AUCHINDRAIN
STEP INTO SCOTLAND'S PAST

AUCHINDRAIN
A PLACE IN SCOTLAND'S HISTORY

AUCHINDRAIN
A CASE STUDY
Auchindrain lies six miles south of Inveraray and is the only township to survive, substantially unaltered, from amongst the many hundreds that existed across the Scottish Highlands before the highland clearances of the late 18th and 19th centuries. The 22-acre site contains a random scattering of simple buildings that have been preserved to give an authentic insight into how people lived and worked. Visitors can wander freely around the houses and farm buildings that have been furnished with everyday objects and old farming tools and implements.

Background
Bob Clark, Director at Auchindrain, approached ASVA trade member Tartan Ink in 2010 to look at updating their promotional leaflet. What became very clear early on in discussions was that their marketing had no real cohesion - they needed to develop a brand identity and house-style, that would bring consistency to all aspects of the business. As a company that delivers marketing, communication, design and print solutions primarily for the tourism and arts sectors, Tartan Ink was ideally placed to lead this process for Auchindrain.
Solution

The basis for the new logo was taken from the gaelic translation of the word Auchindrain (Achadh an Droighinn). Achadh being the gaelic for ‘field’ and Droighinn the word for the ‘blackthorn’ or ‘sloe tree’. Earthy colours were used to reflect the natural wildness of the site.

Once the logo was in place, work could then start on the design of the new marketing materials. Tartan Ink commissioned a professional photographer and undertook the copywriting for the ‘new-look’ leaflet, which was launched at the start of the 2011 visitor season.

Tartan Ink continues to work closely with Auchindrain on all their marketing initiatives and has been instrumental in the development, design and print of many new marketing materials including guidebooks - in various foreign languages, accessibility maps, postcards, business stationery and new upgraded onsite signage, as well as ensuring consistent design style across all print, digital and social media.
Working with Tartan Ink over the last 6 years has enabled us to develop a strong brand identity for Auchindrain. This has helped bring a consistency and co-ordinated look across all our marketing communications from print and signage to digital and social media, as well as giving Auchindrain a much wider positive impact.

Bob Clark, Director, Auchindrain Trust

Results

Since the implementation of the new brand identity and marketing materials Auchindrain has seen its visitor numbers go from strength to strength.

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Bob Clark, Director, Auchindrain Trust

Finally....

If this case study has made you question your current marketing communications - why not contact Fiona Garry at Tartan Ink on 07813 718721 or email fiona@tartanink.com and let us help your visitor attraction STAND OUT FROM THE CROWD.