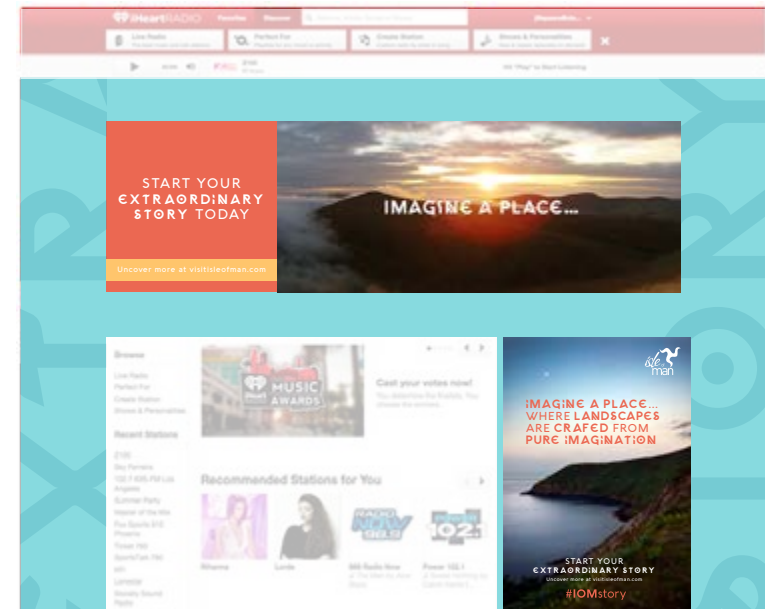
A World of tangled trees and twisty trails

A place where legends are Manx made...

Isle of Man

Start your Extraordinary Story today
go to visitisleofman.com

RADIO STATION TAKE OVER:



Radio offers a unique connection with our audience, creating a feeling of having a one-to-one personal tour guide. Partnership packages can encourage people to start to create their own story.

EXHIBIT THE STORY

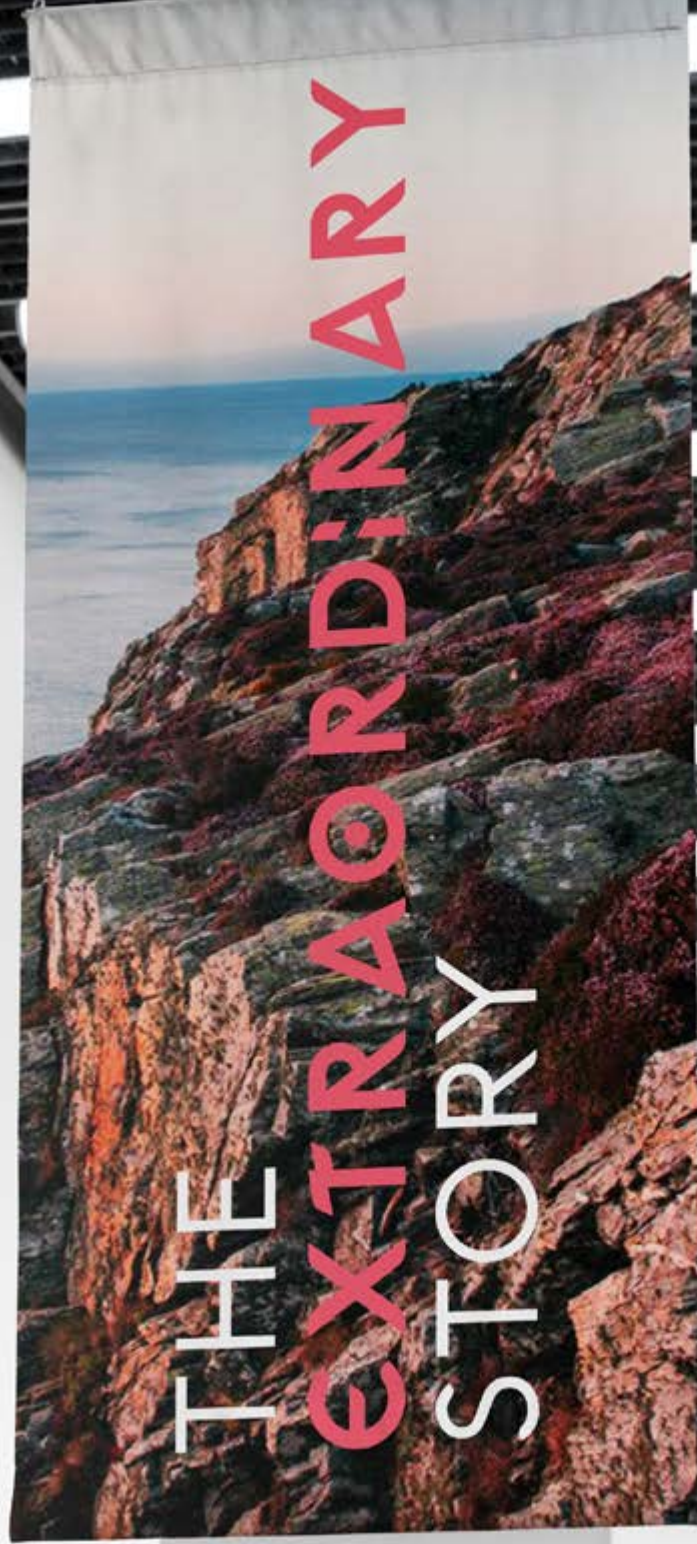


EXHIBIT THE STORY

EXHIBITION GUIDELINES:

TEMPLATES

Exhibition stands are another great way to bring people into our story.

IMAGERY

Images should be heroed as much as possible and easily recognisable from a distance. Please refer to the Style Guide for guidance on selecting and imagery. Always allow space for headline copy and call to actions.

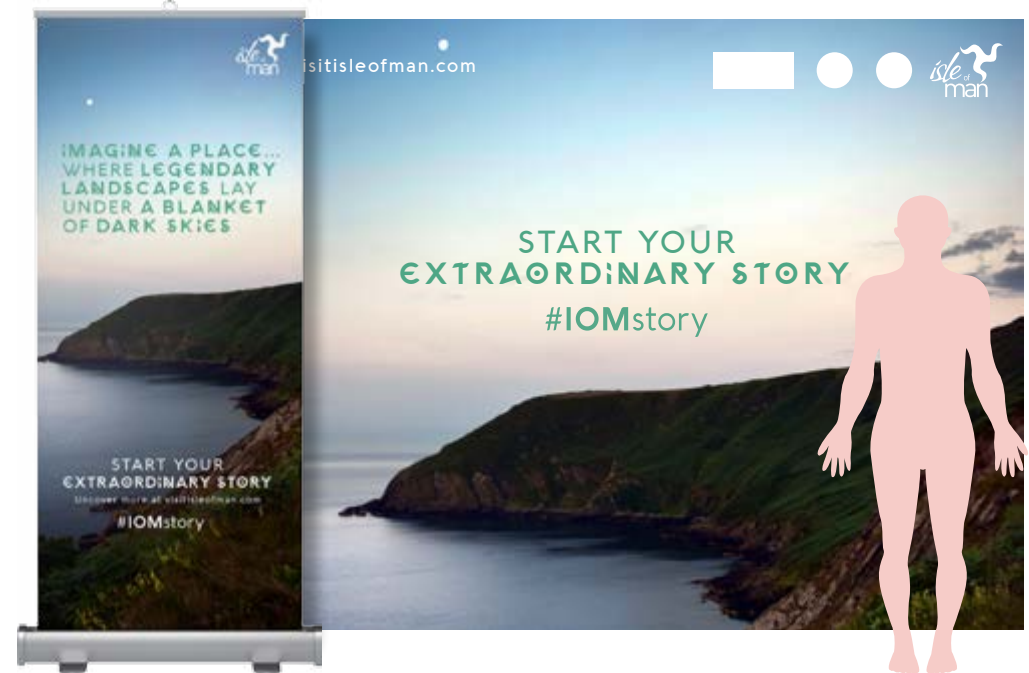
PARTNER LOGOS

Partner logos can be placed next to the Isle of Man logo. Give a sensible amount of spacing between them.

HASHTAG PLACEMENT

Position the hashtag in clear sight, the example shows the hashtag alongside the 'Extraordinary Story' lockup.

POP UP BANNER:



EXHIBITION BACKDROP:



HINTS & TIPS

VR EXPERIENCE

To further expand and deliver the 'story' aspect of this campaign, a VR experience would be great for users and give them a taste of the 'Extraordinary Story'.



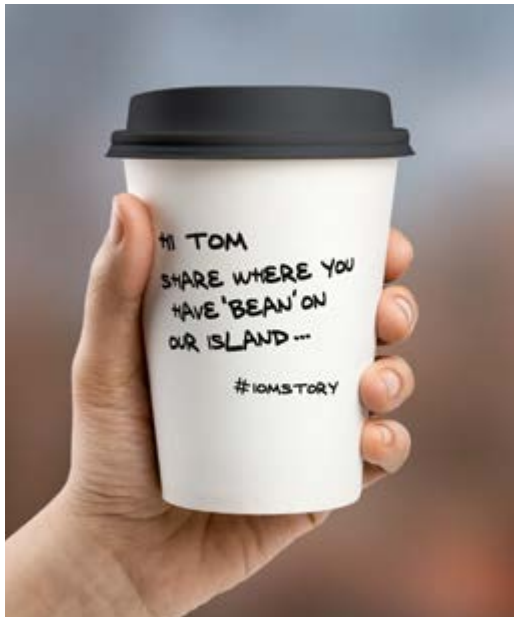
HOW YOU CAN START THE STORY

Your story can start anywhere from the journey
to the experience.



HOW YOU CAN START THE STORY

The campaign can be used with and without our brand look and feel, be creative with your outputs. See below for some inspiration.



HOW YOU CAN START THE STORY

MANX MADE

We've created a look and feel for this campaign that is contemporary and fresh, the bold typography lends itself to some quite striking and simple merchandise opportunities. Please see a few examples on this page for inspiration.



STYLE GUIDE



At **VISIT ISLE OF MAN** we'll be using the following style guide to create our campaign materials.

*We're as happy for you to use these colours, fonts and image guidance as we are for you to express the **#IOMstory** sentiment in your own unique way.*

COLOURFUL STORIES

This suggested colour palette is formed from the fabric and rich culture of the Isle of Man. The palette allows for complementary colours to be combined and used to represent different themes, experiences and activities.



POINT OF AYRE

2593C
C66 M92 Y0 KO
R132 G50 B155
#84329B



KIPPER SMOKE RED

709C
CO M69 Y29 KO
R239 G96 B121
#EF6079



BRADDA SUNSET

7416C
CO M72 Y70 KO
R229 G106 B84
#E56A54



CUSHAG YELLOW

1355C
CO M24 Y78 KO
R255 G197 B110
#FFC56E



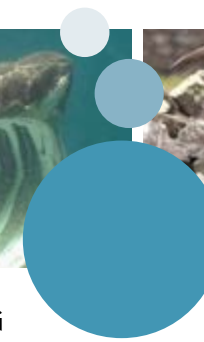
AURORA GREEN

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



WATERS EDGE

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



BASKING BLUE

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



LOAGHTAN BROWN

4725C
C13 M42 Y43 K31
R174 G138 B121
#AE8A79

OUR TYPE OF STORY

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

IOM EXTRAORDINARY STORY

A modern sans serif typeface which features character forms derived from the Islands Viking and Celtic heritage. Use mainly for headlines, titles, and pull out quotes.

HEADLINE SUPPORTING FONT

Use Aquawax Regular within headlines to help with legibility and to allow Extraordinary Story Regular to be applied to words of importance or add prominence to a subject. Please see below for examples on usage.

THE EXTRAORDINARY STORY

EXTRA

Bespoke IOM typeface with both Viking¹ & Celtic² influenced characters with a cut of modernity



FREE ALTERNATIVE FONT

If you do not have the ability to purchase Aquawax, please substitute with Raleway; Regular & Extra Bold. Raleway is a Google Font and can be downloaded here: goo.gl/sdm1Fk

USAGE

Aquawax Regular can be used in addition of Extraordinary Story Regular to create hierarchy in headlines and titles. Aquawax Black should be used for sub headers and secondary information only.

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 Extraordinary Story Regular (this can be requested in a compatible format) and Raleway (this can be downloaded via the link above).

FOR HEADLINES, TITLES AND PULLOUT QUOTES:

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Extraordinary Story Regular

FOR SUPPORTING HEADLINES & STANDFIRSTS:

A B C X Y Z
0 1 2 3 4 5 6 7 8 9

Aquawax Regular

FOR SUB HEADERS:

a b c x y z
0 1 2 3 4 5 6 7 8 9

Aquawax Black

FOR BODY COPY:

A a B b C c X x Y y Z z
0 1 2 3 4 5 6 7 8 9

Georgia Regular / Italic / Bold



HINTS & TIPS

WORKING WITH YOUR BRAND

Feel free to download the Extraordinary Story Regular typeface for use within your own advertising to align yourself with the Extraordinary Story campaign. The bespoke typeface is available from the Marketing department.

ISLE OF MAN // THE EXTRAORDINARY STORY



CAPTURING OUR STORY

A picture is worth a thousand words. The campaign needs to harness the power of great photography to help communicate our heritage and story. The campaign imagery needs to jump off the page and inspire visitors to dive right in to our stories.

Our landscape is littered with areas of outstanding natural beauty, epic backdrops can be found round every corner, and our surprising wildlife is out of this world. Our story is there to be discovered, a land shaped by past invaders ready to welcome a new breed of visitor and our photography needs to let them know what to expect.

CAMPAIGN PHOTOGRAPHY

We have created a collection of campaign images that can be shared and used throughout the campaign in both our and your marketing. These can be downloaded at: [flickr.com/photos/visitisleofmantrade/](https://www.flickr.com/photos/visitisleofmantrade/)

THE LANDSCAPE

The moods and natural beauty of our unique landscape, from morning to evening, through sunshine and showers, is captured in outstanding imagery. The images are expressive and honest, communicating visually the Extraordinary Story campaign.

THE PEOPLE

Engaging portraits offer an invaluable opportunity to reveal and communicate the lives of Island people in their distinctive environment. Supporting reportage images further reveal the unique lives of our people and the stories they tell.

THE ACTIVITIES

Exciting images convey the range of adventures on offer on the Isle of Man. Taken at the centre of the action, the photography communicates each experience in a stimulating, arresting and authentic style.

THE FESTIVALS AND EVENTS

Capturing the colours and action of our festivals and events, great images taken in the distinctive campaign style invite our visitors to come and experience these thrilling occasions for themselves.

BRAND COLOUR CUES

When shooting new photography or selecting imagery include hints of our campaign colours.

The example includes a yellow kayak which is a match for our 'Cushag Yellow'. These colour cues will help reinforce the campaign.

TYPE AND IMAGE

When applying our typefaces to imagery, look to compliment the colour cues in the image.

When applicable, overlay imagery above the type, this creates a great relationship between the image, type and makes the overall story feel more inclusive for the viewer.



HINTS & TIPS

SELECTING THE RIGHT IMAGE

Our Island is incredibly photogenic and it's easy to be blinded by it's beauty when selecting photos to use! Please see below for a quick checklist to make sure we're using the right image, at the right time.

- Is the image epic?
- Is the image authentic?
- Is the experience unique?
- Does the image tell the story?
- Does the image have a brand colour cue?



HINTS & TIPS

CAPTURING THE STORY YOURSELF

Our campaign photography can only go so far to extend the #IOMstory, feel free to emulate what we have done and take your own Extraordinary photos to push the campaign, including elements that work for your brand or offering. We've compiled a couple of hints and tips on how to take the perfect shot as part of this campaign.

REMEMBER YOU NEED TO:

- Capture the Island - Caption all imagery so visitors can discover the location.
- Capture the story - Use the images to communicate a story.
- Capture the time - Take care with the content and style of the images to prevent them looking dated.
- Capture the colour - Use the brand palette within the pictures wherever possible.
- Capture the abstract - Leave a little to the imagination.

REMEMBER, YOU DON'T NEED TO:

- Capture staged things - Authenticity resonates more with our intended audiences, so make sure it isn't too staged or over thought.
- Capture every event - Capture photos that show the hustle and bustle of events and make sure it looks lively.
- Capture the expected - Try to capture the different, unexpected and unusual rather than stereotypes and cliches.
- Capture the filtered - Whilst a photo boost in terms of colours is great, try to avoid unnecessary retouching we want to keep the imagery natural.

THINGS TO CONSIDER WHEN TAKING YOUR OWN SHOTS:



DEVICE

Don't have a high performance camera or a DSLR? These days high quality images can be captured on a number of different devices including smartphones, you can post them straight to your social media platform alternatively you can boost them through your phone or a 3rd party editing application.



COMPOSITION

Consider the setup of your shot whilst over staging a shot can be seen negatively, remember to ask yourself these quick questions: Have I captured the best angle? Can I tilt up to avoid the rubbish bin? Is the shot level? (If you're shooting near the coast the sea is a great tool to see if the shot is level!).



FILTERS

Filters and editing can transform a shot but use sparingly, use filters to boost and enhance not completely transform your images. Our Island is a beautiful natural environment and the imagery used to promote it should represent what visitors will see when they arrive.



CROP

Cropping into images can completely transform the shot. Be realistic though, if you're having to zoom into your image to the point that the image quality degrades and looks soft/pixelated, it's best to go back and take the shot again composing the shot as you want it in camera without cropping.



FOCUS

Always consider the focal point of the image. The human eye is drawn to parts of an image that are in focus first. Therefore focus can be used to great effect, changing the way we see things and to give greater prominence to product/activity or location.



SUN

Natural light and the time of day can dramatically change what you capture, consider your positioning when taking your shots. If you're shooting product or people, having the sun behind your subject will leave a silhouette but if capturing landscapes then shoot into the sun to create light flares to add extra drama.



SELFIE

Selfies are great for helping people imagine themselves in a scene/place and as much as people and faces can be an important aspect of a photo, try to make sure that the activity or a background is in the shot to tell our audiences a story. Remember, we are showcasing the Island not ourselves!



PANORAMAS

When taking landscape shots on a smartphone consider utilising the Panoramic function now available on most phone cameras. In an area of outstanding natural beauty panoramic images really help to put our audience in the picture for them to fully immerse themselves.



TAG

If posting content in a specific location, remember to note down the location where you've taken your image. Use this as a hashtag or tag the location in if they have an associated page along with the campaign hashtag (first) when posting to social media. People love to find out where beautiful locations are and how to visit.

#IOMstory MOOD FILM

Whilst the campaign photography can be limited the video sets to delve deeper into the campaign, feel free to take your own Extraordinary video to extend the campaign

and include elements that work with your own brand and offering. On the following page we've gathered a few hints and tips to help you take the perfect video.



Watch the full film here: visitilseofman.com

**HINTS & TIPS****CREATING YOUR OWN FILM**

Our mood film perfectly sums up the campaign, but with so many extraordinary stories and assets to show off it can't cover everything. Create your very own films to enhance and align your brand or offering with the campaign. We have created assets to help with your own films inclusive of logos, hashtag graphic and end frames that you can easily add to your own.

Remember to consider the platform the film will be used on when choosing the aspect ratio, format and length of your film. For example, consider making the films shorter for social platforms such as Facebook and Instagram to grab attention.

THINGS TO CONSIDER WHEN MAKING YOUR OWN FILMS:**CAPTURING FOOTAGE**

Capturing amazing footage is about being at the right place at the right time, sometimes this might mean that you'll only be armed with a smartphone or action camera. Always try to keep the quality setting as high as possible as this will help if you need to crop the footage or zoom into anything later when editing.

**STORY TELLING**

When creating films always try to consider the viewer's reaction and reason for watching. Think about what story are you trying to tell, will what your capturing on film inspire people to visit? Is the footage in line with the campaign, meaning is it beautiful/epic/ extraordinary?

**TIMINGS & SIZE**

When editing your footage, you might be aware that different online video publishing platforms and social media channels have varying specifications for file size and length of time. For example instagram has a one minute time limit on films and a recommended file size of 4GB - especially if you're considering placing an Instagram advertisement.

**ASPECT RATIO**

Always consider usage when selecting how to film or crop your footage.

16:9 (or widescreen as it's known) is the most common format of film, it's used on TV, Cinema and online media players - use this if your film is to appear on TV, Cinema, Youtube, Vimeo or facebook. 1:1 (square) is used on instagram, the videos will auto play when people scroll through post so it helps to make the start of the film as engaging as possible to capture attention.

**EDITING APPS & SOFTWARE**

If editing on your device there will be pre-installed basic editing functions, however consider apps such as FilmoraGo (Android) and Clips (iPhone) and if you're editing on a desktop or laptop consider iMovie (apple), Windows Movie Maker (PC) or DaVinci Resolve video editor (multi platform, this will allow you to include text, transitions and colour effects, creating amazing films quick and easy, ready to post online.

**START AND END FRAMES**

Creating branded start and end frames helps to reinforce your brand, cohesiveness and visual link it with the extraordinary campaign. You are welcome to use the font and colours but equally we understand that your brand comes first and foremost, so the simple inclusion of the campaign hashtag will align your film with the campaign.

TITLE & ACTION SAFE

Please keep all images and text within the title and action 'safe areas' this will ensure that all aspects are viewable and in keeping with the overall style, this is also to make sure that all users will be able to view the logo and hashtag.

LEGIBILITY

On some occasions, it may be difficult to distinguish the logo and the text from the background. If this is the case, it might be best to boost your footage or to darken the footage behind the logo.



NOW START THE
EXTRAORDINARY STORY
#IOMstory