



Category: Travel, Leisure or Tourism Campaign

Company: Working Word and Visit Wales

Entry title: Taking Wales to the World

Brief and objectives:

•Acting as 'Editor in Chief' Working Word was to appoint a 'Content Collective' of 'creators' (story tellers, film makers, photographers, animators, illustrators and designers) to work as part of a broader team, including the Visit Wales in-house content team.

•Bring Wales to life for readers/viewers outside Wales through multi-channel content that drives digital and social media engagement and showcases Wales to the world.

•Create fresh and distinctive online content that is internationally outstanding and unmistakably Welsh.

•Develop creative strategies and content for www.tradeandinvest.wales - the official Welsh Government Foreign Direct Investment marketing initiative for Wales.

•Promote Wales' key tourism and business sectors in the context of an all-embracing narrative about Wales as a destination

Objectives:

1. Achieve content views and engagement in key territories (e.g - England, North America, Canada)
2. To conceptualise and produce in excess of 70 pieces of written content accordingly to quarterly, seasonal themes
3. To achieve video views in excess of 1,000,000
4. To achieve in excess of 5,000 shares and 30,000 likes, comments and shares for Content Collective video content
5. Achieve social media follower growth of at least 20% per channel.

Rationale behind campaign, including research and planning:

At the outset we set out to combine the professionalism, experience and commitment to

delivery of one of Wales' most creative agencies of storytellers, while unlocking the potential of a range of content creators based across Wales.

Our carefully curated Content Collective are all influencers in things Wales is brilliant at - adventuring, exploring, family breaks, culture, sport, start-ups, entrepreneurs, tech and business. Our intention was to create content (videos, animations, illustrations, short form content, listicles to long reads) that makes audiences stop scrolling, read, bookmark and share.

We implemented these as part of a continuous calendar of content that operated on a thematic quarterly basis:

- Sept – Dec 2017: Food & Journeys
- Jan – March 2018: Epic Seascapes
- April – June 2018: Coastal Capital & Communities

Using search term data, we identified content gaps (e.g. half term activities) to content was based on research of topics audiences wanted.

Strategy and tactics, including creativity and innovation:

- Monthly Creative Planning Sessions - our content editors met with Visit Wales monthly to discuss topical content around future trends, resulting in a quarterly plan for 3-4 video ideas and 15-20 written content ideas.
- In-house content creation - Our own team of Working Word storytellers created dozens of pieces of engaging, shareable content, as well as editing contributor content.
- Content Collective selection - Who did we turn to when we needed an 'Insider's Guide to Machynlleth'? We spoke to Henry Widdecombe, one of the founders of the Machynlleth Comedy Festival. What about when we wanted to film a video to promote the opening of Tiger Bay the Musical? We recruited Cardiff Bay historian, Neil Sinclair. When writing an article about 'Cwtch is the new Hygge', we enlisted Reena Simon, the Welsh 'Hygge for Home' blogger who boasts 120,000 Instagram followers. And when commissioning a visual poem video to promote the Year of the Sea, we got Wales' national poet Ifor ap Glyn to pen an exclusive poem just for us.
- Flexibility - We ensured sufficient flex in both time and budget to be able to quickly jump on something happening in the here and now. E.g. when we learned about an incredible visual event taking place at Cardiff's St John the Baptist Parish Church celebrating Wales' links with Hungary (during the Year of Legends 2017), we immediately sent our moving images team to ensure they captured the evening for Visit Wales' social feeds.

Implementation of tactics:

August 2017 – Inception meetings. Brainstorming September – December content, assembling content plans, briefing Content Collective members (6 days).

September – December 2017 – content creation and publication (30 days).

December 2017 - brainstorming January – March 2018 content, assembling content plans, briefing Content Collective members (5 days).

Jan – March 2018 – content creation and publication (30 days).

March 2018 - brainstorming April - June 2018 content, assembling content plans, briefing Content Collective members (5 days).

April – June 2018 – content creation and publication (30 days).

Measurement and evaluation:

Outputs:

- 13 videos – including Year of the Sea visual poem, the real St David in St Davids, How to cook the perfect Welsh cake.
- 13 social media animations – including the shining lights of the Welsh automotive sector, global brands and innovators that have made a home in Wales.
- 71 web articles – including Insider Guides to Aberystwyth, Hay-on-Wye, Newport, Wrexham and Machynlleth; What to See & Do Along the Rivers Teifi and Wye; Five writers and the Welsh places that inspire them.
- Monthly social content calendar for Trade & Invest – content included social media animations and high performing posts like this one, regarding a highly anticipated new TV show filmed in Wales.

Outtakes:

To date our videos have garnered in excess of 1,400,000 views:

- The Welsh cake video has 747,000 views to date, which makes it their most viewed video of all time. Its publication also contributed to record Facebook engagement in February/March 2018, with organic engagement at over 0.5 million, which was double the engagement achieved in February 2016 and higher than any month in 2017.
- The Home of St David video has 213,000 views to date, making it the 6th most watched video this year.
- We achieved in excess of 66,000 likes, comments and shares and 15,000 shares for Content Collective video content.
- Other more niche videos still garnered impressive views: how to make cawl with celebrity chef Dudley Newbery – 90,000 views; travelling the North Wales Way with blogger family Mini Travellers – 55,000 views.

Outcomes:

1. Our content is consumed all over the world. England is the highest consumer (e.g 38% of the views of the Welsh cake video were in England). With Scotland, Canada, New South Wales and the states of Pennsylvania, California and Texas not far behind.
2. During period June 2017 – June 2018, Visit Wales follower totals increased by: Facebook (20%), Twitter (33%) and Instagram (54%).

Budget and cost effectiveness:

Content creation and account management = £63,000

Video filming and production = £12,000

Campaign budget (June 2017 – June 2018) = £75,000 + VAT.

Cost effectiveness: Video production is notoriously expensive and so to deliver 12 high quality videos from locations all over Wales for £12,000 gaining exceptional results with regards to views and engagement (as outlined above), as well as delivering 71 online articles and 13 social animations, is something we're very proud of. The body of work represents great value to the client and has achieved the objective of showcasing Wales to the world.