



Tourism Ireland

Marketing Plans

2023

FILL YOUR HEART WITH IRELAND: NEW GLOBAL CAMPAIGN

Elmagh Killeen and Brian Harte
16 January 2023



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 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

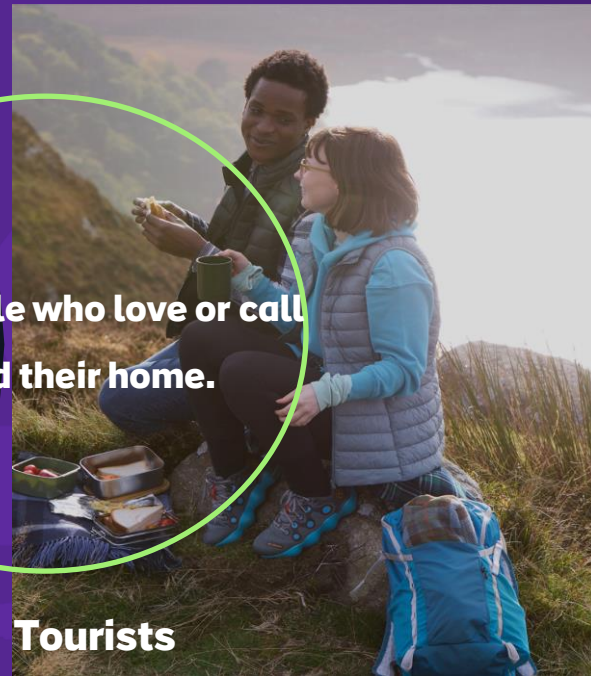
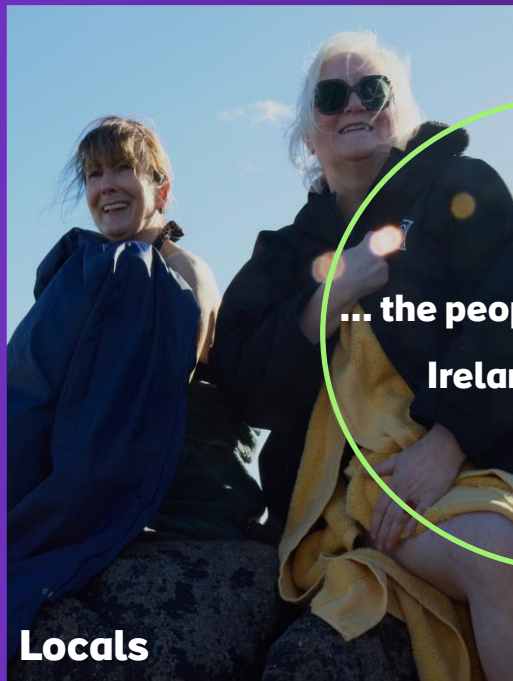


Fill your heart with **Ireland** 

Advocacy is key to our new campaign.

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

This campaign is built on the advocacy of real people.



Fill your heart with **Ireland** 

A scenic landscape of rolling hills and a lake in Ireland. In the foreground, a person is walking on a dirt path. The middle ground features a calm lake surrounded by green hills. The background shows more distant hills under a cloudy sky.

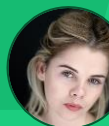
What fills your heart with Ireland?

Ireland 

MAINTAINING A CONSISTENT AND RELEVANT PRESENCE



Characters



Craic



Landscapes



SPD
(Launch)

Halloween

NYE

Fill your heart with **Ireland**

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


AV

OOH


Social

Tactical

Moments



Getting your 10,000 steps can actually be quite... nice?!

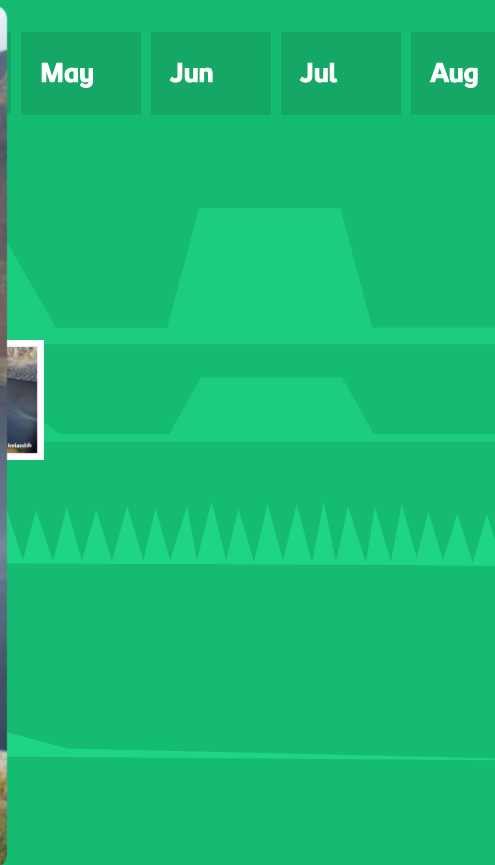
Fill your heart with **Ireland** 

May

Jun

Jul

Aug



Dec



Everyone's a comedian and not just the comedians :)

Fill your heart with **Ireland** 

with **Ireland** 

MAINTAINING A CONSISTENT AND RELEVANT PRESENCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AV	<div>Island of Ireland 30' edit</div> <div> <div>  <div>Characters</div> </div> <div>   <div>Craic</div> </div> <div>  <div>Landscapes</div> </div> </div>											
OOH	<div>    </div>											
Social	<div>    </div>											
Publicity												
Tactical	<div>  </div>											
Moments	<div> <div>SPD (Launch)</div> <div>Halloween</div> <div>NYE</div> </div>											

Fill your heart with **Ireland** 

2023 GLOBAL MEDIA STRATEGY

BRAND

ACTIVATION

Reach

Frequency

Attention

Density

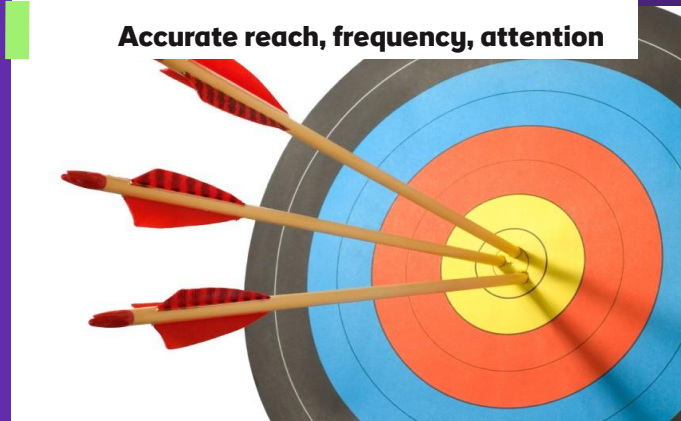


GLOBAL CHALLENGES

Cost acceleration



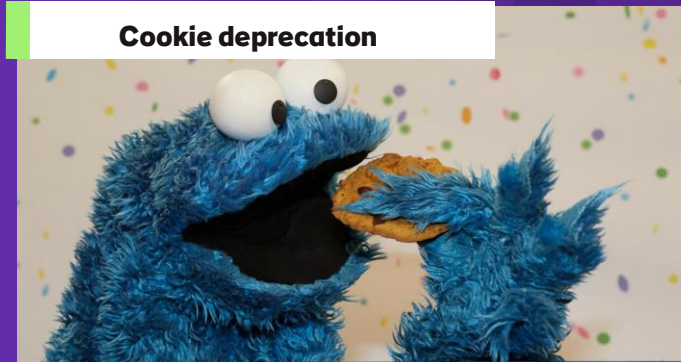
Accurate reach, frequency, attention



Privacy environment – e.g. Meta ruling



Cookie deprecation



INNOVATIONS AHEAD OF 2023

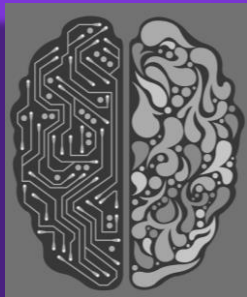
Innovations at scale



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



**Consumer presence
identified**

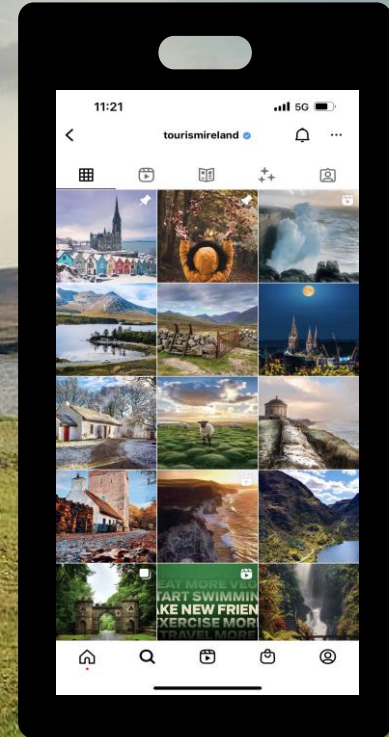
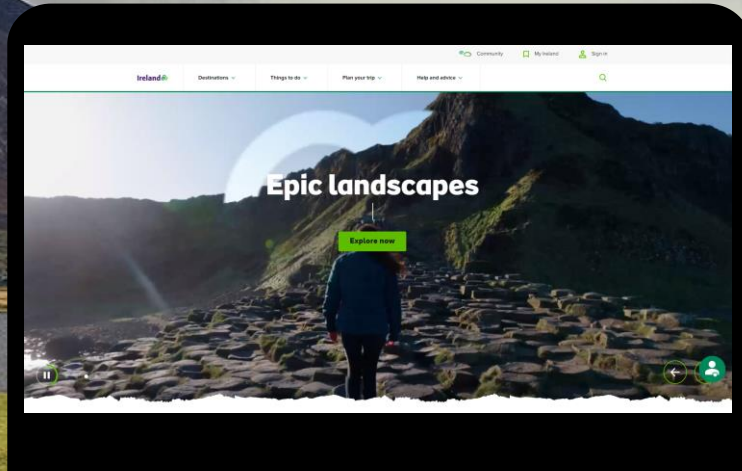


**Consumer journeys
managed with machine
learning**



**250 million offers
across channels**

DIGITAL PLATFORMS



HOW YOU CAN GET INVOLVED

PUBLICITY

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

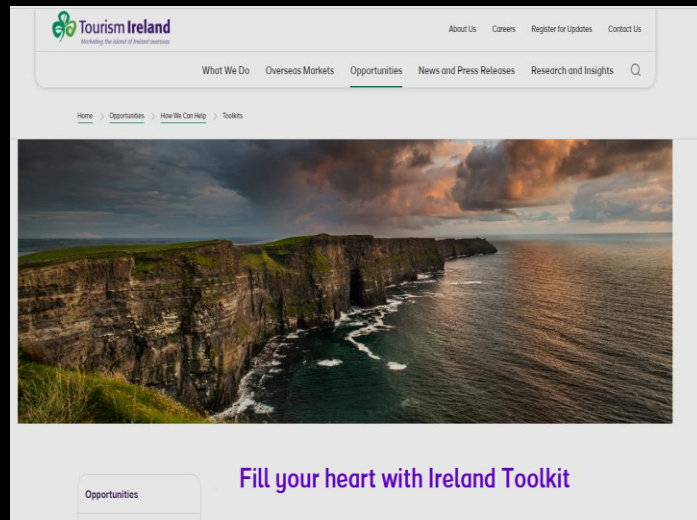
INDUSTRY TOOLKIT

Tourismireland.com

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

INDUSTRY OPPORTUNITIES

IRELAND.COM OFFERS





Marketing Plans

2023

THANK YOU

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