

Fill your heart with Ireland Toolkit for Trade Partners

What
fills my
heart?



Fill your heart with **Ireland** 

Welcome to our Trade Toolkit

Dear Trade Partner

Tourism Ireland's global campaign – 'Fill your heart with Ireland' – is 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 ads 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.

We have prepared a toolkit of digital content that you can use throughout the year. You'll find engaging imagery and content you can download and use.

We hope you will find this toolkit useful in bringing a flavour of Ireland to your clients.

[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.

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

Gifs

Download our fun gifs [here](#)

Zoom Backgrounds

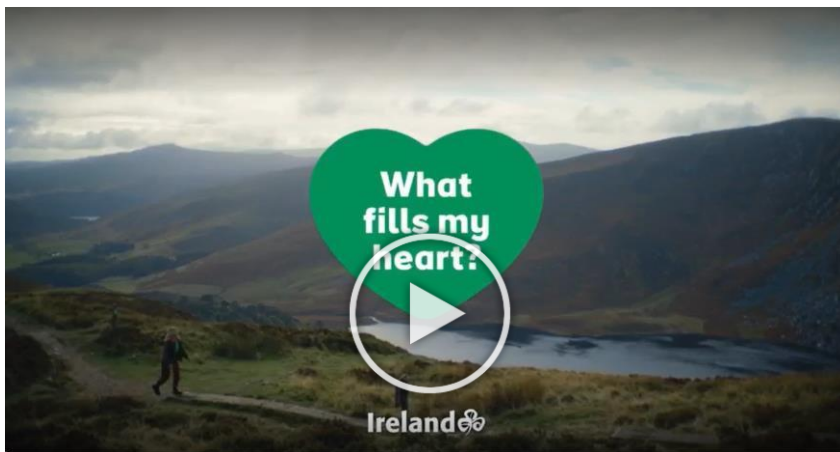
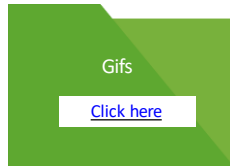
Download our Zoom backgrounds [here](#)

Videos

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

Gifs

Using GIFs 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.



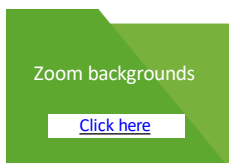
Videos

Using videos 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 we've created a series of images suitable to use throughout the year.





Terms and 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.