

# Helping you through coronavirus with brand awareness and creativity

A crisis can divide us, if we allow it, or it can unify us. In times of hardship, particularly so exceptional, there are those that care only for themselves and others reaching out to wider communities with compassion.

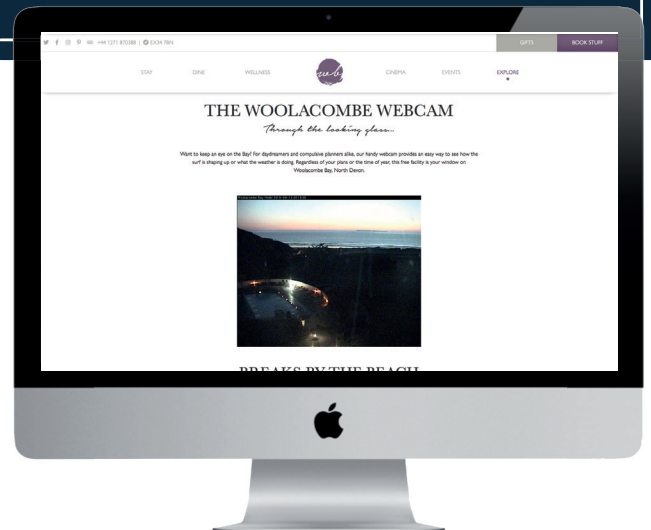
At Clockwork, we strongly advocate solidarity. We are part of the hospitality community and have been for almost 30 years. We care deeply about your business and our industry. Therefore, we want to help you, with pragmatic and creative ideas to keep your brand awareness afloat during and after coronavirus.

Below is our first round of ideas, to be built upon as the UK hospitality industry skilfully evolves with the changing times. For ease, we've organised them into sections for hotels, spas, and holiday parks. These are mixed content ideas, including social posts, blogs, videos, classes, tips, and competitions.

## HOTELS

### Social post ideas

- "Beach will be waiting"/ "sunset will be waiting" with a beautiful photo of a local beach (#ComeBackLater #StayAtHome)
- "The wild fields will be waiting" with a beautiful photo of local countryside (#ComeBackLater #StayAtHome)
- Prize draw: guest memories shared on Facebook with a prize for the best photo (Gift voucher to be redeemed later)



### Virtual postcards

- Webcam: provide a live feed of a local beach or local countryside
- Live feed landing page: a page sharing interesting live feeds (zoos, aquariums, wildlife, landscapes, beaches etc)
- Encourage previous guests to share their memories using a specific hashtag (e.g. #IOSMemories)



### Facebook & Instagram Live

If you have access to picturesque scenery for your daily exercise session livestream some of your walk to Facebook and/or Instagram—people less fortunate in their isolation environments will appreciate the escapism.

## Blogging

- Healthy and easy recipes and creative ways to use up what's in the cupboard
- FREE wild food–foraging tips–what's in season, where to find it, what to make from it (for example, wild garlic is in season now)
- Places to visit post isolation/ staycation bucket list
- Wedding tips/venue tours



## Videos



- Gym/workout tips and fitness plans for self-isolation (if no garden, how to stay fit indoors)
- Interactive recipe - easy recipes and video method
- Virtual tour of wedding venue

## Quizzes

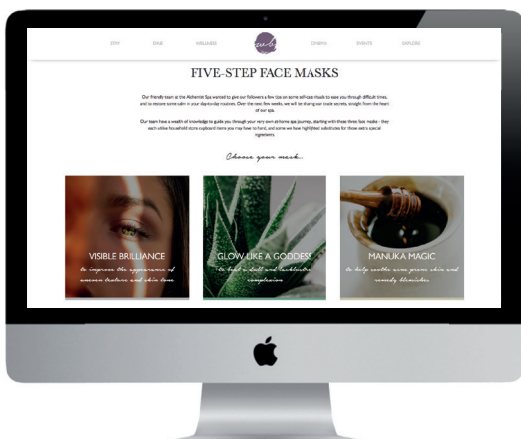
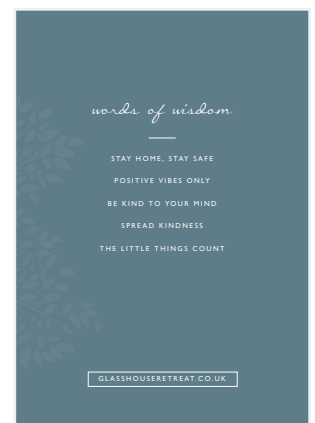
- Run local area quizzes or food and drink ones



## SPAS

## Wellness guide

- Downloadable pdf content: Little book of wellness (a holistic guide to health and wellbeing)

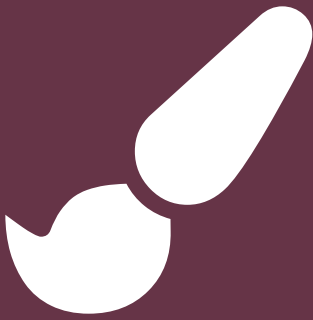


## Blogging, social and video

- Daily wellness itineraries (how exactly to stay healthy in body and mind)
- Tips on how to make your own mud masks/ DIY soap/ DIY hand creams
- Ikigai (quiet self-reflection and finding your passion in life)
- Daily meditation (a break from screen-time)



## HOLIDAY PARKS



### Child-friendly Competition

- A landing page on your website with downloadable printable colouring competition
- Offer prizes to the best entries
- Encourage parents to share on social



### Blogging, social and video

- Family arts and craft tutorials (ingenious uses for around the house materials etc)
- Online magic tricks
- Virtual bingo
- Daily anagrams and word searches
- Family baking classes and tips

## APRIL SPECIFIC

### National Days

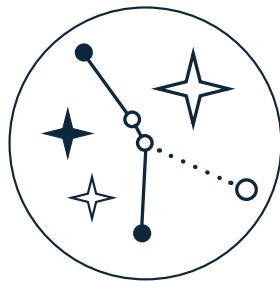
- National Pet Month
- Good Friday - 10th April
- Easter Sunday - 12th April
- Easter Monday - 13th April
- National Tea Day - 21st April



### Competitions

- Pet pageants - prizes for the prettiest pet
- National Tea Day - win an afternoon tea voucher to be redeemed later
- Easter - an online Easter egg hunt





Clockwork  
MARKETING

**We'd love to hear from you**

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