



People Powered Adventures Campaign

Be Part Of It!

Partner & Business Toolkit | 2022



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01

**Why have we
created this
campaign?**

Paddle and pedal around Scotland's Adventure Coast



The 'Pedaddling' campaign has been created by Wild About Argyll for the following reasons:



As Scotland's Adventure Coast we have a incredible variety of opportunities to explore under people power on two wheels and on the water.



Argyll is simply a stones throw from Glasgow and accessible by all forms of public transport.



Argyll welcomes the UK's first adventure carriage running twice daily on the Oban line from Glasgows Queen Street Station.



Argyll has an enviable network of trails and launch points allowing people to cross the region and find what interest them most.



With the Taste of Place Trails we can readily link adventure with food and drink and create individual itineraries for every taste.

02

What is the pedaddling campaign?

Paddle and pedal around Scotland's Adventure Coast



What we hope to achieve

Wild About Argyll (Argyll & the Isles Tourism Cooperative) has developed a campaign based on adaptable adventure and active travel, seeking to inspire and encourage many visitors from the UK and Ireland to come to and explore our vast region of Argyll & the Isles comprising of mainland and 23 inhabited islands based on people-powered adventures.

The campaign is designed to appeal to individuals, families and groups, plus cater for novices and enthusiasts.

The overarching objectives are:

- To encourage more people to use active travel to visit Argyll & the Isles
- To disperse visitors across the mainland and islands
- To encourage return visits and to different places
- To inspire longer stays

The campaign will promote the following activities:

PEDALLING

- Road cycling
- Gravel biking
- Bikepacking
- Mountain biking
- Pack rafting

PADDLING

- Wild swimming
- Snorkelling
- Kayaking
- Canoeing
- Paddleboarding

THE AUDIENCE

- Focus on staycation market
- Central belt of Scotland
- UK wide including rest of Scotland
- Local day trip market within Argyll

THE FORMAT

The campaign is being activated as a social media campaign through the Wild About Argyll main channels. The campaign assets are available for local businesses and partners to use on their channels to increase the effectiveness of the overall campaign and also give free access to a creative campaign as a key member benefit.

CAMPAIGN HASHTAGS

#Pedaddling
#ScotlandsAdventureCoast
#WildAboutArgyll

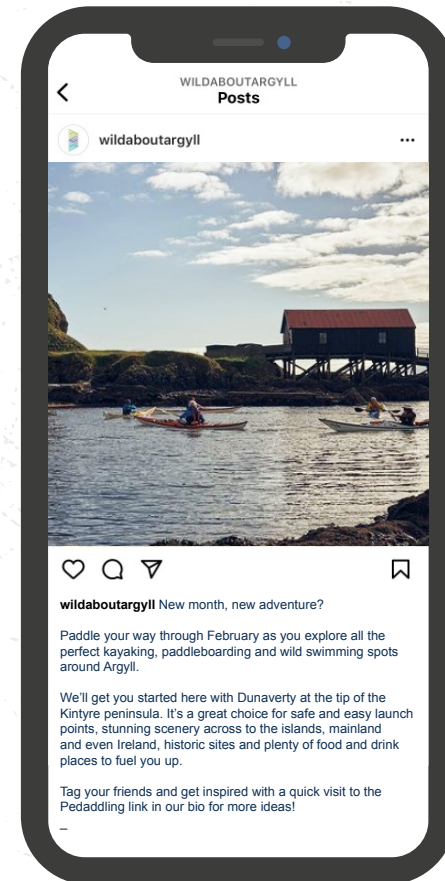
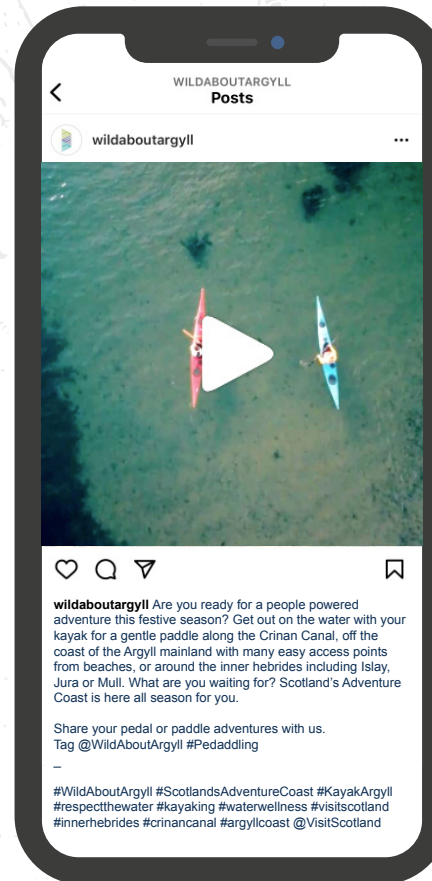
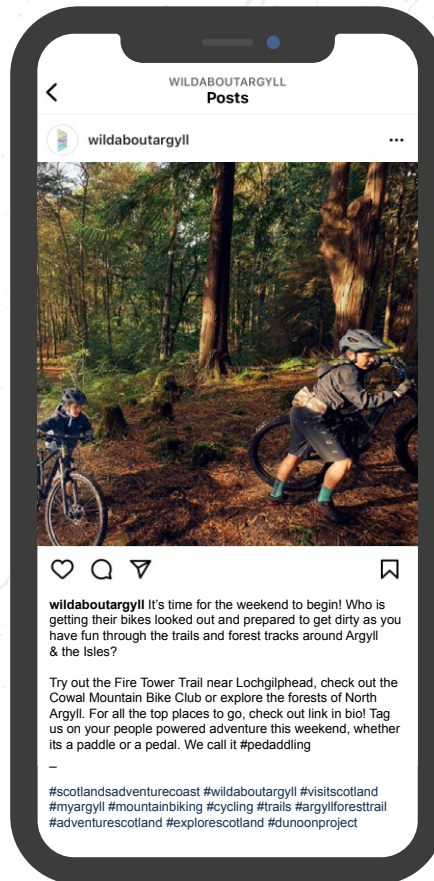
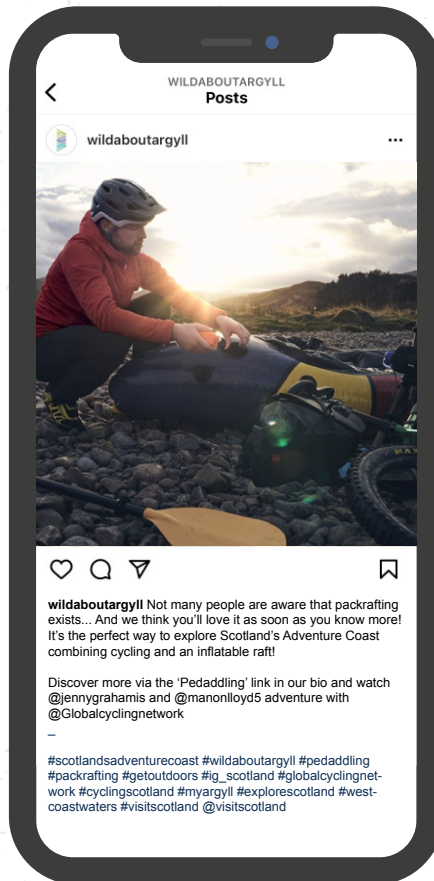
CLICK TO VIEW OUR WILD ABOUT ARGYLL SOCIAL CHANNELS



Pedaddling Social Media Campaign



Pedaddling content will be active on the Wild About Argyll social media channels for the duration of the campaign. With multiple posts each month, plus targeted adverts, we will showcase the range of pedalling, paddling and combined activities ready to experience across Argyll & the Isles. This will be the main use of video and images to entice visitors. Please re-post, share, comment and engage with the campaign via your own channels too.



03

The elements of our campaign

Paddle and pedal around Scotland's Adventure Coast



The Main Message

Pedaddling: People Powered Adventures around Scotland's Adventure Coast



The pedaddling logo and icons are yours to use. On your website, social media, in your premises, However you like! [Request the files >](#) or visit [wildaboutargyll.co.uk/creative-downloads >](http://wildaboutargyll.co.uk/creative-downloads)

Primary Logo



Primary Logo Reversed



Mono Logo



Mono Logo Reversed



WILD SWIMMING



KAYAK



CANOE



PADDLEBOARDING



SNORKELLING



SURFING



BODY BOARDING 1



BODY BOARDING 2



BIKEPACKING



GRAVEL BIKING



TOURING



MOUNTAIN BIKING



ROAD CYCLING



E-BIKING



FAT BIKING



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Request the files >

04

Campaign assets

Paddle and pedal around Scotland's Adventure Coast





Photography



We carried out a series of photoshoots late 2021 to showcase the many experiences and places to enjoy a people powered adventure.

We have three banks of photography featuring:

- **Pedalling** - Cycling, mountain biking, e-bikes, gravel trails, bikepacking
- **Paddling** - Kayaking, canoeing, wild swimming, paddleboarding
- **Pedaddling** - combined activity of packrafting

We also hold place images in our library and have a network of local contacts if images of specific places are needed.

[Request the files >](#)



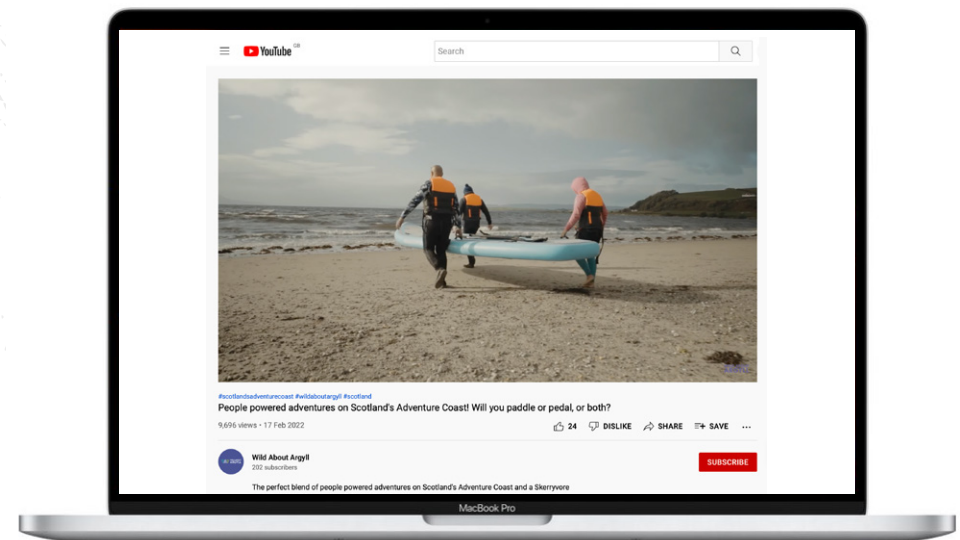


We have a series of new films created purely for this campaign showcasing the very best of Scotland's Adventure Coast.

View and share the campaign **feature films**:

- **Main Feature Film** >
- **Wild Swimming Film** >
- **Packrafting Film** >
- **Kayaking Film** >
- **Cycling Film** >
- **Stand Up Paddleboarding Film** >
- **Extreme Canoeing & Kayaking Film** >
- **Cycling via Loch Lomond Cruises Film** >

View the full Pedaddling Playlist on our **YouTube Channel** >



“We will share these on all social channels throughout the duration of the campaign across all our channels and tag our members, please look out to share and comment.”



people powered adventures

As part of the campaign, we have created assets to promote some of Argyll's most accessible routes and desirable trails, suitable for a range of levels and cyclists.

Discover them all here >

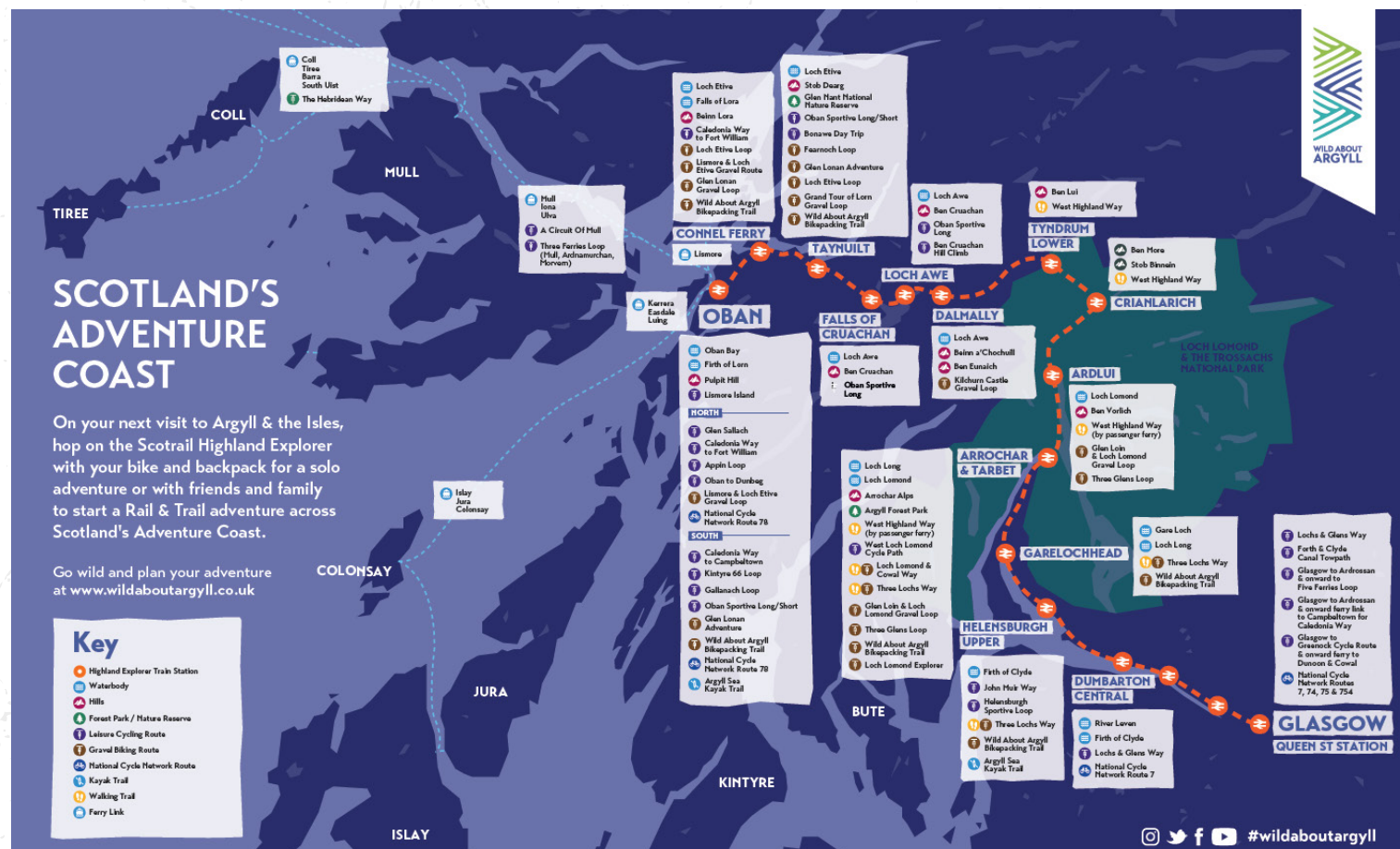
Scotrail's Highland Explorer - connecting Glasgow and Argyll & the Isles.

We have created a map (opposite) to detail the amazing range of bike trails and routes accessible from each of the 12 stops on the new adventure carriage route from Glasgow Queen Street to Oban.

SCOTLAND'S ADVENTURE COAST

On your next visit to Argyll & the Isles, hop on the Scotrail Highland Explorer with your bike and backpack for a solo adventure or with friends and family to start a Rail & Trail adventure across Scotland's Adventure Coast.

Go wild and plan your adventure
at www.wildaboutargyll.co.uk





PR & Media



In addition to the social and online campaign, we will be enjoying some local, regional, and national press coverage in the papers and online.

Three campaign press trips are planned for April and May 2022 coordinated by Markus Stitz and featuring a mix of cycling and water activities.

Keep an eye out for these taking place on social media and then the features when published. Check out the @wildaboutargyll social media channels where we will be sharing content linked to these.

22-25 April 2022

Stuart Kenny from Metro exploring the Mull and Oban area

25-27 April 2022

Markus Stitz, Josh Ibbett and Phillipa Battye exploring Jura and Islay for a feature in Singeltrack

2-5 May 2022

Carlton Reid exploring Oban and Coll (back up plan in place if ferry issues) for a feature in the Daily Mail. He will be travelling up on the Caledonian Sleeper and onwards to Argyll by train.



Bloggers & Influencers



Marcus Nicholson produced two blogs we have published for two adventures he did over winter:

- **Winter Cycling in Argyll with Marcus Nicolson >**
- **Winter Bikepacking on Mull, with Marcus Nicolson >**

We are planning more influencer activity as part of Phase 2 working with Mark Beaumont, Jenny Graham and Markus Stitz – further updates will be added here.

05

How to get involved

Paddle and pedal around Scotland's Adventure Coast



It's good to share!

How you can be part of the campaign – let's do this together



**Tag @WILDABOUTARGYLL
channels on
your own posts**



**Use the campaign
assets. You can
request these here >**



**Stay connected with
our campaign – Like, Share,
Tag, Comment, Save, Follow**



**Tag fellow
businesses to
collaborate locally**



**Be consistent, share
often and share across all
your channels**



**Use the hashtags
#pedaddling
#scotlandsadventurecoast**

Questions & contacts

For all campaign strategy queries

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