BUSINESS TOOLKIT

FEEL FULL OF FIFE



A toolkit for businesses

Help people feel more. Give them more reasons to visit.
Make Fife part of their story.



BUSINESS TOOLKIT

A practical guide to bringing the Feel Full of Fife campaign to life through your customer experience, your business and the way you promote what you do.

INTRODUCING THE CAMPAIGN

Let’s help more people feel full of Fife.

Feel Full of Fife is a destination campaign, led by a TV advert voiced by Dougray Scott, extending throughout digital channels, paid social media campaigns, press trips and content creator visits highlighting everything The Kingdom has to offer.

The campaign celebrates the experiences, places, people and flavours that make Fife a hidden gem tourist destination.

From a brilliant local meal to a coastal adventure, a visit with a maker or an unexpected stop along the way, it’s about giving people more reasons to come, stay longer and explore more.

Experience more

Show what visitors can see, taste, try and do.

Feel more

Share the people, stories and moments that make Fife special.

Explore more

Encourage visitors to look beyond one place or experience.






SCOTTISH
SEASIDE
SAUNAS







Your business is part of the feeling.

Feel Full of Fife isn't about making every business sound the same. It's about recognising what makes yours distinctive and helping people appreciate it. Here are some easy wins for your business.



YOUR BUSINESS

Food and drink, makers and retailers

Food and drink

- Highlight local ingredients, signature dishes and seasonal specials.
- Introduce the producers, suppliers and people behind your menu.
- Use photos and video to bring flavours, preparation and atmosphere to life.
- Give people a reason to visit, from a new dish to a tasting or special event.

Makers and retailers

- Show how products are made, sourced or selected.
- Share the story behind your materials, inspiration and creative process.
- Introduce the people and skills that make your products distinctive.
- Show how customers can visit, browse, meet the maker or try something themselves.





YOUR BUSINESS

Things to do and places to stay

Activities and attractions

- Show people what they can see, do, learn or try for themselves.
- Capture the experience in action through photos, video and customer stories.
- Highlight seasonal activities, upcoming events and experiences for different audiences.
- Include practical details such as prices, availability, age suitability and booking information.

Accommodation

- Showcase the details that make a stay special, from thoughtful touches to standout views.
- Help guests picture their visit with photos of rooms, facilities and the surrounding area.
- Recommend nearby places to eat, local businesses and experiences worth adding to their trip.
- Promote seasonal stays, local packages and reasons to stay an extra night.



YOUR BUSINESS

Independent businesses

- Share the personality, people and local stories behind your business.
- Highlight what makes your offer different and why it's worth a visit.
- Show your connection to Fife through local products, partnerships and recommendations.
- Give people a reason to stop by, whether it's something new, a personal recommendation or an experience they won't find everywhere.

Recognise what makes yours distinctive, and help people appreciate it.

BRING FEEL FULL OF FIFE TO LIFE

Use the language of energy and curiosity

taste | try | make | meet | explore | discover

Make it your own

- Use words like these to reflect the experiences Fife offers.
- Connect your story to the bigger picture of the people, places, flavours and experiences that make Fife special.
- Keep the message consistent. You don't need the campaign name in every post, but the joy, discovery and joie de vivre should come through where it feels natural.

Show what makes Fife special

- Capture real people, products, places and experiences connected to your business, like suppliers or customers.
- Bring out the details: local flavours, hands at work, coastal strolls and the moments worth coming back for.
- Use clear, authentic images and videos that reflect your business and Fife's character.

WORDING PROMPTS

Give people a taste of Fife

Here's some examples of ready-to-use creative starting points for your website and social posts. Add your own flavour to immerse people in Fife life.

MAKE MOUTHS WATER

"Fresh from **[local source]**, served at **[business name]**. Come for **[dish or product]**, but stay for the **[what makes it special]**."

LET THEM IN ON THE PROCESS

"Feel the **[texture]**, hear the **[sound]**, see **[product]** take shape. Step inside **[business name]** and discover the **[craft behind the creation]**."

PUT THEM IN THE MOMENT

"Sea air, sandy toes and **[experience]**. Find your kind of Fife at **[location]**. **[Practical details]**"

WORDING PROMPTS · CONTINUED

Give people a taste of Fife

BRING YOUR PEOPLE TO THE FORE

"Meet **[name]**. Hear their story, discover the passion and get to know the person behind **[product or experience]**."

SPARK A LITTLE ADVENTURE

"Start with **[experience]**, and follow it with **[local food, place or activity at your business]**. Make a day of it in Fife."

Tip: Don't just tell people what you offer. Help them picture the flavours, sounds, textures and moments that make it worth experiencing.





COLLABORATION

More Fife to share. More to discover.

A local flavour, a maker's craft, a coastal adventure, a night away. Together, these experiences tell a richer story of Fife, and give visitors more reasons to explore, spend and stay longer.

Join up experiences

Pair your offer with a nearby place to eat, explore or stay.

Share the story

Tag local businesses, repost their content and celebrate what's happening across Fife.

Create something together

Team up on events, offers, tastings or shared itineraries.

Keep visitors exploring

Recommend the next stop and help them discover more.

Why get involved? Reach new audiences, support local businesses and add your voice to a campaign that puts Fife on the map.

Feel Full of Fife

TAKE ACTION

Start small. Make it meaningful.

You don’t need to change everything at once. These resources help you promote the Feel Full of Fife campaign, and your business, in some simple ways.

01

Campaign graphics

These can be used across your socials to support the campaign. The campaign logo is also in there, so you can create your own FFOF branded visuals.

Link to graphics

02

Social templates

Use these overlaid on top of your own photography to become an active part of this campaign.

Link to social templates

03

Videos and cutdowns

You'll find the full suite of videos in here, in several formats. These can help you promote the campaign and your sector, e.g. hospitality, nature, heritage, etc.

Link to videos in various formats

Feel Full of Fife isn’t just a message to share. It’s an experience we can all help create.



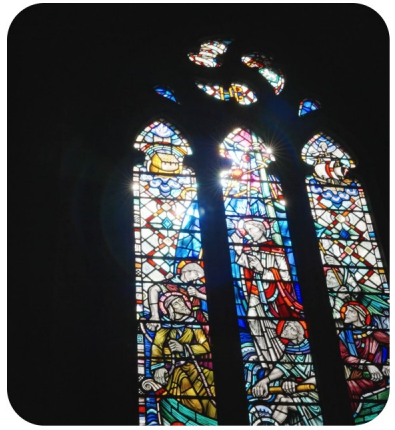












Your story is one part of it. Together, we bring it to life.

Fife
welcometofife.com

Bring your personality, skills and ideas to the campaign.
Show people what makes your business worth
experiencing, and give them another reason to visit.

HELP PEOPLE FEEL MORE BY GIVING THEM MORE REASONS TO VISIT



FEEL FULL OF FIFE

