



KRY!

Communications
& Brand Strategies 2016–17

KRRY!

CONTENTS

01	Introduction & Background	1
02	Brand Identity	5
03	Promo Campaign Strategies	7
04	Brand Campaign	9
05	Personas & User Scenarios	11
06	KRY-venture	14
07	KRY-litway / KRY-finder	21
08	Systems Diagram	23
09	Timeline & Business Plan	25



INTRODUCTION & BACKGROUND

KRY is a new identity for the region that plays on the name Kerry and uses 'cry' in the sense of enthusiasm and pride of the Kerry people. The cry of the land, the sea, and the people; a call out to invite others to come experience Iveragh's natural landscape. Going forward, the Iveragh peninsula can be marketed internationally attracting foreign tourists and corporates e.g. Red Bull who partake in sport and adventure.

Adventure tourism encapsulates discovering uncharted territory with a sense of excitement and curiosity. Our brief facilitates collaboration among entrepreneurs in adventure tourism and developing infrastructure to make destinations accessible. The outcome would: extend the tourist season from 5 months to an all-year round destination and extend tourism from the day to include the night. The economic financial growth would begin when there is an increase in people coming and staying in the Iveragh Peninsula.

VISION—

To unify Iveragh so that all the hidden gems will be made accessible for everyone to enjoy.

MISSION—

Promoting experiences by creating a link between Iveragh's culture, history, and raw nature.

STRATEGIES

KRY Alliance

Consisting of entrepreneurs and acts as a strong lobby body to represent the region.

KRY Campaign

Run by the Alliance is the visual language for the Iveragh peninsula.

KRY Venture & Sea to Summit

Pulling in large numbers of people while exposing them to activities in Iveragh.

KRY Litway

A path to access destination spots combined with a night light experience and art installations.

KRY Finder

Series of kiosks throughout the region as a means of way-finding.

BRAND IDENTITY

Separate regions throughout county Kerry have implemented many different branding strategies to promote themselves. The result has been many voices crying out for the same audience. By using all of County Kerry as a platform we aim to unite numerous regions under one voice. The platform will amplify the quieter voices of the more rural areas, that so far are being drowned out by already established tourist destinations. This aim has been achieved through the development of a contemporary brand Identity for rural Kerry called *KRY!*— an identity with an eye-catching colourful tone of voice and an attitude which speaks loudly in order to ensure that the under-appreciated areas of Kerry start attracting the attention they deserve.

KRY! *KRY!*

Rubik

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@€%^&*()

Light—Regular—**Bold**

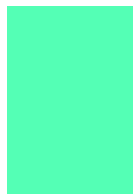
Rubik Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@€%^&()*

Light—**Bold**

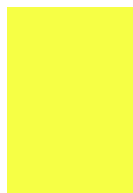


Shamrock

#55ffb6

Pantone 3385 C

c43, m0, y28, k0



Sunshine

#f6ff45

Pantone 803 C

c0, m9, y100, k0



Black

#000000

Pantone Black 4 C

c75, m68, y67, k90

KERRY→**K R Y**→**KRY**

KRY *Iveragh!*

KRY *Dark Skies!*

TRY *Adventure Sports*

TRY *Star Gazing*

KRY *is the place!*

TRY *is the activity*

BOLD UPPERCASE

Light Title Case

PROMO CAMPAIGN STRATEGIES

COMMUNITY PRIDE THROUGH PARTICIPATION

In order to develop an *authentic* visual identity the *KRY!* branding team invite the local community members to participate in creative workshops.

ATTENDEES

Business proprietors—Farmers—County Council Members—Private persons.

BRIEF

Which are the unique assets your local region has to offer to the wider public?

What are the words you would use to describe its unique characteristics?

What is the *KRY!* of your community?



KRY Dank sky !

KRY An Corcáin !

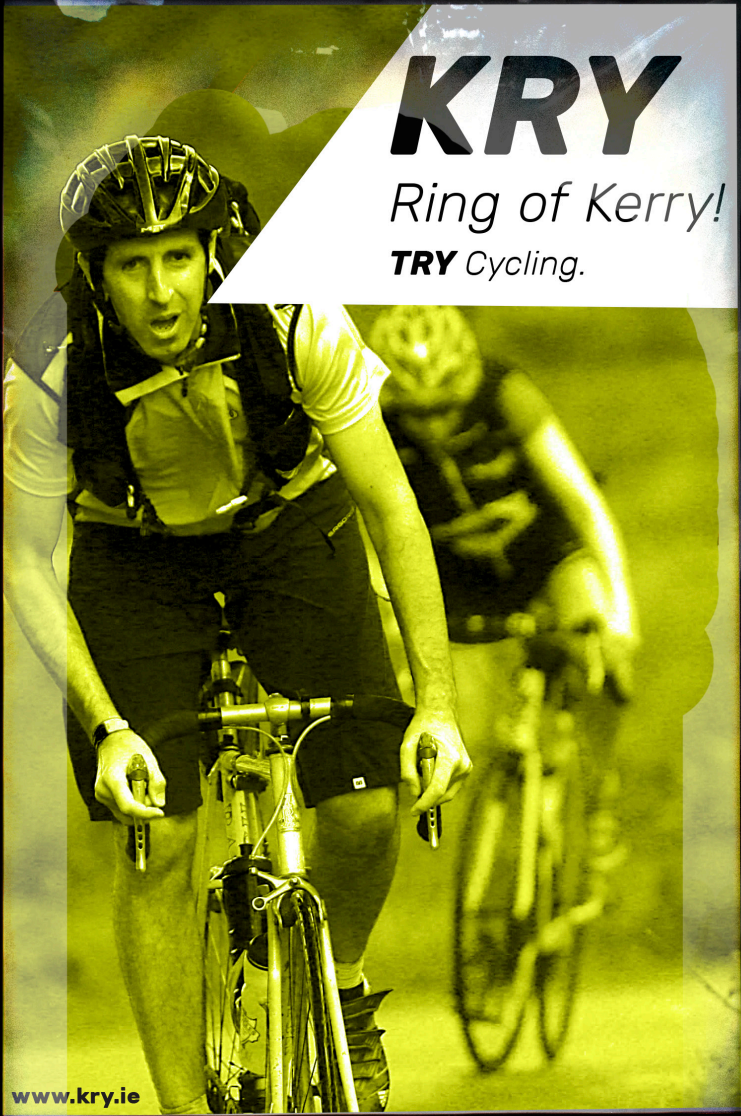
KRY Skelligs !

KRY PORTMAGEE !

KRY St Marys !

FIG 01: Example of completed survey from public workshops.

1825



KRY

Ring of Kerry!

TRY Cycling.

www.kry.ie



KRY

Cahersiveen!

TRY *Gaelic Pride.*

www.kry.ie



PERSONAS & USER SCENARIOS

NAME

Carrie

AGE

33

LOCATION

Dublin

OCCUPATION

Lawyer

INTERESTS

Work, Keeping Active, Rowing.

GOALS

Looking to get out of the city and workplace, wants to take part in some of the *KRY* venture events, including cycling and rowing.

SCENARIO

Carrie was eager to take a break from work and get involved in something new. She heard about *KRY* venture through a co-worker and decided to get involved in one of the *KRY-TRY* weeks. After trying out Kayaking in Kells, Carrie is eager to return again to Kerry for more ventures.

**NAME**

Sean

AGE

49

LOCATION

Dublin

OCCUPATION

GAA Football Coach

INTERESTS

Work, Irish Sport, Socializing.

GOALS

Sean usually trains his team of thirty-five players outside Dublin, he has recently been considering the implementation of new training methods.

SCENARIO

Sean has heard about the work of the *KRY* Alliance with regard to promoting sport and team work. Sean got into contact with *KRY* Alliance to organise a team building weekend. The experience was very successful and Sean intends to bring the team back to Kerry again in the near future.

**NAME**

Sarah

AGE

23

LOCATION

London

OCCUPATION

Student

INTERESTS

Science, Fitness, Socializing.

GOALS

Sarah is a thrill-seeker and loves the excitement of new discoveries. Sarah wants hopes to go travel around world exploring interesting locations.

SCENARIO

Sarah heard about long beaches like Rossbeigh, that are located in Kerry. Sarah decided to contact the *KRY* Alliance to discuss opportunities regarding setting up a training course. The Alliance assisted Sarah in organizing an endurance boot camp. She was extremely impressed with the outcome of the boot camp and would like to train in Kerry again.

A vertical photograph of two people rock climbing a steep, layered rock face. The person higher up is wearing a dark jacket and a light-colored helmet, while the person lower down is wearing a light-colored jacket and a light-colored helmet. Both are secured by ropes. The background shows a grassy slope. A large white triangular graphic element is overlaid on the right side of the image, containing the text.

KRY

Iveragh!

TRY *Venture.*

www.kry.ie



KRY *venture*

KRY Venutre
GAA Teams €400
3 Days 2 Nights
Experience Kerry

KRY *venture*

KRY Venutre

Scout Troops €400

3 Days 2 Nights

Experience Kerry

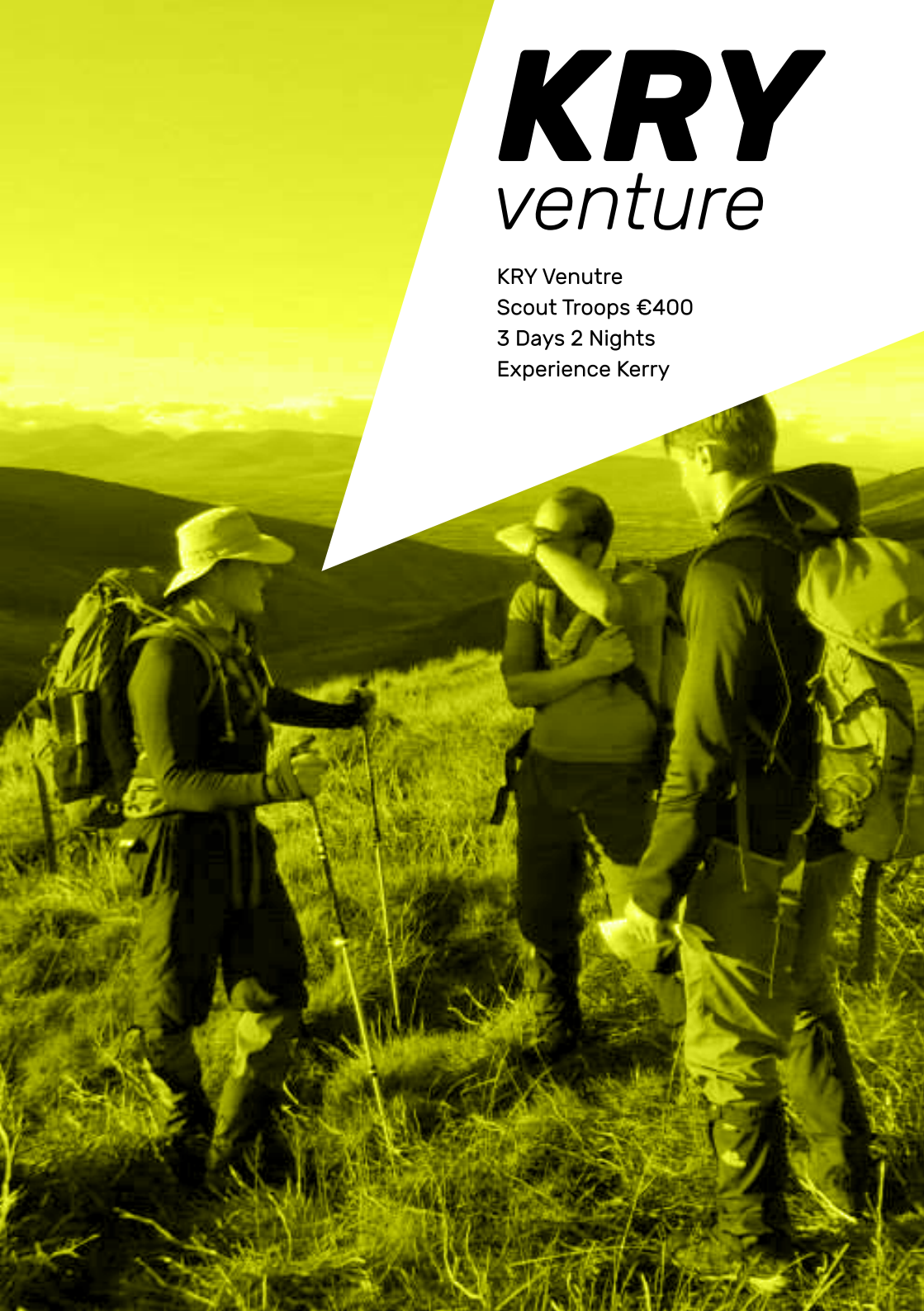
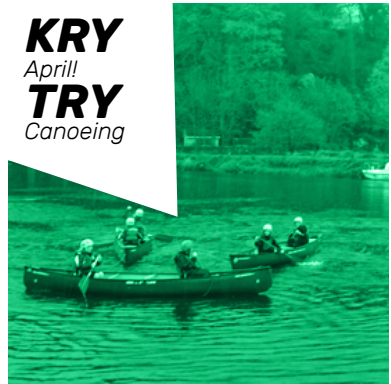




FIG 02: Kry Venture monthly events, January–December 2017



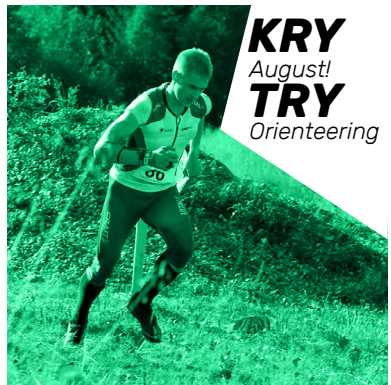
KRY
March!
TRY
Kayaking



KRY
April!
TRY
Canoeing



KRY
July!
TRY
Dark sky



KRY
August!
TRY
Orienteering



KRY
November!
TRY
Surfing



KRY
September!
TRY
Sea to Summit

KRY
March!
TRY
Kayaaking



KRY
October!
TRY
Light Festival



FIG 03: Kry Venture monthly events, March & October 2017

KRY VENTURE & SEA TO SUMMIT

KRYventure hosts *Sea to Summit* triathlons and other monthly events. These events provide participants a chance to have a taste of activities that are possible in Iveragh. Triathlons cater to participants seeking activities at an intermediate level. The *KRY* brand architecture is incorporated into the monthly events with the structure of an activity following the month: '*KRY July, Try Dark Sky*'. Special packages designed by the *Alliance* that includes B&B along with the events would complement the events.

KRY LITWAY

The new *Litway* provides a means for people to access destination spots and also *KRYVenture* events through a series of light based way-finding systems. The nocturnal experience attracts visitors to use the paths at night, providing an experience that would parallel the beautiful scenery that can be seen during the day. Art installations would be installed throughout the Litway to celebrate the grand opening of the trail.



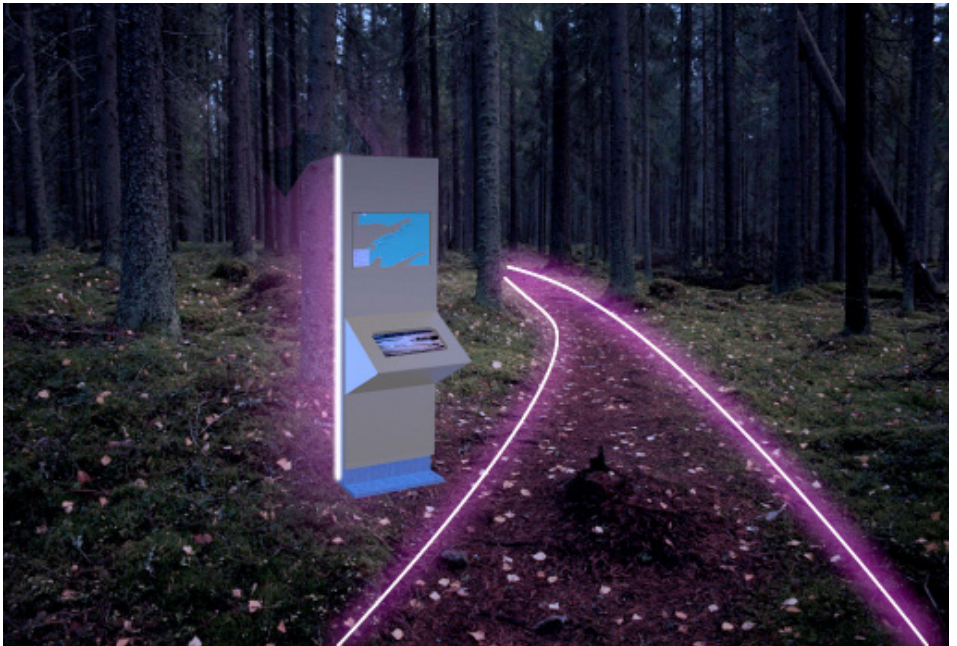
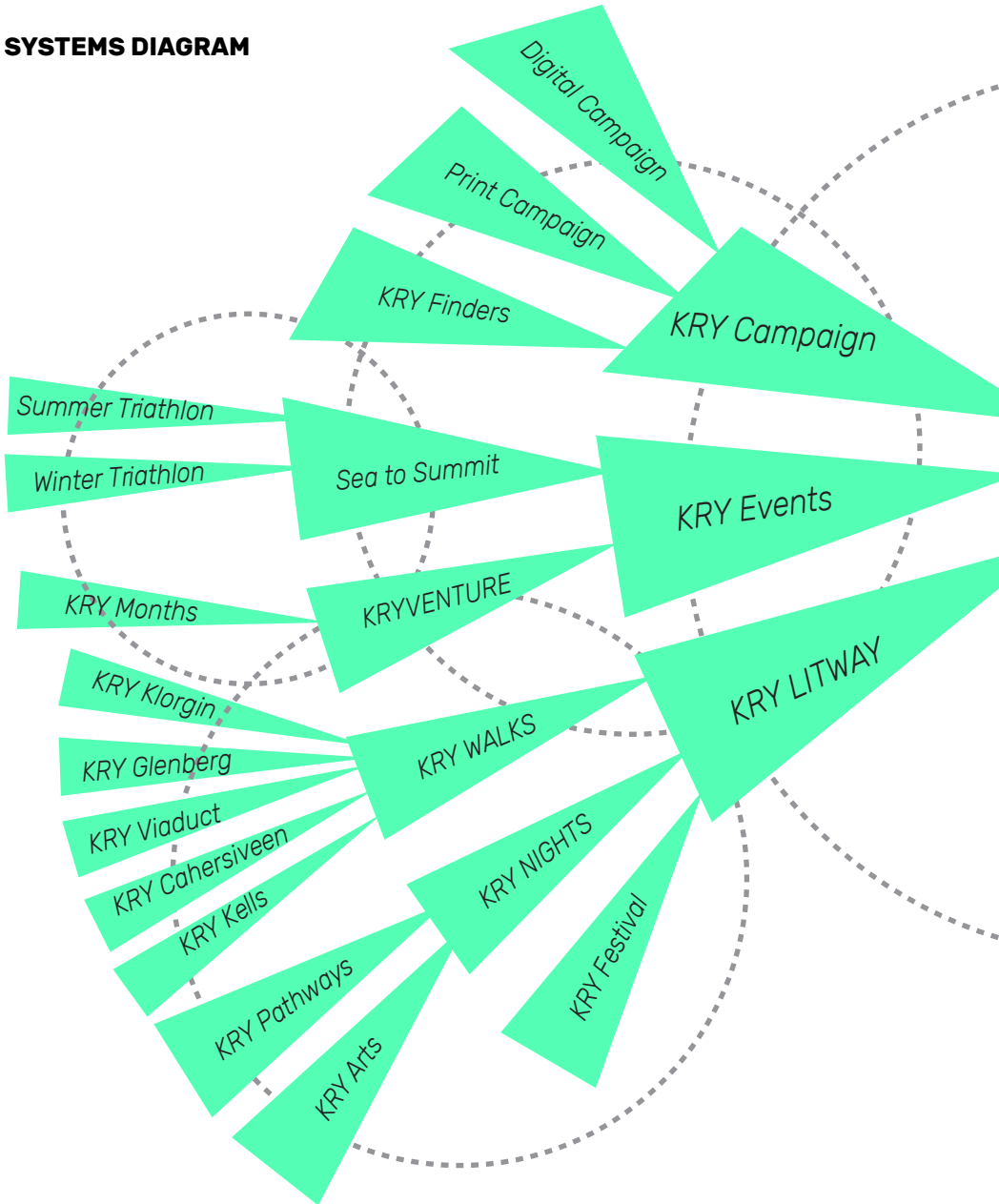
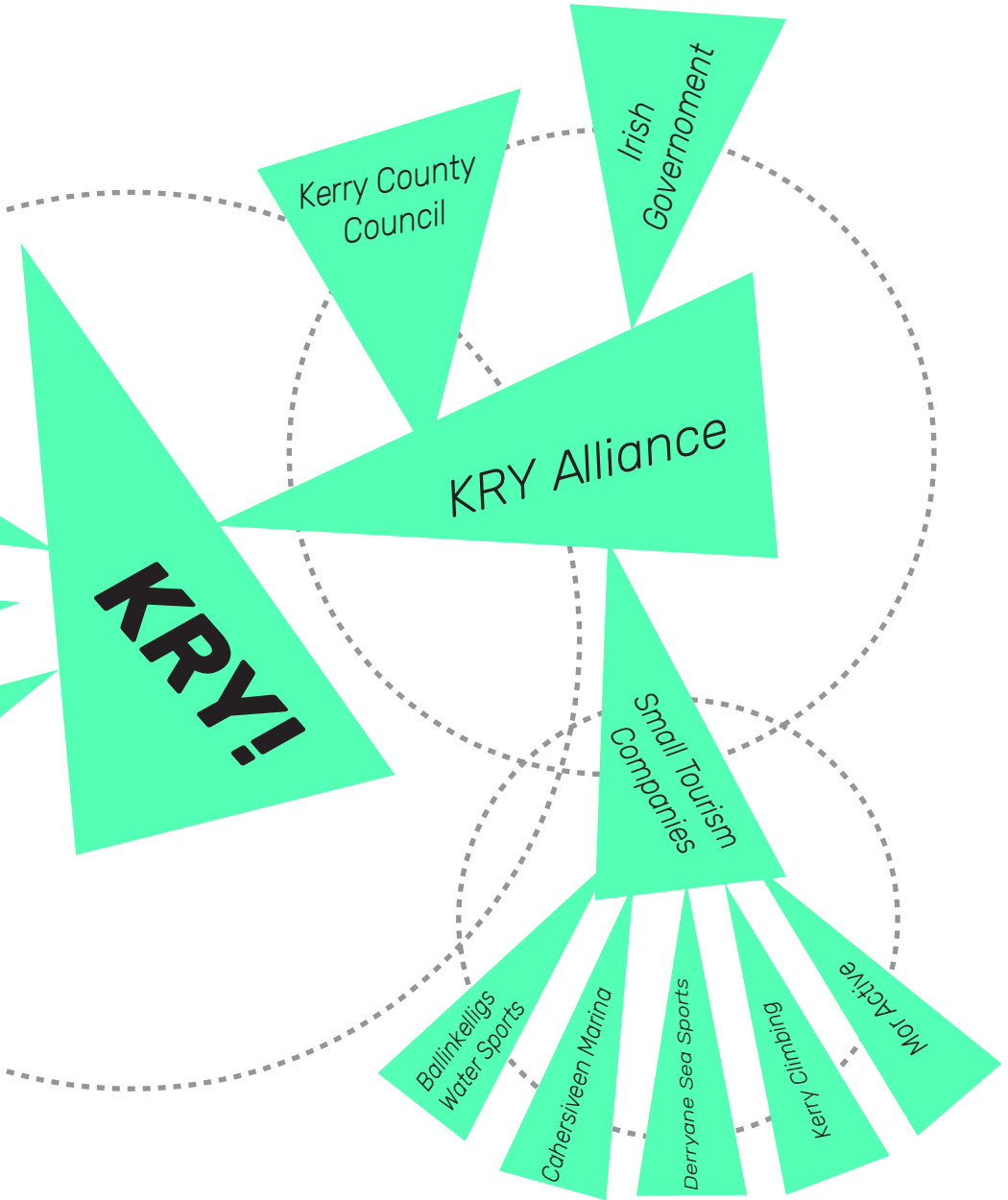


FIG 04: The paths of the Green Way are illuminated at night with LED lights

SYSTEMS DIAGRAM





TIMELINE & BUSINESS PLAN

May 2016

Roll out of KRY brand in Ireland with digital Campaign

Sep 2016

Contact small businesses to form Alliance

Oct 2016

Roll out of KRY Print Campaign
Installation of KRY Finders at airports and major cities

Oct 2016

Roll out of KRY Print Campaign
Installation of KRY Finders at airports and major cities

May 2017

Installation of KRY Finder at Iveragh

May 2017

Formation of Alliance board with KRY

May 2017

Formation of Alliance board with KRY

June 2017

KRY LITWAY completed and opened

June 2017

Sea to Summit Event

June 2017

Sea to Summit Event

July 2017

dark sky waterville

Aug 2017

orienteer-ing capanalea

Sep 2017

sea angling Caherdaniel

Marketing, print and digital Campaign 0,000 euro

Entry fee for 500 competitors
22500 euro
Two nights B&B/45 euro a head
45,000 euro

Total Cost 10% Alliance: 6,750

Profit: 38,250

<p>Oct 2017 light festival cahersiveen</p>	<p>Nov 2017 surfing waterville</p>	<p>Jan 2018 hell mountain port magee</p>	<p>Feb 2018 rowing caher- siveen</p>	<p>Mar 2018 kayaaking kells</p>	<p>Apr 2018 canoeing skelligs</p>
---	---	---	---	--	--

	<p>December 2017 Sea to Summit Event</p>
--	---

<p>Boot Camp/ Off Season Entry Fee: 120 people @40 head = 4,800 BnB: 120 people @50 head = 6,000 Weekend cost=14,800 10% Alliance Fee= 1,480 Revenue for 1 town=4,440 monthly cost for 9 towns=479520 Yearly revenue/town =586,080 Yearly revenue 9 towns =5,274,720</p>	<p>Entry fee for 500 competitors 22500 euro Two nights B&B/45 euro a head 45,000 euro Total Cost 0 Alliance , 50</p>
---	---

<p>Profit: 4,795,200</p>	<p>Profit: 38,250</p>	<p>,871, 700</p>	<p>, 8,680</p>
---------------------------------	------------------------------	-------------------------	-----------------------

Projected Profits from 3 activities in 12 months

