

Winter
in
Dublin

CAMPAIGN ACTIVATION GUIDE



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What's in it for my business?

- ✓ Drive bookings – be part of a national marketing campaign and benefit by association
- ✓ Promote your business to new audiences by registering a winter event on VisitDublin.com
- ✓ Save time and money with ready-to-go marketing assets – simply download and post
- ✓ Get practical marketing advice you can use immediately



Winter in Dublin Campaign Activation Guide – The Terms and Conditions of Use
By using the suite of assets and the Winter in Dublin logo, you are agreeing to the terms and conditions of use. You must be a tourism business to be permitted to use these assets and you must only use them in accordance with the guidelines we have outlined in this activation guide. The assets may be used in print and digital marketing materials, provided they follow the guidelines outlined in this activation guide. The assets may not be used in signage, vehicular branding or packaging or merchandising of any kind, including clothing and uniforms. Fáilte Ireland reserve the right to withdraw the use of these assets from any ineligible business or a business that is using the assets in an inappropriate manner.

Introduction

Make the most of Winter in Dublin



This year, Winter in Dublin will return bigger and better than before. With an incredible programme of headline events as well as a host of 'always on' activities, the campaign will inspire people to visit the capital during the winter months.

To ensure Winter in Dublin reaches a wide audience, the campaign will be featured across various channels, including social media, email, national and regional radio stations, podcasts and music streaming platforms.

Running from November through to January, each month will have a dedicated theme and festivities with plenty of opportunities for tourism businesses to get involved.

November will shine a light on activities that take place after dark. Museums will run special events later in the evening and Dublin's dark histories and ghostly medieval tales will be unearthed through various tours. Enjoy music recitals in hallowed spaces and cosy evenings in some of Dublin's famous venues.

December focuses on the festive season with a range of events happening throughout the month such as family Christmas experiences, festive light displays and twilight bus tours. During December visitors to the city can experience the city's buzzing nightscape including the spectacular New Year's Festival at the end of the month.

January in Dublin offers a fresh start and rich cultural engagement. From literary heritage to hands-on workshops, the city invites visitors to connect meaningfully. Visitors can walk the streets that inspired Joyce and explore Dublin's literary legacy. They can try jewellery-making or master Irish coffee — celebrating local craftsmanship, or they can immerse themselves in amazing local musical talent with festivals such as NYF and TradFest. This January, Dublin is more than a destination — it's a rediscovery

Quick Start
Get the **Winter in Dublin logo** [here](#).



How to use this guide

This is a digital guide. Wherever you see the download symbol, you can access assets and resources from Fáilte Ireland's **Marketing Toolbox**. Log in with your Ireland's Content Pool user details or register to create a new account. Watch our handy **tutorial video** [here](#) for more tips on how to use the platform.



Your Winter in Dublin action plan

Follow these 7 steps to ensure your business is set up for success this season.

- 1 Promote your winter events in front of thousands of people by registering on [Fáilte Ireland's Events Portal](#). Turn to page 6 for more details.
- 2 Download the [Winter in Dublin logo](#). Use it all across your marketing from 1st November – 31st January. Learn more on page 7.
- 3 Customise your social media content with the Winter in Dublin [social shareables](#). Find out more on page 9.
- 4 Expand your social media reach using the Winter in Dublin campaign hashtags: [#WinterInDublin](#) and [#LoveDublin](#)
- 5 Access free videos and images from [Ireland's Content Pool](#) to use in your sales and marketing activities. Scroll to page 10.
- 6 Boost your online presence by tagging [@VisitDublin](#) on Facebook or Instagram and share your content with a larger audience. See page 6 for more.
- 7 Send a Winter in Dublin-themed email to your customer database to encourage them to book. Check out sample copy on page 11 for inspiration.



Get inspiration from other tourism businesses

Check out examples of what other tourism businesses did last year to make the most of the Winter in Dublin campaign.



@homeofguinness using the Winter in Dublin logo on social media.



@littlemuseumdub using a Winter in Dublin frame to customise their Instagram post.

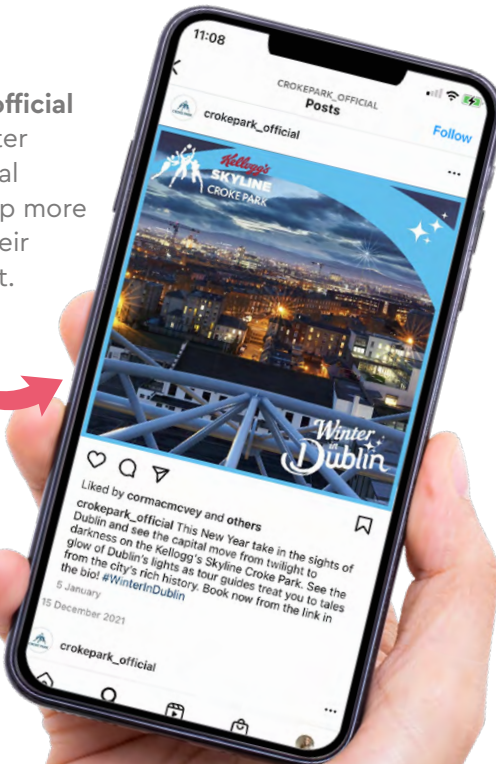


@staycityco using a Winter in Dublin frame for their Instagram post.



EPIC The Irish Emigration Museum updating its website with the Winter in Dublin logo.

@crokepark_official using the Winter in Dublin official hashtag to help more visitors find their Instagram post.



Register your winter event

Have you got an upcoming event? Make sure to register on Fáilte Ireland's **Events Portal** and your event will be promoted in front of thousands of consumers who log on to VisitDublin.com every month.

1

2

3

4

Organiser

Details

Location

Booking

Organiser details

Please fill in the details below so we can contact you regarding your event. This information will not be published on your event listing.

First Name *

Please enter your first name.

Surname *

Please enter your surname.

Email Address *

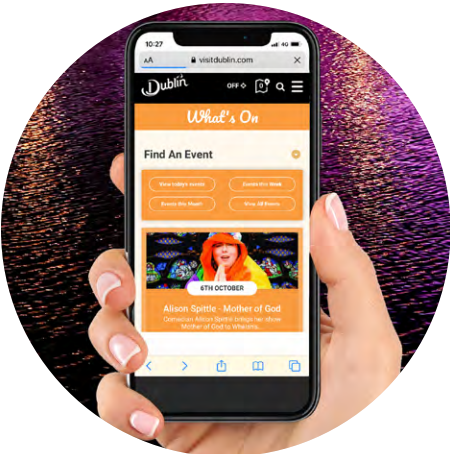
We will use this to contact you regarding this event.

Contact Phone

Phone number to contact you regarding this event.

TOP TIP

Don't forget to update your business listing on the [Trade Portal](#)



#

TAG US

#WinterInDublin

#LoveDublin

#KeepDiscovering

Find out what's on in Dublin

Here's where your **event will be listed on** [Visit Dublin](#). Our marketing activity will bring consumers here, so this is a great free way to highlight your event.

Tag us on social media

We love to see your Winter in Dublin content on social media – we might even reshare it with our followers! Tag [@VisitDublin](#) and use these hashtags so your social media posts can be found by a larger audience. This is a great way to extend your reach and drive awareness of everything you have to offer this winter.

Use the Winter in Dublin logo

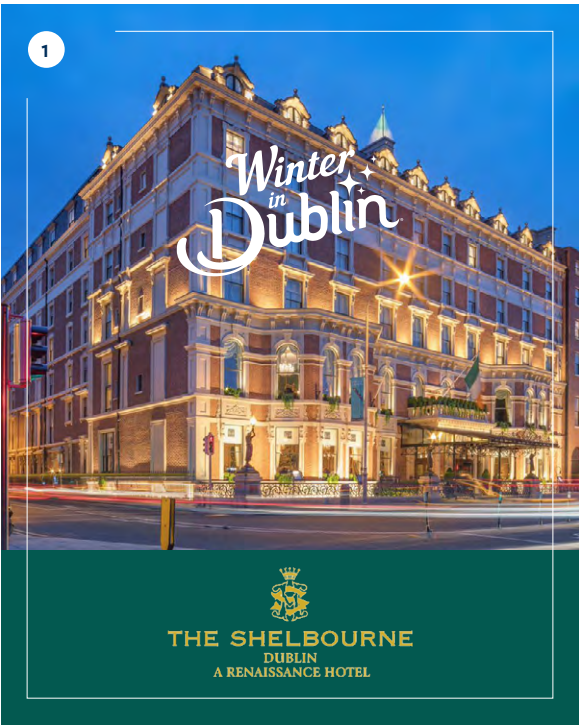
The Winter in Dublin logo has been specially created to help unify our communications to visitors on all that's great about a winter visit to our capital city. You can use it all across your marketing; on your website, emails, social media posts, advertisements and point of sale materials.



Download the logo

How to apply the logo

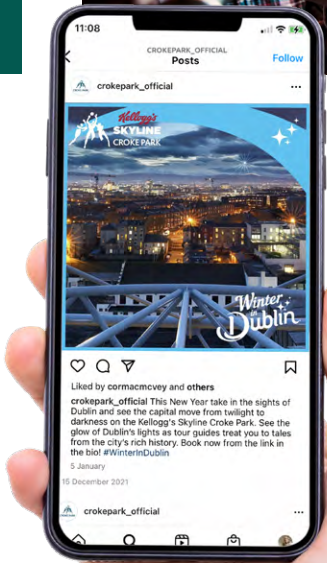
The logo can be applied as a hero message (examples 1 and 2) or can be used as part of a lock up, as shown in example 3.



- 1) SHELBOURNE HOTEL, DUBLIN
- 2) DO DUBLIN, CHRISTMAS BUS
- 3) TRAD FEST, TEMPLE BAR, DUBLIN
- 4) CROKE PARK, DUBLIN

TOP TIP

Let people know you're taking part in Winter in Dublin! Check out the hashtag **#WinterInDublin** to see how other businesses have applied the logo in their communications.



Winter in Dublin social shareables

To make it easier for you to attract more visitors this winter we've created a suite of ready-to go social media graphics, Giphy stickers, and handy customisable frames you can use to make your own posts.



Download the giphy



2



3



TOP TIP

We've made these frames square, so they work on **LinkedIn**, **Facebook** and **Instagram**, just add your image



TAG US

Use these hashtags
#LoveDublin
#WinterInDublin
#KeepDiscovering



Download Social shareables



1) HA'PENNY BRIDGE, RIVER LIFFEY, DUBLIN
 2) CITY HALL, DUBLIN
 3) NYF FESTIVAL, DUBLIN

Download free images

You can access 100s of free videos and images to market your business this season on **Ireland's Content Pool**. You can also upload your own Winter in Dublin imagery to share on the platform. Make sure to tag them with 'Winter in Dublin' in the additional information field so users can easily find your content.

Upload images



WILD LIGHTS, DUBLIN ZOO



SAINT GERMAIN 7 CAFE, MALAHIDE

CONTENT MADE EASIER!

Create your own co-branded content to share across your socials using free imagery and video easily downloaded from **our Content Pool**.



CHQ BUILDING, DUBLIN

Tell your story with email

Email marketing is an effective way to drive more bookings. Send a Winter in Dublin-themed email to your customer database to encourage them to make a booking with your business this season. Download our sample email copy for inspiration on what to write.



TOP TIP

For more expert tips on email marketing, see our **Email Marketing Guide**. Learn how savvy emails can help you increase bookings.

Need more help?

Contact us on winterindublin@failteireland.ie or get in touch with a member of the Dublin team if you have specific questions.

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