CAMPAIGN TO KEEP THE WORLD OF TRAVEL CONNECTED

• The Long Run’s #NatureNeverStops campaign hopes to encourage those left in the field to share stories and inspiration
• Content must be uploaded tagging #NatureNeverStops and @thelongrunorg
• We’ll be sharing stories across social media and blog posts
• While the tourism industry is on a forced pause, hundreds of tour guides, rangers and committed team members remain out in the field
• This campaign hopes to join the dots - provide content to fuel wanderlust, ignite hope and keep the dream alive
MAKE AN IMPRESSION

PERSONAL, EXPERT, COMMITTED

• A personal account
Make the viewer feel privileged to be hearing such a personal account and perspective - a rare glimpse into inner-workings

• Expert insight
A great opportunity to showcase expert knowledge that might usually be sidelined/kept back of house - lesser-known species, intricate ecosystems, culture, sustainability

• Prove that commitment underpins everything
We want to remind everyone why travel is a force for good and how committed every single team member is whether gardener, house-keeping, chef or ranger
Simple shots of beautiful places
So many people are trapped at home and nature can provide some refuge -- changing seasons, continuity of wild places

Inspiring stories
People want to hear and see the good — species back from the brink, culture revived, landscapes protected. Think about The Long Run’s 4Cs: Culture, Community, Conservation and Commerce

Messages of hope
Whether observations of how nature is thriving in the quiet or milestone projects and achievements to celebrate, we’d like to share stories that instil hope
To identify a story consider: Would you be interested to hear about this? Is it providing a new insight? Does something exceptional happen? Is it an unusual take on something we know well? Are characters warm and interesting; do they express themselves well?

Check relevance: At the moment, we want stories that aren’t specifically about coronavirus but reflect the coronavirus situation.

Look behind the scenes: Exuding commitment to The 4Cs, these are often some of the strongest stories from Long Run properties.

Set the scene: Always remember to include WHO, WHAT, WHERE, WHY & HOW in your text. Give the film or image context and detail, esp. if you post on Instagram.

Themes that work well for armchair travel: Architecture and design; Gardening; Cooking tips and recipes; Songs / music playlists from your part of the world; Wildlife; Sustainability; Conservation.
TOP TIPS FOR PHOTOGRAPHY FROM STEVIE MANN, STEVIE MANN PHOTOGRAPHY

Download presentation here
GT Film & Media’s video for The Long Run

Listen to 10 min tutorial here
GET INVOLVED

CONTACT
Email media@thelongrun.com or visit www.thelongrun.org/natureneverstops/

TAG TO JOIN THE CAMPAIGN
#NatureNeverStops
#InItForTheLongRun
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