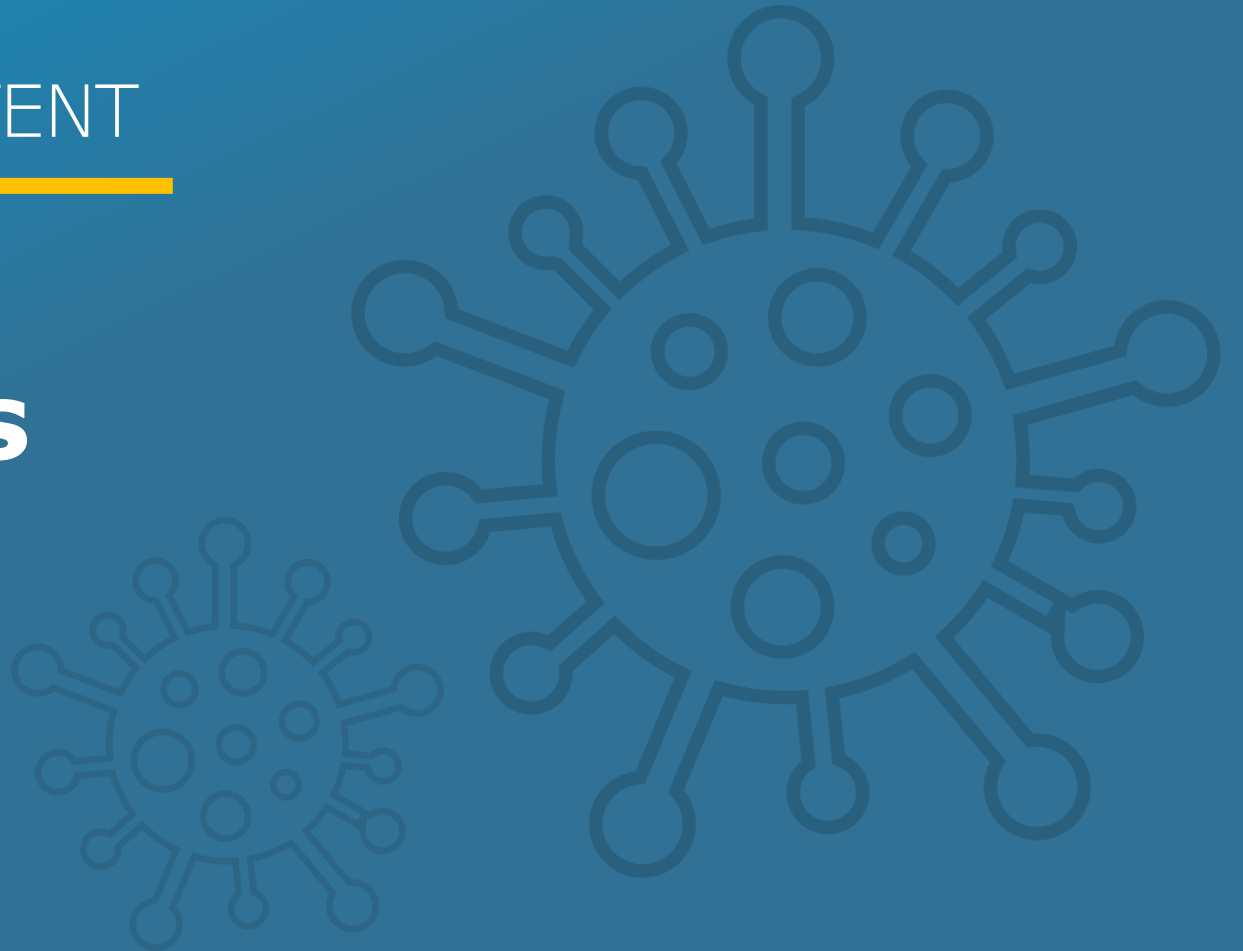


CREATING COMPELLING CONTENT

Imagery that Engages And Sells





Visuals Are Crucial

Fáilte Ireland research shows that images are the strongest factor that influences tourists when deciding to go on holidays.

After they have made that decision, then they watch videos for inspiration of what to do during their trip.



Visuals Are Crucial

Visuals allow you to

- Give details of sensory experiences: what people will do, see, hear, touch, taste and smell;
- Create an emotional experience for viewers by giving them a sense of the atmosphere, which is specific to each target audience.



Meeting Emotional Needs

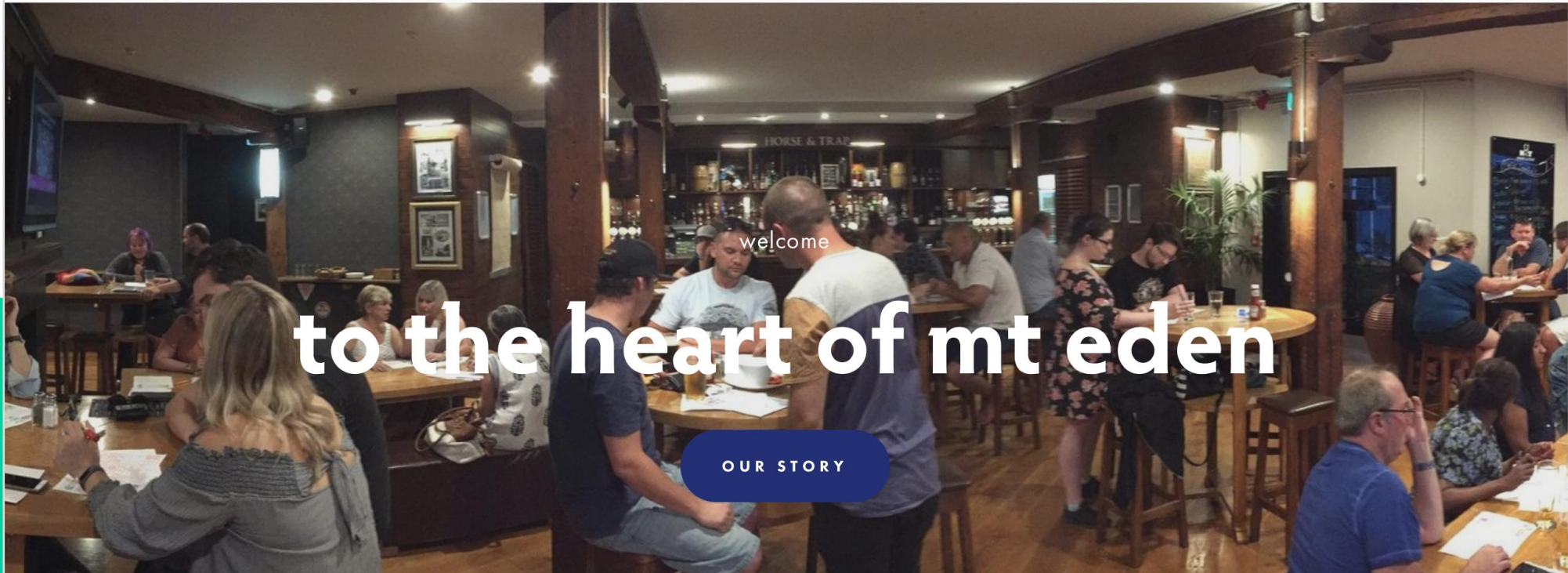
Izu Shaboten Zoo in Japan:

in its “GIBBONTEI Forest Animal” restaurant, stuffed animals occupy seats to ensure social distancing.



Evaluate Your Header Images

our story our food our drinks functions
connect + contact





Ideas/Inspiration



langtonskilkenny • Follow
Langton House Hotel



langtonskilkenny Say hello to our Chefs Emma, Mick & Gillian ✨

.
.
They are doing an amazing job as always ✨

.
.
We are serving a full takeaway menu for collection or delivery from 12.30pm until 7.30pm / 8.00pm right though until Sunday and will be open again next Thursday. .

.
Call us on 056 776 5133 or visit www.langtonstakeaway.com - link in Bio .

.
#langtonhousehotel #langtonskilkenny



Liked by **kclr96fm** and **250** others

MAY 1

Add a comment...

Post

Provide reassurance

Share images that provide reassurance for customers that you are adhering to safety protocols.

You can still have fun



Show staff and/or customers having fun



Highlight special events, such as birthdays.



Let a picture do the talking for you



Create the Right Mood

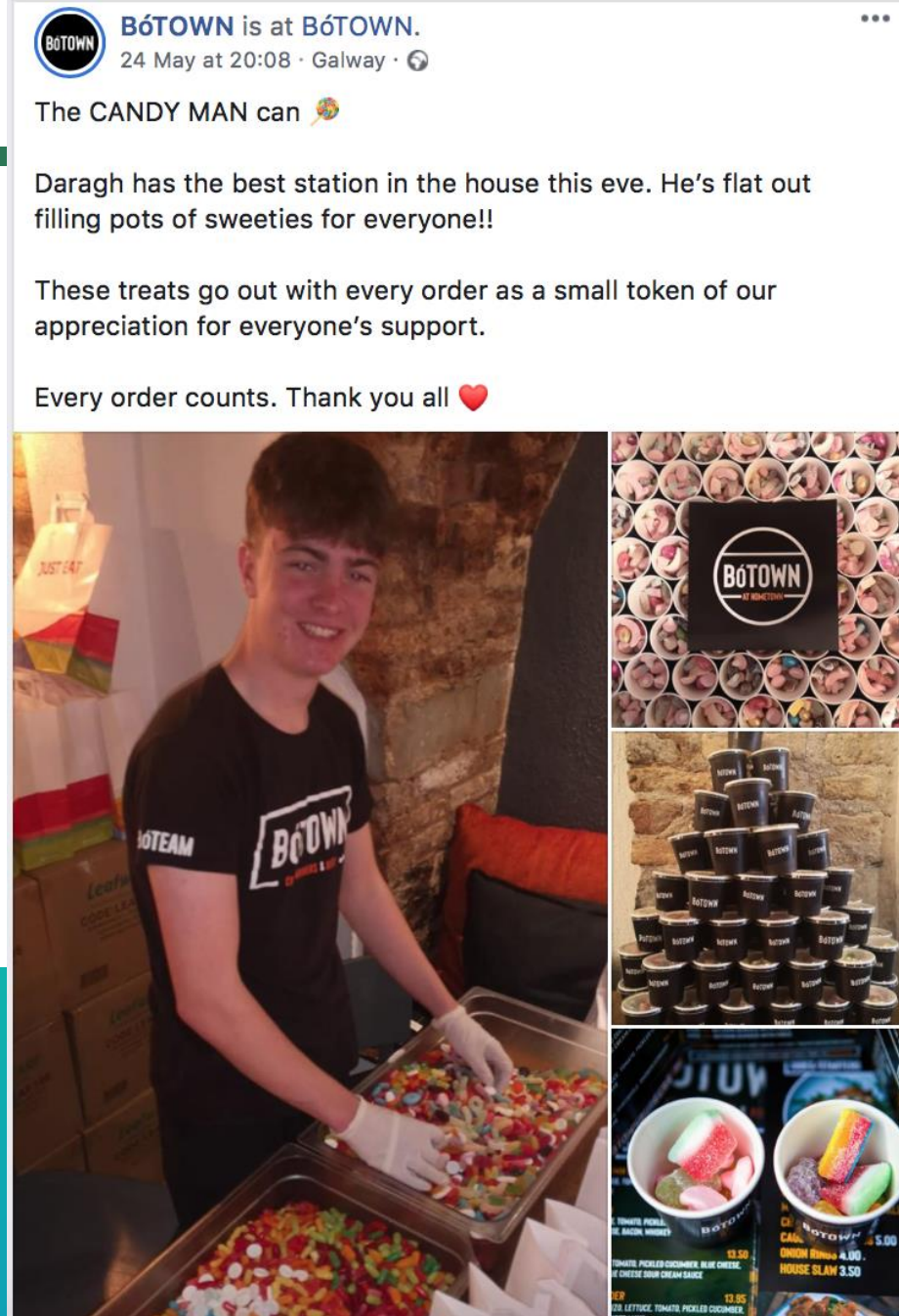
If including safety measures such as plexiglass panels, show a happy person in the photo to create a positive mood



© Dan Murphy's Irish pub,
Amsterdam

Subtly show the safety measures in place

Include visuals of safety features (such as gloves) in images but ensure the **STORY** of the photo is compelling enough to **take the focus off that aspect**



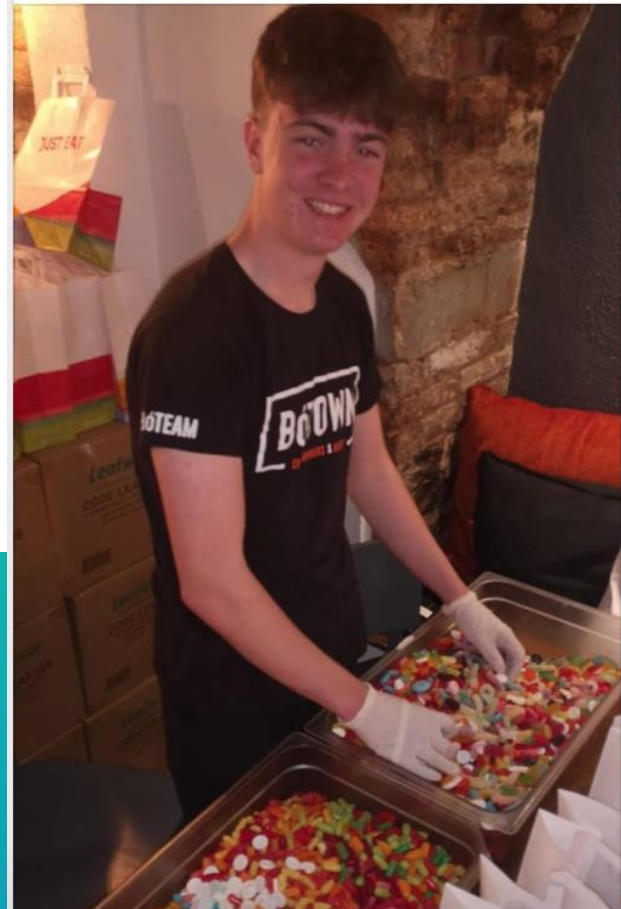



BóTOWN is at BóTOWN.
24 May at 20:08 · Galway · 🌐

The CANDY MAN can 🍬

Daragh has the best station in the house this eve. He's flat out filling pots of sweets for everyone!!

These treats go out with every order as a small token of our appreciation for everyone's support.

Every order counts. Thank you all ❤️

Be innovative

SHOP LOCAL = key message

Find innovative ways to encourage people to support other local businesses



Be humorous

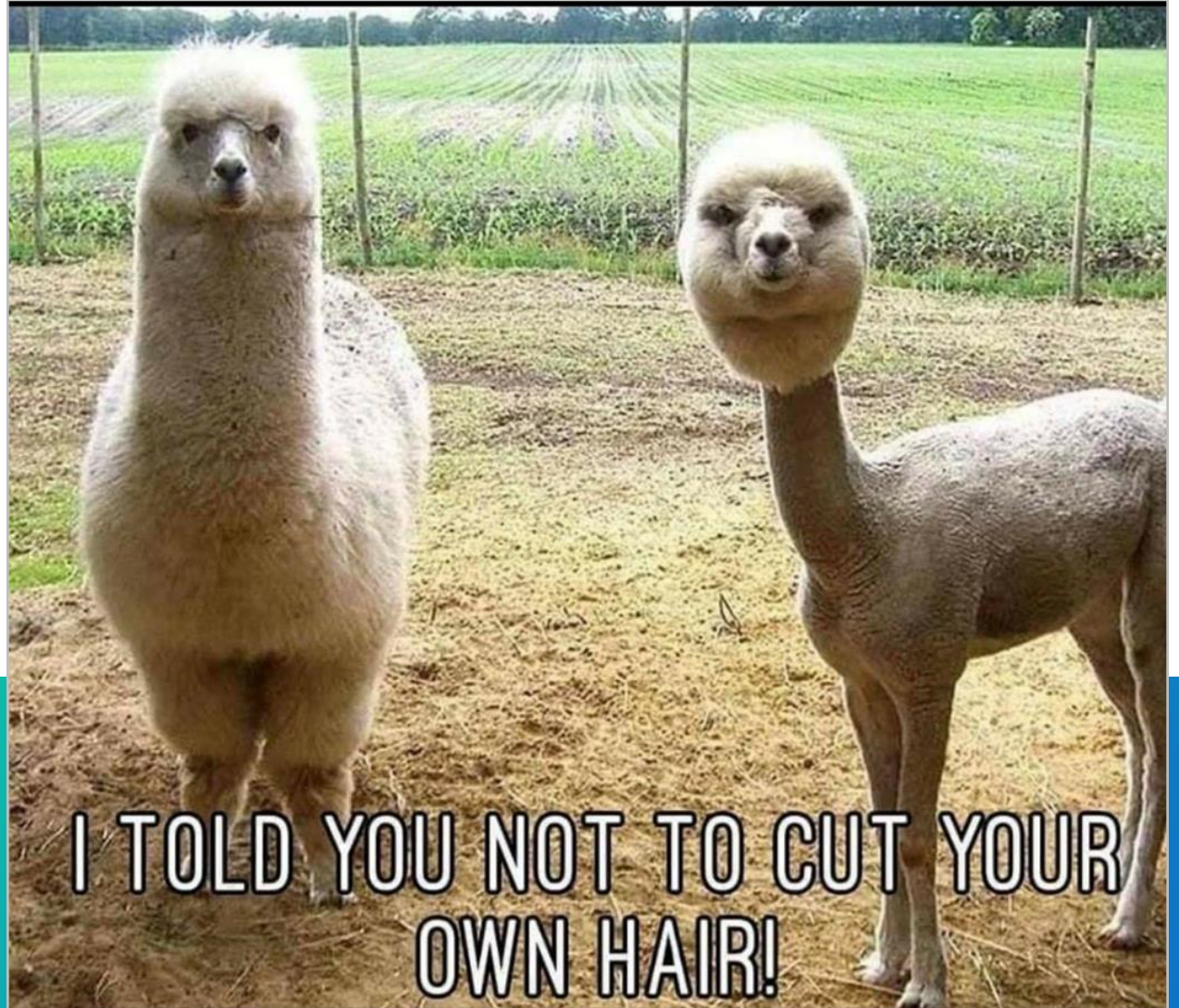
Humour is a fantastic way to reference the restrictions while creating a warm and fuzzy feeling.



Hodgins Hair Design

23 May at 16:43 · 🌐

To anyone that may be feeling tempted to give yourself a little trim 😊



Be humorous

Share photos that convey the personality of you and your team



@deathwishco



Blas restaurant

· 6 January · Edited · 



Composition

What makes a photo great!

Rule of Thirds



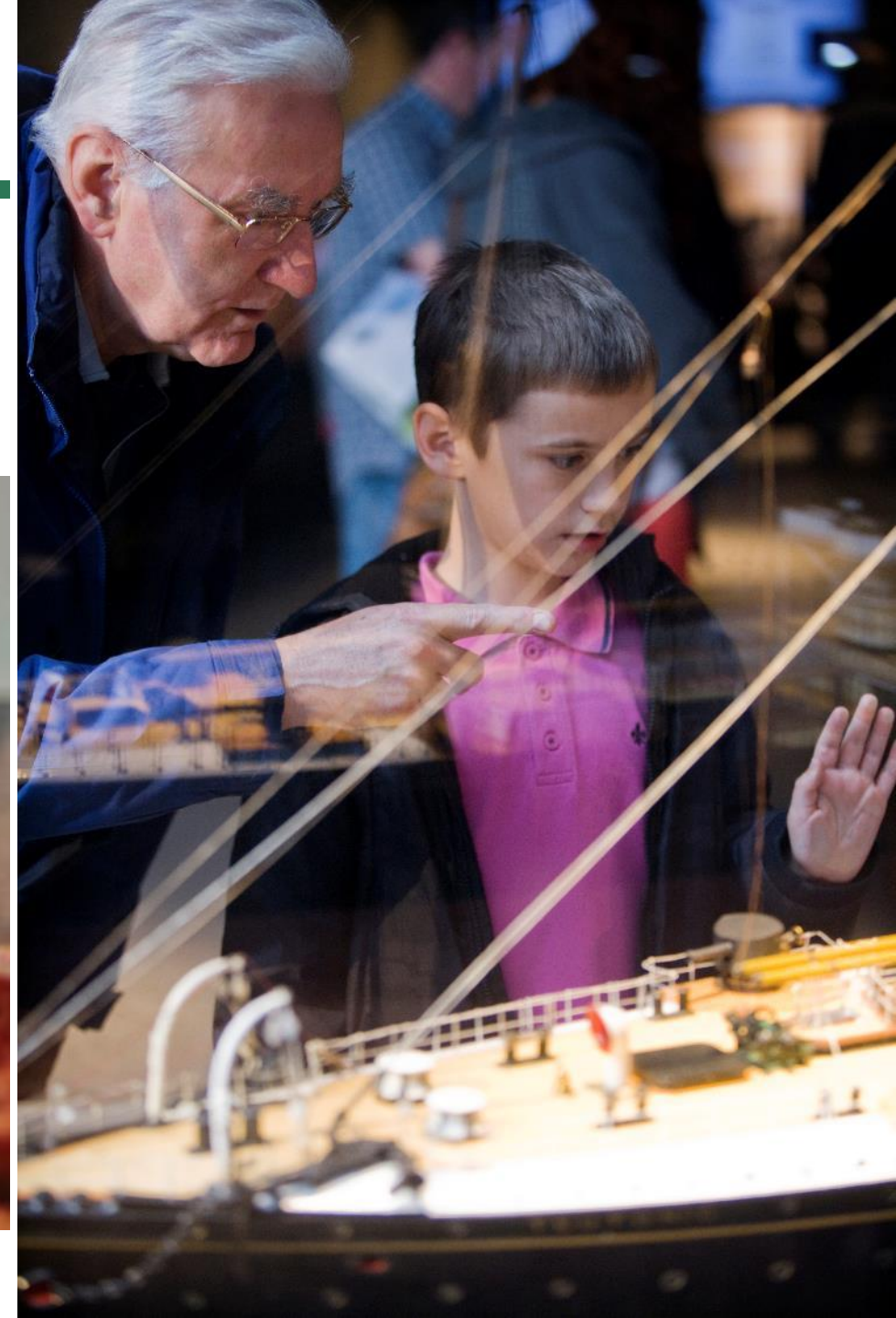
Frame your Subject

Look around to see if there's a way you can frame your subject creatively.

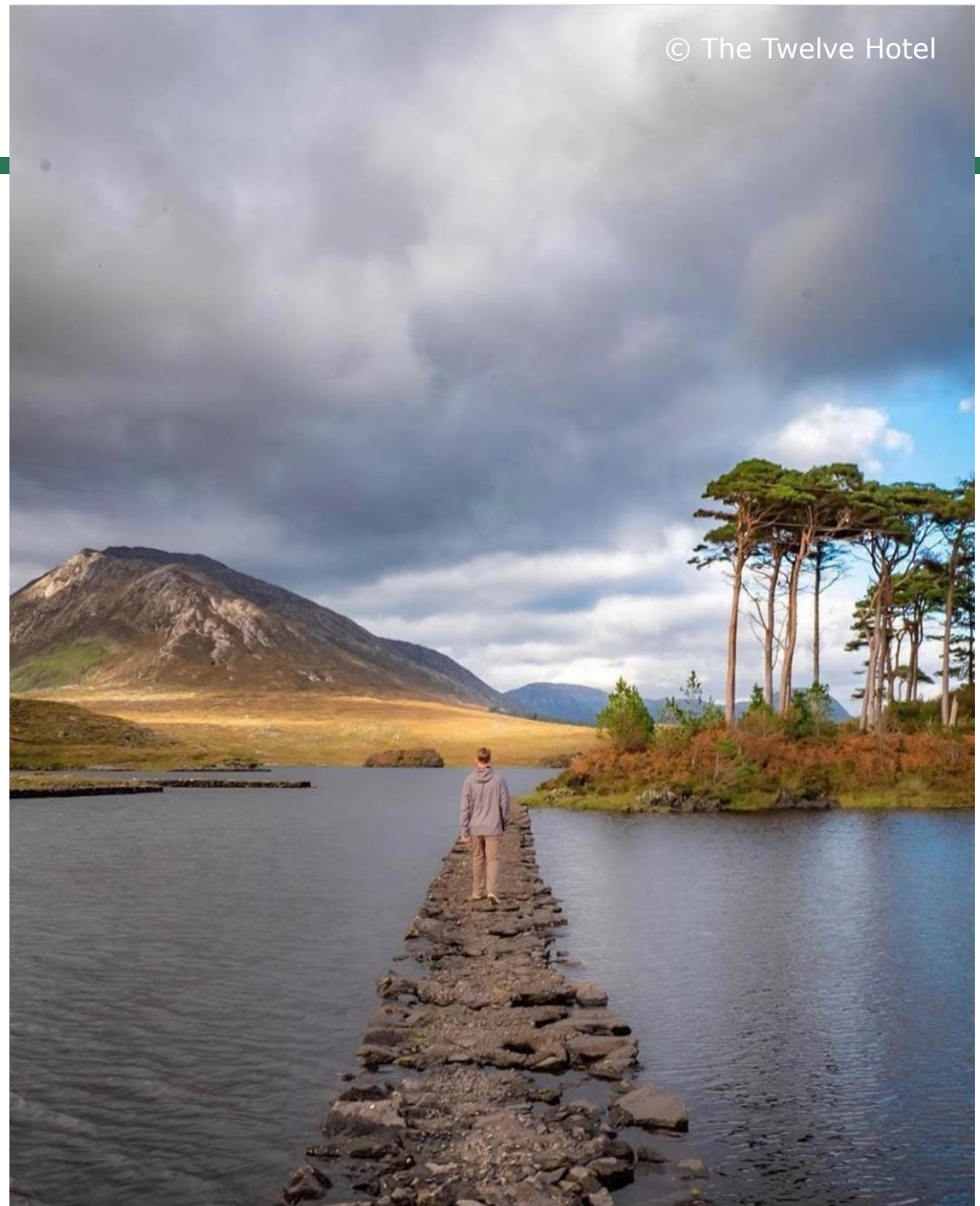


e.g. vegetation, tree branches and trees, doors, windows

Use focus to draw the viewer in



Use leading lines to direct the viewer's attention



Choose a different perspective



Use high or
low angles



Use colour to create the right mood



Cool colours







Try and capture the action

Creates a sense of adventure, excitement



Meet Your GDPR Obligations


-  **Signed Release forms** – get signed release forms for locations and model release forms for on-screen talent. If you photograph children, a parent or guardian must sign the release form.
-  **Use for tourism and sales** – the release form should ensure that you and third parties associated with your business can use it for tourism promotion and sales purposes — if possible, in perpetuity across all media, public and private.
-  **GDPR Requirements** – ensure you understand and comply with GDPR requirements.
-  **License for use** – if you would like to use someone else’s photographs on your website or social platforms, ensure you have the correct license to use them.





Fáilte Ireland

National Tourism Development Authority

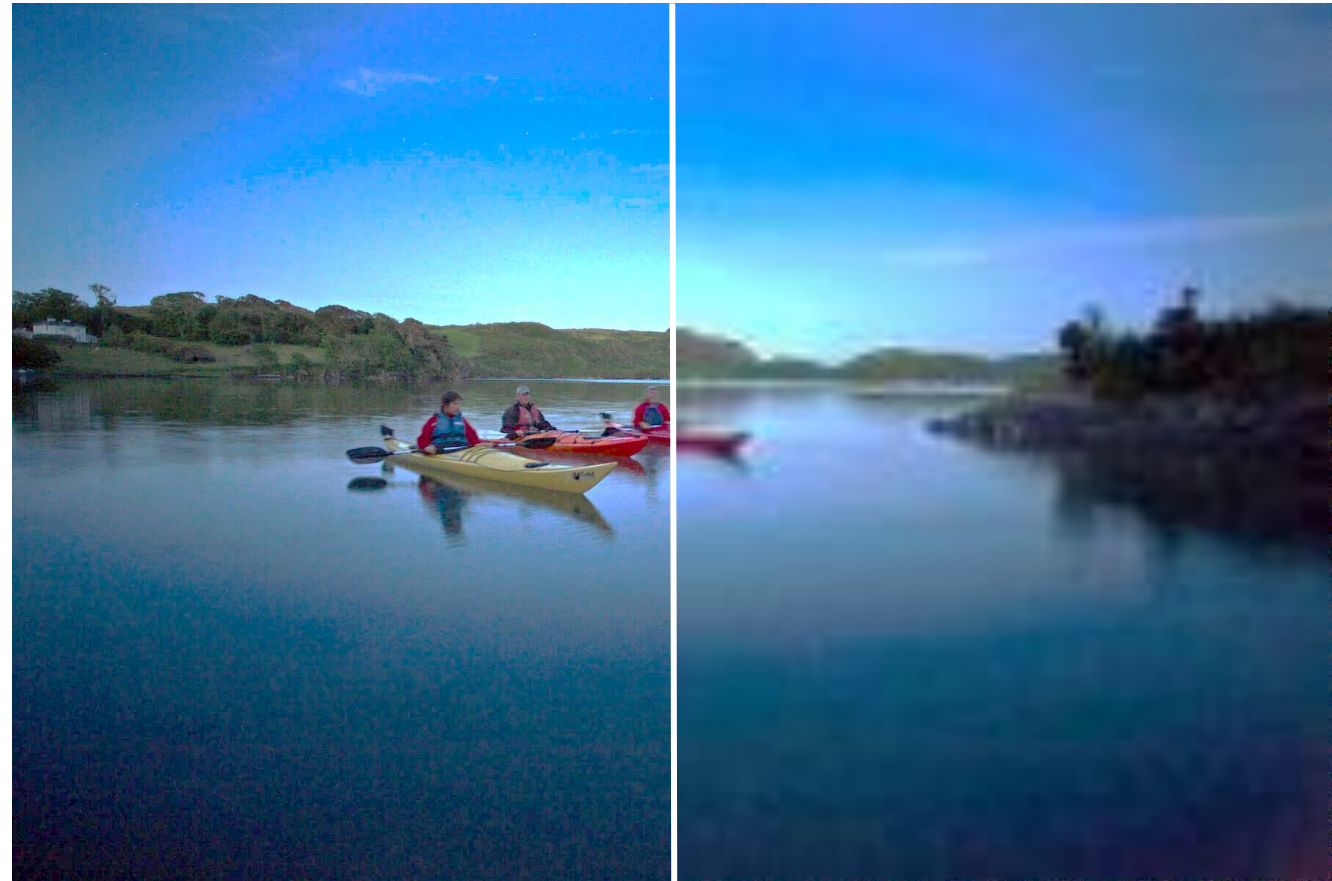


Taking Quality Photos
with your Smartphone

Resolution determines the quality of a photo

Digital images are made of coloured tiles known as pixels.

- A camera's resolution, is the amount of detail a camera can capture - measured in megapixels (1 million pixels)
 - Smartphones - 12 MP or better
 - DSLRs - 30 MP or better
- High resolution images have larger dimensions (e.g. 4000px x 3000px)
- Low resolution have smaller dimensions (e.g. 800px x 600px)



High resolution

Low resolution

Increasing a low-resolution image to a size it wasn't intended for creates a grainy/pixelated image

Setting the Focus on your Camera

Without a face to focus on most camera apps will always focus on the centre of the scene.

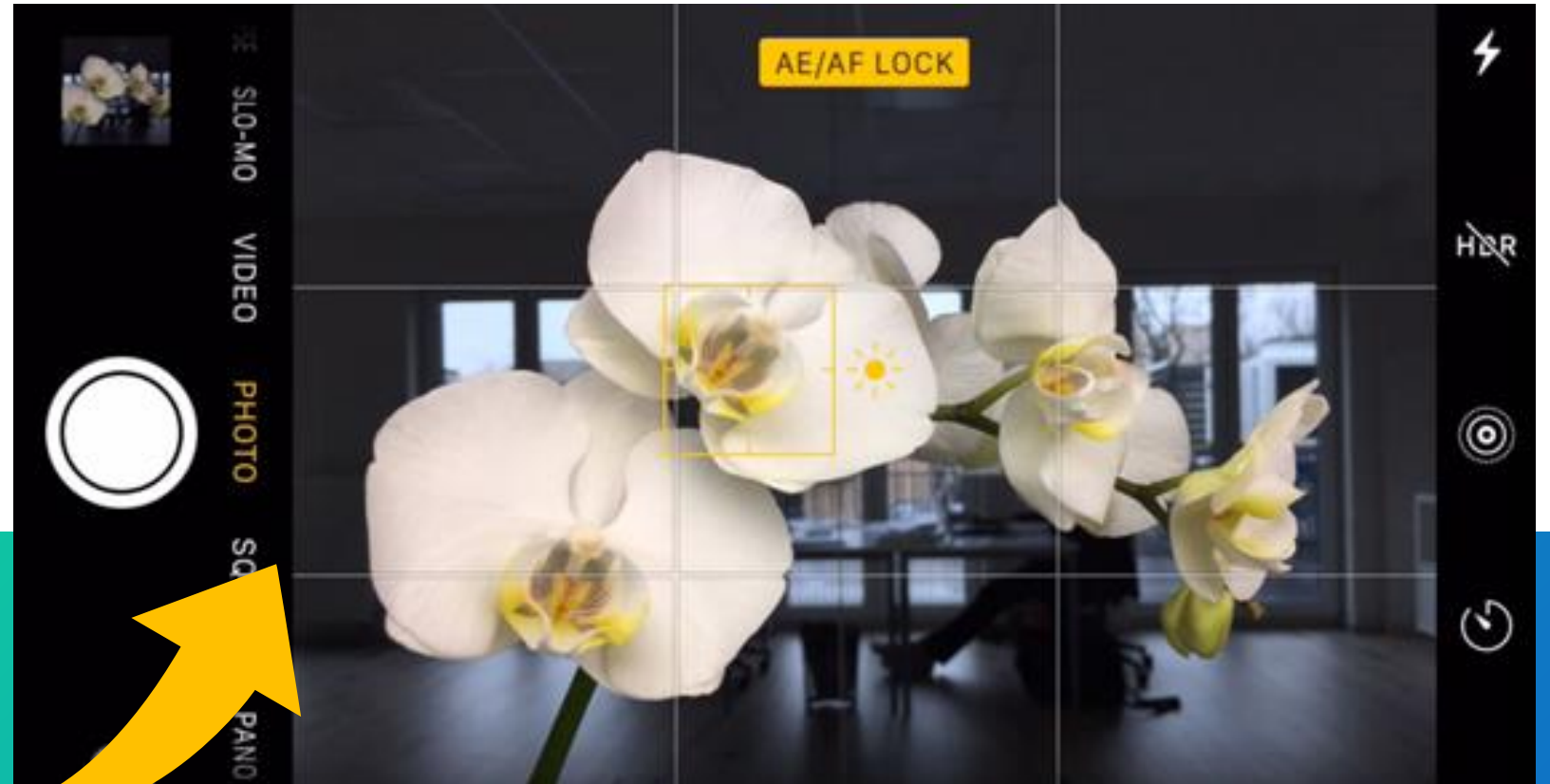


Tap on the subject on your screen

Source: www.iphonephotographyschool.com

Change Exposure in Camera

Exposure of your photo is linked to what's in focus.






Tap on subject and then a slider appears with a sun symbol, move your finger up and down to adjust exposure

Avoid Using Digital Zoom

- Avoid zooming in using your smartphone — it will decrease the quality of your image.
- Crop it later instead



Tips for taking good quality images

-  **Clean your lens** – fingermarks, dust from your pocket/bag.
-  **Use a tripod** – if possible, use a tripod to help steady the camera – this is especially important in low light conditions (e.g. night-time).
-  **Use natural light** – always use natural light if you can and make sure the light source is not behind the subject. This can make the subject appear very dark.





Common Photography Mistakes

Common Photography Mistakes



Source: www.iphonephotographyschool.com



Fáilte Ireland

National Tourism Development Authority



Elevating Your Photos

A few ways you can elevate your photos



Filters

Use filters to change the mood of a photo



Captions

Elevate the story through captions



Colour popping

Use colour popping to add drama

Use Filters to Enhance Your Images

Go for the gothic look

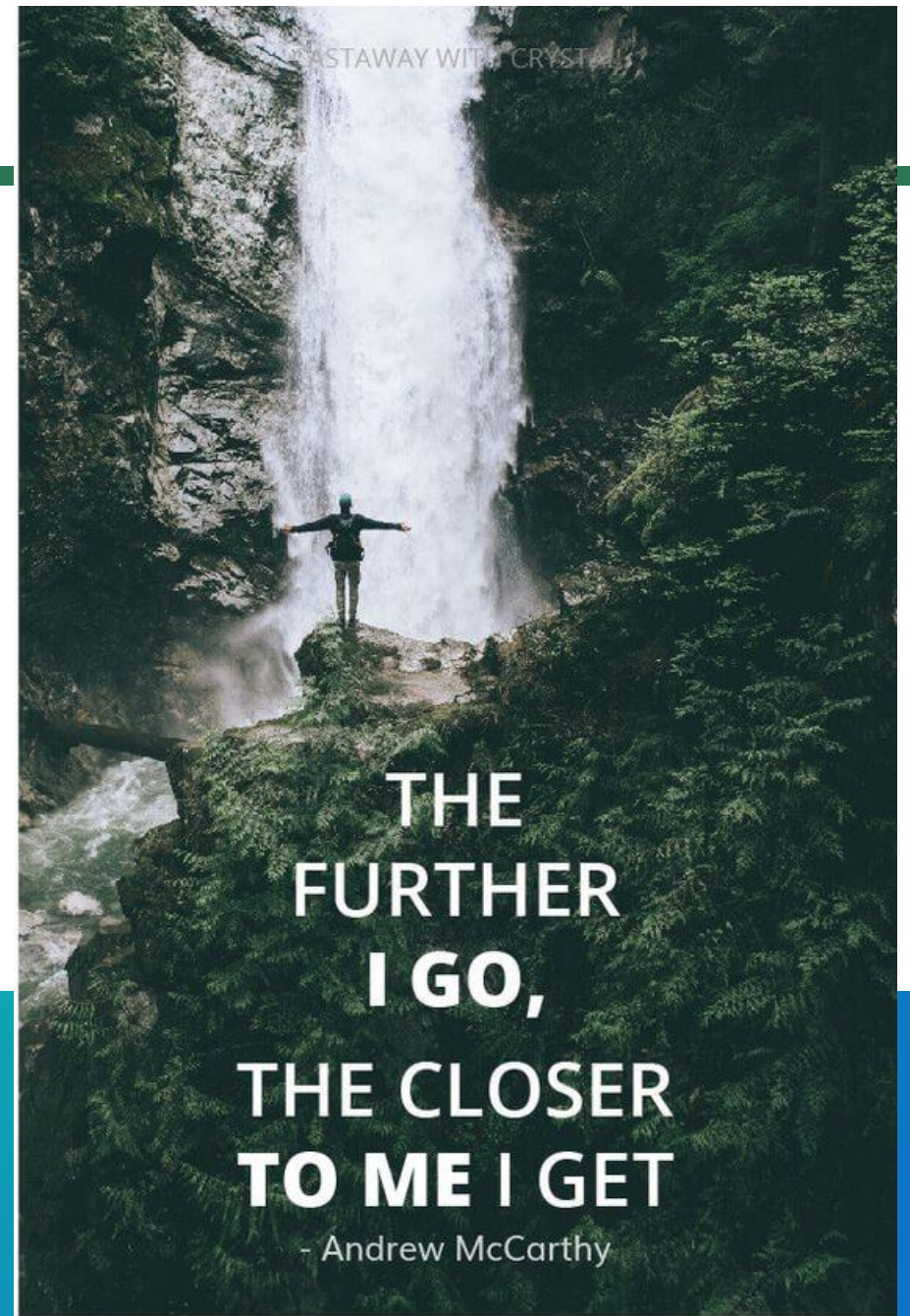


Use Filters to Enhance Your Images

...or the historical







Use captions to tell a story



Use Colour Popping to Add Drama

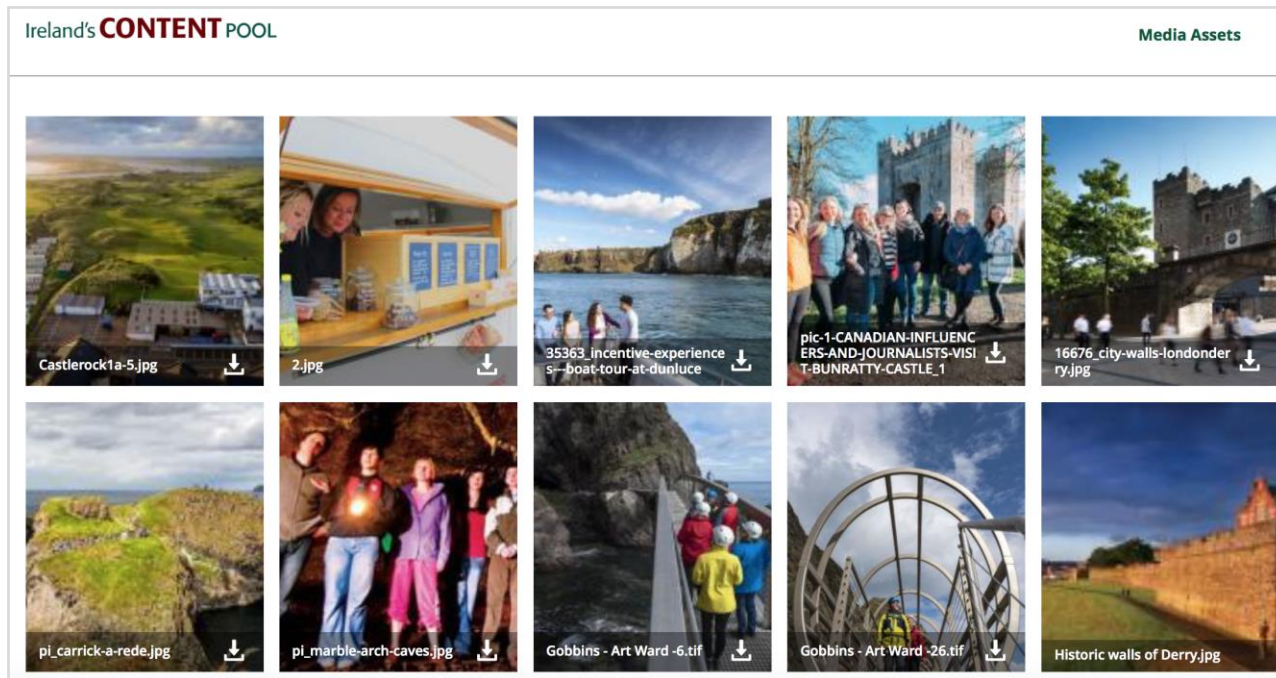


Tips on Creating Great Images

-  **Always shoot at the highest quality** – gives you more options on how you can use it.
-  **Modes and settings on your camera** – practice as much as you can with focus, exposure, etc. until it becomes second nature.
-  **Take multiple shots** – it's really hard to get the perfect shot in one take so take a good few, especially if photographing people.
-  **Get creative** – use captions, colour popping and filters to elevate your photos.



Ireland's Content Pool / Business Listing



www.IrelandsContentPool.com

40,000 free promotional images, video, and other marketing assets.

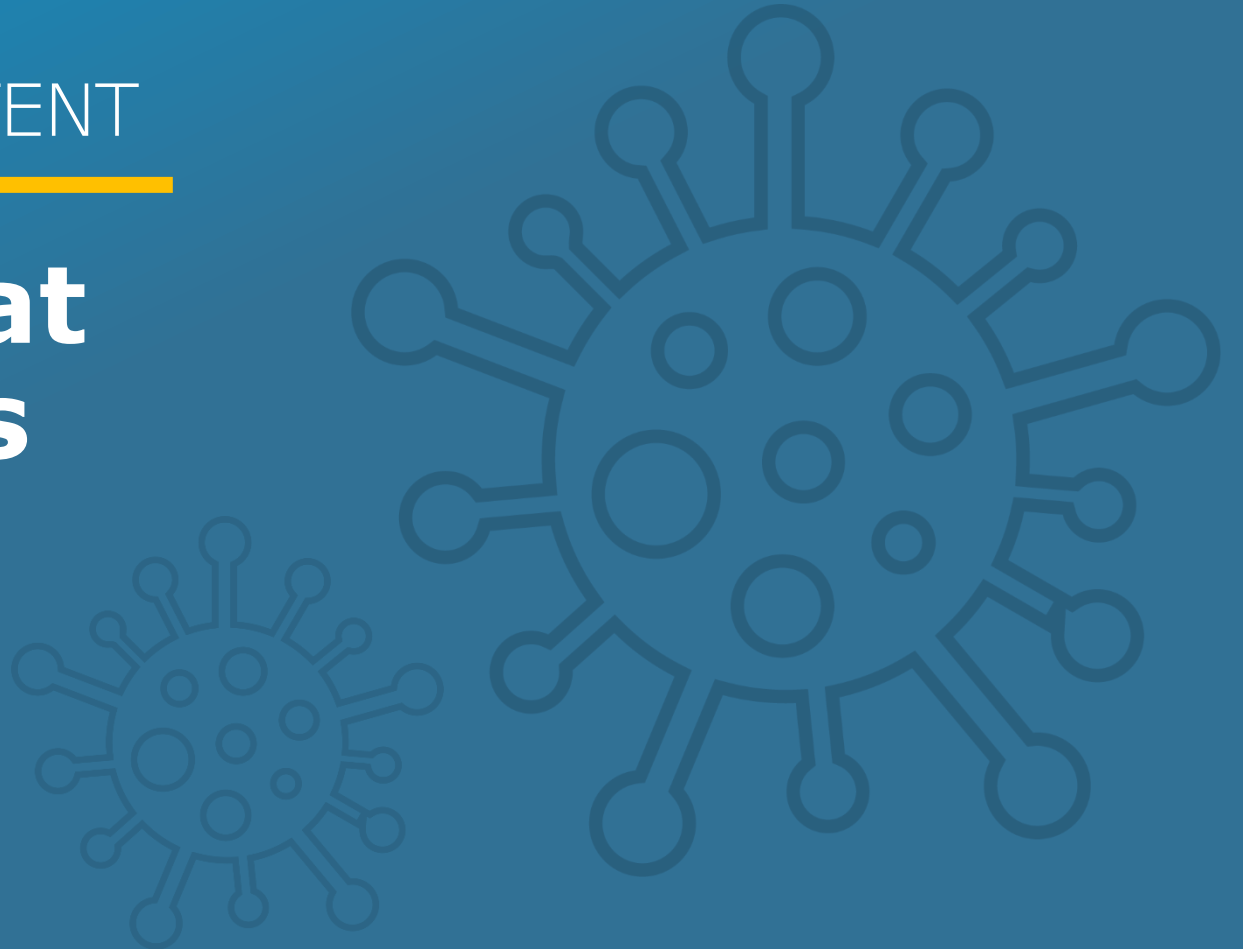


failteireland.formstack.com/forms/get_listed

Get your business listed with Failte Ireland

CREATING COMPELLING CONTENT

Video Content That Engages And Sells



Why tell stories through video?

- People choose for emotional reasons – how you make them feel.
- Great storytelling – most powerful and effective way to evoke emotions and compel people to book with you!
- Know your customers' emotional needs.



Meeting Emotional Needs

Know the emotional motivations of your target customers and create content which persuades them you will meet those emotional needs



A screenshot of a Facebook post from Galway Bay Hotel. The post is dated June 9 at 8:13 PM. The text of the post reads: "Break free this summer! 🌞 We can't wait to reopen our doors from the 29th June! Check out our offers on our website along with information on our Safe Stay Code: www.galwaybayhotel.com". The main image is an aerial view of the hotel building, a large stone structure with multiple wings, surrounded by lush green trees and a river. Overlaid on the image is the text "Stay Safe" in a large, white, sans-serif font, with a white play button icon in the center. Below the image, the post shows 33 likes and 6 comments, 2 shares. The interaction bar includes buttons for "Like", "Comment", and "Share". A comment input field is visible with the placeholder text "Write a comment..." and icons for emojis, photos, GIFs, and stickers. At the bottom, there is a "View comments" link.

Galway Bay Hotel
June 9 at 8:13 PM · 🌐

Break free this summer! 🌞
We can't wait to reopen our doors from the 29th June!
Check out our offers on our website along with information on our Safe Stay Code: www.galwaybayhotel.com

Stay Safe

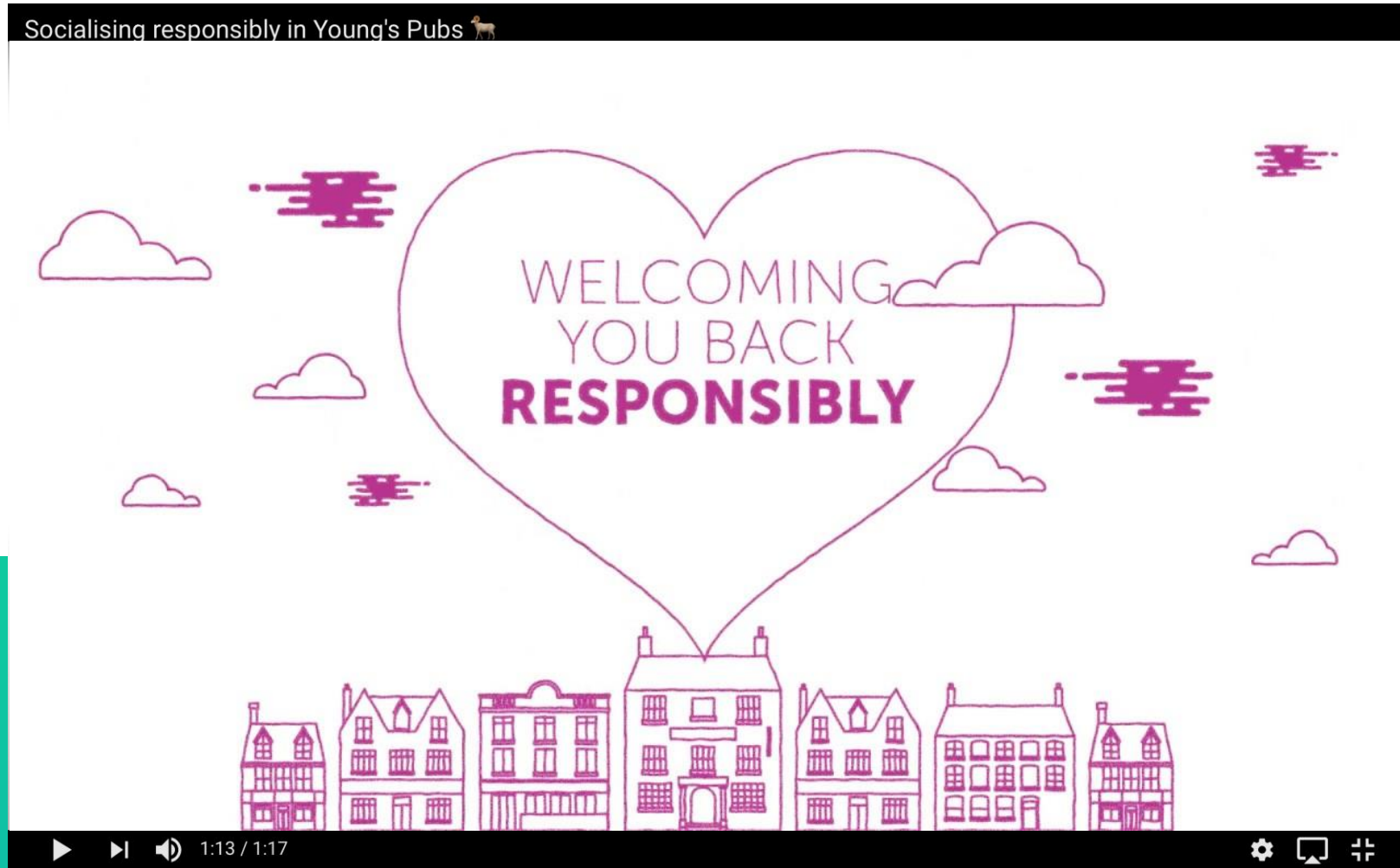
33 likes · 6 Comments · 2 Shares

Like Comment Share

Write a comment... 🗨️ 📷 🧩 🎭

View comments

Create Content That Meets Emotional Needs





Ideas / Inspiration


Destination Storytelling

People visit places for a necklace of jewels.



Destination Storytelling

YouTube ^{IE}




0:32 / 1:24

#FillYourHeartWithIreland
Dawn to Dusk in Ireland's Ancient East

1,043 views • 15 May 2020

16 0 SHARE SAVE ...

 **Discover Ireland**
41.4K subscribers

SUBSCRIBE

Cultural Reference Video

Culture

the characteristics and knowledge of a particular group of people, encompassing language, cuisine, social habits, music and arts.



Action Video



More Types of Videos

- Promotional video
- Product/service video
- Video blog (vlog)
- Customer testimonials
- Showcase your staff
- Interviews
- Local Experts
- Event video
- How To video
- Top Tips
- Outtakes video





Shooting Video On A Smartphone

Top Tips

When Shooting Video

Allow ample time

Do storyboards

Important shots first

External microphone

Use tripod/mount

Lay audio first in edit

Allow three times longer for filming than you think it will take



Top Tips

When Shooting Video

Allow ample time

Do storyboards

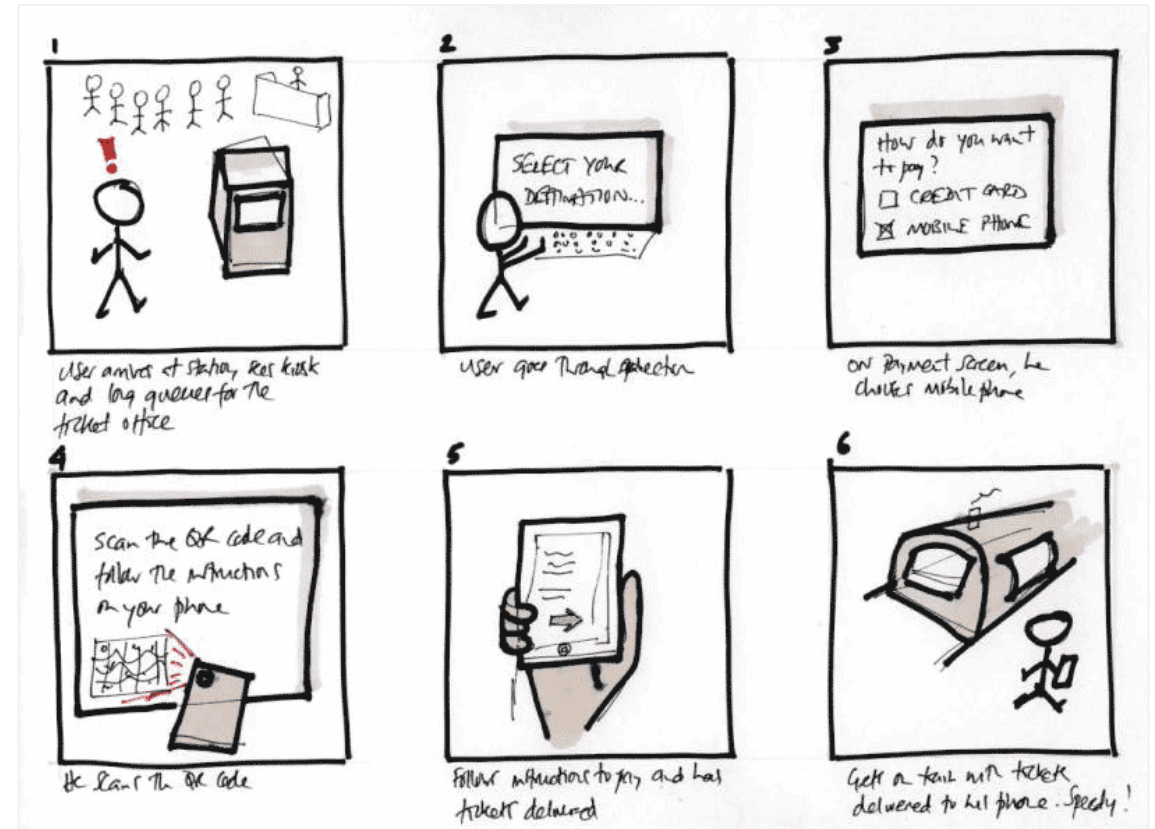
Important shots first

External microphone

Use tripod/mount

Lay audio first in edit

Storyboards illustrate what shots will cut together and ensure you won't forget any shots when filming.





Fáilte Ireland

National Tourism Development Authority

Top Tips

When Shooting Video

Allow ample time

Do storyboards

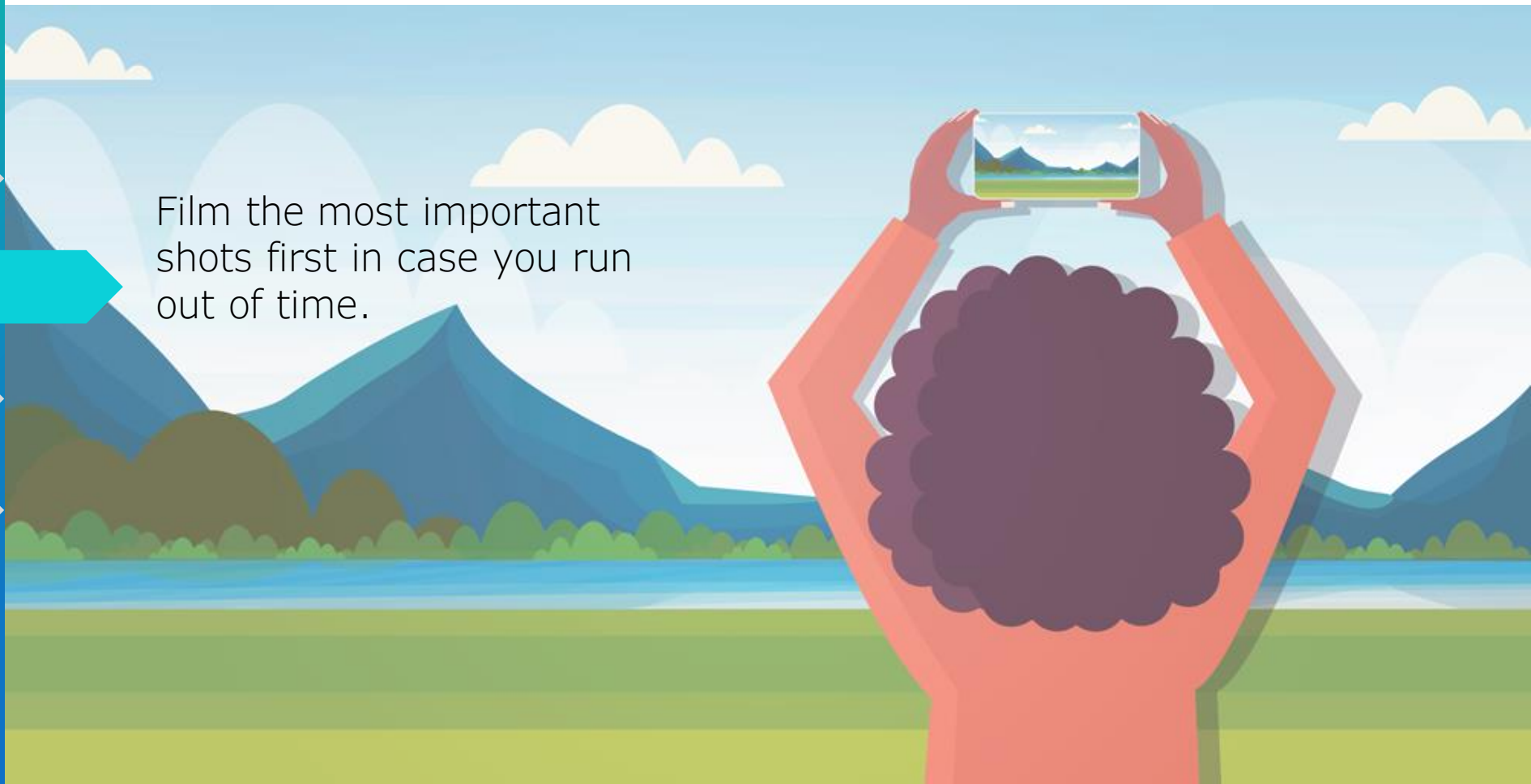
Important shots first

External microphone

Use tripod/mount

Lay audio first in edit

Film the most important shots first in case you run out of time.



Top Tips

When Shooting Video

Allow ample time

Do storyboards

Important shots first

External microphone

Use tripod/mount

Lay audio first in edit

Use an external microphone which plugs into your camera/smartphone to ensure great audio.



Top Tips

When Shooting Video

Allow ample time

Do storyboards

Important shots first

External microphone

Use tripod/mount

Lay audio first in edit

Use a tripod/mount to ensure your shots are steady.



Top Tips

When Shooting Video

Allow ample time

Do storyboards

Important shots first

External microphone





Use tripod/mount

Lay audio first in edit

Lay audio of interview or voiceover first when editing. Only lay music first if you are cutting to the beat of the music.



Meet Your GDPR Obligations

-  **Signed Release forms** – get signed release forms for locations and model release forms for on-screen talent. If you photograph children, a parent or guardian must sign the release form.
-  **Use for tourism and sales** – the release form should ensure that you and third parties associated with your business can use it for tourism promotion and sales purposes — if possible, in perpetuity across all media, public and private.
-  **GDPR Requirements** – ensure you understand and comply with GDPR requirements.
-  **License for music** – Ensure you have a license to use the music you've chosen for your soundtrack.



Tips for Shooting Interviews

Leave “looking room”
on the side of the
frame that the
interviewee is facing.



Orientation: Landscape versus Portrait

YouTube
Facebook
Instagram posts (or square)



Facebook stories
Instagram stories



Log Your Footage For Editing

TIMINGS	SCRIPT	VISUALS	AUDIO
1'00" — 1'05"	<i>"Everyone's day at the waterpark is different."</i>	Mary in vision	Mary interview
1'05" — 1'10"	<i>"It's a thrilling experience for all members of the family."</i>	Footage of children and adults sliding down the waterslide at the waterpark.	Mary interview
1'10" — 1'20"	(No voiceover)	Shots of all of the activities at the waterpark.	Music soundtrack

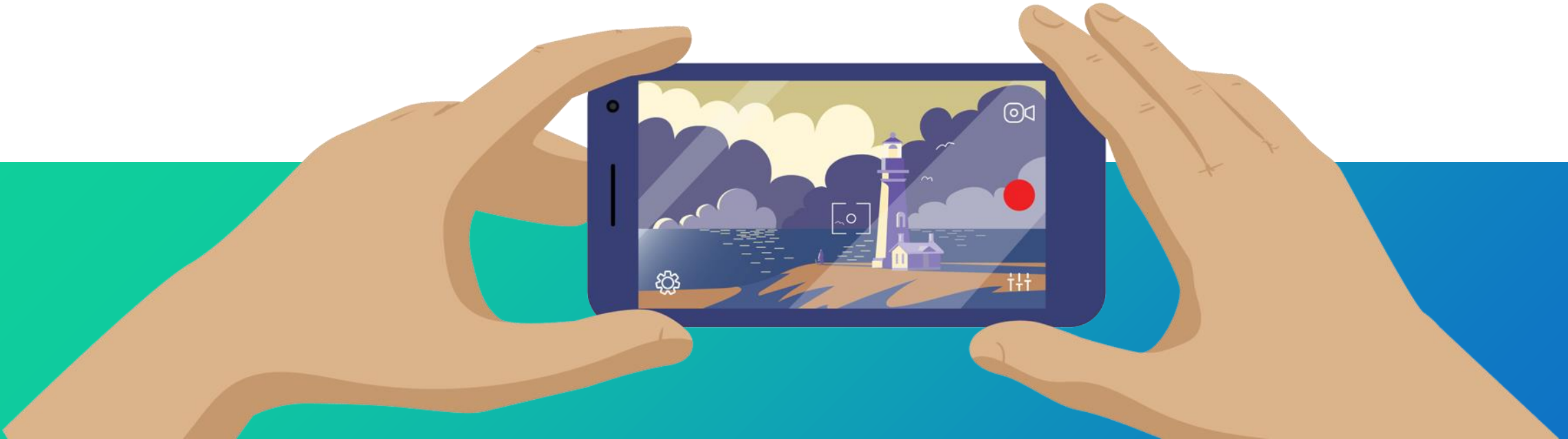


How To Script A Video

Purpose of Video

What is the purpose of your video?

- Promote an event
- Highlight your USPs
- Introduce a new product/service
- Target a seasonal market e.g. summer, Christmas
- Establish credibility e.g. testimonials



Where To Start?



Start at the end
what's your key message?

Note: it can be your tagline



Developing The Story

Once you've decided on the message, develop a story which builds up to that message at the end.



This story development is the best investment you'll make in your video.

Dinner is Solved with HelloFresh | HelloFresh 2019 



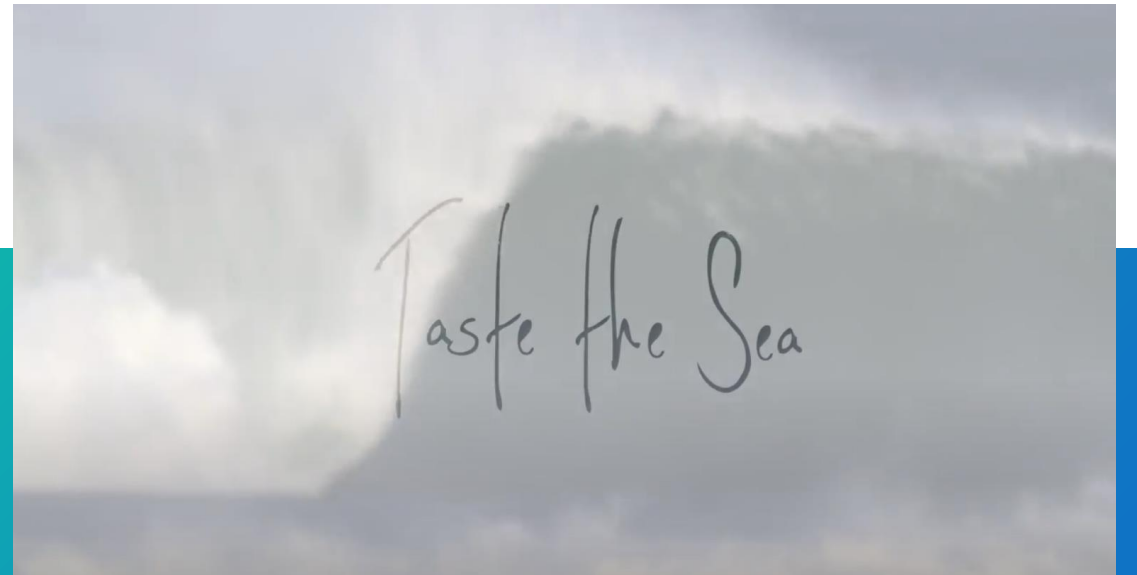
hellofresh.ca 

▶ | 🔊 0:28 / 0:30    

The video displays a HelloFresh meal kit unboxing. A large cardboard box with the HelloFresh logo is the central focus. Surrounding it are various fresh ingredients: salmon fillets on a white cutting board, a yellow bell pepper, several red tomatoes, asparagus, and a cucumber. A recipe card for 'Pasta Mediterranea' is visible, showing a vibrant dish. Other items include a can of pomodoro sauce, a jar of pesto, and a bunch of fresh herbs. The scene is set on a clean white countertop in a bright, modern kitchen environment.

How To Script A Video






1. Hook the audience — be clear on value to the viewer!
2. Then tell your story
3. Sum up the value then finish with a call to action
4. Put your message/tagline onscreen at the end of the video

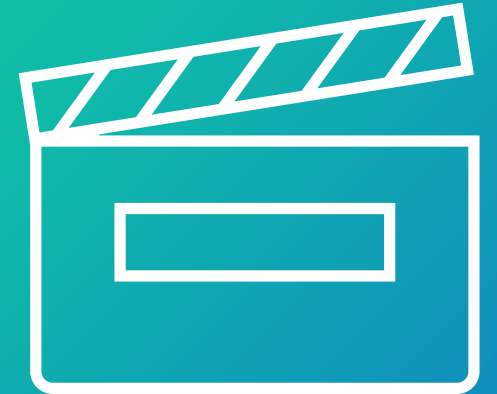




Top Tips For Creating Captivating Videos

Tips on Creating Great Videos

-  Show great visuals
-  Style that captures attention e.g. changing speed of clips, pace of editing, transitions.
-  Tone that is appropriate for your audience e.g. humorous, uplifting, inspirational, emotionally evocative, cheeky, epic.
-  You can combine voiceover and captions or choose one of them.
-  End the video with a call to action



Video Editing Tools and Apps

Laptop Tools



iMovie (Mac)



VSDC Video Editor (Windows)



ShotCut



Magisto Video Editor & Maker



Wondershare Filmora



Wave.Video

Smartphone Apps



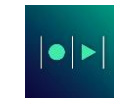
Instagram



Kinemaster



Quik



Magisto

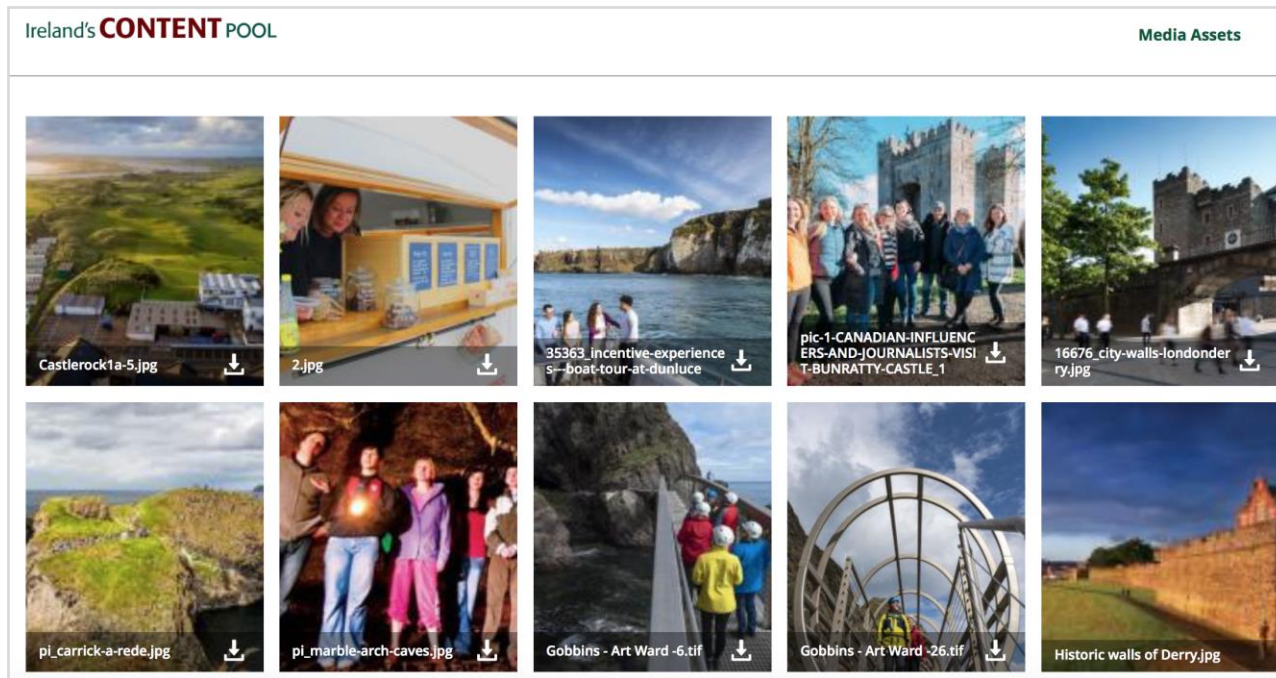


FilmoraGo



Adobe Premiere Rush

Ireland's Content Pool / Business Listing



www.IrelandsContentPool.com

40,000 free promotional images, video, and other marketing assets.



failteireland.formstack.com/forms/get_listed

Get your business listed with Failte Ireland