

# PROMOTING STRONSAY — PROGRESS UPDATE

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From the Promoting Stronsay Group  
on behalf of the Community Council and Development Trust

The key design elements for promoting Stronsay have been completed by Ignition, the Edinburgh marketing company who visited Stronsay for several days in February. These include a logo, a style of writing and photography and a strap line which describes Stronsay in 5 words. Ignition have also written a 25 word version and a longer version for our use in all future publicity.

The reason we need these is that to make anything memorable, the message has to be consistent: repetition is key. A search of literature and websites showed that Stronsay was mentioned with so many different styles that it was hard to know the same island was being referred to.

The Vat of Kirbister is often the only attraction mentioned on Stronsay. In the last few years we have had many developments like;

- ... the Storehouse B&B
- ... the Fishmart
- ... Craftship Enterprise
- ... several craft businesses

... most of these do not appear on visitor information leaflets or websites. Very little is mentioned about all our other facilities such as shops, post office, healthy living, swimming pool etc.

Both Radio Orkney and VisitOrkney have been out in the last couple of weeks to do features on Stronsay as a direct result of contact with Ignition. The new website content, all the words and photos have been managed by Ignition and we are just waiting for Orcadia, the Mainland web designer, to finish constructing the website. A brochure is being designed which brings together in one place everything that is good about Stronsay.

To gain extra publicity we will be having an official launch of the “new look” Stronsay. This will involve the press, local radio and all the visitor websites such as VisitOrkney and VisitScotland. This again will be managed by Ignition.

The group would like Stronsay residents to be the first to see this “new look” so we will be organising a preview event a day or two before the official launch.

As soon as the website is finished we will be able to set a date for this meeting and the launch, so will be back in touch soon.