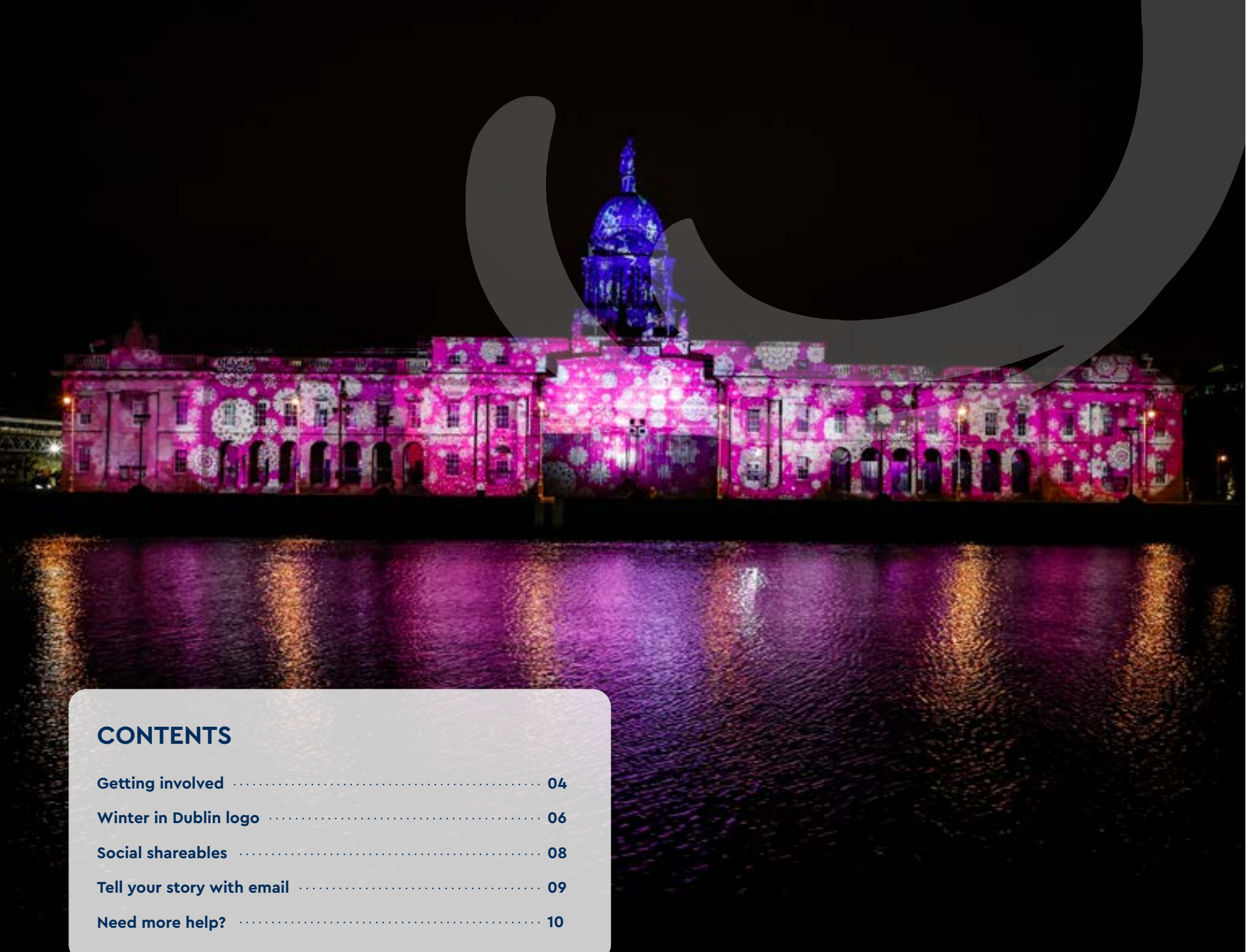


Winter *in* Dublin®

CAMPAIGN ACTIVATION GUIDE



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Winter in Dublin Campaign Activation Guide – Our Terms and Conditions of Use
By using our suite of assets and the Winter in Dublin logo, you are agreeing to our terms and conditions of use. You must be a tourism business to be permitted to use these assets and you must only use them in accordance with the guidelines we have outlined in this in this activation guide. The assets may be used in print and digital marketing materials, provided they follow the guidelines outlined in this activation guide. The assets may not be used in signage, vehicular branding or packaging or merchandising of any kind including clothing and uniforms. Fáilte Ireland (who are the owners of these assets) reserve the right to withdraw the use of these assets from any ineligible business or a business that is using the assets in an inappropriate manner.

Introduction

Getting more bookings for winter in Dublin

Discover Winter in Dublin...

Hello all,
I'm delighted to share with you our first ever 'Winter in Dublin' programme. From October 2021 to February 2022, Winter in Dublin will highlight the things to do and places to go in our incredible city.

From cultural events and live music to fantastic food and shopping, there's always something exciting on in the capital. Winter in Dublin is the perfect opportunity to showcase the great activities happening over the coming months.

In this guide, you'll find free, ready-to-go assets including new imagery and customisable social frames that you can use to promote your business.

Winter in Dublin is a collaborative programme between Fáilte Ireland, local authorities, public bodies, representative organisations, and industry partners. It's time to work together and remind people of the special magic that's unique to the capital.

Let's get started...



Liz Halpin

Liz Halpin,
Head of Dublin, Fáilte Ireland



How to use this guide

This is a digital guide. Throughout this guide where you see the download symbol, you can access assets and resources. **After you click the download button, check your Downloads Folder on your computer for the assets you need.**

Getting involved with the campaign

Here's how to participate and promote your business.

Promote your events

Get more attention for your events when you upload it to our events platform. It will be published on Fáilte Ireland's consumer websites including the Visit Dublin site.

How to upload your event:

Visit: www.failteirelandevents.ie

Click on: 'Register your event'.

Follow the simple steps to get your event published.

Organiser

1

2

3

4

5

Organiser details

Please fill in the details below so we can contact you regarding your event. This information will not be published on your event listing.

First Name *

Please enter your first name.

Surname *

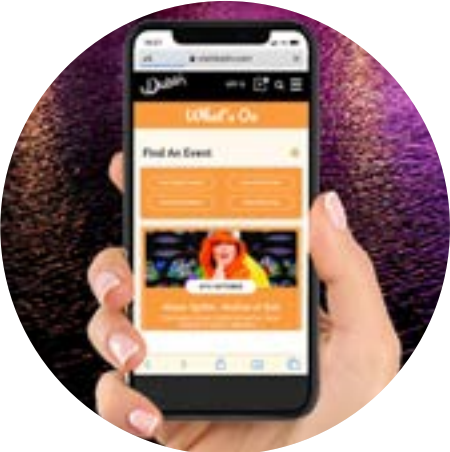
Please enter your surname.

Email Address *

We will use this to contact you regarding this event.

Contact Phone

Please enter your phone number to contact you regarding this event.



Find out what's on in Dublin

Here's where your event will be listed on Visit Dublin. Our marketing activity will bring consumers here, so this is a great free way to highlight your event.




Engage on social media

We love when you engage with our social media profiles. Tag us **@visitdublin** and use these hashtags so your social media posts are found by a larger audience. This is a great way to extend your reach and drive awareness of everything you have to offer this winter.

TAG US
#WinterInDublin
#LoveDublin
#KeepDiscovering

Make the most of your imagery

Did you know you can upload your own winter in Dublin imagery to Ireland's Content Pool? Ensure to tag them with 'Winter in Dublin' in the additional information field. Here's where you can go to upload your photos and videos: [Ireland's Content Pool](#)

<div> YOUR WINTER IN DUBLIN CHECKLIST</div> <div>Make sure your business ticks these 6 things off the list and you'll be set up for success this season.</div>
<div>1.</div> <div>Download the free 'Winter in Dublin' social frames, logo and Giphy to use in your marketing – see page 6 for more</div>
<div>2.</div> <div>Use the Winter in Dublin campaign hashtags to extend the reach of your social media posts.</div>
<div>3.</div> <div>Download free imagery to use in your sales and marketing activities from Ireland's Content Pool.</div>
<div>4.</div> <div>Register your events to help promote them and get more bookings.</div>
<div>5.</div> <div>Send an email to your database with the sample copy on page 7</div>
<div>6.</div> <div>Tag @VisitDublin in your social posts and get involved with our active online community.</div>

Using your Winter in Dublin logo

The Winter in Dublin logo has been specially created to help unify our communications to visitors on all that's great about a winter visit to our capital city. You can use it all across your marketing; on your website, emails, social media posts, advertisements and point of sale materials.

It should never be altered or changed and when being applied must always follow the simple principles outlined here to ensure consistency, legibility and visibility.



Industry partner logo dos and don'ts

Here are some watch-outs for you to avoid when placing your partner logo.



❌ Logo placed over busy image



✅ Full colour logo on light, spacious image



✅ Negative logo on dark image



❌ Full colour logo on similarly toned background



❌ Full colour logo on dark coloured background



✅ Full colour logo on light coloured background



❌ Don't alter or adjust the colour of the logo



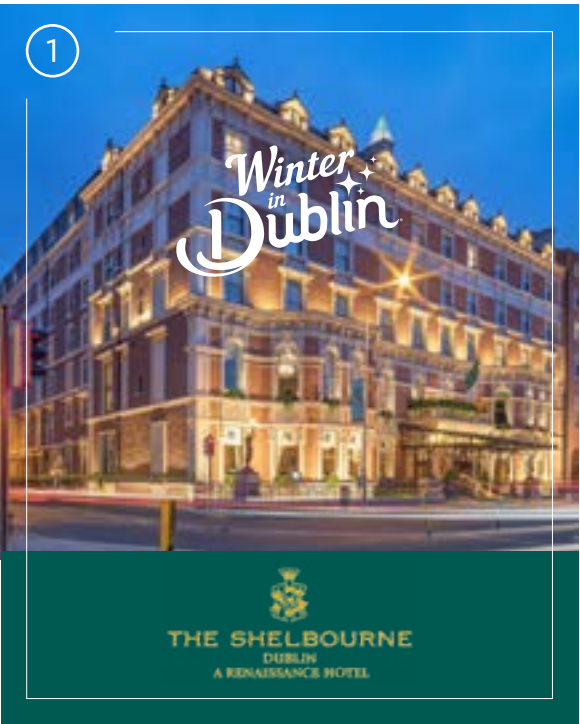
❌ Don't stretch the proportions of the logo



❌ Don't add extraneous effects

How to apply the logo

The logo can be applied as a hero message (examples 1 and 2) or can be used as part of a lock up, as shown in example 3.



Colour variations

There are three versions of the master logo, each designed to specifically cover particular situations and outputs.



Logo Full colour

This should be our go-to logo, but requires a white or very light background to ensure it's legibility.



Logo Negative

This is a simplified white version of the logo. It should be used on dark or coloured backgrounds, or for placement on imagery.



Logo Monotone

This is a simplified navy version of the logo. It is useful for print situations where the detailing of the full colour logo becomes unclear.

Winter in Dublin social shareables

To make it easier for you to attract more visitors this winter we've created a suite of ready-to go social media graphics, Giphy stickers, and handy customisable frames you can use to make your own posts.

You'll also find social media banners to update your social media profiles on Facebook and YouTube which can also be used in your emails or website.



Download the giphy



TOP TIP

We've made these frames square, so they work on **LinkedIn, Facebook** and **Twitter**, just add your image



TAG US

Use these hashtags
#LoveDublin
#WinterInDublin
#KeepDiscovering



Download Social shareables

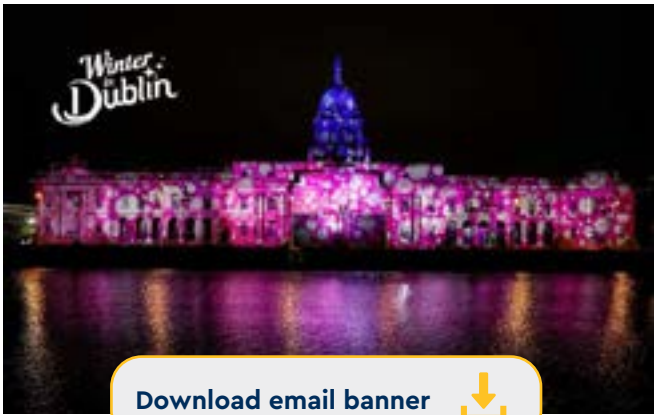


Tell your story with email

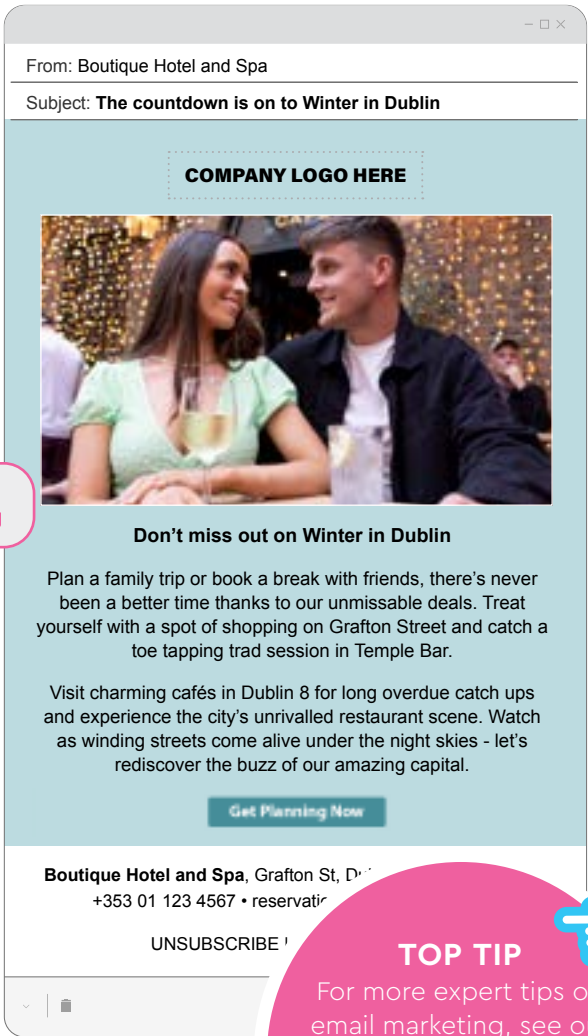
Now's the time to let your email subscribers know about all the great things happening in Dublin this winter. Here's some email copy you can edit to suit and a sample banner you can use.



Download email copy



Download email banner



TOP TIP

For more expert tips on email marketing, see our **Email Marketing Toolkit**. Learn how savvy emails can help you increase bookings.



FREE IMAGES

Access 100s of free images to use in your marketing and emails, log in to:
Ireland's Content Pool



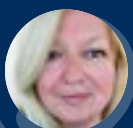
Need more help?

Get in touch with your Dublin team if you have specific questions.



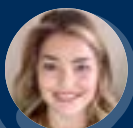
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