

A young child with blonde hair, wearing a black and white striped t-shirt and dark blue shorts, is captured mid-jump in a field of tall, golden-brown grass. The child's arms are outstretched, and their legs are in the air, conveying a sense of joy and freedom. The background is a bright, overexposed sky.

ISLES ^{OF} *Scilly*

On brand

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1. Introduction

To attract new visitors to Scilly we need to present ourselves differently. We need to stand out from the crowd and become more desirable. We will stand out more clearly and strongly if we can communicate a focussed, authentic and consistent message to potential new visitors.

And that is what a brand is. Simply, a clear point of view, that is memorable, relevant and desirable to the market segments that we are targeting.

A brand is formed from a mixture of values, attributes and benefits. Some of these elements are a 'given' – for instance the natural beauty of Scilly and the welcome that Scillonians give. Other elements, however, are more a matter of what we choose to say, and how we say it – putting forward our 'best selves'. But, which best self?

In this short guide you'll find ideas that initially came from Scillonians – they were defined and honed by Blue Sail in 2012. They have been tested through market research against what we know will chime with our new target audiences, and then further refined by Wolf Rock Marketing, working closely with the IP board.

Ultimately the brand is communicated with words, pictures and design (of brochures, websites, newsletters and so on). Some of these outputs are under the direct control of the Partnership – but others are harder for us to control. For instance, we go to great lengths to influence what the national and international media says about Scilly... but in the end, they say what the editor decides.

But there is one area where you can be a great help – and that's by coordinating your marketing messages with ours, so that our shared voice is stronger.

Does that mean that all island businesses will end up looking and sounding the same? No, of course not. Each one will have its own specific and distinctive messages that will always come first. But by taking note of the overarching Isles of Scilly brand essence, values and story, and weaving them in where you can, in your own words, we'll all be singing from the same hymn-sheet. And all helping Scilly to become a relevant and compelling destination brand.

2. Our brand essence

This is the hook on which we hang all marketing communications. It's our DNA. There are two concepts here: our island-ness, and our otherness. At the same time we are clearly a staycation destination.

Islands like
nowhere else
in England

3. Brand values

These five values are our frame of reference. We use them as a litmus test to check whether what we are saying, or showing is 'on brand'.

1. Simplicity

- Uncluttered
- Real
- Peaceful
- Barefoot
- Innocent
- A place of love

2. Freedom

- Freedom to find...
- Kinder
- More peaceful
- An easier pace of life
- Freedom to roam

3. Purity

- Unspoilt
- Uncrowded
- Crystal clear waters
- Starry skies
- Abundant wildlife
- Breathtaking scenery

4. Reward

- Be yourself
- Do lots or nothing
- Time for your family
- Making precious memories
- Give yourself treats

5. Difference

- See the world differently
- Looks different, smells different
- Feels different
- A sense of 'otherness'
- Like nowhere else in England

Our aim is to make all visitors feel...

In tune
At ease
Real
De-cluttered
Refreshed
Revived
Inspired
Rewarded
Addicted
Longing to return

5. Our shared story

This is the template for all of our communications. Use this as the starting point for your writing so all voices speak as one, helping us to get our point across.

The Isles of Scilly, which nestle off the coast of Cornwall, are like nowhere else in England. Outstandingly beautiful, uncrowded and unspoilt, they seem like a world apart from everyday life. Everything looks and feels quite different here, and life moves at an easier pace.

The adventure begins when you arrive by small plane or by boat. You immediately sense that you have discovered something very special as you glimpse this cluster of low-lying islands amid a turquoise lagoon, some fringed by rocks, others by white sandy beaches, and all bathed in a light of wonderful intensity. It feels otherworldly – a simpler and more innocent way to be.

The Scilly adventure continues as you hop from island to island by boat, experiencing many natural wonders – basking sharks, seals, dolphins and rare birds. Some visitors crave the deep sense of tradition here, immersing themselves in history and myth; others come to walk, to cycle, to sail or to enjoy the heightened creativity of island life through painting, photography or crafts; many love to immerse themselves the sights and scents of the sub-tropical plants and flowers that give Scilly its distinctive landscape; and everyone can savour fresh seafood in beachside cafés or local ale at a traditional pub. All this plus life's simplest pleasures, from beachcombing on deserted beaches and picnicking on the sand, to watching the sunset and gazing at the stars.

Whichever island you choose, Scilly is stylish enough to be special; chilled enough to go barefoot. Above all, the islands give you the space and freedom to do everything – or next to nothing – in a breath-taking location that enjoys the mildest climate in the UK. Magical, peaceful and unforgettable, Scilly makes you long to return. Again and again.

6. Our logo

Our logo says our name, proudly and simply. It has a hint of nostalgia, but communicated in a contemporary way —appealing to our ‘New Traditionalist’ visitors who will form the backbone of our visitor-base in the future.

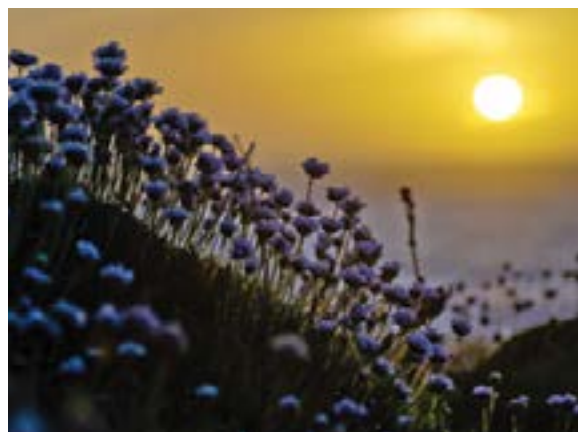
ISLES
OF
Scilly

7. Use of imagery

Our image is defined by photographs – making the right choices is critical. Here are examples of some of the themes we are using.



Landscapes



Landscape textural detail



Human interest



Human details



Wildlife



Activities

Our name

In full it's the Isles of Scilly. Don't capitalise "the" except at the beginning of a sentence.

It's OK to use the word Scilly on its own, but never the "Scilly Isles".

Off islands has no hyphen.

The islands

We punctuate island names "properly" like this:

St. Mary's, St. Martin's, St. Agnes.

When in a list we order by size, ie:
St. Mary's, Tresco, St. Martin's, Bryher, St. Agnes.

Try not to "break" a name like this St. Agnes...

Capitalisation

In text keep use of capitals to a minimum – generally place names, business names and other proper nouns only.

In titles use "Sentence case" not "Title Case"... except where all-cap titles are used of course.

Tone

Write as you'd speak, within reason. Keep it simple, intelligent but not wordy. Keep it lively and engaging, of course. Use lots of "we" and "you".

Here are some other tips...

Use the authentic voice of the islands...
"We're not short of boats..."

Share the personal...
"One of my great passions..."

Be intelligent and witty...
"Forgot to pack the horse?
No problem..."

Use fewer, well-chosen words...
"Crabs? Oh yes!..."

Be warm and welcoming...
"Be our guest..."

Be sensory and textured...
"We wake up to the whisper
of tiny wave-lets..."



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The European Agricultural Fund for Rural Development: Europe investing in Rural Areas

