



INTERNATIONAL ASSOCIATION OF ANTARCTICA TOUR OPERATORS

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IAATO is a member organization founded in 1991 to advocate and promote the practice of safe and environmentally responsible private-sector travel to the Antarctic.

IAATO 2019 ~ Cape Town

Agenda Item 14(k)

Creation of short video about IAATO

Summary

The growth of tourism to Antarctica and the sub-Antarctic islands brings with it increasing demands on IAATO, both operationally and reputationally. We propose creating a short (sub three-minute) 'explainer' video illustrating the mission and vision of our organization that will present an engaging introduction to who we are and what we do in an easily digestible, sharable format; taking advantage of the globally fastest-growing communications medium.

The target audience for this initial "We are IAATO" video would be our website visitors and social media followers, for whom the nuances of IAATO's work may not be known. With new faces amid polar partners, permitting authorities and Antarctic Treaty parties every season, this introductory video will also serve as a scene setter for new colleagues and assist in managing expectations around IAATO's remit.

The video would serve multiple purposes across the breadth of IAATO's digital platforms, in different edited lengths. For example, the video could play on a silent two-minute loop on the website, delivering audio when clicked on. It could then be shared in full on YouTube, as a one-minute 'teaser' film on Instagram and Facebook, and the audio could be lifted for future use in a podcast. It could also form the basis of IAATO lectures during secretariat familiarization trips and outreach activities and routinely shared with journalists who may be writing about IAATO for the first time.



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Rationale

IAATO has a detailed mission, which has increased in remit in the 28 years since its inception. Using video to convey our mission and vision would complement the website homepage and promote significantly more engagement than written documents or static webpages. It can also speak to a broad swathe of audiences in multiple languages, from those looking at ethical travel opportunities to Treaty Party representatives who may not be quite sure where we fit in as guardians of Antarctica.

Video is a versatile and engaging content format which is easy to share across multiple platforms. Consumers like it because it's easy to digest, entertaining and engaging, and marketers like it because it has the potential to enhance trust in brand reputation among stakeholders.

Explainers, as informative videos are known, can help educate people about IAATO and can be used in partnership with other products such as talks and AV presentations. Our target audience learns something about us and our mission, and our stakeholders and polar partners sees our commitment to our mission.

Video content is also anticipated to increase the time spent by external visitors on www.iaato.org. Longer website exposure has been correlated with building trust and is an indicator to internet search engines that IAATO's website contains high quality content. A brand or business is over 50 times more likely show up first on a Google search if it has a video embedded in its website; and as Google owns YouTube, it is a significant influencer on how much video content impacts search engine ranking.

Videos shared on YouTube would contain engaging titles, descriptions and backlinks to www.iaato.org in order to maximize search engine optimization and give audiences an opportunity to easily access more information and explore our website. Social networks are also increasingly encouraging video content through new features. Facebook launched 360 Video and Live Video, Instagram now allows 60-Second Videos and 'Instagram Stories' and YouTube is the second most popular social network in the world.



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Timeline

For animation, the process from agreed concept to delivery takes on average three weeks, however for real time documentary-style footage, given the constraints of the Antarctic travel season and travel time, the process would take longer.

If a decision is reached during the 2019 annual meeting, the communications team would begin sourcing developers to discuss concepts immediately, with a view to gathering raw footage (if this concept is agreed) early during the 2019/20 field season for completion by the end of the 2019/20 season. Alternatively, if animation is selected, the communications team would aim for the project to be delivered by the start of the 2019/20 season.

For consideration - Given IAATO's existing video products (Visiting Antarctica) are animations, and the unique source material available to our organization, it may be advisable to explore an alternative style of film than computer generated imagery.

Proposal

For IAATO to commission a short (sub three-minute) 'explainer' video illustrating the mission and vision of our organization. The purpose of the video is to provide an overview of what IAATO stands for, how it is working to achieve its mission and a call to action to encourage engagement from viewers.

Estimated cost - \$40,000 plus \$8000 for travel related costs.

Sources: *Moovly, Cisco, Social Media Today, Hubspot, Digital Marketing Institute*