



Marketing Plans

2023

FILL YOUR HEART WITH IRELAND: NEW GLOBAL CAMPAIGN

Elmagh Killeen and Brian Harte
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RESTART to REBUILD



**Building stand-out
for the island and
building a powerful
emotional connection
with potential visitors**

Fill your heart with **Ireland** 

OPPORTUNITY

We have a strong, emotional proposition with 'Fill Your Heart With Ireland'.

Consumers told us that it's the perfect wrapper for all the things that make the island of Ireland unique:

Warm and welcoming locals
Breath-taking green landscapes
Vibrant cities and lively culture



- High advocacy scores amongst past visitors
- Power of social proofing and recommendations
- We needed a vehicle to showcase these truths in a believable and engaging way



This campaign is built on the Advocacy of real people.

Nothing is more compelling than hearing those who truly love Ireland talking about the reasons it fills *their* hearts.

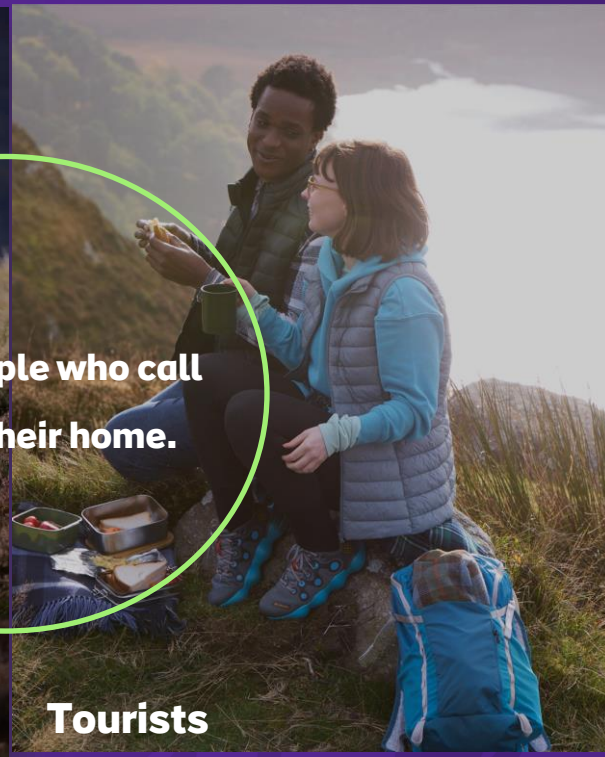


To launch, we are going to harness the power of the biggest fans of the island of Ireland

Celebrities



Locals



Tourists

Fill your heart with **Ireland** 

A warm, atmospheric photograph of the interior of a traditional Irish pub. The scene is dimly lit, with light streaming in from large windows in the background. The windows feature prominent white lettering for 'GUINNESS' and 'POWERS'. Several patrons are visible: some are standing near the bar on the left, while others are seated at small round tables in the foreground and middle ground. The overall mood is cozy and social. The text 'What fills your heart with Ireland?' is overlaid in a large, white, sans-serif font across the center of the image.

What fills your heart with Ireland?

Ireland 

MAINTAINING A CONSISTENT AND RELEVANT PRESENCE



OOH: Out of Home

AV

OOH

Social

Tactical

Moments



Fill your heart with **Ireland** 

OOH: Out of Home

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

AV

OOH

Social

Tactical

Moments



Fill your heart with **Ireland** 

MAINTAINING A CONSISTENT AND RELEVANT PRESENCE



Jan

May

Jun

Jul

Aug

Dec

AV


OOH

Social


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Moments

The beauty of the
street art, right!?

Fill your heart with **Ireland** 

Historic icons
around every
corner!

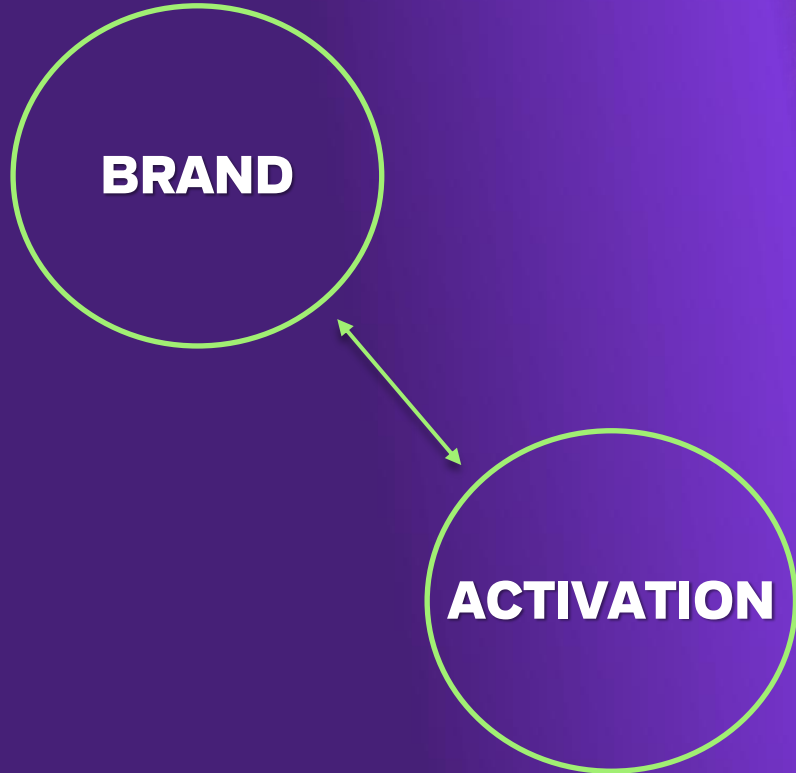
Fill your heart with **Ireland** 

Fill your heart with **Ireland** 

MAINTAINING A CONSISTENT AND RELEVANT PRESENCE



2023 GLOBAL MEDIA STRATEGY



Reach

Frequency

Attention

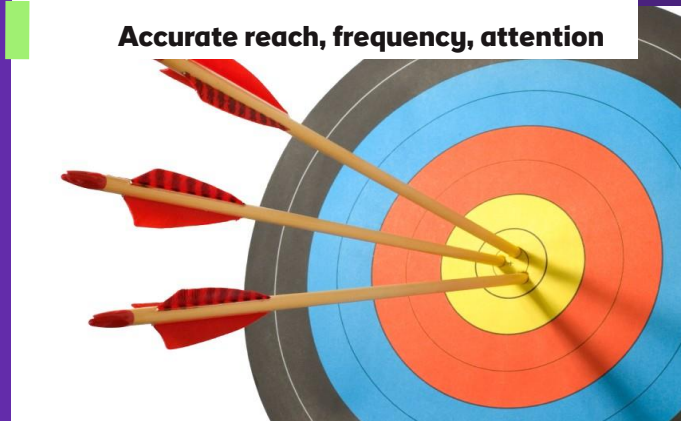
Density

GLOBAL CHALLENGES

Cost acceleration



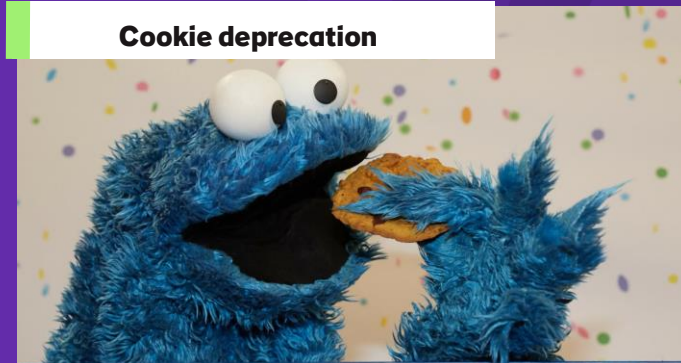
Accurate reach, frequency, attention



Privacy environment – e.g. Meta ruling



Cookie deprecation

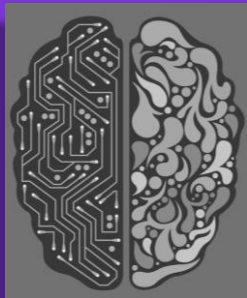


INNOVATIONS AHEAD OF 2023

Innovations at scale



**Multi-market podcast
and influencer campaign
to promote activities
and sustainability**



**Consumer journeys
managed with machine
learning**

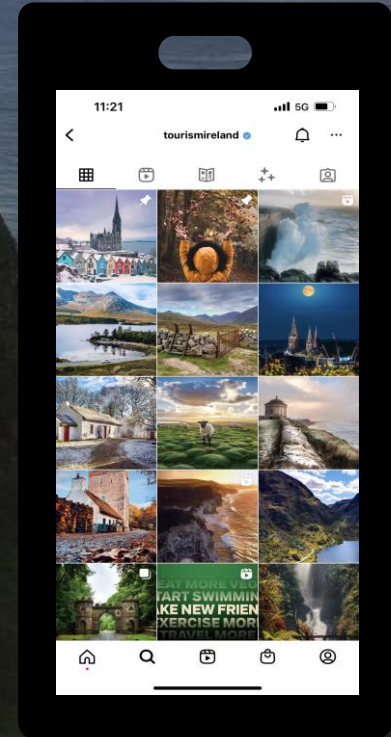
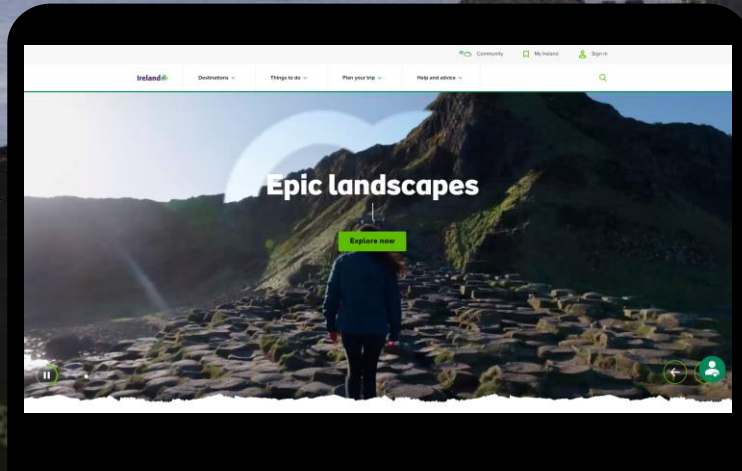


**Consumer presence
identified**



**250 million offers
across channels**

DIGITAL PLATFORMS



HOW YOU CAN GET INVOLVED

PUBLICITY

- Host Journalist visits
- Content for Publicity: Ckelly@tourismireland.com

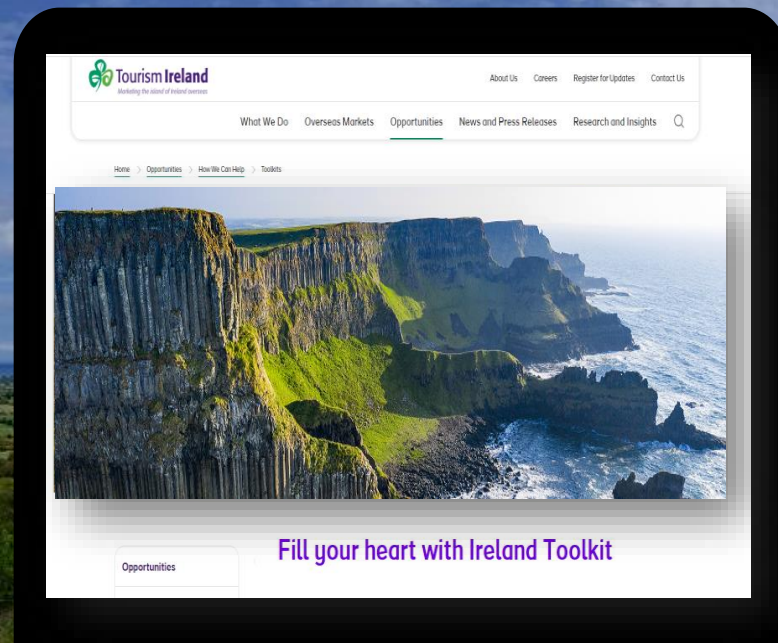
INDUSTRY TOOLKIT

Tourismireland.com

- Easily downloadable toolkit
- Rights-free content
- 'How to' videos and helpful instructions
- FYHWI tone of voice guidelines

INDUSTRY OPPORTUNITIES

IRELAND.COM OFFERS





Tourism Ireland

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2023

THANK YOU

ekilleen@tourismireland.com
bharte@tourismireland.com

