

The SOUNDTRACK *of* AMERICA  
• MADE IN •

TENNESSEE®



CONTENT BEST PRACTICES



# IMAGE GUIDE: ESTABLISHING A SENSE OF PLACE

## CITY



Could be any building in any city. Boring; no compelling reason to visit city.

## FOOD



Lacks emotion; no real context of location.

## OUTDOOR

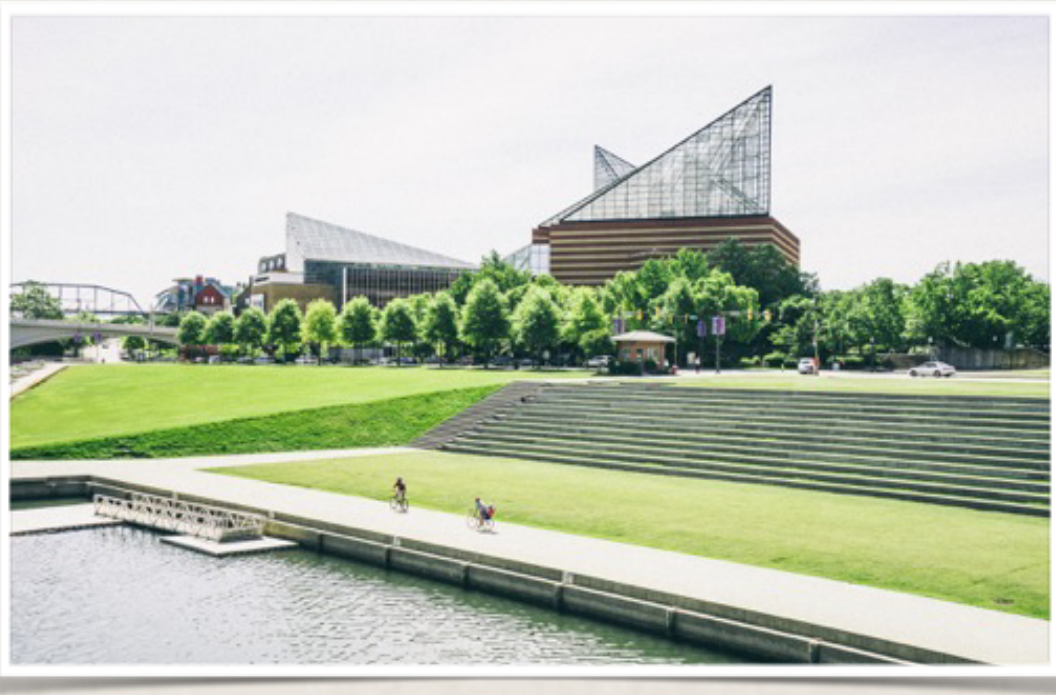


Too much focus on dog, no real context of location.

## ATTRACTION



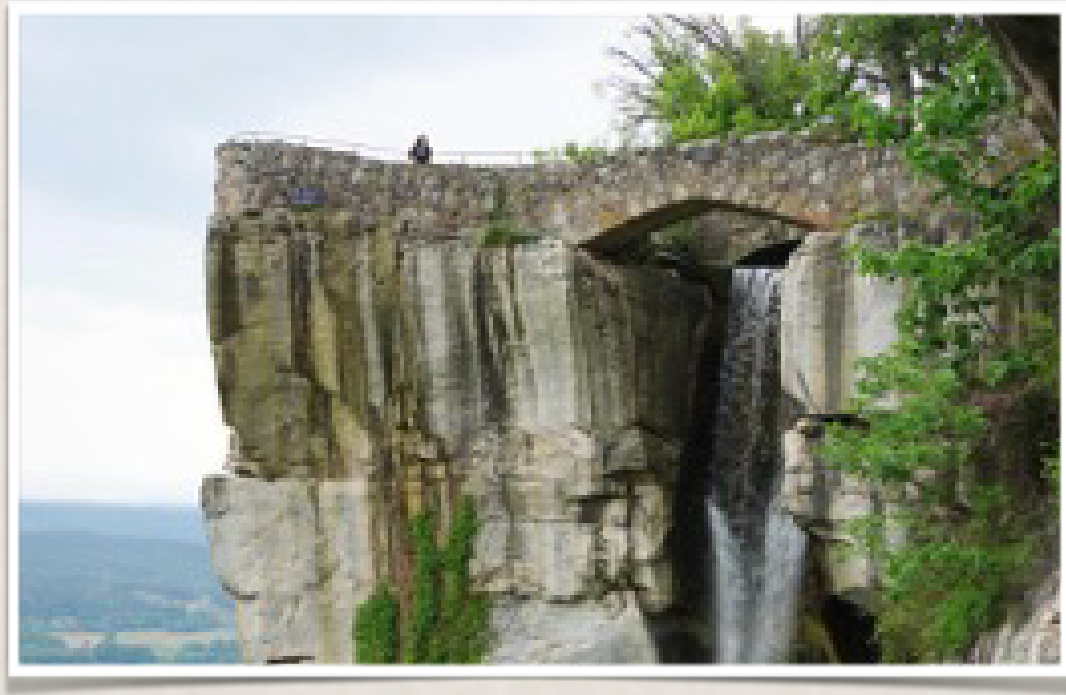
Lacks emotion and reason to visit; no real context of location.



Unique architecture, shows activity (cycling) along the city-specific riverwalk.



Has personality while showing off a great local spot. The main focus of the image is the ambience, not the person.



Shows stunning view, unique spot, and says “you have to come see this for yourself!”



You can see name of city in photo plus a compelling activity (whiskey flight).



# CELEBRATE: IMAGERY BEST PRACTICES

## **Include Menu & Signage:**

Including visual information with photos adds value for consumers and shows off unique TN atmospheres.

## **Feature Exceptional Locations:**

Each location must be unique or have a unique TN angle to ensure it is worth traveling for.

## **Evoke Atmosphere:**

Feature location shots that encompass a mood or vibe — images that are warm and inviting.

## **Incorporate Human Elements:**

Including hands or other human cues increases authenticity and adds an aspirational visual element.

## **Candid is King:**

Show authentic moments in the experience — avoid images that are overly posed.

## **Differentiation Among Pillars:**

Facebook and Twitter can incorporate less photogenic exteriors and signage for recognizability.



# EAT & DRINK: IMAGERY BEST PRACTICES

## **Establish a Sense of Place:**

Including visual information (menu and signage) with photos adds value for consumers and shows off unique TN atmospheres. If not available, use geotags.

## **Feature Exceptional Foods:**

Each food shot must be unique, craveable, and drool-worthy to ensure it is food worth traveling for.

## **Incorporate Human Elements:**

Including hands or other human cues increases authenticity and adds an aspirational visual element. In some cases, this can cue action, which adds taste appeal.

**Bright Is Biteable:** Photos with rich colors and depth are more delicious than muted colors.

**Over the Fire:** Action photos of outdoor cooking overlap with two of our experience subpillars — food and outdoor beauty. These photos are unique to Tennessee and cover multiple content bases.

## **Differentiation Among pillars:**

Facebook and Twitter can incorporate less photogenic exteriors, interiors and signage for recognizability.



# FAMILY: IMAGERY BEST PRACTICES

## **Photo Ops for Parents:**

Look at photos from the perspective of what parents want when taking family photos.

## **Feature Exceptional Locations:**

Showcase experiences that are unique to or can only be Made in Tennessee (i.e., no facepainting).

## **Establish a Sense of Place:**

Including visual information (i.e, signage) with photos adds value for consumers and shows off unique TN atmospheres. If not available, use geotags.

## **Candid Is King:**

Show authentic moments in the experience and avoid images that are overly posed.

## **Evoke Atmosphere:**

Feature shots that provide a mood or vibe that encompasses the location.

## **Differentiation Among Pillars:**

Facebook and Twitter can incorporate less photogenic exteriors and signage for recognizability.



# HISTORY: IMAGERY BEST PRACTICES

## **Architecture Is King:**

Historic buildings that are unique to Tennessee.

## **Historic Photography:**

Images with historical significance or images of popular TN destinations in a different time inspire a desire to know more.

## **Natural Settings:**

Images of historic cabins and homes in TN's beautiful landscape create cross-over among pillars.

## **Establish a Sense of Place:**

Use geotags.

## **Seeking Information:**

When posting a historic image, provide context that gives consumers a piece of information to dig into.

## **Evoke Atmosphere:**

Feature shots that provide a mood or vibe that encompasses the location.

## **Differentiation Among Pillars:**

Facebook and Twitter can incorporate less photogenic exteriors or interiors (especially museums, historic statues, and re-enactments).



# MUSIC: IMAGERY BEST PRACTICES

## **Dynamic Lighting:**

Photos with compelling light are more interesting and thumb-stopping in the feed.

## **Part of the Crowd:**

We want our users to not just see what happened during a live performance — we want them to feel like they were there. Showing the crowd gives performances a sense of purpose to performances.

## **Establish a Sense of Place:**

Including visual information (i.e, signage) with photos adds value for consumers and shows off unique TN atmospheres. If not available, use geotags.

## **More Than Music:**

Create aspirational moments by showing the emotional vibe.

## **Evoke Atmosphere:**

Feature shots that provide a mood or vibe that encompasses the location.

## **Differentiation Among pillars:**

Instagram should stay away from music from a sound perspective. Videos with musical sound are most appropriate on Youtube.



# OUTDOOR ADVENTURE: IMAGERY BEST PRACTICES

## **Unique Angles:**

Photos that defy normal “outdoor” content are king. Aerial views and POV should be part of the mix.

## **Contrasting Colors:**

Photos with varying colors provide more visual interest. The seasons’ colors are something unique to Tennessee and therefore a differentiator.

## **Incorporate Human Elements:**

Including hands or other real human cues increases authenticity and adds an aspirational visual element.

## **Accessible Tourist Destinations:**

Use images and Location tags in places regular consumers can visit to and easily find them.

## **Nature’s Majesty:**

Images that are more than just beautiful, and show TN outdoors are nothing short of magical.

## **Differentiation Among Pillars:**

Facebook and Twitter can incorporate partner-mandated content such as events and new developments.

## **Establish a Sense of Place:**

Including visual information (i.e, signage) with photos adds value for consumers and shows off unique TN atmospheres. If not available, use geotags.



# OUTDOOR LEISURE: IMAGERY BEST PRACTICES

## **Unique Angles:**

Photos that defy normal “outdoor” content are king. Aerial views and POV should be part of the mix.

## **Contrasting Colors:**

Photos with varying colors provide more visual interest. The changing seasons’ colors are unique to Tennessee and therefore a differentiator.

## **Incorporate Human Elements:**

Including hands or other real human cues increases authenticity and adds an aspirational visual element.

## **Accessible Tourist Destinations:**

Use images and Location tags in places regular consumers can visit to and easily find them.

## **Nature’s Majesty:**

Images that are more than just beautiful and show TN’s great outdoors are nothing short of magical.

## **Differentiation Among Pillars:**

Facebook and Twitter can incorporate partner-mandated content such as events and new developments.



# ROAD TRIP: IMAGERY BEST PRACTICES

## **Unique Angles:**

Photos that defy normal “outdoor” content are king. Aerial views and POV should be part of the mix.

## **Contrasting Colors:**

Photos with varying colors provide more visual interest. The changing seasons’ colors are unique to Tennessee and therefore a differentiator.

## **Incorporate Human Elements:**

Including hands or other human cues increases authenticity and adds an aspirational visual element.

## **Dos and Don’ts Location Based:**

Including hands or other human cues increases authenticity and adds an aspirational visual element.

## **Accessible Tourist Destinations:**

Use images and Location tags in places regular consumers can visit to and easily find them.

## **The Road Less Traveled:**

Use this pillar as a way to share beautiful TN rural roads, inspiring our consumers to venture down them.

## **Differentiation Among Pillars:**

Facebook and Twitter can incorporate less photogenic exteriors and interiors.



# SPORTS: IMAGERY BEST PRACTICES

## TWITTER:

Organic content that features sports events worth traveling for because they appeal to a bigger audience.

## OTHER CHANNELS:

We recommend using only paid media targeting capabilities to reach people with ways to extend their trip.