

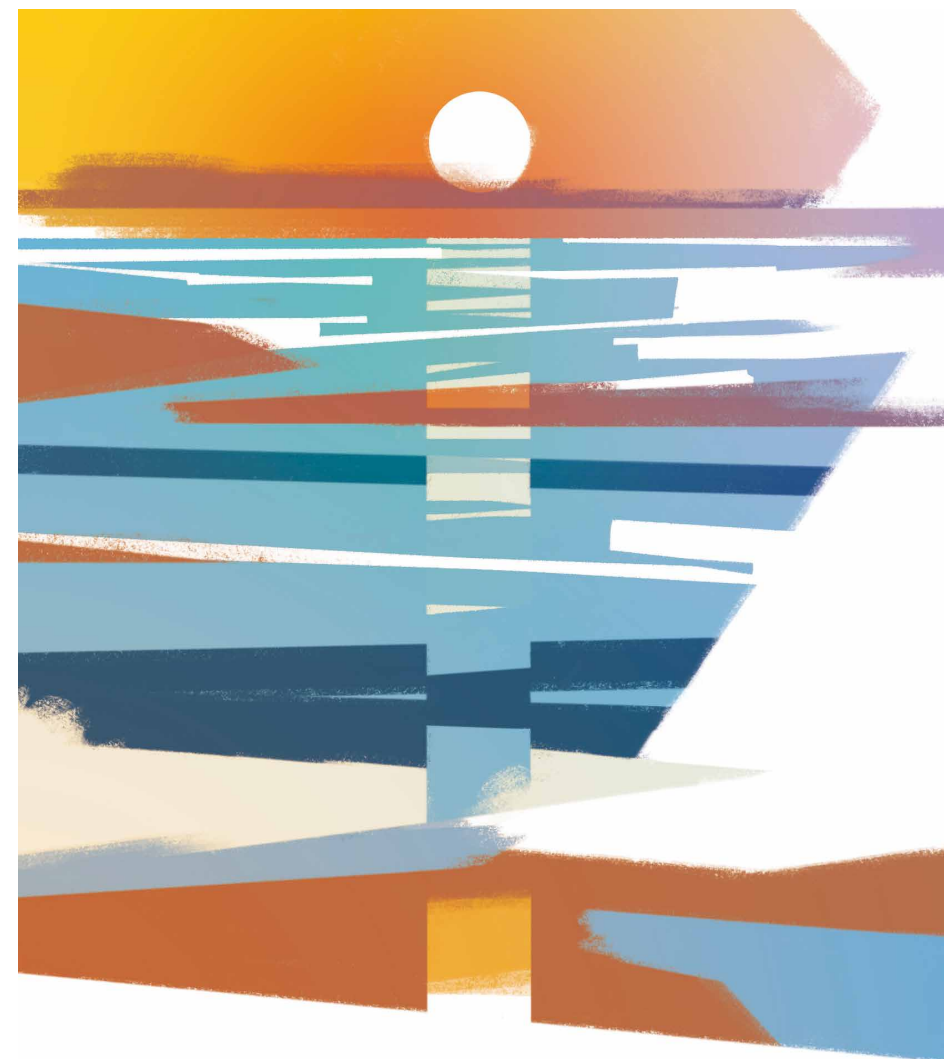
Die Brueder – MerkMakers

It's your nature

**Wadden Sea World Heritage
Image Campaign 2016–2018**



1. NARRATIVE	4
Concept	6
Campaign	8
2. CAMPAIGNING	10
Brand Values	10
Aims	16
Taking Action	17
Getting Involved	18
3. MEDIA	20
Online Communication	20
Wadden Sea World Heritage Magazine	28
Cultural Route "Mudflat Hike"	30



European Union  The European Regional Development Fund



1.

NARRATIVE

The narrative is the heart of the matter. It's the story we tell. The definition of a miracle. It's what the Wadden Sea World Heritage is all about.

It's your Nature

A world heritage site is something special. Something to cherish. And something you should be able to see for yourself.

Yes, it is protected. And yes, you are welcome. To enjoy, experience, love, watch, explore, see, hear and care for this wilderness we call the Wadden Sea. A wilderness that extends as far as 500 kilometres across the coastline of three countries. Uniting the north of the Netherlands, Germany and Denmark in one unique world heritage site. Vast, yet dynamic and fragile.

Where, with every changing tide, a new landscape is born. Where, with every

ebb and flow, nature reinvents itself. As it has done for centuries and will do for centuries to come. Cradle to a wealth of biodiversity, in the sea and on land. Safe haven for literally millions of migrating birds. Home to generations of people who are proud to be a living part of this miracle.

You will not find a place like this anywhere else on earth.

If someone offered you the opportunity to witness a miracle, wouldn't you jump at the chance? You have a miracle in your backyard. So be human, be curious. It's your nature.

Concept

The concept is the big idea that turns the narrative into a statement, a call to action, a tempting proposition. It defines the tone, content and boundaries of our communication. It's your Nature becomes both tagline and message.

It's your Nature

We appeal directly to the sense of responsibility of residents, stakeholders, visitors and observers of the Wadden Sea World Heritage. People of the world are being presented a beautiful gift. With that gift comes great responsibility; the care for this unique part of the world.

"IT'S YOUR NATURE" is the big idea, the concept. It is also the international tagline for the Wadden Sea World Heritage. As a tagline, it will remain unaltered at all times. Any ad, commercial, radio spot etc. will close with these words.

"IT'S YOUR NATURE" is also the basic phrase for headings in advertising. Where the tagline is carved in stone,

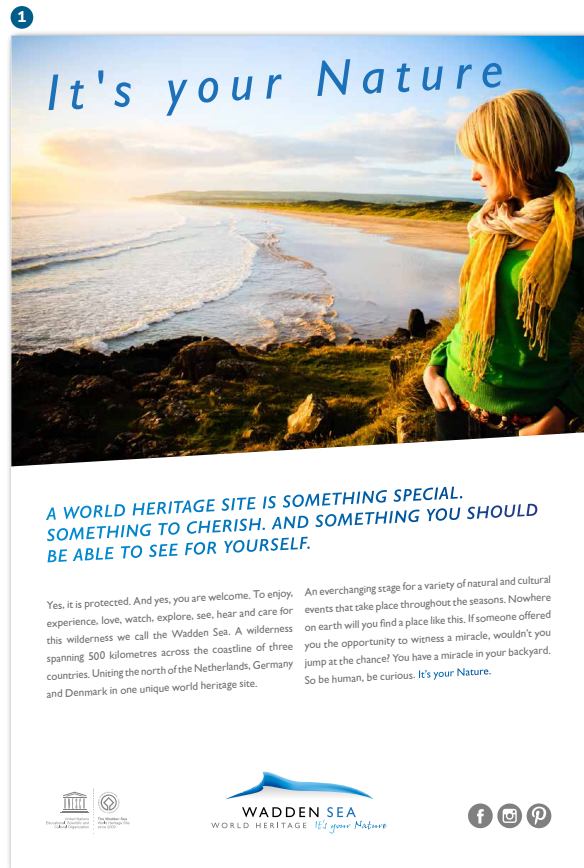
headings may be freely adapted to suit the (usually) accompanying visual. Headings can therefore be: It's our Nature, It's my Nature, It's her Nature, It's their Nature, etc.

Headings can be phrased by a person or persons depicted in the visual of an ad, or may be phrased from a third person's point of view.



Campaign

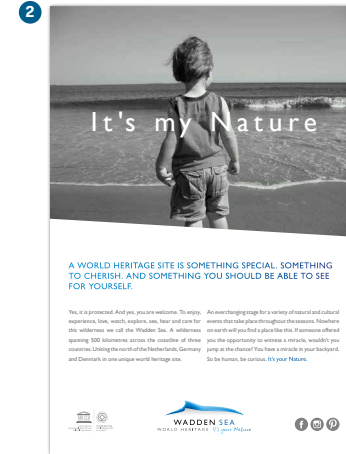
There is still much that needs to be decided about the design of advertising: typography, graphic design, photography.



1 Color photography, bright. Heading spoken by third person (WSWH), making it seem the woman depicted is contemplating her place/role in this fragile piece of the world. This ad is about responsibility.

2 Simple, black and white photography. The heading is spoken by the boy, claiming the Wadden Sea World Heritage, expanding his world.

3 Simple, black and white photography. The heading is spoken by a third person, the gravity of the message changes, becomes more urgent.



It's your Nature

It's your Nature appeals to common sense, human nature, a state of mind and responsibility awaiting to be taken. But also the need of this World Heritage site to be taken care of, to be nourished, cherished, explored and defended.

Adverts always depict a photograph of one or more persons, situated in a part of the Wadden Sea World Heritage. He/she or they may or may not face the lens. They can be lost in thought, or engaged in an activity. So the two visual elements that are always shown are humans and nature.

Headings can be: It's our Nature, It's my Nature, It's her Nature, It's their Nature, etc. Headings can be phrased by a person or persons depicted in the visual

of an ad, or may be phrased from a third person's point of view. The body text refers to the depicted situation and leans heavily on the narrative.

The visual language is yet to be determined. Typography, overall design, the style of photography and whether it should be in color or black and white, or if it should have a certain signature color or effect are matters that need examination and exploring. Should we use one renowned photographer, or should we gather our images from the field, the visitors, the explorers?

On the following pages you will find our first steps in the making of what we believe will become a great campaign.

2.

CAMPAIGNING

A joint campaign in the whole Wadden Sea World Heritage region will sharpen the image of the brand and convey it to an international audience. The BRAND VALUES are at the heart of every communication and resonate in the overall narrative IT'S YOUR NATURE.

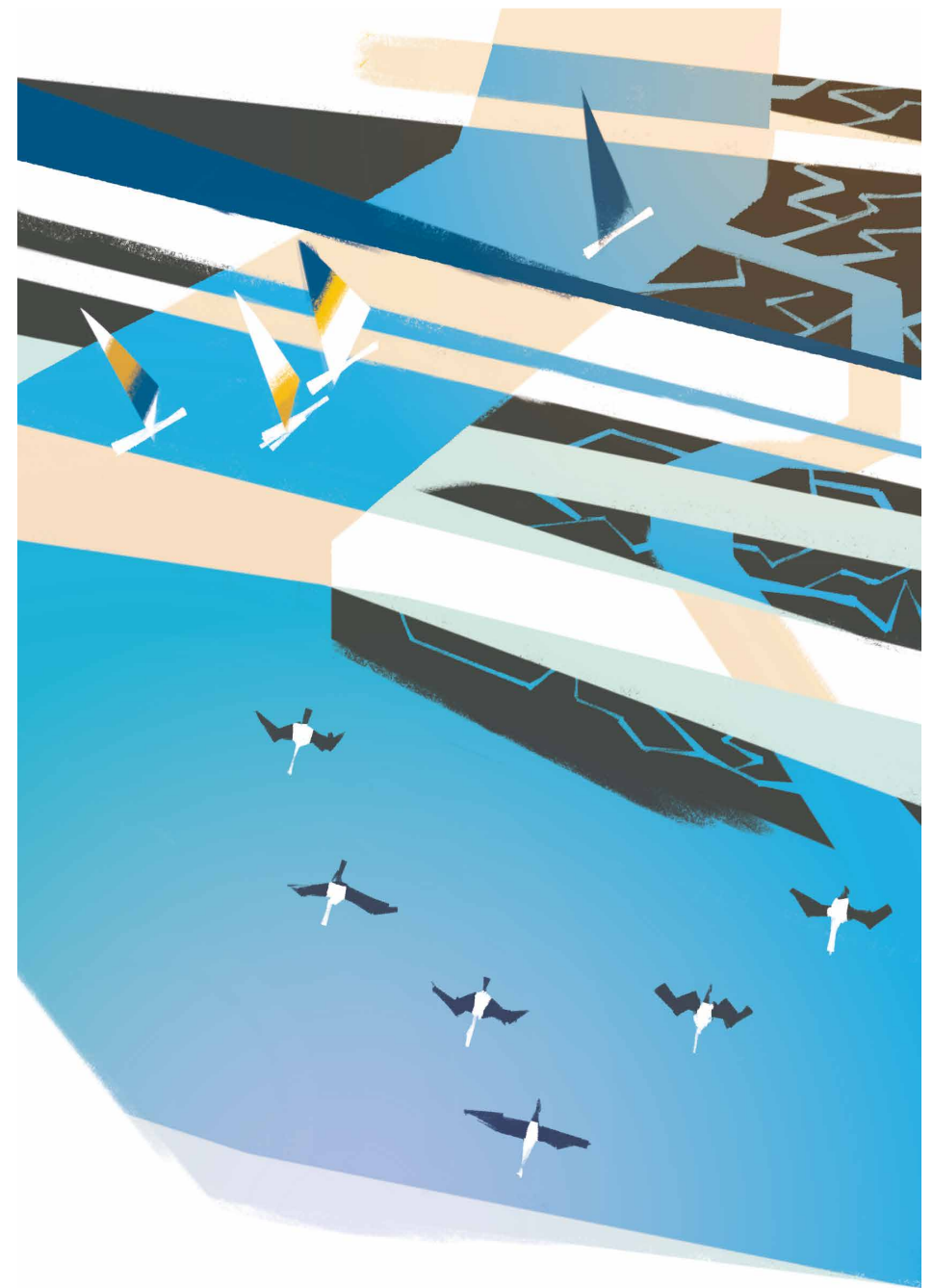
Committed

Humans have always populated the Wadden Sea region. They lived with the tides and seasons and off its natural richness. Only in the past 100 years, our ancestors started to heavily reshape the coastal region according to their needs, and it has only been since the 1980s, that a constant effort has been invested into its preservation. Since then, many people have realized that their actions are of essence to preserve the Wadden Sea. They have to carry nature in their hearts – to protect a unique landscape and ecosystem. So their children and their descendants can enjoy the same inspiring sensation.



Irreplaceable

The Wadden Sea is a unique landscape shaped by the infinite tidal rhythm. It spans three countries and harbours a wealth of biodiversity. More than 10000 species live in the water and the salt marshes, the sand dunes and the tidal flats. It is a huge ecosystem, which is constantly changing and in motion. Plants and animals are influenced by the tides, but they also influence each other and interact. In such complexity and diversity, only one of its kind exists on earth. The unique and dynamic geology and the resulting overabundance of life make the Wadden Sea globally important. Because these unique qualities are well protected as a whole, the Wadden Sea is of Outstanding Universal Value to all mankind.



Inspiring

Massive forces of nature change the face of the Wadden Sea every day. To hike on foot through a mudflat, which was covered in water just hours ago, surrounded by a distant shore and an endless sky; to experience the tides so close-up and tangible may be one of the most astonishing impressions. The ever-changing environment constantly inspires people anew, its smells and sounds, plants and animals, the hidden dynamics which keep it alive. You can spend a lifetime in the Wadden Sea region – there is still something to experience and to learn.



Aims

The joint campaign is designed to condense and enhance communication in the Wadden Sea World Heritage region. Under the tagline "It's your nature", it conveys the whole picture of the trilateral World Heritage cooperation in a way residents, partners and guests can relate to.

Alongside the brand values of the Wadden Sea World Heritage – committed, irreplaceable, inspiring – content is created, chosen and processed for use in all countries. The campaign content will combine information and emotion in a smooth way, to convey the image of the Wadden Sea World Heritage in an attractive and convincing fashion.

All campaign activities have the potential to move the hearts and minds of any person living in the trilateral Wadden Sea World Heritage region. The globally renowned World Heritage brand will become the vehicle to transport the image of the region to audiences far beyond a local or regional scope. In the campaign process, the effects of the joint efforts will become visible on different levels and in different target groups. The main aims are:

- **Communicate the uniqueness of the area**
 - Attract new audiences
 - Strengthen local pride, identification and commitment
- **Bestow knowledge of the natural and cultural environment**
 - Increase involvement among visitors
 - Contribute to the preservation of the area
- **Increase visibility of the trilateral cooperation (one Wadden Sea, one global heritage, shared responsibility)**
 - Increase national and international awareness
 - Help establish trilateral networks and cooperations

Taking Action

The Wadden Sea World Heritage brand will start to communicate, to take action. It will become visible in the trilateral discourse, through its own communication and activities and through clearly defined collaborations with stakeholders.

The agencies work as facilitators for collaboration and a hub for trilateral Wadden Sea World Heritage communication. They will provide their own original content in four languages (Danish, Dutch, German, English) and launch platforms for joint communication. The newly established channels – a microsite, social media channels as well as a magazine – will also be used to share and distribute content from partners and contributors.

Apart from that, the agencies assist in expanding the national and international networks and help with the development, implementation and communication of cooperative projects between partners. In the future, they will also help build relevance through media collaborations, press and public relations as well as joint marketing activities.

A media server will become the backbone for a growing editorial archive, which in itself will be the basis for interesting and attractive Wadden Sea World Heritage content. To ensure constant communication, an address database and a closed communication group (message board) for the project partners will be set up. This will allow the partners to share information and content and help in the distribution of campaign media. The platform also allows for a continuous feedback and evaluation of the campaign – to keep the bird in the air for at least three consecutive years.

Getting Involved

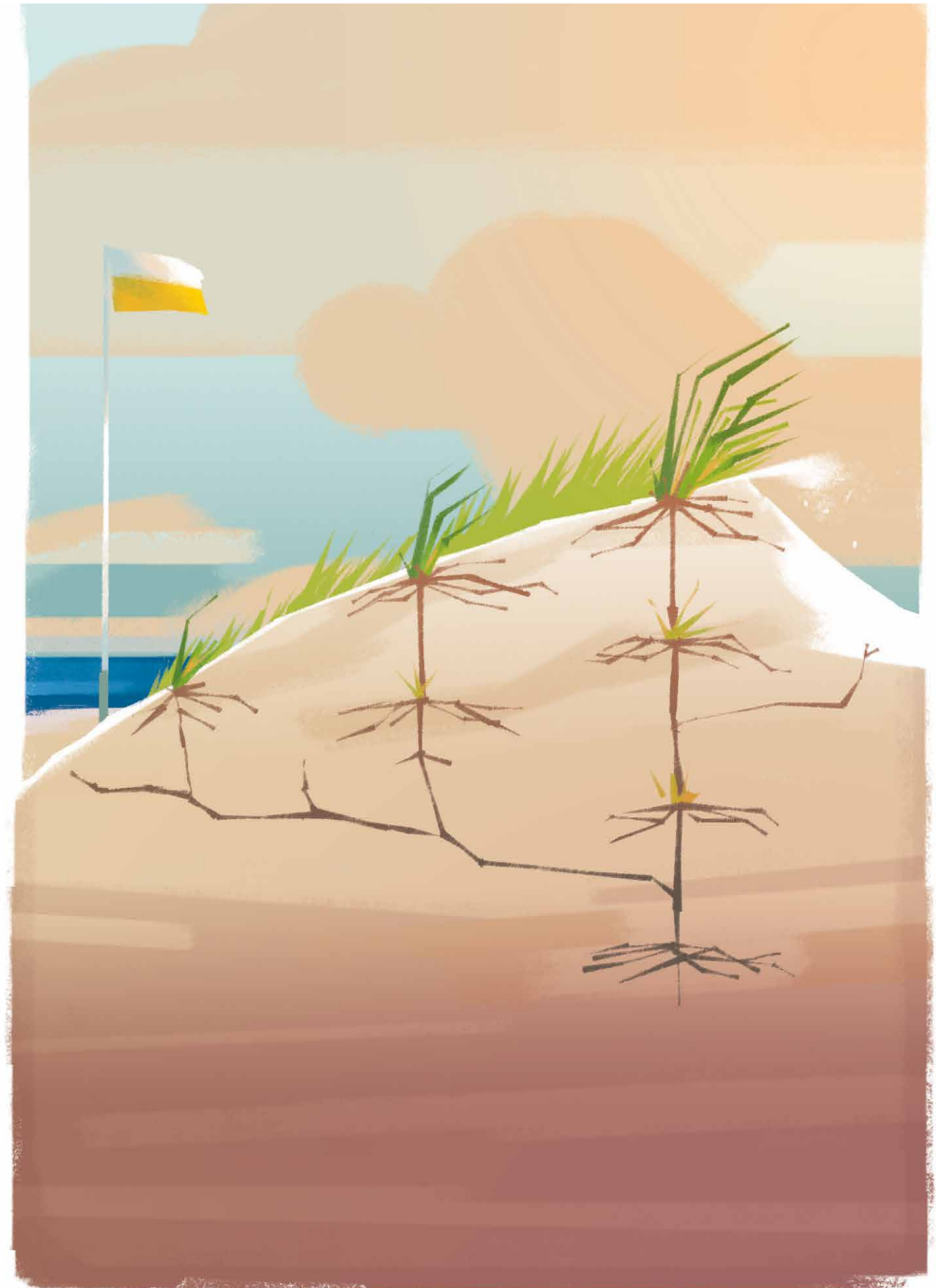
There are already strong, consistent regional and local brands in the trinational Wadden Sea area. The Wadden Sea World Heritage brand aims to become a strong point of reference for them.

The aim is to make it worthwhile, attractive and simple for stakeholders and communicators to engage with the Wadden Sea World Heritage. First simple steps will be to provide quality content related to the Wadden Sea World Heritage which can be shared by the stakeholders. There will also be many opportunities to cooperate in communication – e.g. in social media campaigns (see p. 20ff.).

In the future, the strengthened proprietary media of the Wadden Sea World Heritage will be an attractive place for interested stakeholders to share their stories in turn – for example in the annual Wadden Sea World Heritage magazine (see p. 28f.).

There will also be many opportunities for existing partners to take part in

trilateral activities and events. To identify key partners for potential cooperation will be one of the most important steps in the campaign process. Most likely these potential partners will be from the areas of natural conservation and sustainable tourism. To team up with partners from important regional economies (like fishery or agriculture) or "green businesses" may also be an option, although it has to be considered carefully in regard to the brand values. In the first steps, there will be an emphasis on winning new partners in related fields of culture like music, film, photography and the arts, as well as mutually beneficial media partnerships, which can help to target new audiences. The partners will be involved in joint, trilateral actions (see p. 30f.).



3.

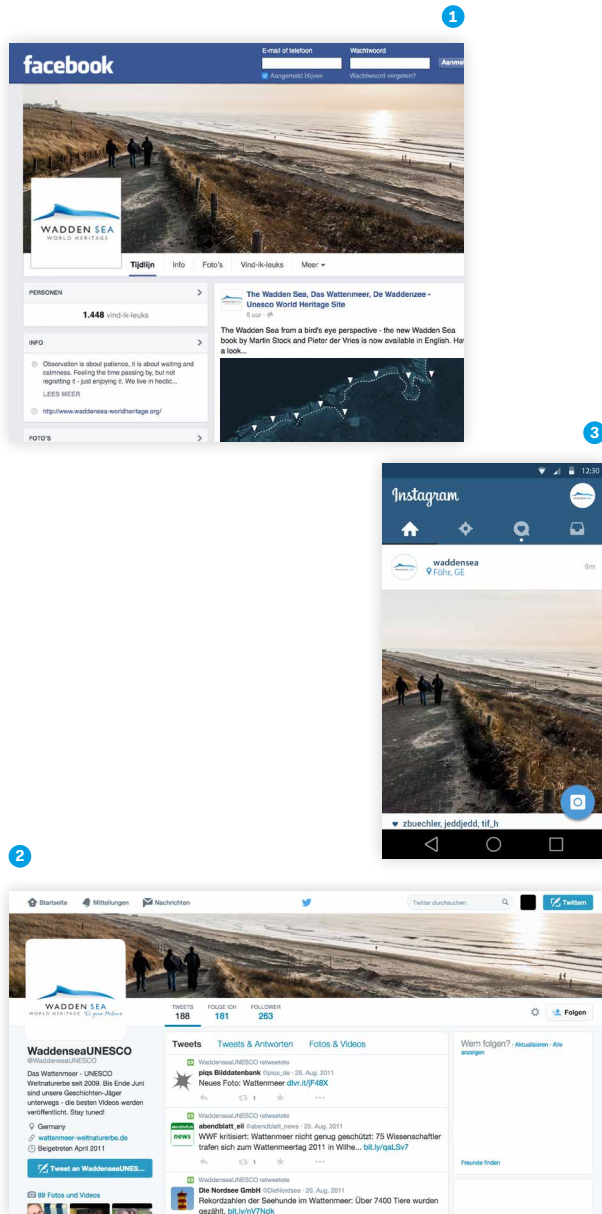
MEDIA

Online Communication

Constant and consistent online communication will be the basis for building the Wadden Sea World Heritage brand. Through the use and development of different channels and platforms, online communication will increase awareness and involve stakeholders, partners, residents and visitors in a mutually beneficial discourse.

A clear set of communication guidelines will complement the existing visual and branding guides and help convey the brand values in all communication channels. Each individual communication has to provide knowledge of the Wadden Sea World Heritage and has to arouse the recipients' emotions. All content should invite to interaction with the brand, for example in providing opportunities to respond or comment or take part in it. Content can relate to the Wadden Sea World Heritage in different dimensions:

- It represents a unique natural area of global importance
- It represents the constant interaction between nature and culture in the area, that forms a distinctive landscape with diverse communities and sights
- It represents a habitat with professional and economic opportunities linked to the rich and unparalleled treasures of nature



Channels

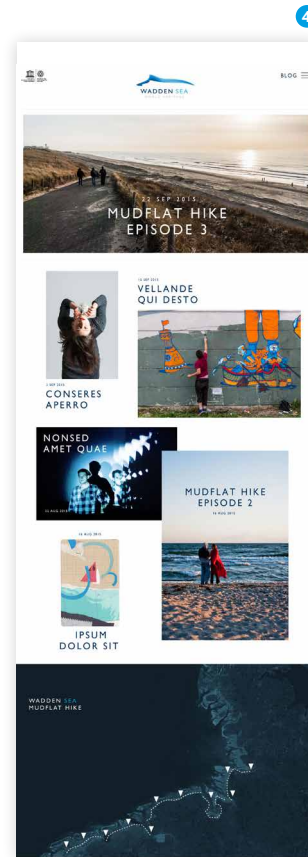
SOCIAL MEDIA CHANNELS

The existing social media channels will be relaunched. Facebook **1** becomes the basis for community building and integrating communication with partners, e.g. through a shared partners page. The Twitter account **2** will be used for more active and news – like communication. We also add the image-friendly Instagram **3** to the mix. All channels will be managed by a professional editorial team that will ensure constant communication and engages with partner channels and the community.

All channels will be systematically internationalized. Facebook and Twitter communication will be mainly visual, necessary explanations will be in English. All partners in the regions will be catered for with texts in their respective languages (German, Dutch, Danish) so they can easily regionalize communication in their own channels.

LANDING PAGE

Apart from the Social Media platforms it is necessary to have a few places of your own for an untamed brand experience. A new landing page for the existing Wadden Sea World Heritage website will add some extra value without raising supervision expenditures. The page automatically visualizes the water gauge and tides in the Wadden Sea World Heritage area on an interactive map. An integrated newsblog **4** will be the aggregator to constantly re-blog the content that is spread through the different channels. The landing page will mainly be a tool to arrange and channel social media communication in a simple stream and in galleries. It will later be used to share event related activities as well.



Content

OWN ORIGINAL CONTENT

The Wadden Sea World Heritage will provide content for institutions, entrepreneurs, fans and other parties. The focus is on stories only the Wadden Sea can tell. They appeal to people's curiosity and thereby link information and attraction. The stories will be bundled in a different way for each channel. The result is high quality content which is tailored to different channels and the respective audiences and which encourages people to like, share, comment or participate in a different way.

EXAMPLE

Small worlds 1

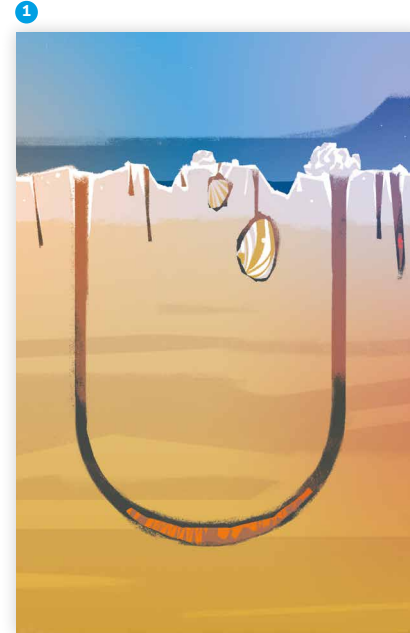
The lugworm is a hidden creator. It stays at the bottom of its U-shaped burrow, where it continuously processes sand and mud through its body. It lives on invisibly small microalgae and bacteria in the sediment. The secret work of about a billion lugworms gives the surface of the tidal flats its characteristic look.

Landscapers 2

Marram grass is the glue of the dunes. It has thick, deep roots that allow it to grow on sand. The tussocks prevent the wind from blowing away the sediment – so it accumulates wherever Marram grass starts to grow. This leads to the emergence of dunes and the characteristic coastal landscape, which again forms the habitat for hundreds of species.

Forces of nature 3

The Wadden Sea is a vast geological and ecological system in itself. But still it is influenced by forces that do not even originate from our planet. The interplay of gravitational forces between earth and moon induces a global "water bulge" called tides. Twice a day, this extraterrestrial interference moves an average volume of 30 cubic kilometres of water back and forth in the Wadden Sea region.



CONTENT

Apart from posting own original content, the Wadden Sea World Heritage will also share content that is provided by its partners and other parties ¹. The content will be curated based on its relevance to the World Heritage brand, its quality and visual appeal. It will be spread under common hashtags. During the summer seasons, the social media team will prepare campaign-like activities that involve testimonials and as many partners and fans as possible. They will be pushed by a reasonable media buy, in order to get the potential to spread online. The aims are to support the relevant stakeholders in the three countries and to form an international community around the Wadden Sea World Heritage brand. The agencies curate existing content and channel it by using hashtags: #waddensea #itsyour-nature #swwh plus country specific hashtags ². They interact with the community and invite them to share their stories ³. Finally, they start own activities like contests or even real life activities like instameets.

Getting involved

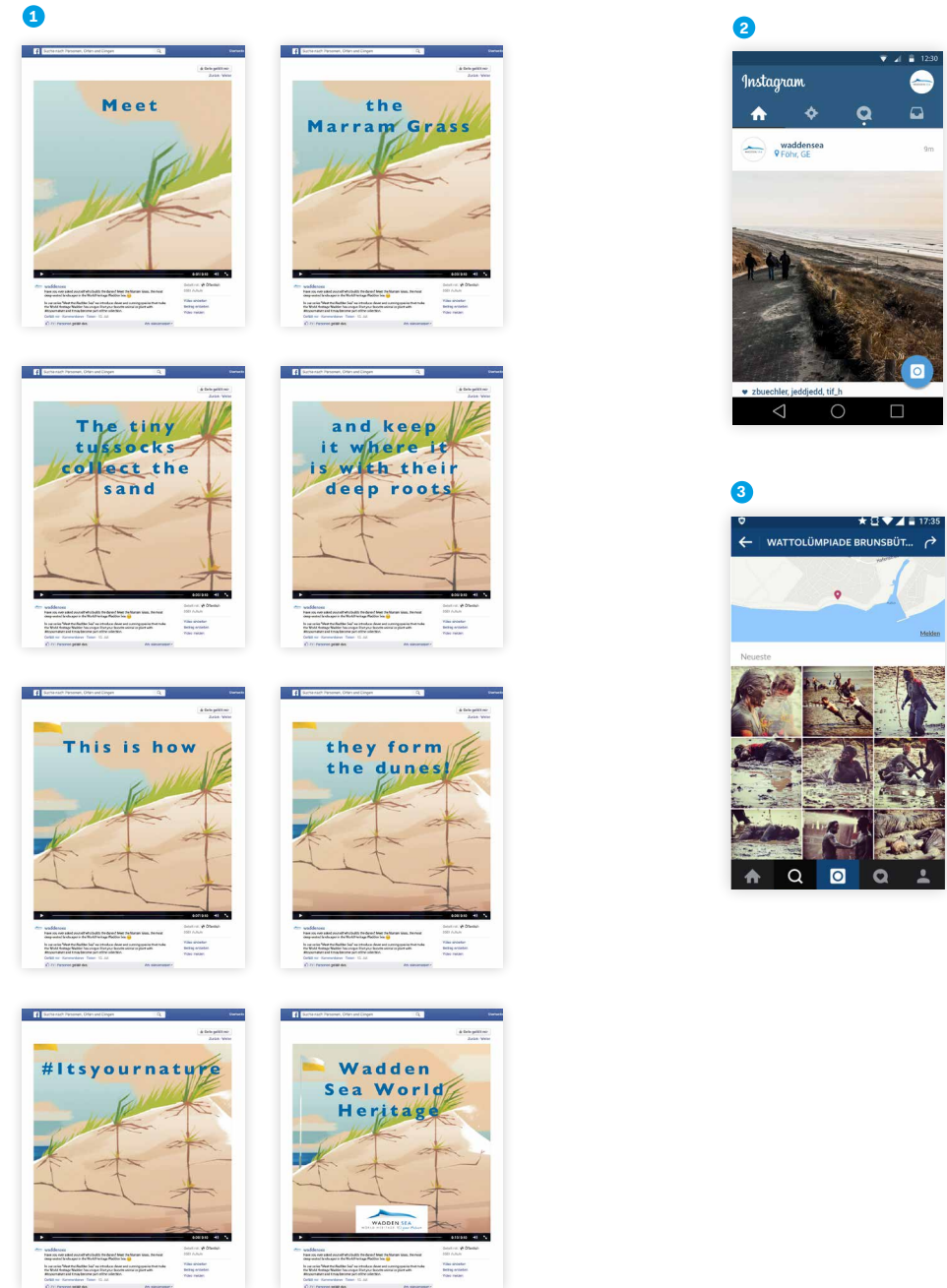
The agencies will provide the means for successful online communication and a framework that enables collaboration without a lot of cost or effort.

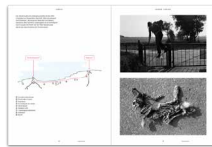
AGENCIES

- Develop formats
- Produce content (e.g. texts, translations, imagery)
- Distribute across social media channels
- Translate shared content

STAKEHOLDERS AND PARTNERS

- Share insights into their topics and ideas – as a basis for content production
- Share World Heritage content in their own channels
- Provide content for joint social media activities – with minimal effort





Wadden Sea World Heritage Magazine

One of the main communication tools of the campaign will be a printed magazine focussing on nature and culture in the Wadden Sea World Heritage region. As a well-produced paperback printed on quality material, it stays appealing and up-to-date all year.

Content

The compact publication will dig deep into topics related to the Wadden Sea World Heritage and show the way of life in the coastal region. It will document the campaign activities and channel communication of the partners, thereby creating identification and cohesion amongst them. The magazine also introduces upcoming campaign events alongside portraits and reports dealing with topics like travel, music, architecture, literature or art. It is supplemented by short reports and announcements from the different regions.

Distribution

The magazine will be published in four editions – German, Dutch, Danish and English. All partners will have the opportunity to buy into each edition as a sponsor or to order copies for a very low price. Since the magazine is high quality advertising material for the whole region, distribution is mainly focused on the network of partners. In a best-case scenario, every bookshop, ferry terminal, holiday apartment or tourist information office will distribute the magazine, and people will be able to find it in almost every home in the Wadden Sea World Heritage region. Tourists are invited to take it home and stay in touch; and it can also be sent to other marine World Heritage sights and partners around the world to foster cooperations.

Getting involved

The agencies will create and produce the magazine and coordinate with stakeholders for buy-in and distribution options.

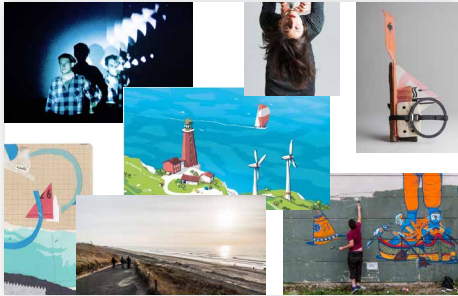
AGENCIES

- Do editorial work and coordination
- Handle media production
- Handle distribution

STAKEHOLDERS AND PARTNERS

- Can buy into the magazine as sponsors
- Appear as featured stories
- Use and distribute the magazine for self promotion

1



2



Cultural Route "Mudflat Hike"

The Wadden Sea World Heritage invites artists, musicians and authors to experience life with the tides in the front row. During a two month long artist residency, they stay in a special place close to the coast. After their stay, the products of their work will be presented in a travel exhibition along the whole coastline from Den Helder to Esbjerg.

Residency

There will be at least one participant from Denmark, Germany and the Netherlands and the residency will be held in three locations, one in each country. The participants will get in touch with people and places in the areas, visit existing landmarks or create new ones with material both found or brought along. The residency opens up new perspectives on the familiar lebensraum and biosphere through the attraction of the participants' work. Through collaborations with artists, creatives and other institutions in the area, like local providers of tourism and partners of the Wadden Sea World Heritage, the regional structures will be strengthened directly. The stay of the participants is documented online on the website and in social media as well as in the annual magazine alongside the products of their stay. ①

Cultural Route

The residency is followed by a series of exhibitions along the coastline. The route for the exhibitions will be prepared in collaboration with existing artists networks and other regional partners. Each vernissage features a small event like a film screening or lecture. Selected media partners will accompany the events. The whole series will be communicated as a joint effort, a cultural route that unites the whole Wadden Sea World Heritage region. ②

Getting involved

The agencies will coordinate joint activities and provide assistance in implementation and media relations. Stakeholders and partners take part in various ways.

AGENCIES

- Handle application and selection process for residencies
- Provide overhead planning and coordination
- Assist in implementation
- Coordinate media relations

STAKEHOLDERS AND PARTNERS

- Host an artist and become the centre of constant coverage in Wadden Sea World
- Host an exhibition and get mentioned in Wadden Sea World Heritage Media
- Sponsor goods or money for a residency or an exhibition and get mentioned in Wadden Sea World Heritage Media
- Profit from joint PR

It's your nature

Wadden Sea World Heritage
Image Campaign 2016–2018

MerkMakers

info@merkmakers.nl

Amsterdam office
De Ruyterkade 7
Amsterdam

Leeuwarden office
Arendstuin 46
8911 ET Leeuwarden

Die Brueder

info@diebrueder.com

Berlin office
Kinzigstr. 28
10247 Berlin

Hamburg office
Stockmeyerstr. 43
20457 Hamburg

European Union



The European Regional Development Fund



The Interreg IVB
North Sea Region
Programme

