



SCOTLAND IS CALLING

CAMPAIGN OVERVIEW

MARCH 2022 -

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

Stimulating Global Demand – Scotland is calling

SCOTLAND IS CALLING CAMPAIGN

- Phase 1: Stimulating demand to capitalise on post-pandemic desire to travel.
- Phase 2: Capitalising on pent up demand and convert bookings for spring/summer 2022.



MEDIA CHANNELS & CONTENT PARTNERSHIPS



TOTAL MEDIA IMPACT - END MARCH 2022

78 M VIDEO VIEW STARTS

28.5 M VIDEO COMPLETES

2.3M CLICKS TO FIND OUT MORE



SCOTLAND IS CALLING

PHASE I SEP - DEC

PHASE II JAN - MAR *(Launched 9 March)*

SEE

42m video views
21m completes

36m video views
8m completes

THINK

Slow up in Scotland National Geographic partnership

Over 10 content partnerships
176k views of Scotland content

PLAN

- 85.6k new email opt ins
- 45k new followers on CN channels

- 32k new email opt ins
- 30k new followers on CN channels

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.

LET'S BE BOLD

IN 2022 WE'RE GOING TO CREATE AND TELL NEW STORIES THAT RESPOND TO THE EMOTIONAL NEEDS OF FUTURE VISITORS THROUGH:

DRIVING NEW AUDIENCES



Gen Z + Buzz Seekers

USING NEW CHANNELS



BUILDING MEANINGFUL PARTNERSHIPS



LEVERAGING NEW AUDIENCES THROUGH WORLD-CLASS EVENTS

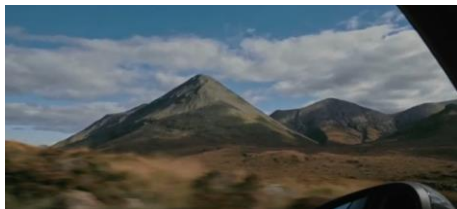




CAMPAIGN ACTIVITY

LIVE 9 MARCH 2022

OUR CAMPAIGN FILM

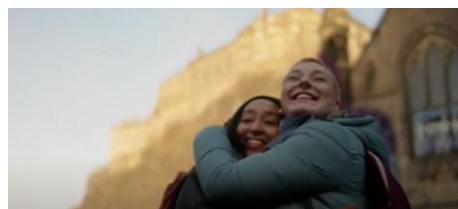


P R E S S



P L A Y

**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**



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.

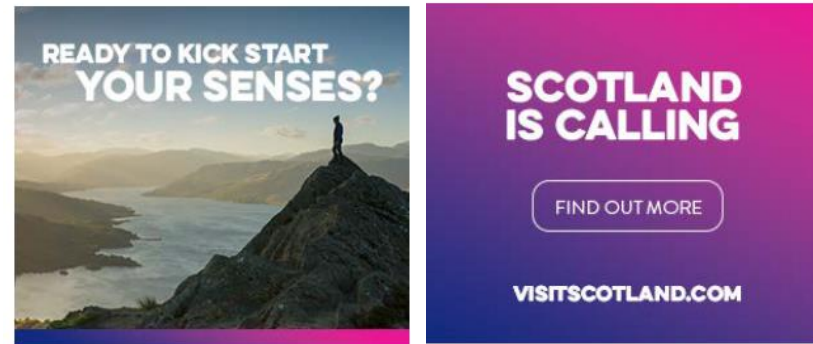
NEW LOOK & FEEL - TEMPLATE

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



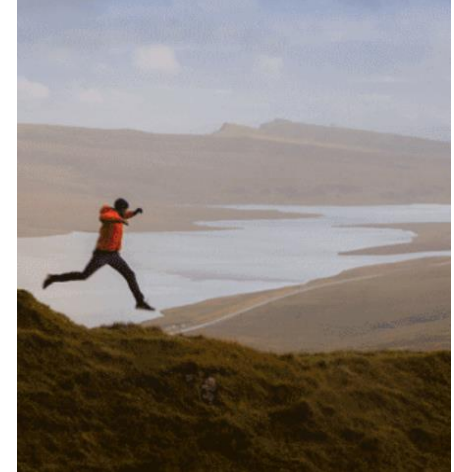
We've created new guidelines to support our campaign

[DOWNLOAD NOW](#)

NEW LOOK & FEEL – IMAGERY

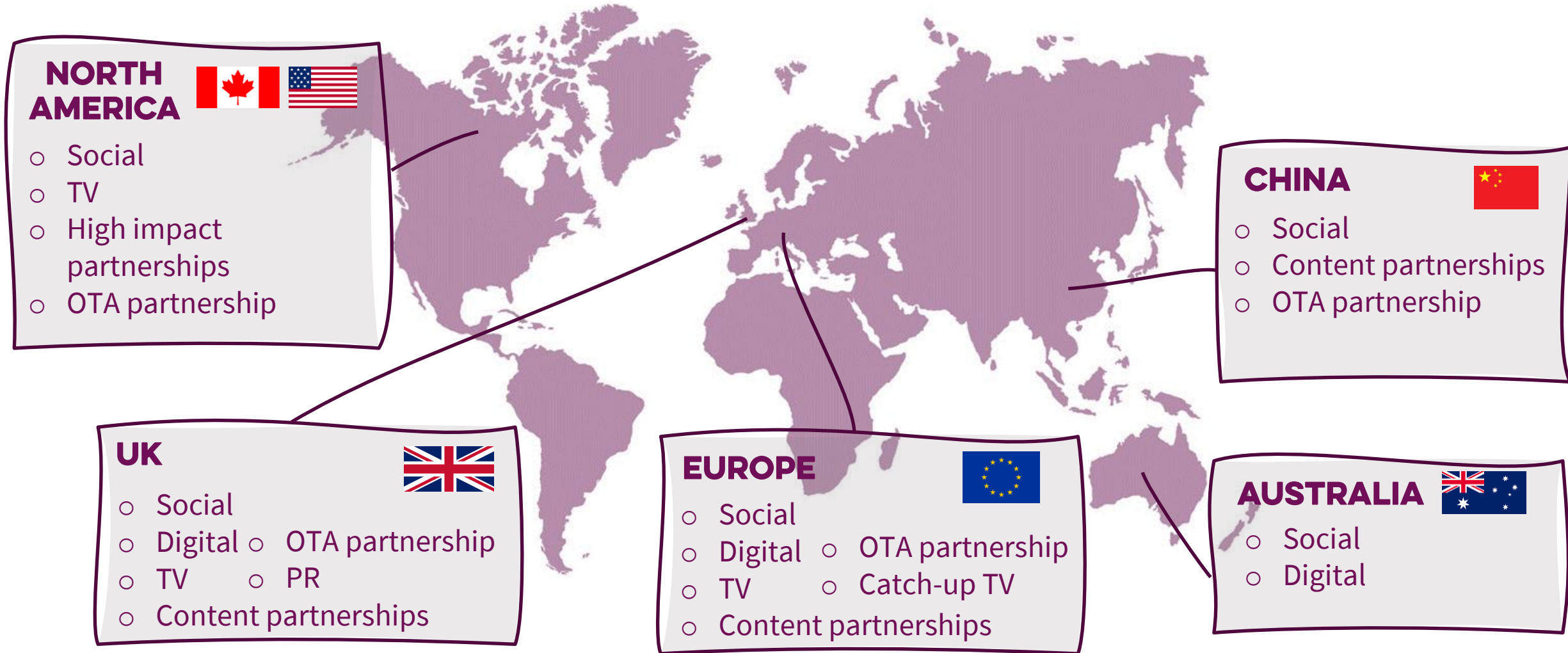
Images play a pivotal role in helping us showcase the beauty, emotion and character of Scotland. Images have been chosen to portray the emotion the consumer feels when connecting with their experience in Scotland. Imagery should work synonymously with headlines on campaign creative.

**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.



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

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. VISIT ADVICE PAGE

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.

HOW TO GET INVOLVED



HOW TO SUPPORT SCOTLAND IS CALLING

**DOWNLOAD OUR ASSETS
AND SHARE THEM ON
YOUR CHANNELS**



**CLICK TO VISIT OUR
DIGITAL MEDIA LIBRARY**
(SIGN UP REQUIRED)

**CROSSPOST OUR
CAMPAIGN VIDEOS**



**SET UP FACEBOOK
CROSSPOSTING USING
OUR GUIDE in appendix**
(WE CAN HELP)

**TIE IN WITH OUR
MARKETING CALENDAR
THEMES**



**VIEW THE CALENDAR ON
SLIDE 17 AND LET US
KNOW WHERE YOU CAN
SUPPORT**



VISITSCOTLAND MARKETING CALENDAR

VisitScotland's Marketing Calendar spotlight themes provide a focus for each month to align messaging across our channels alongside key messages which are the primary points we want the consumer to take away from the content we create and promote.

[Responsible Tourism](#) and [Year of Stories 2022](#) are strategic themes which will be included in our messaging all year round.

| MONTH | FEB 2022 | MAR 2022 | APR 2022 | MAY 2022 | JUN 2022 | JUL 2022 | AUG 2022 | SEP 2022 |
|-----------------|---|--|--|---|---|---|---|--|
| SPOTLIGHT THEME | Outdoor Adventures | Family Trips | Islands | Off the Beaten Track | City Breaks | History & Culture | Wellness | Autumn Escapes |
| KEY MESSAGES | <p>Scotland offers a wide range of outdoor activities for all ages and abilities.</p> <p>Spending time outdoors and reconnecting with nature supports our wellbeing.</p> <p>Participating in outdoor activities is a great way to explore new places.</p> | <p>Scotland offers a variety of shared activities for families.</p> <p>Places to stay in Scotland are family-friendly and affordable.</p> <p>Scotland is the perfect place for children to explore the outdoors and be active.</p> | <p>Scotland's islands are stunning throughout the year.</p> <p>Scotland's islands have their own unique way of life.</p> <p>Our islands feel remote but are easily accessible.</p> | <p>Scotland is waiting to be explored.</p> <p>Scotland offers unique and new experiences.</p> <p>Getting off the beaten track helps make your trip sustainable.</p> | <p>Our cities are perfect for a short or weekend break at any time of year.</p> <p>Scotland's cities are easy to get to and get around.</p> <p>Scotland's cities are the perfect base to explore our countryside.</p> | <p>Our legends, myths and stories are centuries old but our culture is modern and welcoming.</p> <p>Exploring Scottish history and culture helps people make a real connection with the places they visit.</p> <p>Engaging with Scottish history and culture is an enriching experience that lasts beyond your visit.</p> | <p>Scotland is quiet.</p> <p>Nature is easily accessible.</p> <p>Our world-class cultural attractions feed the mind and soul.</p> | <p>Scotland has dark skies.</p> <p>Autumn is the perfect time of year to explore Scotland's landscapes and see wildlife.</p> <p>Autumn is the perfect time to slow down and have a quiet, restorative break.</p> <p>The Autumn harvest brings some of Scotland's best local produce.</p> |

STRATEGIC THEMES

Responsible Tourism

Year of Stories

KEEP SCOTLAND UNSPOILED

VISITOR MANAGEMENT 2022 PHASE ONE



Market Activity – Visitor Management



March has seen the launch of our Visitor Management activity which takes onboard the learnings from 2021, working closely with the Visitor Management industry steering group to set our direction. We have delivered a new campaign that concentrates on key themes including water safety, litter, livestock and camping, all delivered under the umbrella of keeping Scotland unspoilt. The activity has gone live earlier in the season ahead of the Easter and will run through until October 2022. A bi-weekly industry working group is in place to react to any on the ground challenges across the summer.

Our Objectives

Encourage greater access to and enjoyment of Scotland's outdoors – especially amongst new audiences - so we all #RespectProtectEnjoy

Ensure consistent messaging that reinforces responsible outdoor access guidance and the warmth of our welcome

Address challenges around outdoor access, antisocial behaviour and offer guidance on how to overcome these

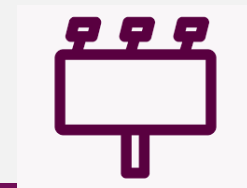
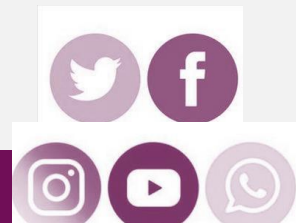
Encourage a feeling of ownership and responsibility to protect our natural environment and create natural ambassadors to amplify that messaging

Encourage people to plan ahead, particularly during peak periods and try new places

Promote new product and revised policies and guidance as they become available

- <https://www.youtube.com/watch?v=g-Fhvj7vW-E>
- <https://www.youtube.com/watch?v=N3r5rCN9iaE>
- <https://www.youtube.com/watch?v=tfk7J6XZju4>
- <https://www.youtube.com/watch?v=zZCUFjSiWpE>

Activity



SCOTRAIL, BEANO & VISITSCOTLAND



A Beano Studios Product © DC Thomson Ltd (2022).

🔍 Beanotown Station

CAMPAIGN SNAPSHOT



OBJECTIVES

- Increased sustainable travel in Scotland
- Increased Kids for a Quid bookings
- driving short breaks & day trips to Scotland's seven cities.



MEDIA OVERVIEW

- Mix of print and digital with Primary Times, The List, DC Thomson publications & Teads advertising



TIMELINES

- Campaign starts 28th March with rights to Dennis & Gnasher until October 2023



picture
und...'
ure fill'
button

KEY CREATIVE

SCOTLAND IS CALLING FIND OUT MORE

ADVENTURES IN SCOTLAND WITH KIDS FOR A QUID

Visit Scotland | Alba ScotRail

ADVENTURES IN SCOTLAND WITH KIDS FOR A QUID

ScotRail SCOTLAND'S RAILWAY

VISITSCOTLAND.COM/BEANO



BLAMTASTIC DAYS OUT BY RAIL

ADVENTURES IN SCOTLAND WITH KIDS FOR A QUID

Dennis and Gasher love exploring Scotland's seven cities by train!

From climbing the National Wallace Monument in Stirling, capturing your imagination at Edinburgh Castle or boarding the RRS Discovery in Dundee, you can enjoy a family adventure for less with ScotRail.

The Kids for a Quid ticket means up to four children can travel for just £1 return each, with every paying adult. Where will your adventures take you?

Available on off-peak services. Under 5s travel free. Conditions apply.

ScotRail SCOTLAND'S RAILWAY

VISITSCOTLAND.COM/BEANO

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ScotRail SCOTLAND'S RAILWAY

VISITSCOTLAND.COM/BEANO

THANK YOU

