



# Tourism Ireland corporate reports

Working with Tourism Ireland to create  
a series of truly striking reports

From 2005 to 2007 DesignTactics worked with Tourism Ireland to create a truly striking series of Annual Reports. Such reports are not often renowned for their graphic flair, but these were different. Because Tourism Ireland operates exclusively abroad – marketing the island of Ireland overseas - they wanted these Annual Reports to showcase their new global advertising campaign. The aim was to allow stakeholders in this country get a more tangible sense of their work worldwide.

Margaret O'Reilly, Head of Corporate & Industry Communications of Tourism Ireland, explains: "Tourism Ireland is responsible for marketing the island of Ireland overseas. We don't actually operate within Ireland, and as a result, not much of what we



do is actually seen here. One of our challenges is to keep stakeholders here updated on our activity in key markets, and the 2005 Annual Report gave us the opportunity to profile the new global advertising campaign."

DesignTactics responded to Tourism Ireland's dual objectives with a creative, high-end and ambitious approach to the report's layout: "They devised a design which incorporated gatefold – a double A4 page – it meant that our photos were used to really striking advantage." Creating a design that gave photography such a central place was really important: "We had a whole new suite of images and advertisements that were being shown in leading markets across the world, and we wanted to

showcase them to stakeholders." Ania from DesignTactics worked closely with Tourism Ireland on the project. "Because the brief was really quite open, we had room to be creative, to elevate this from previous reports and make it quite special." This allowed for an innovative multi-textured approach to the design: "We created it in US letter size, which is fatter and smaller than A4. It's full colour throughout, with eight pull-out sections, that are, in effect, triple pages. These pages gave us the chance to include some fantastic photography that linked in with Tourism Ireland's existing campaign, so the annual report was actually used as an element of marketing communications." But it wasn't just about photography.



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DesignTactics wanted to create a document that felt luxurious and stand-out: “It’s also very tactile,” explains Ania, “the back accounts section is printed on different stock, a range of intricate print finishes were used throughout, and the cover featured an engaging UV varnish.” On this project, the

ambitions of Tourism Ireland enhanced what was possible, and the finished product was a real testament to those standards.

DesignTactics also worked hard with Tourism Ireland to enhance the accessibility and style of the document. All agreed that

the copy content of the Report required a greater injection of emotion and marketing-led messages than a traditional report. The aim was to creatively manage and structure the textual information and the new campaign visuals in an engaging and integrated solution.



*For their most recent report, Tourism Ireland asked us to create a design which was optimised for viewing on-screen, rather than as a printed publication. This was to reduce the print costs and carbon footprint associated with the report, and allow for late edits to be made closer to their publication date. The end result wasn't just a print document viewed on a computer - it was an interactive report that was smarter and easier to navigate than the printed version: We introduced links between sections, live content pages, automatic click-throughs on e-mails, and crafted a noticeably more accessible accounts section. The end-result was judged to be a great success - and can be viewed in full by clicking [here](#):*

Throughout the project, DesignTactics encouraged a less-reverential and rigid treatment of the content, which allowed them to break up the statutory communications with emotive messages and visuals.

Tourism Ireland's Annual Report is supplied to stakeholders throughout the tourism industry, as well as government departments, libraries, third level colleges and the like. It is also available on request to

the general public. For Tourism Ireland, the 2005 Report was very well received, with superb feedback from stakeholders.

As for the process of working with DesignTactics - what was Tourism Ireland's experience? Margaret explains the context in which the Report came to fruition: "When we're working with outside contractors such as DesignTactics, we're relying on them to be really committed to our projects, because our

internal resources are so tight. On this project, we found great commitment, close involvement and reliable support: With DesignTactics, there is a really excellent level of support. Their attention to detail on client service is very strong, and that's definitely one of the pleasures of dealing with them," says Margaret, "but ultimately, it's about the final product - and that certainly came through."