

A photograph of a puffin swimming in deep blue water. The puffin has a black cap, a white face, and a large, colorful beak with red, yellow, and black stripes. Its body is dark grey and black, with a white underbelly. The water is a vibrant blue with gentle ripples.


BLUE SAIL ►

VISITORS PLACES DESTINATIONS

STORYBOARD

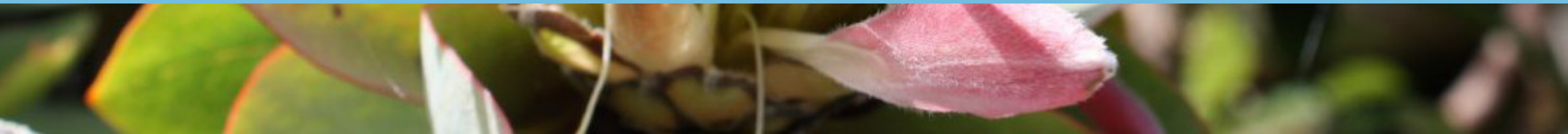
FOR TOURISM ON SCILLY

APRIL 2011



THE MOST SUCCESSFUL PLACES HAVE
A SIMPLE SHARED STORY™ TO TELL.
IT'S A SET OF WORDS AND PHRASES
THAT EVERYONE USES WHEN THEY'RE
TALKING TO POTENTIAL VISITORS.

It's a story that makes it clear what is special and different about the place. But it mustn't sound like 'hype'. It must go with the grain of the place, and be authentic and true. If everyone sings from the same song sheet, the image of Scilly will be much stronger. And that will mean more impact, and more visitors.





WHAT THIS STORYBOARD IS

This Storyboard is specially for people on Scilly who are marketing their product, service or experience to the outside world. It sets out our recommended Shared Story™ for Scilly, and explains the thinking behind it.

And we suggest the sorts of images that you might use to go along with the words and phrases.

We're not suggesting that everyone's marketing should be the same – far from it. But the Storyboard should provide ideas and inspiration for your own marketing. We hope you'll use components from it to bring out what is special and different about Scilly – and help to build a stronger, clearer picture in the marketplace.

THE THINKING BEHIND THE SHARED STORY™

To develop a Shared Story™ for Scilly we listened to what residents and visitors say about Scilly; we used creative exercises with some of the people who currently market Scilly's tourism offer to visitors; we looked at how independent travel writers describe Scilly; and we tested draft propositions in market research with non-visitors – in focus groups and via an online survey.

From this it was clear that we should focus on:

- what makes Scilly unique - like nowhere else in England
- the special natural features – explaining them in a way that makes them credible
- the activities – especially those that are distinctive to Scilly.

Many of the words and phrases in the Shared Story™ are already being used by Scilly's marketers.

The Shared Story™ makes it clear which propositions Scilly should focus on – because they are the ones that should appeal to your priority target markets.

Scilly's Shared Story™ is:

- in simple language – so that it is easy to remember and everyone is comfortable using it
- true – otherwise people will be cynical about the whole story, and the reality will disappoint
- positive and enthusiastic – to inspire people to visit

THE SHARED STORY

The Isles of Scilly are **like nowhere else in England**. An **outstandingly beautiful** cluster of islands off the coast of **Cornwall**, Scilly is **a world apart** from every day life.

Flying in by **small plane or helicopter**, or arriving by sea, you know immediately that you're somewhere **very special**.

Scilly's **natural history** means **it looks and feels quite different** from the rest of Britain: Washed by the Gulf Stream - and with the **UK's mildest climate** - over 100 small islands are clustered around a shallow turquoise **lagoon**, with **white-sand** beaches, crystal-clear waters, **exotic** plants and star-filled skies.

It's uncrowded and unspoilt, and life here moves at a **different pace**. 2,000 people live here, on five islands. There are few roads or cars. Yet the lagoon is busy with **colourful launches** ferrying **locals** to and fro, and taking visitors island-hopping and on excursions to see Scilly's **wonderful wildlife**.

There's **space and freedom**. And the **choice** to do a lot – or do next to nothing – in this spectacular setting.

People come specially to see basking sharks, puffins, seals, dolphins and rare birds. They sail, kayak, windsurf and fish, dive among wrecks, swim and wade between islands. They

walk, cycle and ride horses along coastal paths, explore local history and archaeological sites, learn painting, photography or cooking, do yoga, take spa treatments, visit artists' studios and Tresco's famous tropical gardens. They eat fresh seafood at stylish cafes and beach barbeques. They enjoy the **friendly** traditional pubs. They browse shops in the tiny capital Hugh Town. They picnic and beachcomb on beaches that are near-deserted, even in the height of summer. Or just sit and watch the tides, the sunsets and the stars.

Unforgettable **experiences** in a **simpler, kinder, more peaceful world**.

WHY THESE WORDS AND PHRASES?



Like nowhere else in England, a world apart, very special, quite different – Immediately sets it apart and gives a reason to visit. Also locates it as England (not Scotland or Sicily – common misperceptions)

Outstandingly beautiful, uncrowded, unspoilt, different pace, colourful launches, space, freedom, choice – All worked well when we tested them in research

Cornwall – Locates Scilly, and links it to a popular tourism 'brand'

Natural history, UK's mildest climate – Explains the upcoming claims, so they are more credible (otherwise non-visitors reject them as 'hype')

Lagoon – Conveys the closeness of the islands to each other and the ease and safety of island-hopping. It also suggests tropical without using the word (which non-visitors reject as too far-fetched)

Exotic – An important word – but should always be associated with plants, for credibility (otherwise non-visitors reject as far-fetched)

Busy – Counteracts the 'nothing to do' fear expressed by non-visitors in research – see below

Locals, friendly – A 'living community' that welcomes visitors. But note that, unlike current visitors, potential new visitors are not strongly looking for the opportunity to feel part of the community

Experiences – Clear reasons to visit. People are looking for experiences, rather than simply things to see

Simpler, kinder, more peaceful – Conveys the idea of stepping back to a simpler time with traditional values, without connotations of it being old-fashioned

World – A different world – somewhere apart

NB The penultimate paragraph goes beyond the 'headline' story but is included because our non-visitor research showed a strong concern that there wouldn't be enough to do. Most of these activities were tested in research & had favourable responses. Some are included to reassure people that Scilly has some contemporary higher-end product.

USING IMAGES

There are so many stunning images of Scilly available online, on Flickr, in photo libraries etc. that everyone marketing to visitors should be able to use pictures that:

- Bring the Shared Story™ to life - illustrating the story's key words and phrases
- Show what is different and special about Scilly – pictures that could only be Scilly
- Feature real people – not models. Aim for natural shots that look as though it's a genuine moment captured in time
- Show activity, movement and life – and people being active
- Include fresh natural faces, tanned, weatherbeaten, windswept



USING IMAGES

You could also:

- Use 'found objects' (e.g. shell, pebble, driftwood) to create a 'scrapbook' feel and bring in the natural world
- Use work by Scilly's arts and crafts people to add a cultural, creative element
- Use old pictures and old guidebooks to illustrate the enduring, timeless nature of Scilly – but balance with stylish, simple contemporary food and accommodation
- Use cropped pictures of close-ups of objects, colours, shapes and textures – natural and manmade – that convey the distinctive feel of Scilly

The pictures should appeal to Scilly's priority marketing targets, who are outdoorsy, active, in tune with nature, comfortably-off (but not bling!). They could feature the targets themselves - the 'active empty nesters', the families with kids aged 5-12, and the 'active Gen-Xers' (people without kids in their early 30s to mid 40s) – see our Marketing Plan for info about each.



“LIKE NOWHERE ELSE IN ENGLAND”

This photographer has captured the Englishness of Scilly yet – through strong use of colours and atmospheric composition – he has avoided a traditional image and instead gives us an intriguing sense of somewhere in England, yet ‘other’.



“A WORLD APART... OUTSTANDINGLY BEAUTIFUL”

Images like these have an other-worldly quality. They reinforce the message that this really is somewhere special and different. These wide shots and big vistas should always be extraordinary, not ordinary.



“UNFORGETTABLE EXPERIENCES”

It's important to show real people – especially visitors – being active: people considering a visit to Scilly for the first time need reassurance that there will be things to do, if they so choose. Inter-island activities are a distinctive Scillonian sight and experience – so they are great things to show.



“LOOKS AND FEELS QUITE DIFFERENT”

Use close-ups, with strong bold colours, shapes and textures, to capture the ‘elemental’, natural feel of Scilly.







This Storyboard has been produced by Blue Sail as part of the Future of Tourism on Scilly study. For more information about Blue Sail go to www.bluesail.com.

Blue Sail was commissioned by the Destination Management Group on behalf of Island Marketing – the consortium comprising Council of the Isles of Scilly, Duchy of Cornwall, IOS Steamship Company, British International Helicopters, Tresco Estate and Island Tourism – with financial support from the Local Action Group.

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