

# Best Practice

## collaborations and Gift Ideas

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TED

Tourism  
Enterprise Development  
Programme



tourism  
northernireland



# Some Inspiration ....

- Best Practice from NI Companies
- Illustrate hints & tips from industry experts
- Focus on Collaboration
- Critical Success Factors
- Final Q&A Session





# Benefits of Collaboration

- Create a unique offer/experience
- More opportunities for innovation
- Wider market and customer appeal
- Brand alignment
- Share expertise and costs
- Improve Customer Service/Experience
- Enhance Commerciality and viability





# Gifts & Hampers

- **Earhart Gin Little Red Box**
- Adds value to the basic product
- Simple yet effective packaging
- Enhances brand
- Collaboration with local off-licence
- FAQs to build customer confidence
- Free delivery within a specified area
- Imagery illustrates local provenance





# Gifts & Hampers

- Echlinville Distillery gift sets
- Variety of gift options and price points
- Professional imagery
- Seamless digital experience
- Clear shipping instructions
- Sales Incentives

**Free Delivery**

WHEN YOU SPEND £30 OR MORE



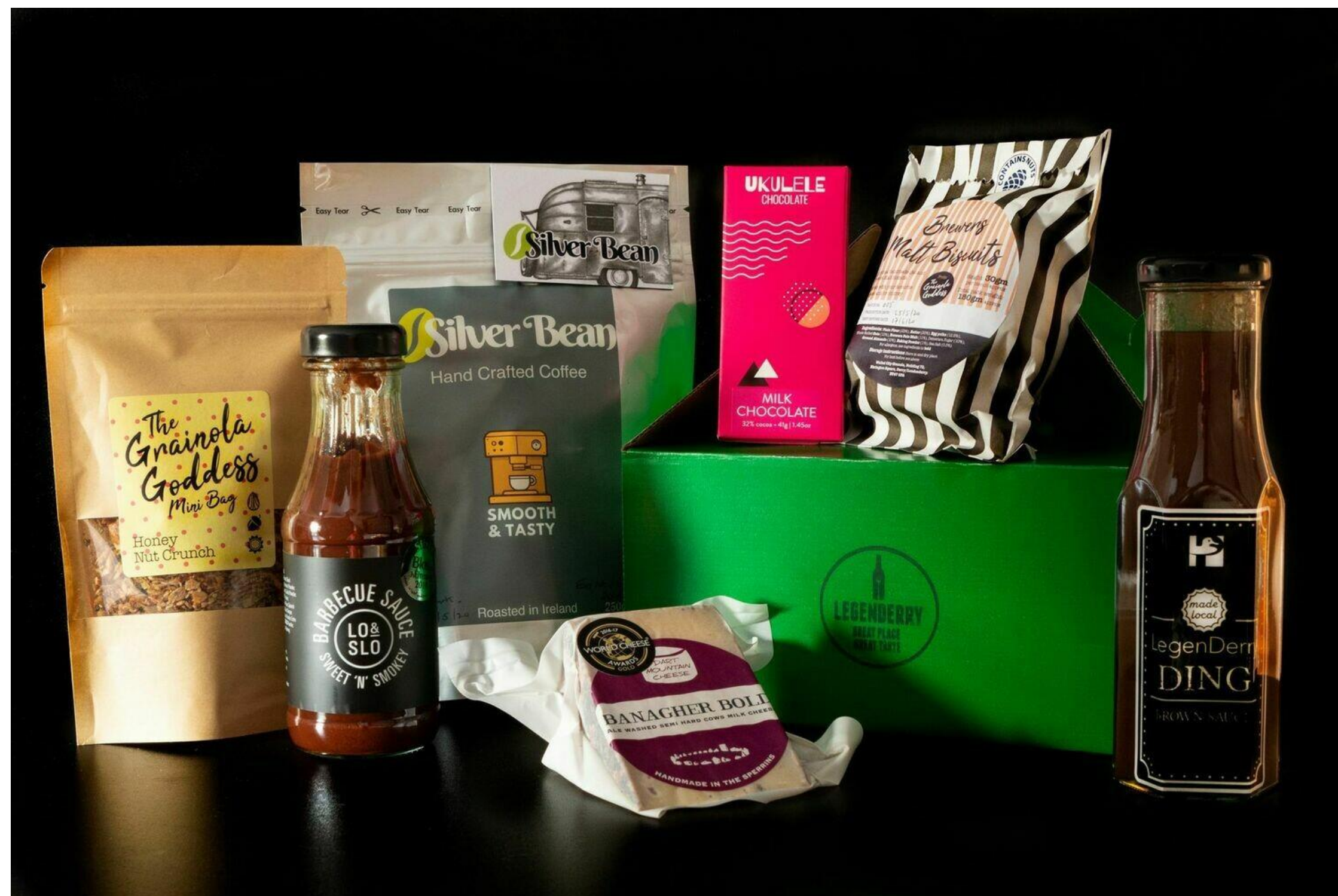
Until Sunday 1 November  
For UK / Ireland delivery only





# Gifts & Hampers

- Local Produce Hampers – of the place
- Christmas Dinner in a Box



## Hamper 1

Serves 2 People:

Limited Number  
Available

- 2 x Cooked Turkey, Ham & Homemade Stuffing Portions
- 1 x Tray Of Creamy Mash
- 1 x Tray Of Roast Potatoes
- 1 x Tray Of Vegetables (Carrots, Parsnips & Sprouts)
- 6 x Pork, Bacon & Cranberry Cocktail Sausages
- 1 x Large Tub Of Homemade Roast Gravy
- 1 x Small Jar Of Homemade Cranberry Sauce
- 1 x Large Tub Of Vegetable Broth

£29.99



# Collaborations

- North Coast Chocolates collaboration with Jawbox Gin
- Filmed the process
- Advantages of Joint marketing

**Collaborating with other producers to produce a unique gift**



# collaborations

- North Coast Chocolates
- Bespoke artisan chocolates flavoured with products from 6 different local producers





# collaborations

**INDIE FÜDE**  
INDEPENDENT FOOD CO





# Gift Vouchers

- Monetary Value or Blackrock House Experience
- Includes a personal message and local print taken by owner
- Attractive Blackrock postcard and envelope
- Valid for 18 months.

*“Luxury Coastal Escape - Sleep by the Sea for 2 Nights in a double or twin sea view boutique guest room including three course locally sourced 'Taste Causeway' breakfast, chilled bubbles and organic sleep mist”.*





# Food Experiences



Big "un

Taste and Tour NI







## KEEP YOUR GIN UP

Over the last 6 months I think we've all been doing our bit to support distilleries... \*hiccup\*.

Well, now it's time to support the local ones and find out all about them! Open your Party Apart box to find a selection of local gins, mixers perfectly chosen garnishes, some gin paraphernalia (because we all love that stuff) and be taken through a gin tasting by our resident Gin Geek.

**Includes:** 4 x 5cl craft Gins, 4 x Mixers, 4 x Garnishes, Gin Accessories, host and online set up.

[Contact Us](#)





# Food Experiences

- Beer Advent Calendar
- Walled City Brewery in collaboration with local off license
- 25 limited edition freshly poured tapfresh beers delivered to your door
- Accompanying podcasts
- Information and stories around local beers.
- FAQs and full delivery and storage details



# Other Platforms....

**Artisan MARKET ONLINE**

*Celebrate*  
a Christmas made in  
*Northern Ireland*

Home Shopping  
Northern Irish Food & Gifts  
Home Delivery & Local Pick Up  
[www.artisanmarket.online](http://www.artisanmarket.online)



# Christmas in Derry & Strabane

Shop Local | Gift Local | Made Local

52 Shipquay St, Derry/LDerry

Your small spend  
makes a  
**GIANT**  
difference



SUPPORT  
LOCAL

GIFT  
LOCAL

MADE  
LOCAL

EAT  
LOCAL

WHAT'S  
ON

WIN

<https://shoplocalderrystrabane.com>



SUPPORTING each other.

#Embraceagiantspirit  
#gianttaste  
#lovenifood  
#supportlocal





# Key Success Factors

- Enhance the normal product offering
- Target existing audience or collaborate to reach new audience
- Use high quality imagery and video content with a distinct nod to Christmas
- Ensure your digital and social media are seamless
- Clear Customer Journey
- Brand Alignment with NI brand
- Excellent Customer Service (pre, during and after)
- Deliver the sale!

**collaboration... not just for Christmas!**





**Any Final  
Questions....**





# Thank You....

#staysafe

#HappyChristmas



Northern  
Ireland  
Embrace  
a Giant  
Spirit



TED

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