



# SCOTLAND IS CALLING

## CAMPAIGN OVERVIEW

Help Scottish  
tourism recover as  
quickly as possible in  
a responsible way

Maintain and  
grow our share  
of the domestic  
market

Position Scotland  
as a responsible  
year-round  
destination that  
stands out and  
responds to  
consumer desires



Increase awareness  
and consideration  
of Scotland  
internationally

## OUR RECOVERY OBJECTIVES

# INSIGHT DRIVING OUR CAMPAIGN

## TOURISM HAS NEVER BEEN SO COMPETITIVE

The total contribution of travel and tourism to the global GDP in 2020 was approximately 4,671 billion USD, a significant drop from 9,170 billion in 2019 (Statista). It's not just Scotland recovering, it's global tourism – **WE NEED TO STANDOUT**



### NEW AUDIENCES

Young people (GEN Z) will lead the international travel market's post-Covid revival.

16-34 (Buzz seekers) holiday market to grow by 47% in volume and by 81% in value during 2021, expanding by a further 39% and 42% in 2022 (*Mintel*)



### CONSUMER BEHAVIOUR

Consumers are looking to fill the void from lockdowns with experiences that promise to stir the emotions and elevate in-the-moment moods. Consumers will spend money based on their mood.

Consumers increasingly want to understand the impact of their actions - on the people around them and the wider world.

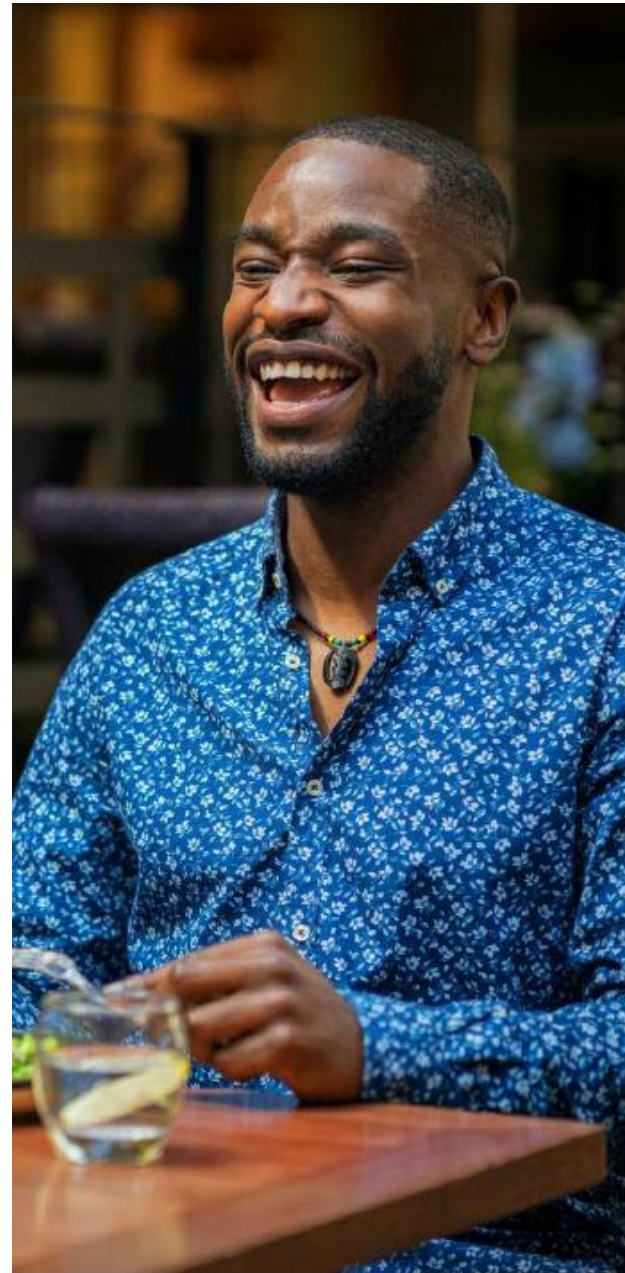
The rise of new essentialism. Consumers are focusing on what matters to them in life



### MEDIA LANDSCAPE

Significant drop in correlation between how 16-34 and 55+ spend their media time. A drop from 58% similarity between the media behaviours in 2015 to just 8% in 2020.

Lockdown reinforced the dominance of key media channels and further emphasised differences. This greater fragmentation of the landscape means the ability for a single commercial channel to deliver comprehensive reach has significantly diminished.



# OUR BRAND WILL ALLOW US TO STAND OUT

## OUR VALUES

We care about our people, communities, planet, natural landscapes and habitats. We are an inclusive and welcoming country.

## OUR BEHAVIOUR

We all tread lightly in Scotland, leaving a trip feeling good, refreshed, recharged and awe-inspired, knowing that we're all choosing a path that protects Scotland.

## OUR PROPOSITION

A powerfully enriching personal experience, that responds to the emotional needs of visitors.

## OUR ESSENCE

Human, dramatic and enduring, with warm people and a nation of storytellers, dramatic landscapes and enduring history.

# OUR MANIFESTO

Our internal manifesto, a declaration of the intentions, motives and views of how the consumer should see Scotland through our representation of marketing efforts.



## **The world needs Scotland like never before**

Why?

Because life is too short for ordinary.  
And Scotland is very far from that.  
It's the place you'll travel hundreds,  
if not thousands of miles to find.  
To discover what it unlocks in you.  
A place that bids the whole world welcome,  
while letting you escape from it.  
Where the pace of life is an adrenaline rush.  
Some of the time.  
Where you can taste the rain and feel the sun.  
But the warmth, well it comes from our people.  
So breathe it in. Soak it up. Stir those senses.  
Feel the goosebumps.  
Be lost... for words.

Here you can paint a thousand new memories.  
Ones that change the way you view the world.  
And yourself.  
Those are the moments you feel alive.  
Heart-pumping, pulse-racing,  
you-have-got-to-be-kidding moments.  
The ones that move you in ways you never thought possible.  
That bury themselves deep inside and never let go.  
Step closer to nature. To humanity. To the planet.  
And play your part in protecting it. By treading lightly.  
So, what are you waiting for?  
Come and give yourself new stories to tell.  
Adventures to share. People to meet.  
We're waiting to say hello.  
You know where to find us.  
**Scotland is calling.**

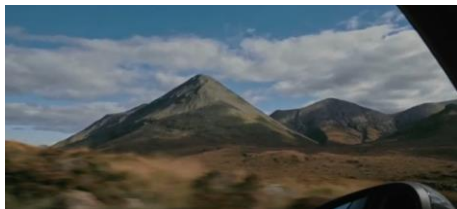




# CAMPAIGN ACTIVITY

LIVE 9 MARCH 2022

# OUR CAMPAIGN FILM



PRESS



PLAY

Days like these lead to, Nights like this lead to; Love like ours.  
You light the spark in my bonfire heart.  
People like us, we don't, need that much, just someone that  
starts; Starts the spark in our bonfire hearts



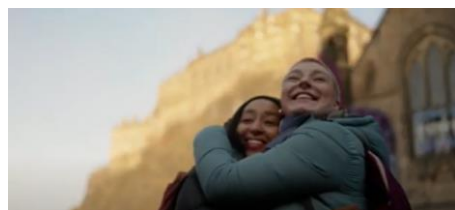
## CUTDOWNS

GENERIC

CITIES

FAMILY

RESPONSIBLE



### CAMERON BARNES

Our new film uses music to stir the emotions, with Cameron Barnes as lead vocal.

Cameron Barnes trained at the Aberdeen City Music School and the National Centre of Excellence, Plockton.

Cameron is a multi-instrumentalist who has toured the world, teaching and performing with the *Red Hot Chilli Pipers*.

Currently Cameron is a solo artist playing at a number of gigs around Scotland.

# NEW LOOK & FEEL - TEMPLATE

Our campaign creative style is following the new Brand Scotland look and feel to ensure Scotland is recognised across the globe in a consistent way:

## OOH / PRINT



## DIGITAL



## GUIDELINES



We've created new guidelines to support our campaign

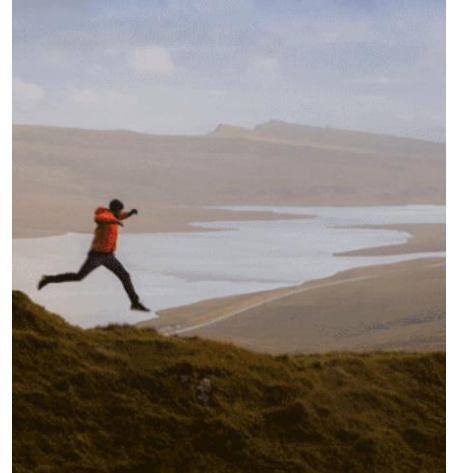
**DOWNLOAD NOW**



# NEW LOOK & FEEL – IMAGERY

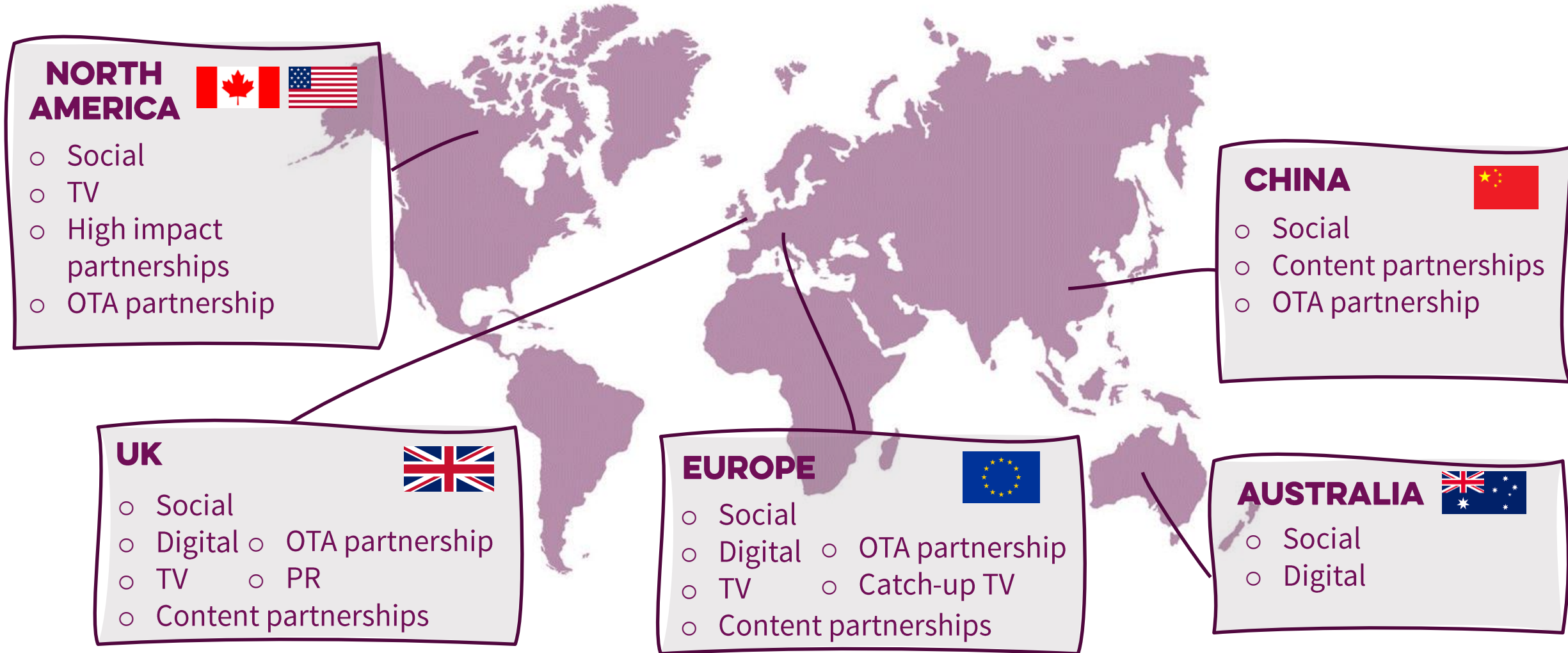
Images play a pivotal role in helping us showcase the beauty, emotion and character of Scotland. Images have been chosen to portray the emotion the consumer feels when connecting with their experience in Scotland. Imagery should work synonymously with headlines on campaign creative.

**DOWNLOAD  
FROM DIGITAL  
MEDIA LIBRARY**



# CONSUMER – MEDIA ACTIVITY OVERVIEW

Our hero content will be delivered as part of our overarching International Demand Building schedule across relevant markets, concentrating on digital and social channels.



# ORGANIC SOCIAL & INFLUENCERS

## LAUNCH ON CHANNELS



**Hero Film:** 30 second film posted across all channels and 15 second throughout

**UGC:** Stunning images of iconic locations from hero video

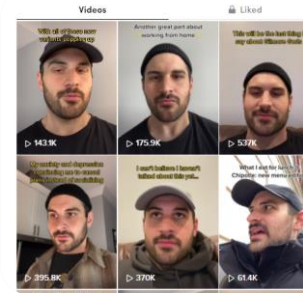
Focus on asking questions within the copy to encourage people to remember visiting or the want to visit.

**Stories & reels on FB / IG:** Bespoke edit just for this asset type with single shot of iconic location taken from hero video

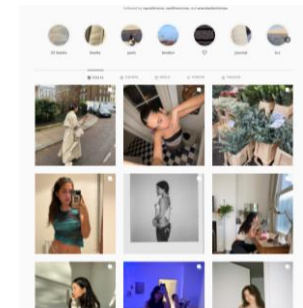
**Channel cover image:** campaign assets to have consistency throughout touch points

**Partners:** Engage with partners to amplify the campaign

## INFLUENCERS



**ROD**



**MOYA**

Tiktok content using Scotland as an escape, concentrating on mental health and collaborating with Scottish Tiktokers

- 2.1 million across Tiktok & Instagram
- Large USA based audience
- Dominates the Gen Z & Millennial market



[Tiktok profile](#)  
[Instagram profile](#)

Edinburgh and Glasgow city break concentrating on sustainability, veganism, art galleries, food & drink and amplified across YouTube and Instagram

- Engagement is 20.65% (our benchmark is 3%)
- Audience is 57% UK and 10% USA



[Instagram profile](#)

# PERFORMANCE MEDIA & DIRECT

## VIDEO



### Strategy:

- Increase consideration to visit Scotland as a result of watching platform-first and interest-based content in Germany, France and the US.
- Combination of Scotland is Calling and interest-based audiences, to align with Spotlight Themes and maximise impact of messaging in synergy with wider Performance Marketing activities.
- Creative to focus on stories, promoting specific experiences in an emotional way.



## CONTENT RE-ENGAGEMENT



### Strategy:

- Surface niche and relevant VS.com content to interest-based audiences at the “Think” and “Plan” stages of their journey to increase consideration and drive traffic to VS.com
- Remarketing of Scotland is Calling prospecting activities in Germany, France, the US, Spain, Italy and the Netherlands as well as website visitors in the past 30 days.

## LEAD GENERATION



### Strategy:

- Data capture activity on Facebook in the US, Spain, Italy and the Netherlands to encourage consumers to join Marketo and our email programme and then receive, amongst others, Scotland is Calling content (cf slide 28)

## DIRECT EMAILS

### SHIFTING OUR FOCUS

- **Tone:** light friendly curated “inside track”, tuned into our subscriber aspirations and needs. Dial up of emotion in copy, conveying a sense of being here in the moment.
- **Imagery:** Wow landscapes and happy people imagery to drive emotion and connection with Scotland
- **Segmented** personalised e-comms based on customer preferences to drive engagement and repeat visits - *life long love affairs with Scotland*
- **Data:** prospecting audiences by offering choices and retargeting based on email interactions, nurturing deeper engagement
- **Content:** integrated core brand messages, incl responsible, industry & partner support & monthly spotlight themes – Islands, Off the beaten path and Cities- to reinforce & surprise
- Provide practical planning content to assist conversion, whilst using emotional hooks
- Market specific dial up/down of topics based on insights with reassurance on travel ease and safety

## HOMEPAGE

SCOTLAND | ALBA

DESTINATIONS | ACCOMMODATION | SEE & DO | HOLIDAYS | TRAVEL | ABOUT SCOTLAND | EVENTS

NEW COVID-19 GUIDANCE. See the latest advice on staying safe in Scotland this winter.

### SCOTLAND IS CALLING

Play Tread Lightly video

### HOME WELCOME TO SCOTLAND

Who wants to share a moment of magic? Breathtaking wonder? Joyful laughter?

You're in the right place.  
Scotland is Calling.



EXPLORE  
MAP OF  
SCOTLAND

### PLACES TO VISIT IN SCOTLAND

- 3 5 SHORT BREAK IDEAS IN THE SCOTTISH LOWLANDS
- 4 14 MUST-VISIT HISTORIC TOWNS IN SCOTLAND
- 5 11 OFF THE BEATEN TRACK DESTINATIONS IN SCOTLAND
- 6 7 COOL NEIGHBOURHOODS IN SCOTLAND'S CITIES TO CALL HOME

## SUPPORTING CONTENT

### RESPONSIBLE

### SCOTLAND, YOURS TO ENJOY. RESPONSIBLY.

Play the video

Things to do in Enter a location

Home » About » Sustainable & Responsible Tourism in Scotland

### ABOUT SUSTAINABLE & RESPONSIBLE TOURISM IN SCOTLAND



Responsible travel and tourism can mean lots of different things to different people. But what we all definitely share is a desire to keep Scotland as beautiful as ever, for now and future generations.

<https://www.visitscotland.com/about/responsible-tourism/>

### FAMILIES

### HOLIDAYS FAMILY HOLIDAYS IN SCOTLAND



Your family holiday in Scotland will be one to remember - after all, it's a country that packs oodles of adventure, history, wildlife and scenery into every square mile! When it comes to planning a family break, we know there are lots of important decisions to be made, but you'll find that Scotland ticks all the boxes - there's plenty of quality accommodation to suit all budgets, exciting destinations to explore, and, of course, countless attractions and thrilling activities for all ages.

### FAMILY BREAKS IN SCOTLAND

<https://www.visitscotland.com/holidays-breaks/family/>

### CITIES

### CITY BREAKS

Things to do in Enter a location

Home » Holidays & breaks » City breaks

### HOLIDAYS CITY BREAKS SCOTLAND



So where do we start? Let's answer the big question in a nutshell - why would you want to have a city break in Scotland?

Easy. Our seven Scottish cities are perfect for weekend city breaks in the UK because getting there (by air, road or rail) and getting around (by foot, tram, Subway, bicycle, bus...)

<https://www.visitscotland.com/holidays-breaks/city-breaks/>

All pages will reflect our new emotive led theme and tone of voice, with refreshed imagery and content.

# CORPORATE & INDUSTRY COMMS

## CAMPAIGN PR



- Press release to announce SIC launch
- Regional press releases to talk about partnership with Cameron Barnes (Music artist)
- LinkedIn blog / post around sentiment of campaign
- Social media promotion of the assets – LinkedIn, Twitter and closed Facebook groups

## INDUSTRY



- Launch and positioning blog from Vicki
- Inclusion in Tourism Insider industry e-newsletter at launch
- VisitScotland.org – news story, marketing section updated and visitor guide updated with new assets (Imagery, guidelines and films)



# CONSUMER PR ACTIVITY PLAN



**FEB** IMM Meet the Media NYC  
**MAR** Dubai Expo – until Mar 2022  
**APR** Trav Media London, virtual ITB, YoS EU event, Explore GB PR Connect, Adonet, Scotland Week

**PITCHING, MEET THE MEDIA & EVENTS**



Access★, arte.tv, CHINADAILY 中国日报, NATIONAL GEOGRAPHIC TRAVELLER, Loganair Scotland's Airline, LNER LONDON NORTH EASTERN RAILWAY, THE TIMES, LE FIGARO, TRAVEL+LEISURE

**PRESS VISITS**



regular, consistent engagement with key media through media update & press release calendar | shift focus to emotion-driven messaging with relevant product/insider tips/seasonal | reimagining the structure to reflect emotional connection: sense of calm | awe + wonder | food for the soul | adrenaline rush

**MEDIA COMMS**



News UK, STYLIST, TD TRAVEL WEEKLY, G+J PRISMA MEDIA, UPROXX, THRILLIST, H REARSE, MATADOR network, AFAR

**PUBLISHING AND BRAND PARTNERSHIPS**

# APPENDIX

## MARKET PLANS



# MEDIA TACTICS: UK

**OBJECTIVE:** raise awareness & consideration of Scotland, driving conversion for spring 22, create impact/buzz for Scotland.

**AUDIENCE:** Younger audience | Adventurists and food loving culturalists (60/40)

**GEO TARGETING:** London, SE, NE, NW, Yorkshire & The Humber, Scotland.



**TOTAL MARKET INVESTMENT: £1.19M**  
**PHASE 2: £648K**



## SOCIAL & DISPLAY/ BVOD

**£150K / £218K**

-Raising awareness of Scotland via distribution of new hero video assets (impressions, CTR, landings, VTR)

Audience: all key geo's

**JAN-MARCH**



## OTA PARTNERSHIPS

**£70K TA / £46K EXPEDIA**

-Drive conversion through Scotland bookings

Audience: all key geo's

**FEB-MARCH**



## HIGH IMPACT ACTIVITY

**£100K**

-Extension of global 'Slow Travel' activity to UK market plus social takeover of UK NatGeo social channel. Audience: all key geo's

**FEB-MARCH**



## PUBLISHING PARTNERSHIPS (WITH INFLUENCER)

**£109K**

-Utilising partnership Influencers to drive consideration and conversion. Audience: England regions only - TBC

**FEB-MARCH**

# MEDIA TACTICS: GERMANY

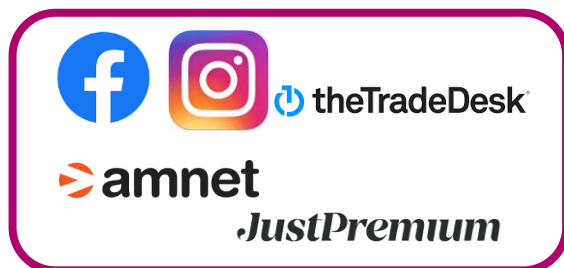
**OBJECTIVE:** Further build demand through inspiration, destination awareness & welcome message; move audiences along the journey; drive B2B product development & conversion

**AUDIENCE:** Buzzseekers & Cultural Explorers + tour operators/travel trade professionals in market

**GEO TARGETING:** North Rhine-Westphalia, Lower Saxony, Baden-Wurttemberg, Hesse, Bavaria, Berlin & Hamburg



**TOTAL MARKET INVESTMENT: £535K + £945k for Pan EU OTA & NatGeo Partnership**  
**PHASE 2: £266,800K**



## **SOCIAL/DISPLAY** **£130.8K**

(£250k perf marketing pan EU)

Audience: all segments (focus on Buzzseekers) + key geos

Target: reach/engagement

Outcome: launch Q4

**FEB-MARCH**



## **CONTENT PARTNERSHIPS** **£106K**

(+£448k NatGeo (pan EU))

Audience: key segments (focus on Buzzseekers) + NatGeo audience

Target: engagement

Outcome: launch Q4

**JAN-MARCH**



## **B2B** **£30K**

Audience: key tour operators + Travelzoo audience

Target: engagement/conversion

Outcome: launch Q4

**FEB-MARCH**



## **OTA PARTNERSHIP** **£497K (PAN EU)**

Audience: German travellers searching UK & Ireland – we can focus on adventurers

Target: Scotland bookings

Outcome: launch Q4

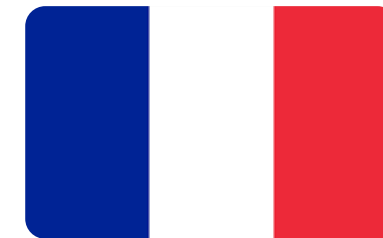
**JAN-MARCH**

# MEDIA TACTICS: FRANCE

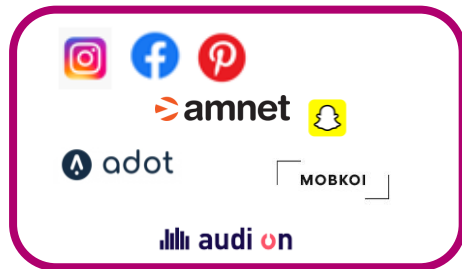
**OBJECTIVES** : inspiration, destination awareness, welcome message post Brexit , conversion/book now

**AUDIENCE**: targeting a mix of Cultural Explorers and Buzzseekers based on age and interest across the channels  
– 18-55+ / B2B: targeting travel trade professionals in France.(40/60)

**GEO TARGETING**: key city and transport hubs



**TOTAL MARKET INVESTMENT: £535K + £945k for Pan EU OTA & NatGeo Partnership**  
**Phase 2: £305k**



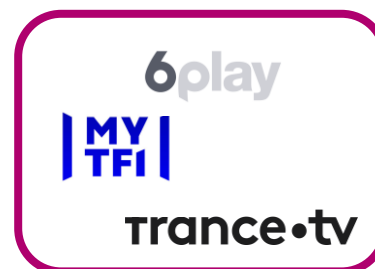
## SOCIAL/DISPLAY/AUDIO £158K

Buzzseekers + Explorers / key geos  
Reach, video views and engagement  
Activation on display + social from Feb to March utilising a mix of audience interests, building on Phase 1 learning and warmed up audiences



## CONTENT PARTNERSHIPS £93.6K

Geo + Psychologies for Cultural Explorers / Néon for Buzzseekers  
Content partnerships to capitalise on their engaged audience with media amplification.  
**JAN-MAR**



## CATCH-UP TV £37.7K

Buzzseekers + Explorers / key geos  
Reach, video views  
Video distribution. Build on Phase 1 awareness to further consideration for travel in 2022.  
**FEB-MAR**



## OTA PARTNERSHIP £497K (PAN EU)

Audience: French travelers searching UK & Ireland  
Target: Scotland bookings  
Outcome: TBC – launch in Q4  
**JAN-MARCH**



## B2B £15K

Travel Trade professionals  
Reach + content engagement  
Reactivate awareness for the destination, reassure and encourage product development for 2022 + awareness for VS on LinkedIn.  
**FEB-MAR**

# MEDIA TACTICS: DEVELOPING EU

**OBJECTIVES** : Further build demand through inspiration, destination awareness & welcome message; move audiences along the journey; drive B2B product development & conversion

**AUDIENCE**: Buzzseekers & Adventurers plus Cultural Explorers + tour operators/travel trade professionals in market (B2B)

**GEO TARGETING**: NL, ES, IT, Nordics



**TOTAL MARKET INVESTMENT: £252.8k + £945k for Pan EU OTA & NatGeo Partnership Phase 2: £175k**



**SOCIAL  
£37.2K**

Audience: Cultural Explorers & Buzzseekers in NL, ES, IT  
Target: reach/engagement

**FEB-MARCH**



**DISPLAY  
£45K**

Audience: all segments in all markets + users browsing holiday content

Target: reach/engagement

**FEB-MARCH**



**CONTENT PARTNERSHIP  
£448K (PAN EU)**

Audience: NatGeo audience

Target: engagement

**JAN-MARCH**

agenttravel.es  
tu diario de turismo profesional

**TRAVELNEWS**  
THE SCANDINAVIAN TRAVEL TRADE MAGAZINE - NORWAY



LinkedIn

**B2B  
£92.8K**

Audience: key travel trade in all markets

Target: reach/engagement

**JAN-MARCH**



**OTA PARTNERSHIP  
£497K (PAN EU)**

Audience: Travellers searching UK & Ireland

Target: bookings for Scotland

**JAN-MARCH**

# MEDIA TACTICS: NORTH AMERICA

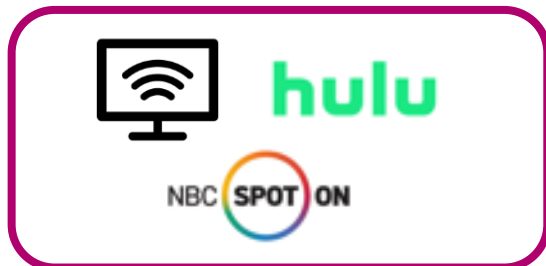


**OBJECTIVES** : Driving inspiration and engagement to demonstrate Scotland meets visitors' emotional needs more than ever before. Continuation of brand building digital activity from phase 1, with refined targeting, supported by high impact/influential brand channel buzzseeker activity and B2B cultural explorer activity that aligns and creates multi-touch point activity and impact.

**AUDIENCE**: Buzzseekers & Adventure Seekers and Cultural Explorers – phase 2 drives further impact towards younger demo + tour operators/travel trade agent acquisition education & conversion

**GEO TARGETING**: NY, California, Texas, Florida, Illinois, Quebec, Ontario

**TOTAL MARKET INVESTMENT: £2.3M**  
Phase 2: £1.9M



**SOCIAL**  
**£160K**  
**+ £150K YT /**  
**REMARKETING +**  
**£90K LEAD GEN**

Taking consumers onto phase 2 of SiC to move along the journey to make Scotland stand out with platform first content

**CONNECTED TV**  
**£185K**

Taking consumers onto phase 2 of SiC to move along the journey to make Scotland stand out with hero creative

**HIGH IMPACT INTEGRATED PARTNERSHIPS**  
**B2C: £985K / B2B: £130K**

Building meaningful partnerships and integrated amplification to create impact in-market

Collaborating and building partnerships, creating bold content that unlocks multi-touch point activity, PR amplification and high impact opportunities, tapping into brands, influencers and their audiences. Inc strategic partners that lead in responsible values with already engaged audiences. US focus will be to integrate activity together to create impact for Scotland Week + beyond.

**OTA PARTNERSHIP**  
**£255K**

Driving conversion to +25 NA DMAs and searchers

Driving brand awareness, accessibility through Scotland is Calling layered with conversion

# MEDIA TACTICS: CHINA



**OBJECTIVES** : Further brand building and awareness driving, bringing Scotland top of travellers' mind. Continuation of brand building digital activity from phase 1, with refined targeting, supported by high impact/influential brand channel activity and B2B activity that aligns and creates multi-touch point activity and impact.

**AUDIENCE**: Buzzseekers (Millennials aged 25-44; Gen Z)+ tour operators/travel trade agents through B2B trade media & OTA content partnerships

**GEO TARGETING**: Geo Targeting: Top Tier 1 and new Tier 1 priority cities Beijing, Shanghai, key provinces e.g. Zhejiang, Guangdong

**TOTAL MARKET INVESTMENT: £610k**  
**Phase 2: £473k**



## **SOCIAL** **£278K**

Building followers for our owned channels for legacy content sharing in future and advocacy from followers sharing content

Taking consumers onto phase 2 of SiC to move along the journey to make Scotland stand out with platform first content and continue driving growth of quality followers



## **CONTENT PARTNERSHIPS** **B2B (TTG): £35K**

Building meaningful content partnerships with trusted intermediaries and growing followers on trade channels leading to increased advocacy and content sharing



## **OTA PARTNERSHIP** **£160K**

Driving conversion with sellable Scotland products and searchers

Driving brand awareness, increasing Scotland product on platform and enhancing visibility of product / legacy activity

# MEDIA TACTICS: AUSTRALIA

**OBJECTIVES** : Brand building through inspiration, destination awareness & welcome message aligned with Outlander release; move audiences along the journey; drive B2B education of Scotland product & conversion through trade media

**AUDIENCE**: Buzzseekers & Cultural Explorers + travel agents / travel trade (B2B)

**GEO TARGETING**: Key Australian cities – Sydney, Melbourne, Perth



**TOTAL MARKET INVESTMENT: £50k**



## SOCIAL

Audience: Cultural Explorers & Buzzseekers  
Target: reach/engagement/  
video views

**FEB-MARCH**



## TV/VOD

Audience: Cultural Explorers & Buzzseekers +  
Outlander interests

Target: reach/VCR to align with Outlander new  
season release

**FEB-MARCH**



## B2B

Audience: key travel trade / agents in  
market utilising key publications

Target: reach/engagement/opt-in to grow  
travel trade database

**FEB-MARCH**