

MWT CYMRU | VISUAL SIGNATURE

MEDIA PLANNING & BUYING | CREATIVE & DESIGN | PPC & SEO | WEB | SOCIAL MEDIA | VIDEO & PHOTOGRAPHY | PR | BRANDING

Prepared for :

MWT Cymru

Prepared by :

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S/3

ADVERTISING & CREATIVE

INTRODUCTION

This document sets the visual signature for Mid Wales Tourism's 'Real Mid Wales' social media campaign.

The campaign aims to attract millennials (27-40) from within three hours' travel time to visit the region on holiday, and focuses on five key product themes:

- **Escape, Rejuvenation & Wellbeing**
- **Environment & Nature**
- **Adventure & Sport**
- **Routes into Wales**
- **Visit Wales' Year of the Sea**

This visual signature will be applied to ALL content posted from @VisitMidWales channels, with S3

Advertising agency acting as curators of the content, making selections from existing content, capturing new, and editing content in post-production to ensure it meets these guidelines.

Tourism providers within the Mid Wales region can support and benefit from the master campaign by also applying this visual signature to their own content. This will create a more unified 'Mid Wales' brand overall, making the region's pull more powerful, to the benefit of all. Using this visual signature will also give tourism providers a higher chance of having their content selected from sharing on the main @VisitMidWales channels, boosting the power of their reach.

Mid Wales Tourism encourages all partners and providers within the region to adopt this visual signature for the benefit of its entire tourism industry.

FOUR STYLISTIC THEMES

The overall style of the campaign will be held together by four key stylistic themes.

These are:

- Natural
- "Plandid"
- Seasonal
- High Quality



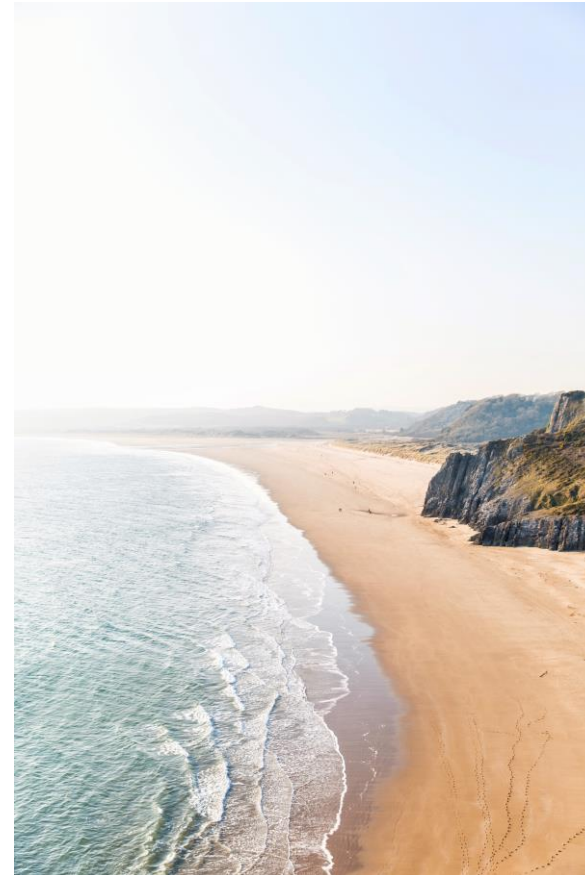
NATURAL

We want the visual style of Visit Mid Wales to be as natural as possible to convey an earthy, wholesome feel to the imagery.

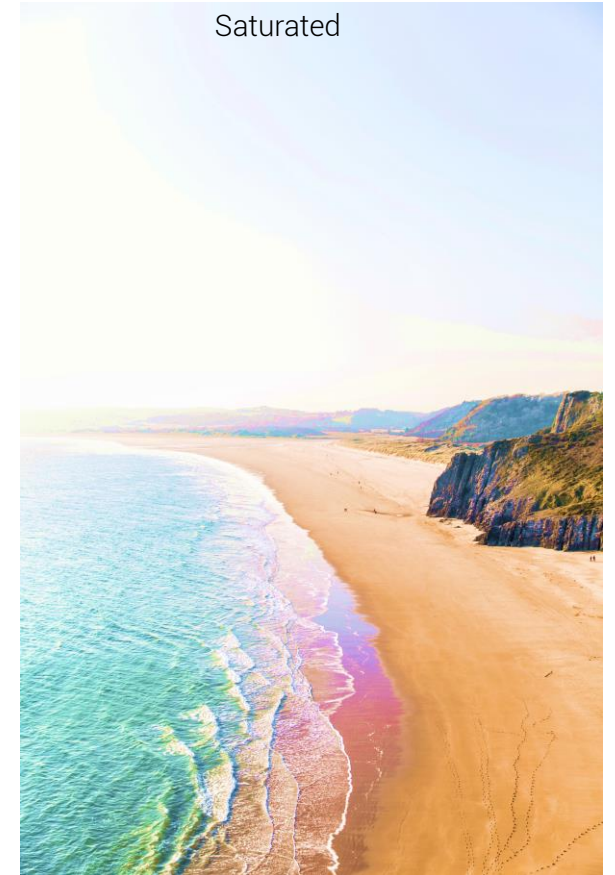
This can be achieved by reducing the amount of edits applied to imagery. Photo manipulation and image colour saturation should be kept to a minimum.

Note: Moderate amounts of photo manipulation are acceptable to remove items from imagery, but must be kept to a minimum.

Natural



Over-Saturated



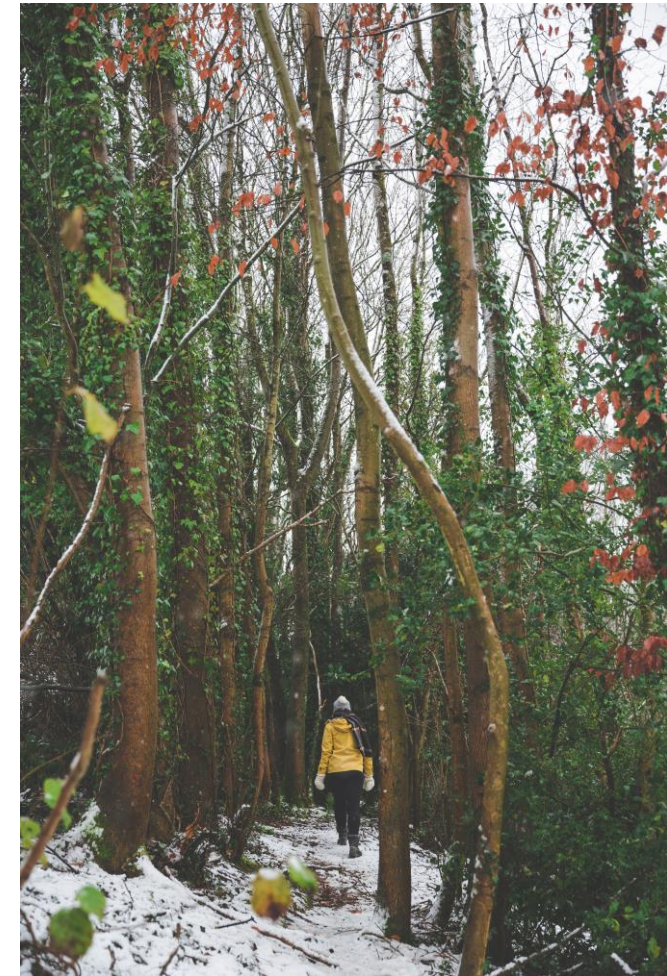
“PLANDID”

“Plandid”: is a term to describe a planned-candid photo. By this, we mean that there shouldn't be too many forced images with posed people and staged situations. The aim should be to capture the “Real” Mid Wales.

This can be used when showing imagery of people in different situations. For example, when shooting imagery of people in a chosen hotel/accommodation, use a more natural approach of including someone by having the interacting with something in the shot, rather than staring down the lens.

Note: Portrait photography can be used on individual people if they themselves are being highlighted as a part of the community / occasion.

Example of "Plandid" photography

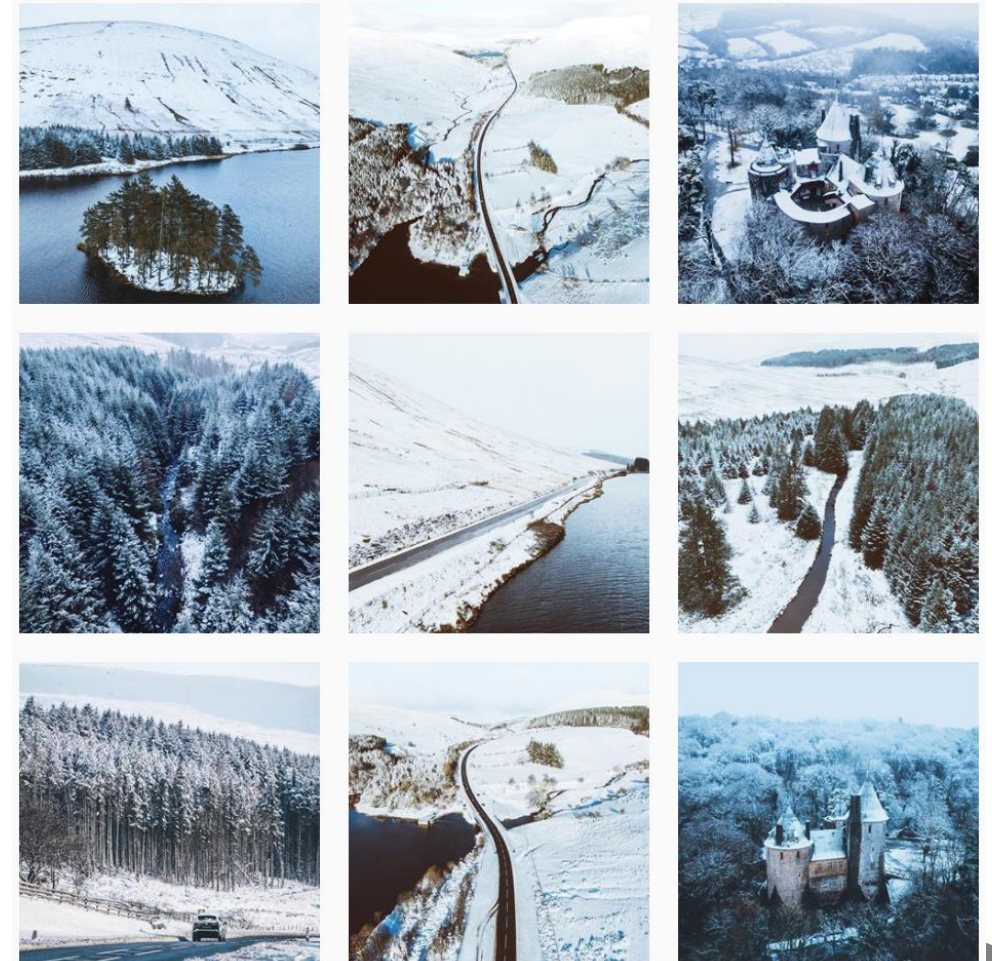


SEASONAL

When publishing imagery, unless it's in the case of a "throwback" post, the season pictured must be relevant to the current season. This includes topical content. For example, when it snows, you should adapt the feed to accompany the weather, as it will be more relevant and relatable to the viewers.

Note: In the case of a natural change in weather, user generated content can be used with the permission of the photographer.

Example of topical content by
@CooperExplores



HIGH QUALITY CONTENT

High quality content is a strict rule that should apply across all imagery and video created. All imagery must be of a good resolution, without any grain. When choosing user generated content, one must be critical and take their time to select. We want to keep the content to a high quality and this cant be rushed. Imagery doesn't have to be shot on a DSLR camera, but must be of a certain quality to qualify.

Please shoot imagery in RAW when possible. This holds onto more detail within the image, and can be brought out in the edit.

Note: Mobile photography can sometimes appear quite flat, and colours can be brought out through image editing applications such as VSCOcam and Snapseed.

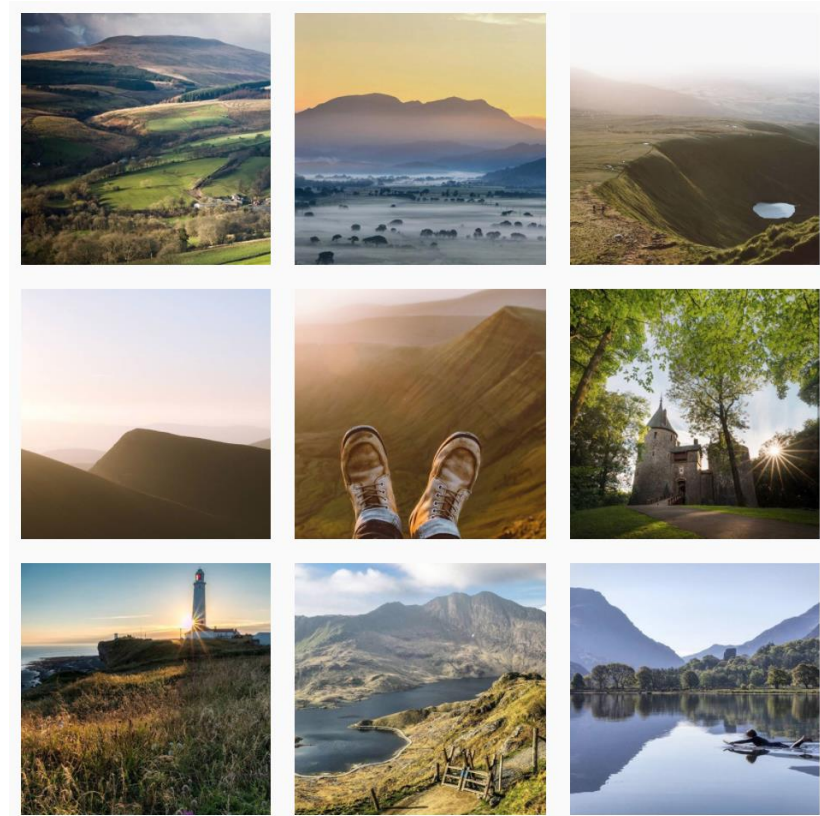


COLOUR | EARTHY TONES

As being natural is one of the key Real Mid Wales stylistic themes, earthy tones using colour from our natural environment should be apparent throughout all visuals.

These can be achieved in our imagery by keeping the tones of areas and things we select to shoot natural to the colours we see every season, which will of course slightly change over the course of the year.

Further into the campaign, S3 will be creating a set of seasonal filter packs for partners and tourism providers to use. They will be available to be installed on your computer, and will alter your images photos to work in the style of Real Mid Wales.



CONTENT RULES

1. All outdoor, landscape imagery must have the horizon line showing and level, with the exception of drone and imagery facing downwards (see later in this document for more on horizon line).
2. All imagery must have its subject in focus.
3. All videos must be of a high quality in both video and audio.
4. No copyright music must feature in videos, unless permission has been granted by the creator.
5. No clear brand advertising / logos unless previously agreed by the brand and MWT.
6. When reposting, permission must be granted by the photographer.
7. When reposting, do so in high quality – do not post images through third-party reposting app.
8. When reposting, do not include the photographers Instagram handle in the image, but feature in the caption of the image.
9. Composition is key, please abide by the "rule of thirds" (see later in this document).



RULE OF THIRDS EXPLAINED

What is the rule of thirds?

The rule of thirds involves mentally dividing up your image using 2 horizontal lines and 2 vertical lines, as shown below. You then position the important elements in your scene along those lines, or at the points where they meet.

The idea is that an off-centre composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame. It also encourages you to make creative use of negative space, the empty areas around your subject.

How to use the rule of thirds

When framing a photo, imagine the scene divided up as the one to the right is. Think about what elements of the photo are most important, and try to position them at or near the lines and intersections of the grid. They don't have to be perfectly lined up as long as they're close.

Note: Sometimes the rule of thirds can be added in a post-shoot, by cropping the image on editing software, although it is best not to rely on this, as sometimes you are unable to add it.



HORIZON LINE RULE EXPLAINED

What is the Horizon Line?

The horizon line is similar to the Rule of Thirds, but focuses more on the horizon in the image. This line is a reference point to split up the image and keep it subconsciously neater.

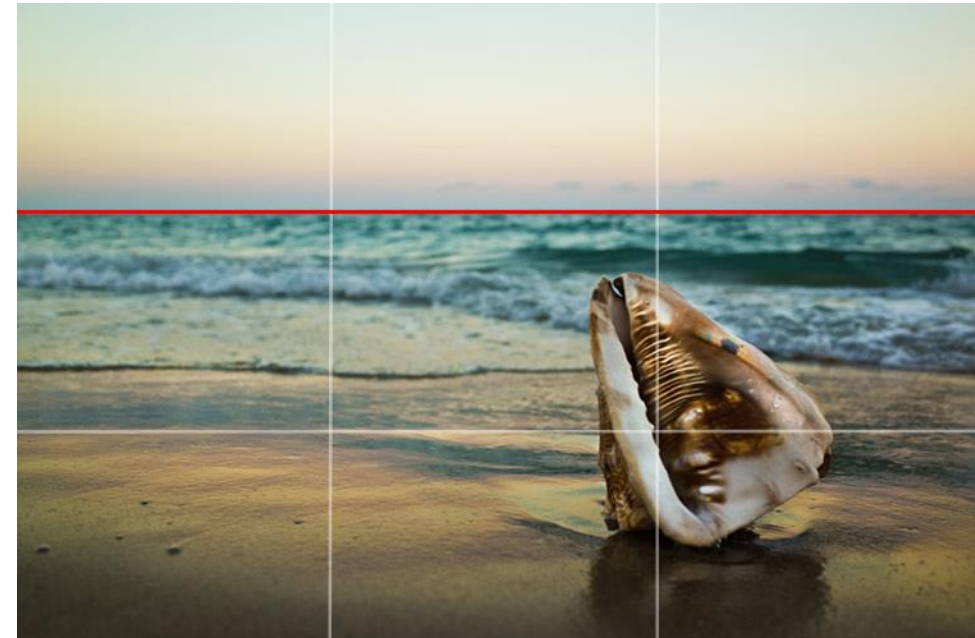
The Horizon Line is highlighted on the image in red.

How to use the Horizon Line?

When framing a landscape image, please keep the horizon line visible and level. It does not need to be shown clearly in the image, and can be placed on either horizontal line of the rule of thirds.

Drones: Drone imagery does not need to include a horizontal line in birds eye view imagery, but should still be kept "level".

Note: When shooting subjects like food and people, the horizon line does not need to be visible, but lines should be kept level and straight.



TIPS: WHEN SHOOTING PEOPLE

When shooting people, keep the style as natural as possible, we don't want the image to look forced. Try and capture the atmosphere, are people happy? Are they laughing? Try and incorporate that into the image in a natural way.

Image taken by
@Finn



TIPS: WHEN SHOOTING ACCOMMODATION

When shooting accommodation try and capture the look and feel for the location. Is it modern? Is it cosy and homely?

Show off the location of the accommodation, whether it's in a picturesque town or in the middle of a field, people will want to know. Show the views from the bedrooms, the cosy Cosy textured blankets in the bedroom. If you want people to really want to go there, you need to show the qualities of the location and facilities.



TIPS: WHEN SHOOTING FOOD & DRINK

When shooting food and drink, keep it natural and think of your angles. Think about instead of just shooting the food from a straight on angle, try shooting it over the shoulder of someone who's sat at the table, or the food being prepared.

Also think about the surrounding, what's happening in the background? What textures are being shown?



TIPS: WHEN SHOOTING ACTIVITIES

When shooting activities it's important to really capture the environment, we need to show the Mood that goes along with the activity.

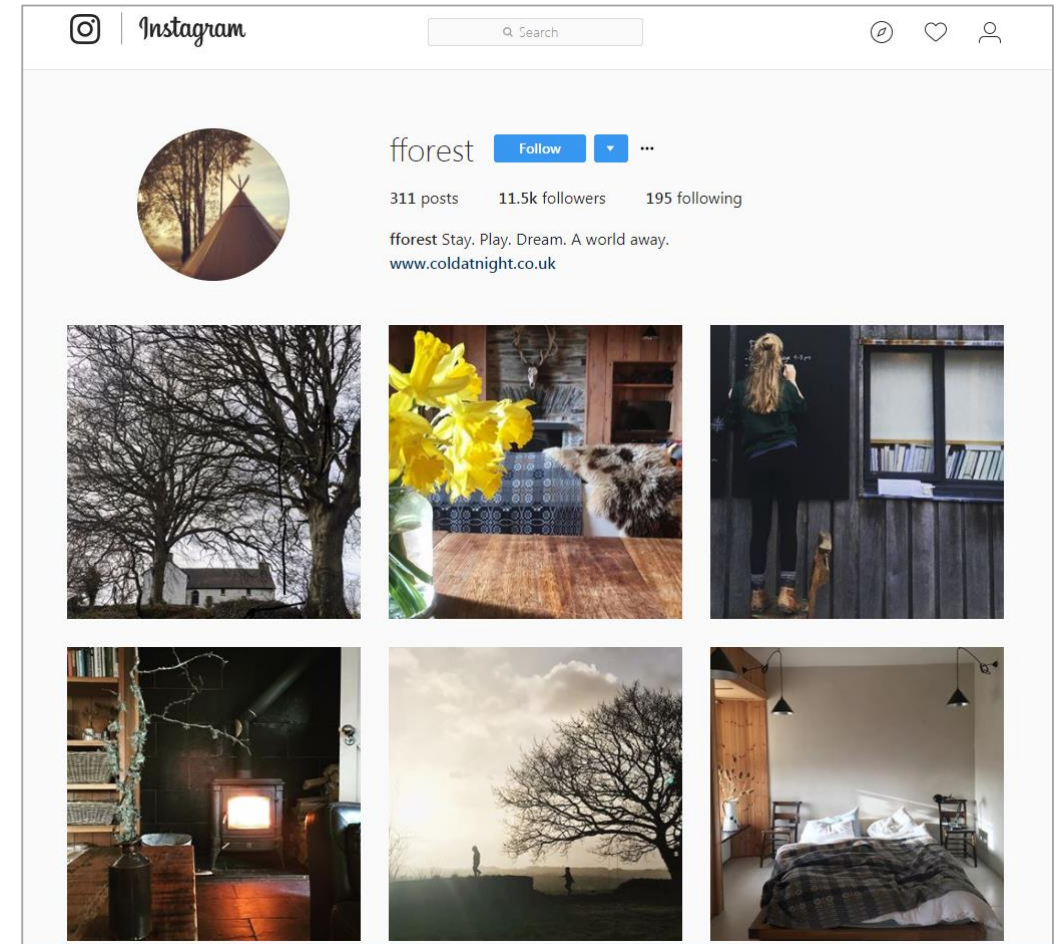
For example, when showing mountain biking, you want to show off the excitement and the earthy tones coming from the landscape, whereas for an activity like yoga, you want to be showing the calming nature, the peaceful landscape so you want the image to be quite still, and bright.



LINKS FOR INSPIRATION

Below you will find a collection of links of content creators who we believe convey the style we're looking to achieve. Please take a look for inspiration.

- <https://www.instagram.com/discovercymru/>
- <https://www.instagram.com/fforest/>
- <https://www.instagram.com/thewalescollective/>
- <https://www.instagram.com/VisitWales>
- <https://www.instagram.com/outdoortones/>



THANK YOU

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