

Promoting Orkney

Summary

The Promoting Orkney project involves the digital marketing of Orkney as a place to visit, live, work and study and to invest in or buy from, focusing on talent attraction and on a greater international effort. The basic approach has been explored during the last 2 years through a Digital Media Orkney (DMO) project. The DMO developed a new model aligned with the aims of industry to offer a platform from which businesses could draw support for their individual marketing activities integrated with the Orkney brand. Digital marketing will be delivered through three contracts: social media, film and photography, and PR and media; supported by a fourth contract which will involve the promotion of orkney.com in target markets.

Partners in the project will be Highlands and Islands Enterprise and Orkney Islands Council who jointly fund the Orkney Marketing programme which has developed and co-ordinated a number of projects in support of the marketing and development of Orkney's key sectors. Visit Scotland whose marketing of Scotland is almost entirely digital, and local industry groups (Orkney Food and Drink, Creative Orkney, Destination Orkney, Orkney Renewable Energy Forum) support the project.

A six-month advertising campaign will be developed in partnership with the STV Growth Fund. This campaign will also focus on visit, live work, study, invest and buy from. It is also envisaged that talent attraction will form part of this campaign.

Project Aims

The project aims to raise awareness of Orkney and its quality products and services throughout the UK and beyond, given the potential global reach of digital marketing, and to focus strongly on encouraging people to choose Orkney for work, study or investment. This will help address issues that may arise out of Brexit, such as increased difficulty in recruiting staff.

This will help increase visitors to Orkney, (in alignment with a new sustainable management plan for tourism that will influence new marketing requirements during the project period) increase sales of Orkney products nationally and internationally, thereby improving viability of Orkney businesses, leading to increased investment and job creation. It will attract people to live and work in Orkney, by promoting Orkney's way of life and opportunities through enhanced digital marketing and increased TV coverage.

In an ever more digital world, high quality, professional and responsive online content is increasingly essential for effective digital marketing of any area and this trend is putting new pressures on small businesses seeking new markets and is unlikely to change. It is vital that Orkney has a dedicated team for this type of work to maintain and increase its profile, particularly at a time of uncertainties due to Brexit, and at a time of negative messaging regarding 'over-tourism'.

Orkney benefits from an excellent informative website in the newly relaunched orkney.com along with other quality digital assets and it is vital that progress to date is built upon through promotion and development of this site alongside complementary trends in social media such as Facebook, Twitter, Instagram, blogging and any other channels likely to emerge.

The project includes the following elements:

Financial Information	£	%
Total project costs	£270,000	
Total eligible costs	£270,000	100%
LEADER funding	£135,000	50%
Orkney Islands Council	£65,625	24.30%
Highland and Islands Enterprise Funding	£9,375	3.48%
STV Growth Fund	£60,000	22.22%