



*Love*  
**LEVENMOUTH**

*Make memories by the sea*

Fife

# THE CAMPAIGN

## Love Levenmouth Make memories by the sea

A new consumer marketing campaign developed by Welcome to Fife and funded by the UK government through the UK Shared Prosperity Fund. It has been created to promote Levenmouth as a day trip and short break destination to extend the visitor season and build consumer footfall, spend and demand in a sustainable and responsible way.

### Levenmouth Rail Link 2024

The campaign will also promote the re-opening of the Levenmouth Rail Link on 2nd June that will see two new stations open at Cameron Bridge and Leven. The reinstatement of the rail link will provide the area with a major boost to economic sustainability and connectivity, as well as providing new travel links for visitors to explore the area using more sustainable travel methods. Daily trains to/from Edinburgh will connect Levenmouth to the capital city in around 1hr15mins.

### Content themes

There are five main campaign content themes:

- FAMILY ADVENTURES
- FOOD & DRINK
- HERITAGE & HISTORY
- WALKING
- GOLF



Fife



# CAMPAIGN MESSAGING

Discover a beloved seaside destination and make memories by the sea. Uncover a fascinating area where rich history and heritage combine with a thriving artistic culture to create an inspirational place to explore amongst beautiful coastal scenery and lush greenery.

The video, reels and online content will take the visitor on a journey of discovery by showing a range of experiences throughout Levenmouth, both better known and hidden gems, to portray some of the simple pleasures of a visit here, and the joy of being outdoors in Levenmouth's natural playground.

## CALL TO ACTION

Make memories by the sea  
#LoveLevenmouth

Fife



# CAMPAIGN ACTIVITY

## The campaign will be activated via:

- Paid social media and digital advertising campaign: Meta, YouTube and Google
- Digital, social and print advertising campaign with The Scotsman
- Blogger and travel writer activity with Robin McKelvie and Graeme Johncock

## TIMINGS

Activity will run from 16th February - 7th April

Fife

# HOW TO GET INVOLVED

## LET'S WORK TOGETHER

The best way to ensure people Love Levenmouth and add it to their must visit destinations is to make a noise loud enough for people to hear. So, let's work together and join up our digital and social voices to promote our new campaign, and our beloved area, as far and wide as possible.

### [welcometofife.com/levenmouth](https://welcometofife.com/levenmouth)

Our campaign landing page is the starting point for inspiration and signposting to help potential visitors plan their next day trip or short break to Levenmouth. Please promote it on your digital and social channels.

### #LoveLevenmouth

Please use the campaign hashtag on any relevant posts you make across your social channels during the campaign period. This will mean we can easily see your posts and share them across our channels, and we can make it easy for users to follow curated Levenmouth content.

## TAG US

Please tag us [@welcometofife](https://twitter.com/welcometofife) in any relevant social posts so we can share your posts across our channels



# HOW TO GET INVOLVED

## VIDEOS & REELS

We've created a new campaign video and suite of reels that are available to download. Please download them and share on your social media channels.

## DOWNLOAD VIDEOS & REELS

- [Full-length video](#)
- [Short social media video](#)
- [Family reel](#)
- [Food & drink reel](#)
- [Heritage & history reel](#)
- [Walking reel](#)
- [Golf reel](#)

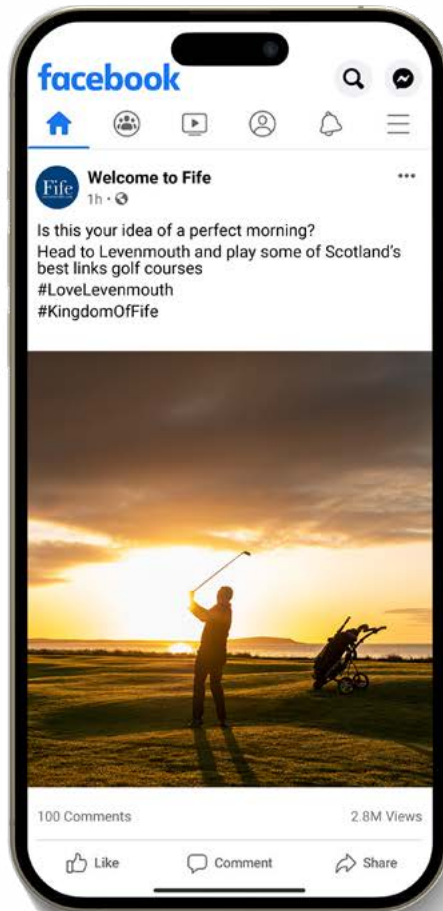
## IMAGES

We've curated a collection of Levenmouth photography that you can use and share on your social media channels.

- [Download images](#)



# HOW TO GET INVOLVED



## EXAMPLE SOCIAL POSTS USING #LoveLevenmouth

Incorporating the campaign messaging into your social media content is easy, here are a few examples for inspiration





**Thank you for your support and help in encouraging visitors to #LoveLevenmouth and Make memories by the sea.**



This project is funded by the UK government through the UK Shared Prosperity Fund.

