

Maritime and coastal visitor destination identity study (DNA): Medway

HOW TO USE THE DIGITAL TOOLKIT



INTRODUCING THE MEDWAY STORY

Following the recent Maritime and coastal visitor destination identity study (DNA) in the Medway pilot area involving desk research, visiting the destination, and stakeholder engagement through interviews and workshops, a [new Medway story](#) has been created, based on a small number of themes that have emerged from ‘funnelling’ the evidence and applying insight. These are at the heart of why the place is distinct, special and reflective of its assets and character. They are the priorities for what is communicated and how the place is developed.

The study recommends greater focus in communications on the following three [themes](#):

Making maritime history

Maritime heritage is well entwined in Medway and represents a significant aspect of the area’s DNA. The idea now is to tap into the maritime and military history (crossing point, the Historic Dockyard Chatham, Ford Amherst, the castles) and to bring it into the present, revive the stories and present the identity in a captivating way.

Living stories

Medway is a place with many stories and these need to be reinterpreted taking into account the residents, visitors and businesses, creating a sense of pride, through events and storytellers, joining up the towns through adequate signage to lead to the creation of experiences; an animated experience.

Creating Medway’s mosaic

This relates to the importance of the city scale of Medway and the linkages of the five towns within it and how by packaging up the assets across the area visitors will see the full visitor offer and find this attractive. Use the linkages to other key assets, e.g. the Kent brand, the universities and their visiting families and being on the doorstep of London - so many pieces coming together to build the mosaic.

Alongside these themes is the ‘big idea’: **‘Medway: a waterfront city’** developed to be the ‘strategic signature’ of the place and the compelling summation of Medway’s distinctiveness. The elements that stand out in this proposition are the significance of the river, as well as Medway being perceived as a conurbation – with towns interlinked, feeling like a large destination.

COMMUNICATING THE MEDWAY STORY

To enhance and extend the visit or experience, link attractions and experiences together to increase dwell time and optimise the memorability of each place we have assembled a series of interesting information, tools and resources to help your business create an emotional and practical online connection with Medway as a destination.

The themes and big idea highlight the main assets of the place that emerged through the DNA study; the tools translate these findings into high impact and design led infographics and animations to help you communicate the Medway destination.

The digital toolkit for SMEs is made up of the following elements;

- **Written story** - for you to understand the story of Medway to be communicated to various audiences
- **Photobank** – of relevant images which can be used in your communications
- **Infographics** – to provide snippets of the key information
- **Animation** – a creative tool mainly for digital and social media use

Please see further information about each of these elements below;

The Medway Story

We want to make sure you can make the most of the place you are in and communicate the many special things that make up Medway.

To do this we've created a story of the place which is a forward- looking view of how Medway is different and stand out. This narrative is the driving force behind the photography, infographics and animation that are all there to help you sell the place.

To view the Medway Story please use the link available here

<https://www.profitourism.eu/images/dropuploaded/Digital-toolkit---a-narrative-for-Medway-pilot-area-Kent-UK.pdf>

Photobank

The photobank provides vibrant imagery for you to use in your communications and helps to bring to life the Medway story. The photography goes beyond simply taking pictures of buildings and landscapes but instead aims to tell a more layered story which connects with the visitor experiences in Medway.

With new imagery think about clever use of foreground and background to tell more than one story, animate the images with people and experiences, for examples take photos of people taking photos of key Medway attractions and people enjoying drinks by the river.

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The photography can be used in a number of ways alongside other elements of the toolkit, especially the infographics and could perhaps be used as imagery on websites, on posters, advertising leaflets and on pop-up banners.



The photography has been provided into 4 different folders; one of which includes general Medway images and one for each of the three themes.

The 4 photography albums can be downloaded from [here](#) and hi definition versions are linked under each album in downloadable zip folders.

If you have additional photography images you think would be relevant and are happy to share to add to the library images then please contact [Caitlin.Minter\(AT\)gotoplaces.co.uk](mailto:Caitlin.Minter(AT)gotoplaces.co.uk)

Infographics

Infographics are preferable and keep people's interest for longer by lending a storytelling and visual element to key information rather than lengthy text containing the same content. The visuals help the reader to process the content more efficiently, making them a fantastic and relatively easy way to ensure key elements of the Medway story are committed to the audience's memory.

The infographics included within the toolkits as JPEGs can be utilised as key snippets of information and key messages to relevant audiences within your own communications. For example, they could be used alongside photography within advertising print and be used on websites.

Probably of even more importance, these infographics can be shared very easily among different social media platforms such as Twitter, Facebook and Instagram, as a way to increase your profile and focus communications around the key messages relevant to Medway.



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In addition to the JPEGS (examples shown previously), the icons have also been supplied in an .AI format alongside the designed textures and fonts, which allows you to design infographics more relevant to your own business operations yet still have the same brand feel for Medway.

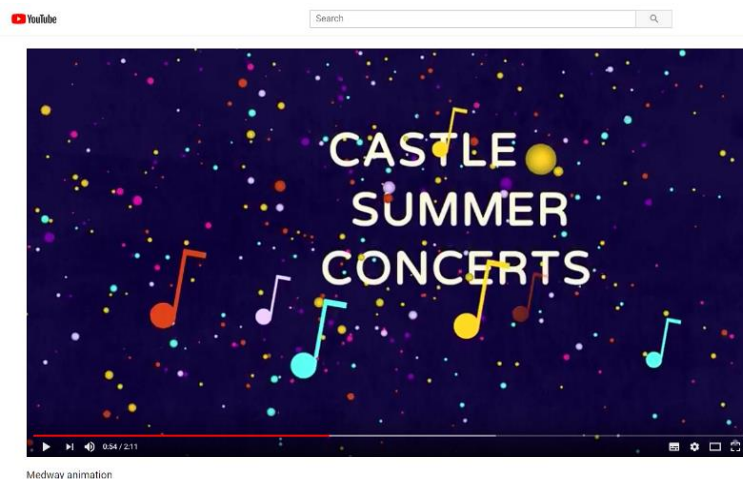
To view and access Medway infographics as designed JPEGS please see the download link <https://www.profittourism.eu/en/kent/innovation/innovation-tools>

To view and access the raw design files to enable you to create your own designs please use the download link [here](#)

Animation

The animation sequence for Medway has been developed to act as a quick, fun yet effective way to give a flavour of Medway, not a pin point of every attraction and point of interest from a visitor perspective, and join up the assets to create an experience which a potential visitor would find appealing.

The intention is to create interest and intrigue in an impactful, vibrant and fun way with the viewer that would then encourage them to explore further information about the area, with the ultimate aim that they would wish to visit Medway and see it for themselves.



Watch & embed the INTERREG PROFIT animation in your website from the link available on <https://www.profittourism.eu/en/kent/innovation/innovation-tools/>

Use key Twitter and Facebook pages within your own communications e.g. Visit Kent, Explore Kent, Visit England as well as other local organisations to communicate the joined up consolidated approach to promoting the area. Utilise relevant hashtags to increase traffic to your social media profiles and therefore increase the profile of the communications.

Be creative and use the photography alongside infographics in your printed marketing material, on your website but especially within your social media activity for which these tools are especially useful. Most of all have fun!

For further support, advice or information please contact the Visit Kent team on 01227 812900