

[About CAITN]

CAITN is an independent and not-for-profit tourism association representing the interests of all stakeholders in the tourism industry in the Connemara and Aran Islands region.

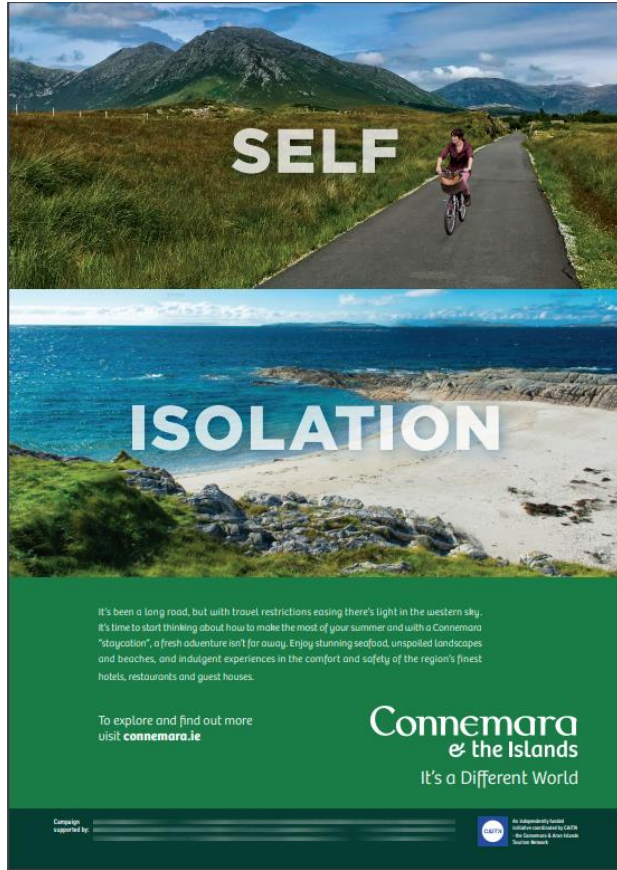
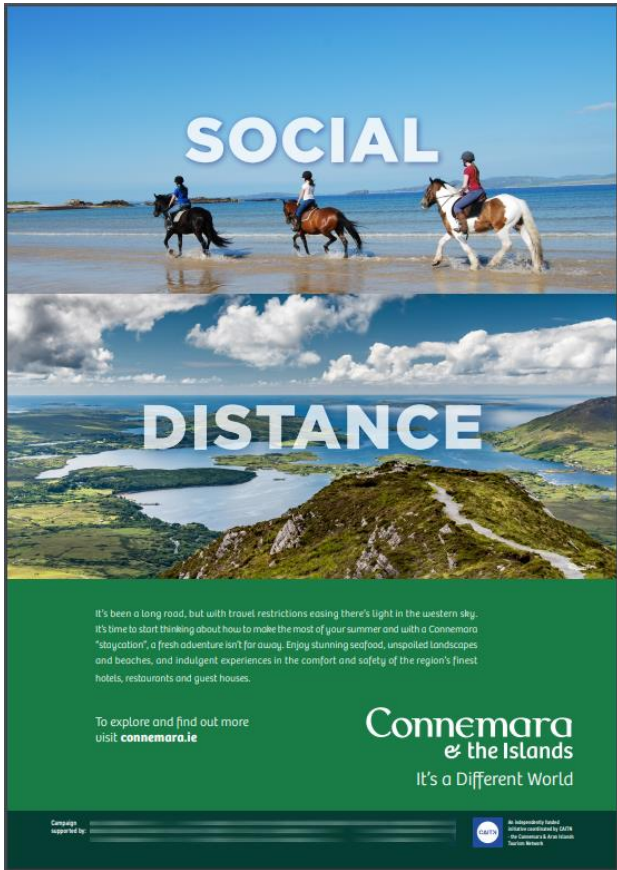
- The network was established following a recommendation by **Fáilte Ireland**
- Charged with the delivery of *Connemara and the Aran Islands Visitor Experience Development Plan (VEDP)*.
- Early days - but making a **real difference**.

[What is all this About?]

- In March CAITN were asked to formulate a marketing response to the Covid (to be launched at the appropriate time).
- The time is now - CAITN are coordinating a professional marketing campaign to kickstart Connemara & the Islands tourism industry
- This is a short and sharp advertising campaign to attract the Irish domestic market to have their staycation in Connemara & the Islands.
- The key objective of this campaign is to sow the seed of 'Connemara & the Islands' into the minds of the Irish market
- This campaign is designed to stand-out in what is likely to be a very crowded and competitive market this year.

Campaign Elements

1. [The Creative]



Creative Design in Connemara by Shane Forsythe <https://www.shaneforsythe.ie/>

2. [Social Media Management]

What:

- External Fully Managed Social Media Campaign across, Facebook, Instagram and Twitter
- Social Media campaign to be fully managed by [South East Digital](#)
- Live online dashboard, showing analytics
- Content creation and network communication

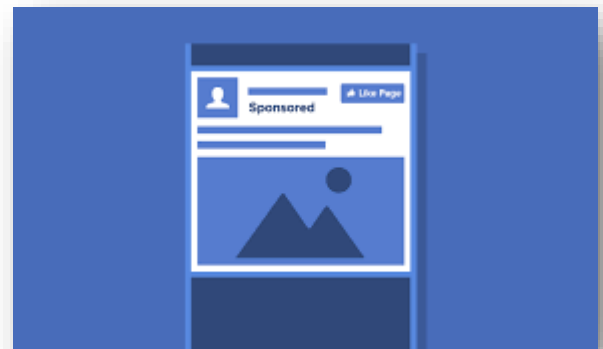


When: Immediately

3. [Facebook & Instagram Advertising]


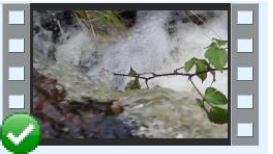




What: Digital advertising campaign on Facebook & Instagram

Timeframe: June to September 2020



4. [New High-Quality Video Content]

What: 8 Brand new high-quality and locally produced short videos displaying Connemara & the Islands at its best.

<p>Video 1</p> 	<p>Video 2</p> 	<p>Video 3</p> 	<p>Video 4</p> 
<p>Video 5</p> 	<p>Video 6</p> 	<p>Video 7 Being Finalised</p>	<p>Video 8 In Production</p>

Video produced locally by:

- Limelight Studio Connemara - <http://limelightstudio.ie>
- Fíbin Media - <http://fihinmedia.ie/>

When: Immediately with strong results to date – Trending and Viewership

5. [Radio]

What:

- 30 second adverts on Newstalk (18 spots)
- Prime-time slots

When: 10 days (dates on request)



6. [Print]

What: The creatives above will run in the following: (details on request)



Timeframe: Late June to September 2020

[What Has Happened to Date?]

- Over €20k has been raised - directly for marketing
- Campaign has been developed and is ready to go

[What Do You Get]

- High Quality Videos to use on your own platforms
- Printed recognition of your business / organisations support of the official recovery strategy
- Be Part of a Professional Marketing Campaign for the Region

[Who Has Contributed to Date?]

<http://caitn.ie/campaign2020/>



[Now We Need Your Financial Support For This Campaign]

**Please call or email Dominic or Terry on the details
below to sign up to this campaign.**

- Dominic O'Morain – Co-Chair – 087 2458764 – info@caitn.ie
- Terry O'Toole - Co-Chair – 087 7784856 – info@caitn.ie

CAITN - Connemara & Aran Islands Tourism Network]

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