

Wadden Sea Board

WSB 16
9-10 March 2016
Leeuwarden



Agenda Item:	5.1 Wadden Sea World Heritage
Subject:	WH Campaign 2016 - 2018
Document No.	WSB 16/5.1/4
Date:	1 March 2016
Submitted by:	Secretariat

Proposal: **The meeting is invited**

- 1) To authorize the start of the campaign in 2016 as outlined in the implementation plan including budget.
- 2) To give green light for the further preparation of campaign activities for 2017 – 2018 in cooperation with potential partners in the regions.
- 3) To instruct CWSS together with the agencies to prepare a more detailed campaign plan including budget for the time period 2017-2018 for discussion at the WSB meeting in autumn 2016.

“Wadden Sea World Heritage - It's Your Nature” Wadden Sea World Heritage Image Campaign 2016 - 2018

1. Background

The TG-WH prepared a call for tender for the development of a transnational Wadden Sea World Heritage Campaign in November 2014. The campaign was developed as a brand awareness campaign in order to increase interactions with the brand, build more positive brand associations, increase brand loyalty by connecting with the target audience and motivate to engage with the brand.

The specific campaign objectives are:

1. Provide opportunity for stakeholders to engage with World Heritage at the local level showing pride and commitment, and profiling themselves as World Heritage ambassadors,
2. Enhance visibility of entire World Heritage and the Trilateral Wadden Sea Cooperation (TWSC) in the region amongst local inhabitants, stakeholders, visitors, and media,
3. Facilitate transboundary cooperation and networking between stakeholders, and create synergies,
4. Profile the region internationally as a role model (enhance degree of popularity e.g. as well protect area and a sustainable tourism destination).

The call was published in February 2015 on the Internet, and in addition, 14 agencies in Denmark, Germany and the Netherlands were contacted directly. By end of March 2015, four tenders were submitted. All four agencies were invited for a pitch on 11 May 2015 to present their ideas how to develop a 3-year campaign concept. It was decided to commission a Dutch-German consortium consisting of the two agencies Merkmakers and Die Brüder to carry out the task in the framework of PROWAD.

The concept was presented at the TG-STC 14 meeting (September 2015) and was regarded (narrative, campaign measures, sharing content, platforms and joint activities, road map) as a profound and good approach for the development of a WH campaign 2016 - 2018 and the further involvement of regional and local partners (bottom-up approach). Positive response was also received upon presentation of the concept at regional meetings (Dutch marketing organisations, Schleswig-Holstein World Heritage working group).

At WSB 15 (November 2015), the concept of a 3-year World Heritage Campaign was presented. The concept can be downloaded from the PROWAD Website http://www.prowad.org/sites/default/files/2015-06-Booklet-Waddensea_Campaign.pdf

WSB 15 discussed the concept and welcomed it as a suitable tool to create World Heritage awareness amongst visitors and inhabitants but also expressed concerns about costs and testing the approach.

Upon request of the WSB, the agencies prepared a more detailed implementation plan together with a “Buy-in”-Brochure for communication of the campaign to potential partners prior to the next WSB meeting.

2. Objectives of the campaign

A joint campaign in the whole Wadden Sea World Heritage region will sharpen the image of the brand and convey it to an international audience. The BRAND VALUES are at the heart of every communication and resonate in the overall narrative IT'S YOUR NATURE.

Irreplaceable – Committed – Inspiring

The joint campaign is designed to condense and enhance communication in the Wadden Sea World Heritage region. Under the tagline "It's your nature", it conveys the whole picture of the trilateral World Heritage cooperation in a way residents, partners and guests can relate to.

Alongside the brand values of the Wadden Sea World Heritage – committed, irreplaceable, inspiring – content is created, chosen and processed for use in all three Wadden Sea countries, taking account of the specificities of each country. The campaign content will provide information while also appealing to emotions, to convey the image of the Wadden Sea World Heritage in an attractive and convincing fashion.

All campaign activities have the potential to move the hearts and minds of any person living in the tri-national Wadden Sea World Heritage region. The globally renowned World Heritage brand will become the vehicle to transport the image region to audiences far beyond a local or regional scope by communication of the entire Danish-German-Dutch Wadden Sea. In the campaign process, the effects of the joint efforts will become visible on different levels and in different target groups. The main aims are:

1. Communicate the uniqueness of the area
 - a. Attract new audiences
 - b. Strengthen local pride, identification and commitment
2. Bestow knowledge of the natural and cultural environment
 - a. Increase involvement among visitors
 - b. Contribute to the preservation of the area through enhanced awareness of nature values.
3. Increase visibility of the trilateral cooperation
 - a. "one Wadden Sea, one global heritage, shared responsibility"
 - b. Increase national and international awareness
 - c. Help establish trilateral networks and collaborations

3. Contents of the campaign

There are already strong, consistent regional and local brands in the tri-national Wadden Sea area. The Wadden Sea World Heritage brand aims to become a strong point of reference for them. The aim is to make it worthwhile, attractive and simple for stakeholders and communicators to engage with the Wadden Sea World Heritage.

1. Create quality content – share contents in social media

First simple steps will be to provide quality content related to the Wadden Sea World Heritage which can be shared by the stakeholders. There will also be many opportunities to cooperate in communication – e.g. in social media campaigns.

2. Share contents in a WH Magazine

In the future, the strengthened, own Wadden Sea World Heritage media (proprietary media) will be an attractive place for interested stakeholders to share their stories in turn – for example in an annual Wadden Sea World Heritage magazine.

3. Cultural mudflat hikes / events

To team up with partners from important regional economies may also be an option, but this has to be considered carefully in regard to the brand values. In the first steps, there will be an emphasis on winning new partners in related fields of culture like music, film, photography and the arts, as well as mutually beneficial media partnerships, which can help target new audiences. The partners will be involved in joint, trilateral actions such as artist residencies or cultural mudflat hikes, and hosting or participating in exhibitions.

4. Implementation Plan 2016 – 2018: Getting involved

An implementation plan for the campaign has been prepared by the agencies. It gives an outline how to manage the campaign and how to develop contents for 1) online media, 2) print media, and 3) events (see **Annex 1**, separate PDF).

Communication of the campaign and involvement of potential partners is the basic principle in the implementation to create commitment and ownership. Consequently, all steps are carried out in a dialogue. Internal workshops and information, as well as feedback steps will allow fine-tuning and bottom up engagement.

The implementation plan covers the entire concept period with a culmination at “Leeuwarden Capital City of Culture 2018” and the Trilateral Governmental Conference 2018.

5. Activities in 2016

The activities in 2016 will focus on the activation of the campaign network (pre-campaigning) and providing basic campaign material (key visuals, online communication).

- Communication: Fact sheet Campaign (**Annex 2** separate PDF) and Buy-in brochure (Annex 3 separate PDF),
- Campaign workshop with key partners to prepare material for stakeholders
- Develop basic campaign design (CI) for use by stakeholders, and production.
- Content strategy and online communication: social media formats, produce content (based on existing content plus new content), online communication guidance (a.o. linking and sharing contents, splash page and blog, media server for joint use, collect ideas and feedback).

Preparation 2017 - 2018

The focus will be on the continuation of the 2016 activities and the preparation of a WH magazine and cultural mudflat hike/events to be developed in close collaboration with partners and stakeholders. Time schedule and budgets depend on how these activities will be taken up in 2016 and on the buy-in provided by the stakeholders and will therefore be given in the 2nd half of 2016, as well as whether co-financing by PROWAD LINK will be available.

6. Indicative Budget 2016

No.	Tool / Deliverable	Costs	Details
1	Workshop + dummy toolkit	2,600	pre- campaigning workshop 1 dummy example (containing: Ads, display, poster, postcards, pins)
2	Toolkit Campaign	3,000	Campaign material for stakeholders
3	Basic campaign CI	10,780	Concept and style-guide
4	Basic content strategy	5,390	Workshop: positioning communication guidelines
5	Social Media	8,890	Concept, coaching on job, monitoring
6	Splash page / Blog	14,860	Design and programming
	Total campaign costs	45,520	

Attachments (separate PDFs)

Annex 1: Implementation Plan 2016 - 2018

Annex 2: Fact Sheet

Quick overview on campaign activities in 2016 for communication to partners and stakeholders

Annex 3: Buy-in Brochure

Description of the campaign and how stakeholders can participate in the various activities 2016 – 2018

#1 Campaign Workshop Collection of ideas for pre-campaigning, online communication and basic campaign materials	a	Compile list of attendees	Q1 2016
	b	Set date / location	Q1 2016
	c	Present campaign and implementation plan	Q1 2016
	d	Prepare ideas / best practice examples for online communication and basic campaign materials, based on campaign concept	Q1 2016
	d	Collect and subsume feedback	Q1 2016
#1 Research Channels / Partners Identify potential partners / stakeholders; potential channels and multipliers; existing activities / locations; existing means of distribution	a	Compile list of relevant partner channels / related communicators	Q1-2 2016
	b	Compile list of relevant media partners / multipliers	Q1-2 2016
	c	Compile schedule of relevant events throughout the year / next 3-6 month	Q1-2 2016
	d	Compile list of relevant means of distribution (e.g. tourism, hotel chains, clubs, associations)	Q1-2 2016
	b	Internal discussion	Q2 2016
	e	Feedback stakeholders	Q2 2016
#1 Basic Campaign CI Print + online: typography, colors, visual concept / keyvisual (based on existing WSWH materials)	a	Production moodboards + examples (ad, blog, magazine-spread)	Q2-3 2016
	b	Internal discussion	Q2-3 2016
	e	Feedback stakeholders	Q2-3 2016
	f	Production easy-to-use CI-guide	Q2-3 2016
#1 Content Strategy #2 Basics content strategy + production of dummy content. Based on existing content (re-publish) + newly produced content #3	a	Three day editorial workshop	Q2-3 2016
	b	Selection and production of dummy pictures/texts/illustrations/videos/gifs	Q2-3 2016
	c	Development social media formats (facebook/instagram) and publishing plan	Q2-3 2016
	d	[Development magazine content]	Q2-3 2016
	e	Internal discussion	Q2-3 2016
	e	Feedback stakeholders	Q2-3 2016
#1 Online Communication Guidelines #2 Guidelines for the editors of the WSWH web and social media sites + service for press and press departments	a	Definition persona / tone of voice	Q2-3 2016
	b	Guidelines community management (comments and moderation / deleting comments / linking or sharing of content)	Q2-3 2016
	c	Guidelines interaction with stakeholders / partners (linking / sharing of content)	Q2-3 2016
	d	Guideline content "Weekly Briefing" for press departments	Q2-3 2016
	e	Definition hashtags and usage	Q2-3 2016
#1 Media Server / Message Board Basis for joint communication: distribute own original texts (in 4 languages) + images among stakeholders / partners; collect feedback; allow stakeholders/partners to announce their activities	a	Check existing options or potential service providers	Q3 2016
	b	Check legal regulations (privacy, data security etc.)	Q3 2017
	c	Choose platform	Q3 2018
	d	Test with example content	Q3 2019
	e	Internal feedback	Q3 2020
	f	Test with stakeholders + collect feedback	Q3 2021
	g	Implement service	Q3 2022
#2 Production Basic Campaign Materials	a	Concept	Q3 2016
#3 Development of a first issue of simple	b	Internal feedback	Q3 2017

campaign materials (posters, postcards, [display], web-banners)	c	Content production (based on developed content)	Q3 2017
	d	Layout	Q3 2017
	e	Feedback stakeholders	Q3 2017
	f	Distribution among stakeholders	Q3 2017
#1 Pre-Launch-Information-Material Distribution of relevant guidelines and How Tos for the campaign media	a	How-to media server / message board	Q3 2016
	b	Guidelines usage of WSWH communication (based on communication / social media guidelines)	Q3 2016
	c	Introduction "Weekly Briefing" for press departments	Q3 2016
	d	[Buy-in-options for stakeholders]	Q3 2016
#1 Internal Pre-Launch Event	a	Compile list of attendees	Q3-4 2016
#4 Before the campaign is officially launched, the relevant stakeholders / partners are invited	b	Organize location / catering	Q3-4 2016
	c	Organize speakers / program	Q3-4 2016
	d	Distribute pre-launch information material	Q3-4 2016
#1 Weekly Briefing (ongoing) newsletter that is sent to the press offices and social media managers of partners / stakeholders including a weekly schedule for social media posts and internal announcements / schedule for events.	a	Ask stakeholders to submit topics / content	ongoing starting Q3-Q4 2016
	b	Plan weekly schedule + coordinate internally	ongoing starting Q3-Q4 2016
	c	Upload relevant content to media server	ongoing starting Q3-Q4 2016
	d	Send "Weekly Briefing" to stakeholders + ask for new submissions	ongoing starting Q3-Q4 2016
#2 Launch WSWH Landing Page Design, production and launch of new WSWH landing page, featuring a newsblog, social media feeds and an automated visualization of water gauge in the region.	a	Concept, definition website functionality / basics UI / UX	Q3-Q4 2016
	b	Internal discussion	Q3-Q4 2016
	c	Website layout	Q3-Q4 2016
	d	Internal discussion + feedback stakeholders	Q3-Q4 2016
	e	Implementation	Q4 2016
#2 Relaunch WSWH Facebook Channel Facebook channel gets a new outfit and starts communicating actively (5 posts per week)	a	Update profile picture / header	Q3-Q4 2016
	b	Connect with relevant pages (like / invite) + like / comment on relevant content	Q3-Q4 2016
	c	Ask stakeholders / partners to invite their peers to like	Q3-Q4 2016
	d	Post prepared content (1 ppd)	Q3-Q4 2016
	e	Engage with audience (comment / like comments / provide further information)	Q3-Q4 2016
#2 Launch Facebook Partner Page Implementation of Facebook Landingpage for Partners (see e.g. https://www.facebook.com/Koeln/ap/p/345233115522929/)	a	Collection material (logos / links / infotexts)	Q3-Q4 2016
	b	Layout	Q3-Q4 2016
	c	Internal feedback	Q3-Q4 2016
	d	Feedback partners / stakeholders	Q3-Q4 2016
	e	Launch	Q3-Q4 2016
#2 Launch WSWH Instagram Channel Start of new Instagram channel (5 posts per week)	a	New profile picture / header	Q3-Q4 2016
	b	Connect with relevant pages (like / invite) + ask stakeholders to invite peer groups to like	Q3-Q4 2016

	c	Like / comment relevant pictures (usage of relevant hashtags)	Q3-Q4 2016
	d	Post prepared content (1 ppd)	Q3-Q4 2016
	e	Engage with audience (comment / like comments / provide further information)	Q3-Q4 2016

#2 Social Media Management (ongoing) Post content and communicate actively with the community	a	Monitor thematically relevant pages / profiles	ongoing starting Q3-Q4 2016
	b	Post prepared content (1 ppd Facebook, 1 ppd Instagram)	ongoing starting Q3-Q4 2016
	c	Engage with audience (like / comment, react to comments, provide information)	ongoing starting Q3-Q4 2016
	d	Update Facebook partner page	ongoing starting Q3-Q4 2016

#2 Campaign Push	a	Develop idea + examples	Q1-2 2017
#4 Joint social media activity under the hashtag #itsmynature. Invite people to post pictures of themselves in "interaction" with the Wadden Sea. Presentation of the ongoing activities at ITB.	b	Encourage stakeholders / partners to participate + remind them to schedule posts (e.g. on facebook)	Q1-2 2017
	c	Distribute call to participate as sponsored post	Q1-2 2017
	d	Prepare event setting	Q1-2 2017
	d	Display content during event	Q2 2017

#4 Launch Event at ITB 2017 Present the relaunched media + content of first campaign push + planned activities during an official launch event	a	Define limitations (venue / budget)	Q1-2 2017
	b	Concept / scribble	Q1-2 2017
	c	Cost estimate (concept / implementation)	Q1-2 2017
	d	Internal discussion	Q1-2 2017
	e	Finalization concept	Q1-2 2017
	f	Feedback stakeholders	Q1-2 2017
	g	Coordinate service providers / buildup	Q2 2017
	h	Prepare press release [+ update information material]	Q2 2017
	i	Live coverage + documentation online	Q2 2017
	d	Content production for post reporting	Q2 2017

#1 Meetup Partners / Stakeholders	a	Compile list of attendees	Q2 2017
#4 Collect feedback from all involved parties + provide an update on new campaign activities, esp. cultural "Mudflat Hike" and WSWH Magazine	b	Organize location / catering	Q2 2017
	c	Feedback campaign launch	Q2 2017
	d	Introduction cultural "Mudflat Hike"	Q2 2017
	e	Introduction WSWH Magazine	Q2 2017
	f	Update online activities	Q2 2017

#3 Magazine Concept Idea and concept phase for the WSWH Magazine	a	Idea (knowledge collection, moodboards)	Q2-3 2017
	b	Concept (message, target groups, tonality)	Q2-3 2017
	c	Internal discussion / presentation	Q2-3 2017
	d	Structure (page plan)	Q2-3 2017
	e	Material (dummy)	Q2-3 2017
	f	Presentation stakeholders / partners	Q2-3 2017

#3 Magazine Distribution Concept preparation distribution channels and point-of-sale marketing activities	a	Compilation of relevant distribution channels	Q2-3 2017
	b	budgetization and distribution plan	Q2-3 2017
	c	Internal discussion / presentation	Q2-3 2017

d Implementation		Q3 2017
#4 Cultural "Mudflat Hike" aquisition partners Scouting and approach of possible partners for the residency and exhibition program WSWH Cultural Mudflat Hike + the campaign finale in Leeuwarden 2018	a Location scouting for artist residency	Q2-3 2017
	b Location scouting for exhibition venues	Q2-3 2017
	c Aquisition of sponsors	Q2-3 2017
	d Aquisition of press partners	Q2-3 2017
	e Contact to multiplicators (universities, galleries, art fairs)	Q2-3 2017
	f Casting jury for selection process	Q2-3 2017
	g Concept / budget for exhibitions + campaign finale	Q2-3 2017
	h Internal Feedback	Q2-3 2017
	i Draft contracts / usage rights	Q2-3 2017
#3 Magazine Content Content production for WSWH magazine	a Curation writers / artists	Q2-3 2017
	b Editorial meeting	Q2-3 2017
	c Reporting / photo productions	Q3 2017
	d Illustration / graphics	Q3 2017
	e Editing / corrections	Q3 2017
#3 Magazine Design and Production Layout, design and production of the first print run of the WSWH magazine	a Design concept	Q3 2017
	b Format / grid	Q3 2017
	c Typography / icons	Q3 2017
	d Internal feedback	Q3 2017
	e Layout	Q3-4 2017
	f Proofreading	Q3-4 2017
	g Postproduction	Q3-4 2017
	h Final artwork	Q3-4 2017
	i Print processing	Q3-4 2017
#4 Cultural "Mudflat Hike" Call for Entries Call for entries for the WSWH cultural "Mudflat Hike"	a Setup registration form	Q3-4 2017
	b Online communication	Q3-4 2017
	c Communication via multiplicators	Q3-4 2017
	d Press release	Q3-4 2017
#4 Cultural "Mudflat Hike" Curation Artists Screening of applications and selection of participants for the	a Communication Nominees	Q4 2017
	b Jury meeting	Q4 2017
	c Communication selected artists in residence	Q4 2017
	d Press release	Q4 2017
#4 Cultural "Mudflat Hike" Finalisation Route Final planning for the cultural "Mudflat Hike", revisiting of selected partners in the regions	a Detailed plan for activities of artists in residence	Q3-4 2017
	b Confirmation with partners + planning for "roadside activities"	Q3-4 2017
	c Meetup artists in residence and internal communication route	Q3-4 2017
	d Meetup supporters / volunteers	Q3-4 2017
#3 Magazine release	Setup online shop + pre-ordering option for stakeholders/partners	Q4 2017-Q1 2018
#4 Release of WSWH Magazine and start of distribution	a Countdown in online communication [joint social media push]	Q4 2017-Q1 2017
	b Pre-release to professional communicators (regional tourism, distributors) and press	Q1 2018
	c Shipping to distributors	Q1 2018
	d Official release event [possibly @ITB 2018]	Q1 2018
#1 Meetup Partners / Stakeholders	a Compile list of attendees	Q1-Q2 2018

#4 Present magazine + collect feedback; present finalized route for cultural "Mudflat Hike"	b Organize location / catering	Q1-Q2 2018
	c Feedback magazine	Q1-Q2 2018
	d Presentation route cultural "Mudflat Hike"	Q1-Q2 2018
	e Update online activities	Q1-Q2 2018
#4 Cultural "Mudflat Hike" Implementation of the cultural "Mudflat Hike" and the ongoing exhibition series in the region	a Artists stay in different places in Germany, Netherlands and Denmark for approx. 4-8 weeks	Q2-3 2018
	b Monitoring and coverage in online and social media	Q2-3 2018
	c Presentation of exhibits at the venues or in close proximity	Q2-3 2018
	d Presentation of exhibits during a series of exhibitions [and at a final presentation in Leeuwarden]	Q3 2018
#3 Magazine (issue 2) / Exhibition Catalogue Content Content production for the second WSWH magazine with a focus on the results of the "Mudflat Hike"	a Curation writers / artists	Q2-3 2018
	b Editorial meeting	Q2-3 2018
	c Reporting / photo productions	Q2-3 2018
	d Illustration / graphics	Q2-3 2018
	e Editing / corrections	Q2-3 2018
#3 Magazine (issue 2) / Exhibition Catalogue Design and Production Layout, design and production for the second WSWH magazine with a focus on the results of the "Mudflat	a Layout	Q3 2018
	b Proofreading	Q3 2018
	c Postproduction	Q3 2018
	d Final artwork	Q3 2018
	e Print processing	Q3 2018
#3 Magazine (issue 2) / Exhibition	Countdown in online communication [joint	
#4 Catalogue release	a social media push]	Q3 2018
Release of the second WSWH Magazine and start of distribution	b Shipping to distributors	Q3 2018
	c Official release event [possibly at a final presentation in Leeuwarden]	Q3 2018
#4 Campaign Finale at Leeuwarden Capital of Culture 2018 Present the exhibition, second magazine / catalogue, further planning	a Coordinate service providers / buildup	Q3 2018
	b Prepare press release [+ update information material]	Q3 2018
	c Live coverage + documentation online	Q3 2018
	Content production for post reporting Get together stakeholders / campaign feedback	Q3-4 2018

FACTSHEET

FOR THE INTERNATIONAL WADDEN SEA WORLD HERITAGE CAMPAIGN 2016-2018

PRE-CAMPAIGNING AND SOFT LAUNCH

The joint campaign is designed to condense and enhance communication in the WSWH region. Utilising the tagline "It's your nature", it conveys the whole picture of the trinational World Heritage cooperation in a way inhabitants, partners and guests can relate to.

CWSS and the agencies MerkMakers (NL) and Die Brueder (GER) work together to increase awareness for the WSWH and the trilateral cooperation. They will produce high quality campaign media to communicate the uniqueness of the area to a national and international audience and to strengthen local pride, identification and commitment. They involve local and regional stakeholders to foster new collaborations and implement high standards for the WSWH communication.

Apart from basic campaign media (posters, flyers etc.) the campaign consists of three pillars (see campaign concept for details):

- joint online communication
- a joint WSWH magazine
- a joint series of events (artists residency and exhibitions)

In the first year, the focus will be on building a core group of stakeholders to help carry out the campaign activities and on raising funds for the larger ideas (magazine/events). Preparations will lead to a soft launch in late 2016, including the build-up of online collaborations, the relaunch of WSWH social media channels, the distribution of basic campaign media and an internal launch event.

PRE-CAMPAIGNING - 2016

1) Campaign Workshop - Q1/2 2016

In early 2016, CWSS and the agencies invite stakeholders to participate in the campaign. The aim is to form a core group of highly involved partners which will push-start the campaign and also be at the center of the activities in 2017 and 2018.

2) Basic Campaign CI - Q2/3 2016

The agencies will develop a basic campaign CI for all relevant online and print media, including a new key visual.

3) Content Strategy - Q2/3 2016

The agencies develop basic guidelines for topics, formats and interaction with audiences in social media.

4) Workshop Online Communication - Q2/3 2016

The social media operators of relevant stakeholders in the WSWH region will receive an online Communication Training by social media experts and will gather to foster collaborations.

5) Setup Internal Communication - Q3 2016

A platform for internal campaign communication is set up, including a message board and an image server.

SOFT-LAUNCH - 2016

6) Distribution Basic Campaign Media - Q3 2016

The agencies produce basic campaign media (e.g. flyer, poster, pin etc.) according to the needs of the stakeholders and distribute the material on request.

7) Launch Blog / Relaunch Social Media - Q3/4 2016

The agencies launch a campaign blog and relaunch the WSWH social media channels, which then start to communicate actively.

8) Internal Launch Event - Q3/4 2016

All involved stakeholders meet for an internal launch event, where the upcoming campaign activities and next steps are presented.

TOTAL COST (ROUGH ESTIMATE)
2016: €50,000 (excl. internal communication)
2017: €250,000
2018: €250,000

OPPORTUNITY-FILLED
BUY-IN BROCHURE
FOR THE WADDEN SEA WORLD HERITAGE
INTERNATIONAL CAMPAIGN



WADDEN SEA
WORLD HERITAGE

it's your nature

RIDICULOUSLY OPPORTUNITY-LADEN BUY-IN BROCHURE

FOR THE WADDEN SEA WORLD HERITAGE
INTERNATIONAL CAMPAIGN



DEAR READER,

**WHAT YOU HAVE IN YOUR HANDS
RIGHT NOW IS NOT JUST A BOOKLET.**

**IT'S A WORLD OF POSSIBILITIES FOR
TURNING PRIDE INTO PROFIT. THE
BENEFITS OF A WORLD HERITAGE SITE
APPLY TO BOTH COMMERCIAL AND
NON-PROFIT ORGANISATIONS.**

**YOU ARE FORTUNATE TO BE A LIVING,
BREATHING PART OF A MIRACLE.
AND YOU ARE AN ENTREPRENEUR.
SOMEONE WHO SEES CHANCES AND
ACTS ON LOGIC AND GUT.
AS WE LIKE TO SAY; IT'S YOUR NATURE.**

**THIS BOOKLET IS FOR YOU.
OPPORTUNITY IS KNOCKING.
ALL YOU HAVE TO DO IS
OPEN THE DOOR.**



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Barend Nobel
Hotel owner on Ameland,
the Netherlands

*"There's a soul in this story
that really appeals to me,
so let's not waste time and
get working on this together"*



**A world heritage site is something special.
Something to cherish. And something you should be
able to see for yourself.**

Yes, it is protected. And yes, you are welcome.
To enjoy, experience, love, watch, explore, see, hear
and care for this wilderness we call the Wadden Sea.
A wilderness that reaches as far as 500 kilometres across
the coastline of three countries. Uniting the north of the
Netherlands, Germany and Denmark in one unique world
heritage site. Vast, yet dynamic and fragile.

Here, with every changing tide, a new landscape is born.
With every ebb and flow, nature reinvents itself. As it has
done for centuries and will do for centuries to come.
Cradle to a wealth of biodiversity, in the sea and on land.
Safe haven for literally millions of migrating birds. Home
to generations of people who are proud to be a living part
of this miracle. You will not find a place like this anywhere
on earth.

If someone offered you the opportunity to witness a
miracle, wouldn't you jump at the chance? You have a
miracle in your backyard. So be human, be curious.
It's your nature.

ACTIVITIES

WADDEN SEA WORLD HERITAGE CAMPAIGN

To let you take full advantage of the benefits of the Wadden Sea's World Heritage status, we've developed a series of activities that will appeal to you as stakeholder and that will help convey our narrative and build the Wadden Sea World Heritage brand.

Ranging from print and online presence to physical events on land and sea, we invite you to become part of our campaign and see the opportunities for changing pride into profit as we do, thus supporting the Wadden Sea World Heritage while taking advantage of the chances it offers.

PRE CAMPAIGN ACTIVITIES

As an introduction to our upcoming campaign, we'd like to offer you two things.

First of all, we'd like to meet face to face. To explain our goals, infect you with our enthusiasm and answer any questions you may have. To this end, we will organize a workshop to present our plans to you.

Second, we're developing a comprehensive toolkit with digital and physical contents that we think will prove invaluable for spreading the WSWH virus. A dummy of this toolkit will be presented in the workshop.

THE DUMMY TOOLKIT THAT WILL BE PRESENTED
DURING THE WORKSHOP WILL CONTAIN:
PRESENTATION - BUY-IN BROCHURE - ADS
DISPLAY - POSTER - POSTCARDS - PINS

WORKSHOPS & TOOLKIT



ANNUAL WSWH MAGAZINE

One of the main communication tools of the campaign will be a printed magazine focussing on nature and culture in the Wadden Sea World Heritage region. As a well-produced paperback printed on quality material, it stays appealing and up-to-date all year.

80 pages (48 editorial + 32 partner pages), 4 postcards included. Full color, high class paper & features. Concept, format, articles edited & written by MerkMakers / Die Brueder. Total amount of copies: 100,000.

Distribution

10,000 copies will be distributed world wide through WSWH and sent to the most well known World Heritage sites. 7,500 copies will be sent to the campaign partners featured in the magazine. The remaining 80,000 copies will be spread over the 3 WSWH countries; DE, DK and NL.

Buy-in opportunities

Package A (exclusive - 1 partner)

- Cost: € 25,000
- 8 pages (big title story)
- Logo and URL in summary
- Exposure in social media
- 1000 copies

Package B (max. 6 partners)

- Cost: € 10,000
- 4 pages (small article)
- Logo and URL in summary
- 500 copies

Package C (max. 30 partners)

- Cost: € 5,000
- Logo and URL in summary
- 250 copies

Distributors Package

- € 2 per magazine + shipping



Cinto Prosperi,
Director VVV Tourist Info
on Ameland, the Netherlands

"Be active and start small;
that will help us make the
Wadden Sea World
Heritage Site successful"

ONLINE COMMUNICATION

#ITSYOURNATURE #MEINTHEMUD #WADDENSEAWH

Constant and consistent online communication will be the basis for building the Wadden Sea World Heritage brand.



Through the use and development of different channels and platforms, online communication will increase awareness and involve stakeholders, partners, inhabitants and visitors in a mutually beneficial discourse.

Buy-in opportunities

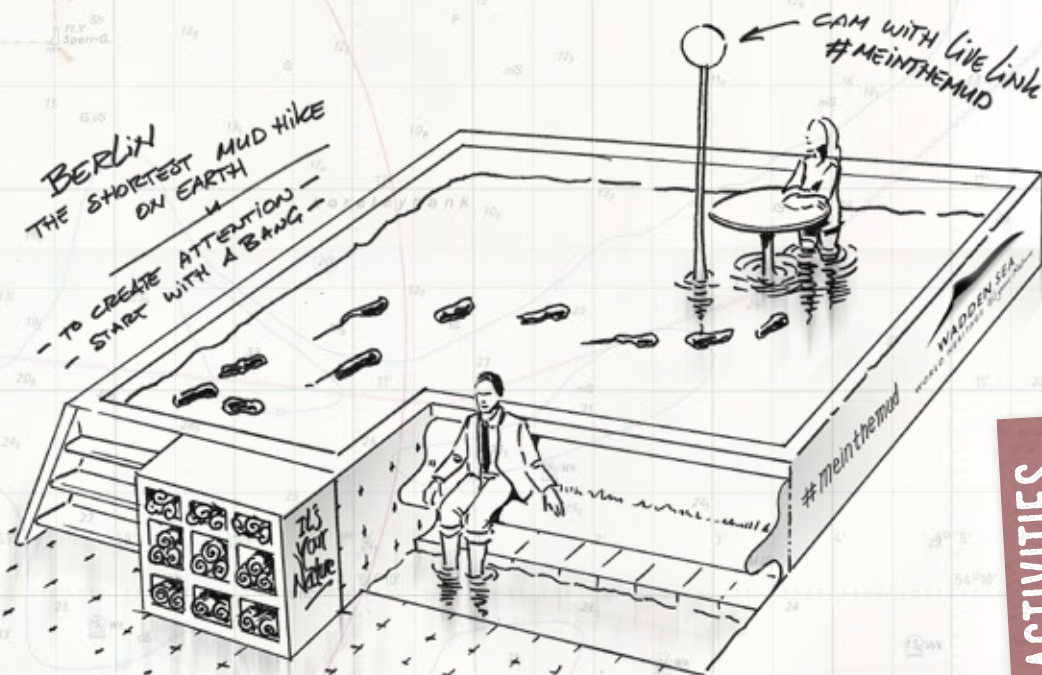
Concept and coaching

Buy-in option 2016 for interested parties
Cost €500.- pp. for a 1 day group workshop
(travel and accommodation excluded)



ITB BERLIN MARCH 8-12 2017

LAUNCH EVENT - INTRODUCTION MARKETING CAMPAIGN 2017 -2018



In order to make the launch remarkable we will make a suprising stand. Visitors will be invited for a real mud hike experience complete with the sound of birds and washing water. Next to the mud we will explain the campaign and invite stakeholders (again) to participate in the WSWH Campaign 2017.



ACTIVITIES

Artists, musicians and authors are invited to experience life with the tides from a front row seat. During a two-month residency, they will work and live close to the coast, after which the fruits of their work will be presented in a traveling exhibition along the WSWH coastline from Den Helder to Esbjerg.

HOME IS WHERE THE HEART IS ARTISTS IN RESIDENCE

Buy-in opportunities

Package A: Main Host (exclusive - 1 partner)

Become the main host of the artist residency and host 6 artists for 4-6 weeks

- Main subject of regional and national press features (press service included)
- Constant social media coverage during residency
- Become part of the WSWH magazine
- Presence on all exhibitions and all exhibition media
- Free use media and imagery for own communication

Cost: € 50,000, plus you will provide location / support & guidance / accommodation / food for 6p / 4-6 weeks

Package B: Exhibition Host (max. 8 partners)

Become the host of one of 6-8 exhibitions

- Subject of regional press features
- Social Media Coverage of vernissage
- Presence on exhibition media
- Free use media and imagery of vernissage

Cost: € 20,000, plus you will provide a location / catering for the vernissage, and personnel to man the exhibition

Package C: Supporter of the arts

Become an official supporter of the arts and get premium access to vernissages, information materials and an exclusive print

Cost: € 5000

Distributor Package

Get information material for your location

Cost: € 75.-



RENOWNED DUTCH PAINTER HENDRIK ELINGS WAS BORN & RAISED IN THE NORTH OF FRIESLAND. HE STILL LIVES AND WORKS IN HIS HOMETOWN OF SINT ANNAPAROCHE, CLOSE TO THE WADDEN SEA, ONE OF HIS FAVORITE SUBJECTS. THE EVERCHANGING LANDSCAPE AND MAJESTIC CLOUD FORMATIONS NEVER CEASE TO AMAZE HIM, EVEN THOUGH HE'S KNOWN THIS AREA ALL HIS LIFE

TOOLS FOR PROUD SUPPORTERS OF THE WADDEN SEA WORLD HERITAGE



A limited edition of 1,000 displays will be distributed to selected hotels, shops, etc. in the WSWH area, alongside with other tools, like posters, leaflets, postcards and pins.

There will also be a sweepstake for business owners; upload your selfie with a display and the hashtag #itsyournature and win...

ADVERTISING WADDEN SEA WORLD HERITAGE INTERNATIONAL CAMPAIGN

Media suggestions of top international magazines eg: inflight magazines DK, D, NL airlines, National Geographic

Buy-in opportunities

Buy-in: € 15,000 per year

We need the coöperation of at least 10 stakeholders to run an impactful campaign. After receiving the contribution of each stakeholder WSWH will make a conclusive media plan.

- Campaign goal: To emphasize the global importance of Wadden Sea World Heritage
- WSWH itself will invest heavily in this international campaign



YOUR LOGO

ACTIVITIES

ACTIVITIES

TURN PRIDE INTO PROFIT

Basic campaign toolkit

O.....Toolkit € 100

Online Communication

O.....Workshop € 500

Magazine

O.....Package A € 25,000

O.....Package B € 10,000

O.....Package C € 5,000

O.....Interested in distribution

Artists in Residence

O.....Package A € 50,000

O.....Package B € 20,000

O.....Package C € 5,000

O.....Distributor Package € 75

ITB Berlin 2017

O....Partner - point of information € 5,000

Advertising

O.....Partner logo € 5,000

Name:

Organization:

Signature

You can scan this form, copy it, cut it out of the brochure (shame) or use the online version that can be found on wswh.nl/buy-inform.

BUY YOURSELF INTO A
WORLD OF POSSIBILITIES
AND BECOME AN ACTIVE
PART OF THE WADDEN
SEA WORLD HERITAGE



Gerben Visbeek,
De Seedykster Toer,
the Netherlands

"The Wadden Sea World
Heritage has proven to be
an incredible benefit for
my business"

If you have any questions
regarding this brochure and/
or form, please don't hesitate
to get in touch with
Dr. Harald Marencic, Deputy
Secretary of the Common
Wadden Sea Secretariat.

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THIS RIDICULOUSLY OPPORTUNITY-LADEN
BUY-IN BROCHURE
FOR THE WADDEN SEA WORLD HERITAGE
INTERNATIONAL CAMPAIGN WAS CREATED BY:

THE COMMON WADDEN SEA SECRETARIAT

The **Common Wadden Sea Secretariat** (CWSS) was established in 1987 and is located in Wilhelmshaven, Germany. The Wadden Sea Board supervises the performance of the CWSS.

The Secretariat:

- coordinates, promotes and supports activities of the Cooperation;
- is responsible for the preparation and production of documents for ministerial conferences, meetings of the Wadden Sea Board (WSB) and trilateral work groups;
- collects and evaluates information on monitoring, protection and the ecological condition of the entire Wadden Sea;
- is the central contact for the UNESCO Wadden Sea World Heritage;
- produces and publishes reports by the Cooperation;
- involves the public in the protection of the entire Wadden Sea area through communications, awareness building and environmental education.

More information: www.waddensea-secretariat.org

Die Brueder (Germany)

We are a content and design agency based in Berlin and Hamburg. For clients from the fields of culture, arts and business we produce print and online media, consult in content, design and communication and bring people together in unique events.

info@diebrueder.com - www.diebrueder.com - +49 (0)176 64 67 04 72
Kinzigstr. 28, 10247 Berlin - Stockmeyerstr. 43, 20457 Hamburg

MerkMakers (The Netherlands)

Our ambition: To inspire brands. MerkMakers was founded in 2007 by a number of branding specialists. We aim to give brands the contents and appearance they need to be unique in this world. To shine at any time and place, internal and external, online and offline.

info@merkmakers.nl - www.merkmakers.nl - +31 58 233 60 10
De Ruyterkade 7, Amsterdam - Arendstuin 46, Leeuwarden



CONTACT INFO

THE ~~END~~
BEGINNING!



WADDEN SEA
WORLD HERITAGE

it's your nature