

Fill your heart with Ireland Toolkit for Industry Partners

Everything you need to market your business
overseas and get involved

What
fills my
heart?



Fill your heart with **Ireland** 

Welcome to our Industry Toolkit

Dear Industry Partner,

Tourism Ireland's new global campaign – 'Fill your heart with Ireland' – has gone live around the world.

The 'Fill your heart with Ireland' campaign is all about celebrating the different ways in which the island of Ireland fills the hearts of our visitors and of locals – and inviting potential holidaymakers to come and experience those for themselves. It's an advocacy-led campaign – with the advocates, or personalities starring in the ads, sharing the things about Ireland which fill their hearts and dialling up what differentiates Ireland from other destinations. The new ads will shine a light on Ireland's characters, character and culture, through engaging personal anecdotes told by those who love it best – its stars, local characters and visitors.

Tourism Ireland is sharing a toolkit of content to help you get involved in our Fill your heart with Ireland campaign. Together, we can advocate about what makes Ireland so great and the prime way that industry can get involved is by being an extension of our brand campaign. Collectively, we can spread the word about the island of Ireland further than ever and achieve maximum impact to entice consumers to consider Ireland as a destination.

To help you get involved, help spread the word and make the most of this opportunity for your business, we have prepared a [toolkit of digital content](#) that you, our industry partners, can use in your own overseas marketing throughout the year. You'll find engaging imagery and social media content you can download and use on your own social channels or in presentations. One great example of how you can get involved is by sharing what fills your heart with Ireland [here](#).

We hope you will find this toolkit useful in bringing a flavour of Ireland to your key business contacts and previous visitors overseas, helping you build business for the future.

Tourism Ireland



How to use this Toolkit

You can click on any of the links in this PDF to access each folder directly, then you can either download the contents of the folder, or you can preview each asset and decide if you want to download. You will be able to return to download further content as often as you wish. We know that time is of the essence so if you don't have time right now to look through all the content, we have an easy Top 5 quick pick folder where you can quickly and easily download key assets.

Don't forget to use [#FillYourHeartWithIreland](#) to join the global conversations

Our Top 5 Assets

[Click here](#)


Top 5 quick download

We know that time is of the essence, so if you don't have time right now to look through all the content, we've made a selection of our top 5 assets that you can quickly download from [this folder](#).

Social assets

Download engaging content to use on your social channels [here!](#)

'What Fills My Heart?' Overlay

Personalise your own 'What Fills My Heart with Ireland' message [here](#) 

Gifs

Download our fun gifs [here](#)

Zoom Backgrounds

Download our Zoom backgrounds [here](#)

Videos

Download our range of engaging video content [here](#)

'What Fills My Heart'
Overlay

[Click here](#)

What Fills My Heart' Overlay

We have created a customised template so you can tell us what fills your heart about Ireland. This provides a fantastic opportunity to link in your business offering and use your own imagery to showcase the best of the island of Ireland. Simply follow our instructions in the folder, using your logo to create your own message. We have provided helpful examples for you to get started!



Social Media Content

Here you will find other social media content including stunning landscape shots, our heart motifs in various different languages, and stills from the campaign.

Social media content

[Click here](#)

What
fills my
heart?

Cosa mi
emoziona
dell'Irlanda?

Wat vind jij
leuk aan
Ierland?

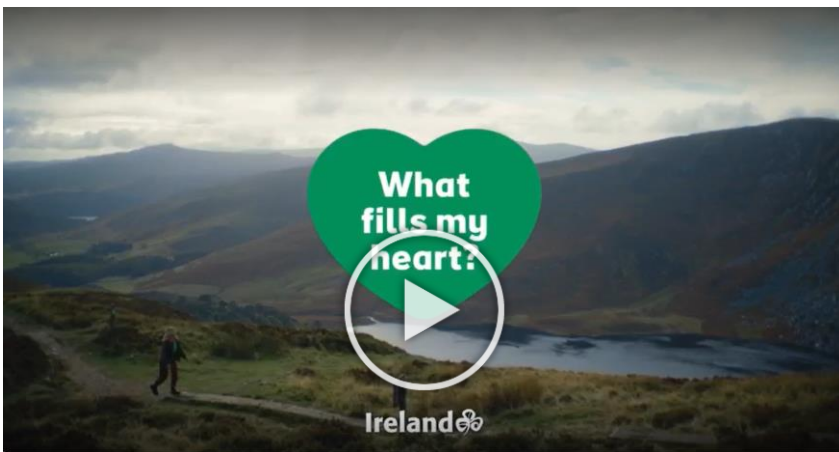
¿Qué te
encanta de
Irlanda?

Ce qui me fait
vibrer en
Irlande

Was liebes
du an
Irland

Gifs

Using GIFs across your social media channels is a great way to add movement and catch people's attention, so we have created a special selection of 'What fills my heart?' gifs



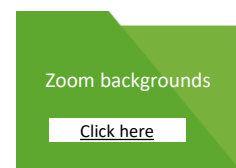
Videos

Using videos across your social media channels is a great way to create engaging content, so we have provided a selection of the best videos from the campaign



Zoom Backgrounds

We all know the continued importance of Zoom calls, so to leverage business meetings you may have with international contacts, we've created a series of images suitable to use throughout the year.





Terms & conditions of use

By using the assets from this toolkit, you are agreeing to our terms and conditions of use. You must be a tourism business to use these assets and you must use them in accordance with the guidance we outline. The assets in this toolkit may be used in print and digital marketing materials, provided they are used in the way we have outlined in this toolkit. The assets must not be used in signage, vehicular branding, packaging or merchandising of any kind without prior permission. Tourism Ireland retains ownership of these assets and reserves the right to withdraw the use of the assets from any ineligible business or business that is using the assets in an inappropriate manner.