

Evergreen vs. Fast Burn: Visual Storytelling that Lasts

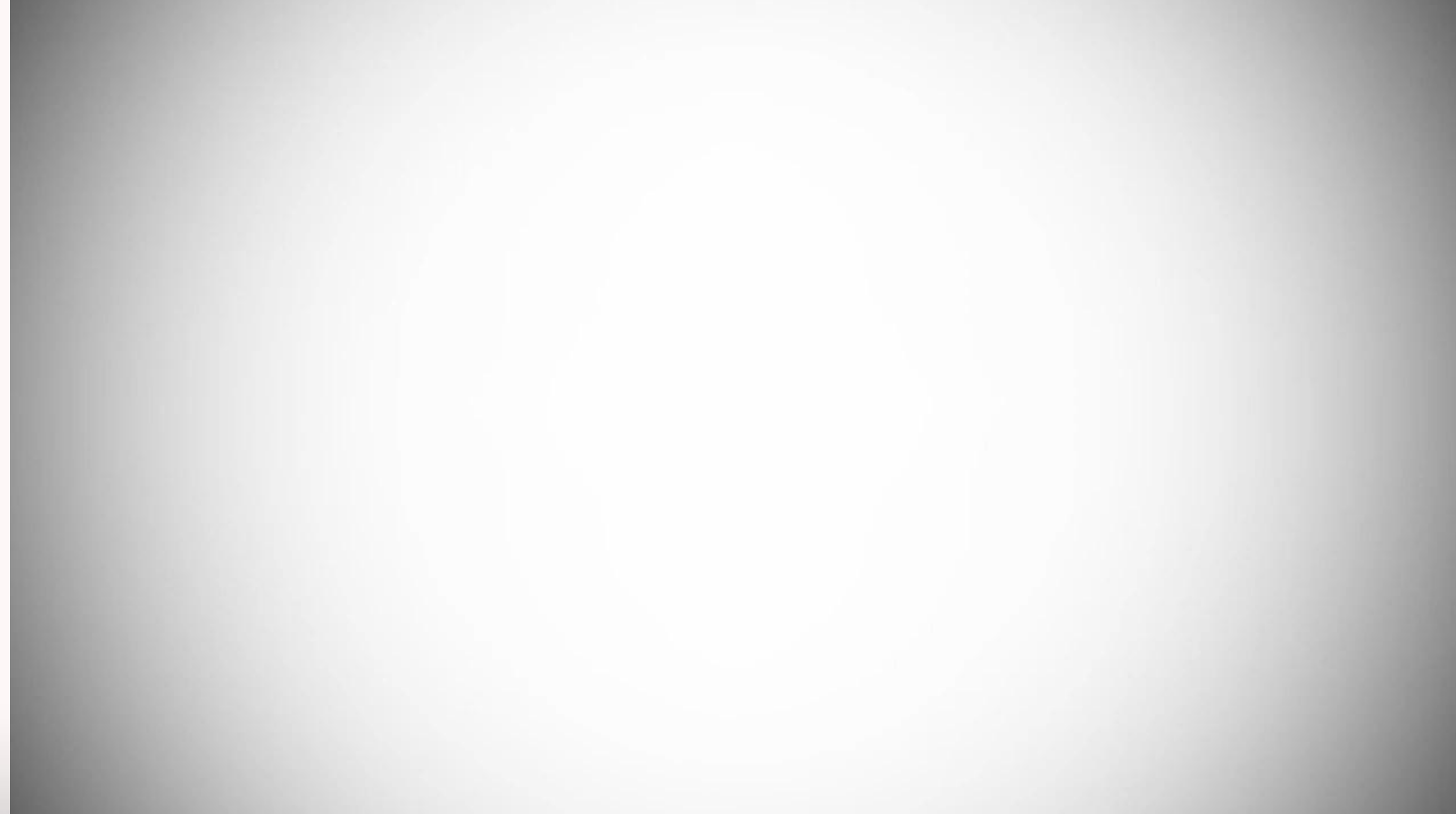
Scott Adams, Birchbark Media



Who am I?

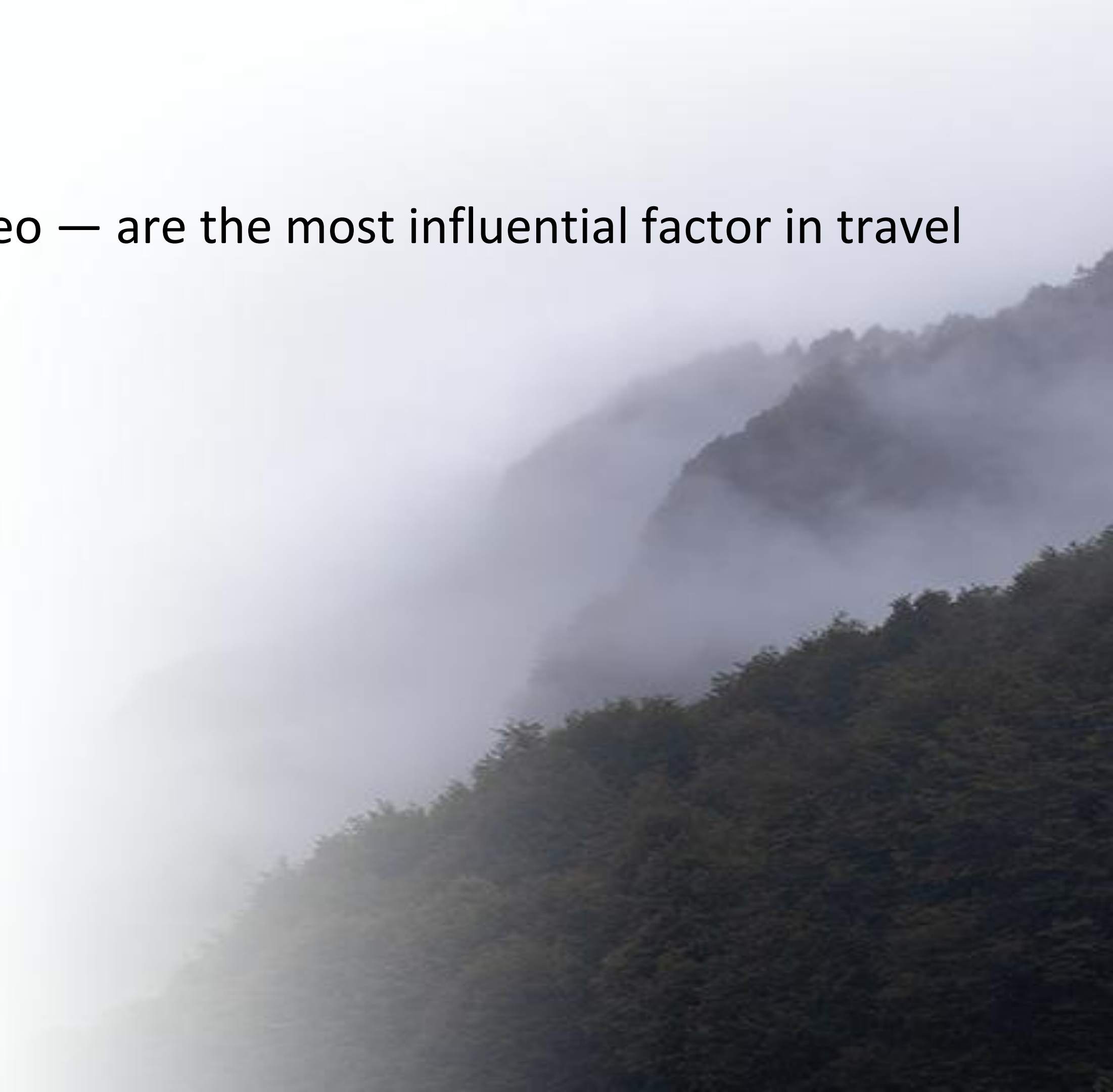
Scott Adams, Birchbark Media

Birchbark Media is a full-service digital marketing agency based in Peterborough, ON, with a primary focus on the outdoor and tourism industries.



Why Visuals Matter Most in Travel

- Visuals spark desire before words do
- Research consistently shows that visuals — photos and video — are the most influential factor in travel decision-making.
- Video = the most engaging content format online
- Drives both inspiration and bookings
- Stories told visually build trust and emotional connection
- For rural destinations: visuals make the unseen, seen



1 Minute on the Internet



**138.9M Stories
Played on FB & IG**



**16,000 Videos
Uploaded**



**3.4M Video
Views**



3.3M Snaps

Everything you are about to see

Noise fades.
Stories last.



Evergreen vs. Fast Burn

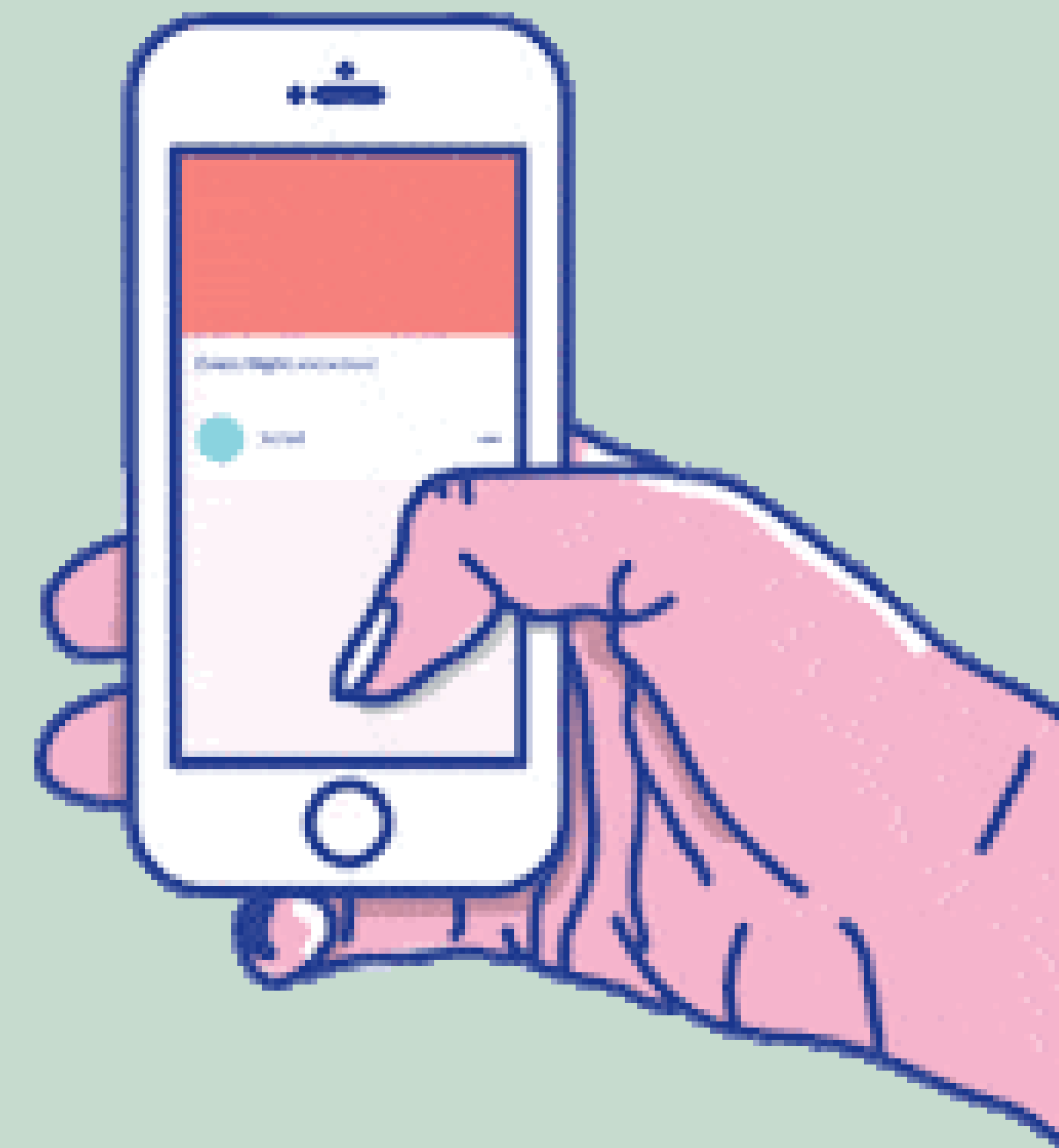
Visual storytelling that lasts

Fast Burn

- Trend-based → built for algorithms, hashtags, and current cultural moments
- Platform-first → designed specifically for TikTok, Reels, Stories, Shorts
- Fleeting → fades quickly in feeds and rarely reused
- Awareness tool → spikes visibility, but doesn't build long-term brand equity

Examples:

- A TikTok using a trending audio clip
- A behind-the-scenes Instagram Reel from a live event
- A quick “day in the life” story posted on Facebook/Instagram



Evergreen vs. Fast Burn

Visual storytelling that lasts

Evergreen

- Timeless → not tied to fleeting trends or memes
- Story-driven → rooted in people, place, and emotion
- Reusable → can be repurposed across platforms and seasons
- Investment mindset → higher production effort, but long-term ROI

Examples:

- 3-minute brand film showing your destination's identity
- A photo/video library of experiences, guides, and landscapes
- Seasonal hero content (e.g. summer adventures) that can be used year after year



Smart Strategy:

Lead with evergreen storytelling.

Feed the fast burn platforms with clips, cutdowns, and spinoffs from your evergreen assets.





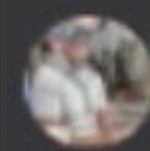
Visit Jordan

- 7 days and 2.5 TB of footage
- B to C video promotional video
- B to B video for travel agents, and outbound tourism operators
- 4 shorts promoting Meaningful Travel Map partners
- 25 social media cut-downs
- Stacked library of photos and ready to use video clips



Elmhirst's Resort

- 8 min + video
- Six social media cut-downs
- Home page banner video
- Cuts used by Destination Ontario for media event win Paris
- Library of useable video clips



Gordon Sheppard

Saw this video on Kawarthas Northumberland FB page and was taken with the history of the resort and family, and impressed with the resort's philosophy of reducing its carbon footprint and moving toward sustainability, with the advent of climate change. Congratulations on everything you're doing. I will definitely be booking a stay in the not too distant future.

5w Like Reply Edited



Author

Elmhirst's Resort

Gordon Sheppard Hello Gordon thank you for your support & comment shared here. We hope to see you & yours in the near future.

5w Like Reply



Elements of Evergreen Stories

- Characters → relatable guides, locals, travellers
- Purpose → the challenge or promise of the experience
- Resolution → strong takeaway or call-to-action
- Location → authentic sense of place
- Structure → beginning, middle, end



Where Stories Come From

- Start with your brand story (your “why”)
- Staff & guides → faces of authenticity
- Travellers → testimonials, journeys
- Community & values → what makes you different



Who is in Your Stories Matters

Where to Find Models:

☑ Staff / Guides / Employees

☑ Family & Friends

☑ Guests / Visitors

☑ Casting Call



The Rural Advantage

- **Authentic Characters** → guides, farmers, artisans, community members with real stories to tell
- **Unfiltered Landscapes** → nature, space, and seasonal cycles that urban audiences crave
- **Unique Experiences** → things travellers can't find in cities (farm-to-table meals, paddling, festivals, wildlife encounters)
- **Sense of Belonging** → rural hospitality = personal, memorable connections
- **Untold Stories** → many rural businesses and destinations haven't fully shared their narratives yet — huge opportunity



Creating Content That Lasts

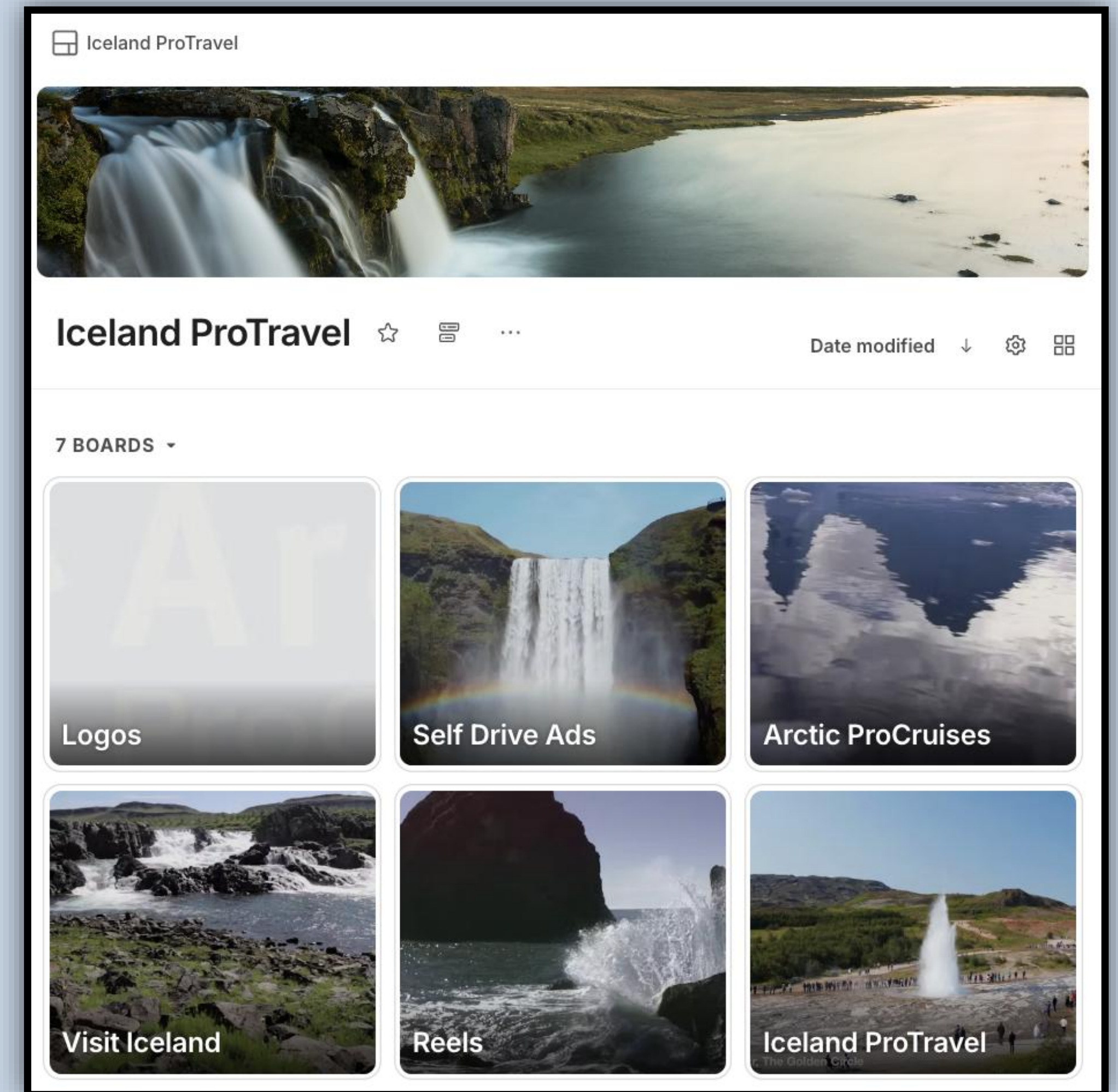
- Shoot with longevity in mind → capture timeless elements
- Plan once, use many times → hero + cutdowns
- Seasonal cycles = reusable content year after year
- Avoid overly trendy visuals that date quickly



Asset Management

- Content = an investment, not an expense
- Organize, tag, and protect assets for reuse
- Always get signed releases = extend lifespan
- A well-managed library saves time and maximizes ROI

Visual storytelling that lasts



What's Next: The AI Flood

- **AI-Generated Short Video** (e.g., Sora)
Infinite “TikTok-style” feeds of instantly produced video
- **Content Volume Will Explode**
More noise, less distinction
- **Authenticity Becomes the Differentiator**
Real people, places, and emotions will stand out even more
- **Use AI when it can help**
Streamline tasks like editing, subtitles, or narration





Key Takeaways

- Lead with story, not platforms
- Invest in evergreen content → use fast burn to support it
- Manage assets to extend their life
- The value of human stories, real people, and authentic experiences will only increase
- Content isn't just marketing — it's your destination's legacy



Thank You



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Don't just chase clicks. Tell stories that last.