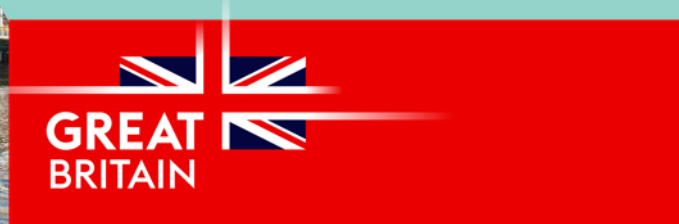


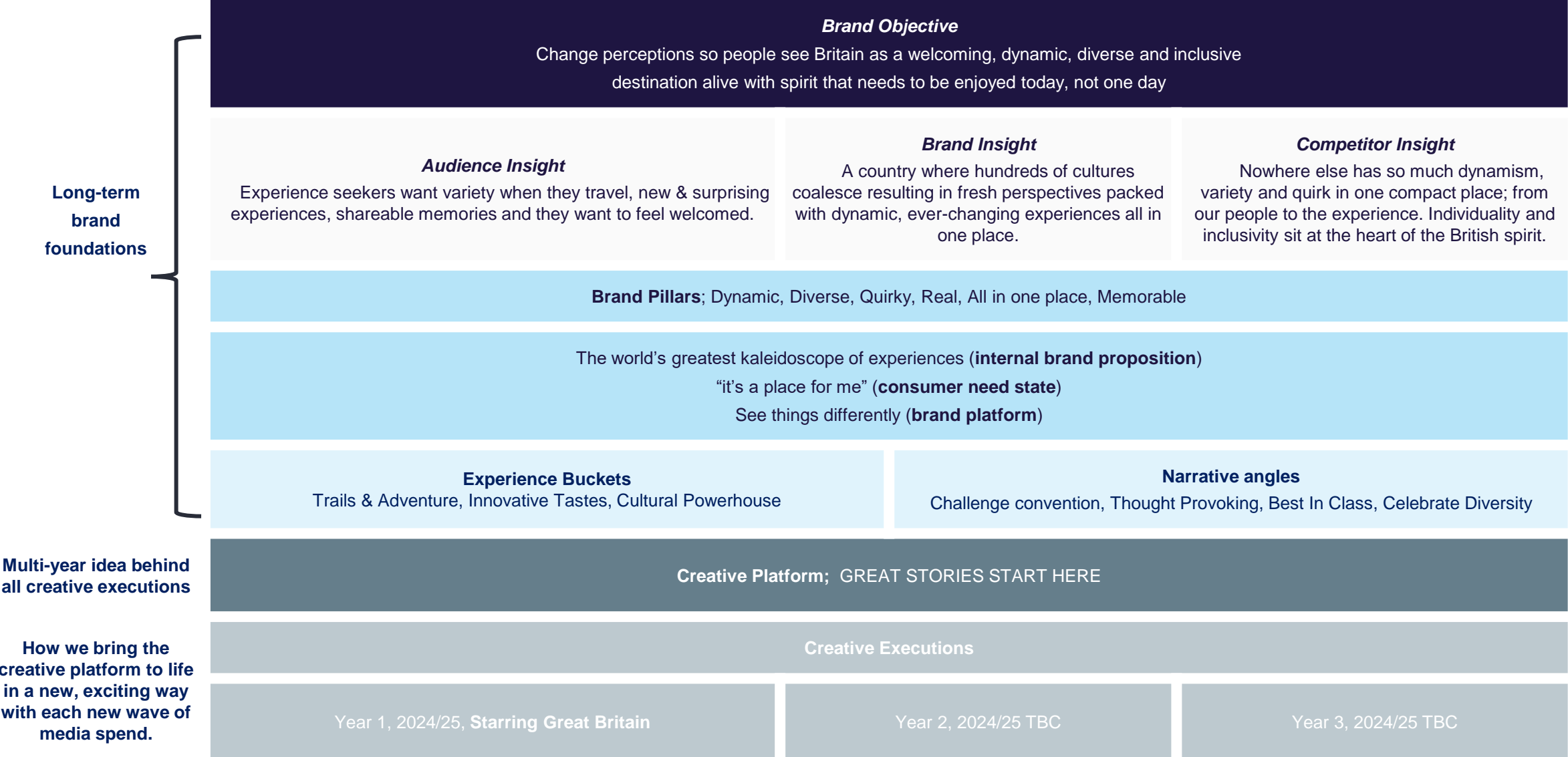


See Things Differently

Introduction to the
Britain tourism
brand



Our Brand Framework



This is supported by our brand pillars

Dynamic

We never stand still. Whether you're here for a day or a month, you'll find more creativity, energy and diversity than you'd ever expect in one place.

Diverse

We are bursting with a kaleidoscope of fresh and exciting experiences, which are brought to life by our amazing and diverse people.

Quirky

We're all about unconventional ideas and refreshing new takes. You can't help but see your world a little differently once you've experienced ours.

Welcoming

Just like the warm welcome they'll get when they arrive in Britain, we need that to shine through in our communications.

All in one place

At just 874 miles from top to bottom, you can make the most of every minute.

Real

You'll experience an authentic Britain that goes beyond the stereotypes and be warmly welcomed by down-to-earth, diverse people. We don't sell tourism, we excite with real people, experiences and stories!

Memorable

We'll challenge everything people think they know about Britain with unexpected experiences that they can't wait to share and will stay with them forever .



Brand Narrative

For a small island, we're a country with many sides. In fact, it's our multi-faceted, multi-cultural nature that makes us who we are.

Our brand narrative is the high-level story that we can use, in part or in full, when introducing Britain:

Britain is always changing; a land that embraces difference and never stands still.

*And at just 874 miles from top to bottom, you'll find more **creativity, energy and diversity** in one place than anywhere else in the world.*

We're all about unconventional ideas and refreshing new takes. A place where cultures coalesce to reimagine what you thought you knew.

*And it's all made possible by our **creative thinkers, daring dreamers, and curious explorers** – who take our guests to heart but don't take ourselves too seriously.*

Whether you're here for a day, a month or a year, we're ready to help you make the most of every minute.

You can't help but see your world a little differently once you've experienced ours.

Help yourself to a big dollop of different and an extra slice of surprise.

*Join us and **see things differently.***

* VB team will work with successful applicants to agree content topics

Customer Journey Map

COMMS TASKS

DEFINING PAID, PARTNER, OWNED & EARNED ROLES THROUGH THE CONSUMER JOURNEY

We will build on this to formalise the points of connection between VB POE media & our partners, coming as part of our tactical response.

Strategic objective

Comms Task

	1. Brand Perception	2. TOM Consideration	3. Booking	4. Expand Itinerary	5. WOM & Buzz
Strategic objective	Inspire our target audience by demonstrating, in ways they can't ignore, that <u>Britain offers the world's greatest kaleidoscope of experiences</u>	Showcase relevant UK experiences for audiences interested in the UK, <u>making Britain their travel experience of choice</u>	Drive audiences who are researching a trip to the UK <u>book now</u> , showing up across all digital touchpoints	Offer relevant regional activities, experiences & itineraries around the UK for Experience Seekers to help them build out the itinerary for an incredible travel experience	Incentivise Experience Seekers to share their experience with others

Role for Comms

	1. Brand Perception	2. TOM Consideration	3. Booking	4. Expand Itinerary	5. WOM & Buzz
Paid	Amplify the brand campaign through premium, high impact & high attention placements	Reach viewers of the brand campaign & people interested in Britain, driving them to VB owned channels to start research	Not a focus area for VB paid media		Leverage opportunities to boost earned visitor endorsement
Partner	Collaborate with Brand partners* on content or sponsorships increase the audience & cultural relevance of our campaigns. Strategic partners to amplify for specific nations e.g. Scotland	Co-branded campaigns to Drive brand campaign viewers & people interested in Britain, to commercial partner discovery pages to start research	We ensure that Commercial partner activity reaches in-market audiences during moments of intent, driving them to booking pages**	We support our Industry partners to: Drive audiences who have confirmed a trip to booking pages for relevant activities & experiences And support & inform the booking journey through editorial recommendations, reviews of key reviews of travel, accommodation & experiences	Industry partners to Incentivise visitors to share their experience in earned channels (social & reviews)
Owned	Extend the brand campaign stories with always on content across owned channels.	Drive audiences on our website/social channels to the VB shop or to relevant commercial & industry partners to book key experiences		Incentivise visitors to share their experience in earned channels (social & reviews)	
Earned	Amplify the brand campaign and Validate that visiting Britain offers the world's greatest kaleidoscope of experiences through credible endorsement (peer or editorial)				

*Sometimes we work with partners like BA who are both commercial & brand partners

**VB does not invest in commercial partner 'booking' activity



Creative development



Our Challenge...

to deliver an exciting, market-specific, fame-driving activation that will get people talking about Britain?

We need to encourage our audience to see and feel things differently to trigger reappraisal of Britain.

We know that the more surprising and “unexpected” side of Britain directly increases consideration.



What does good look like?

Focused on the spirit of the destination, the personality, the people > makes you feel something



People-based, simple,

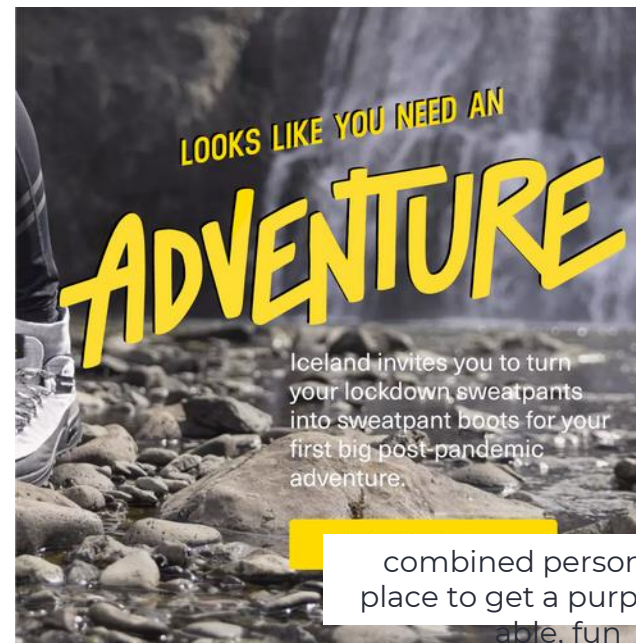
emotional



New Zealand wants people to stop 'traveling under the social influence'



PR-able, people-based, simple



combined personality & place to get a purpose, PR-

able, fun



Interpreting the brand pillars for imagery/footage

There are six brand pillars supporting the brand proposition. These have implications for the images and footage we select.

Internal Brand Proposition & Pillars

The world's greatest kaleidoscope of experiences

Dynamic

Movement
Vivid colours
Capture a moment

Diverse

Featuring a wide variety of different experiences
Featuring a variety of types of people
From across all corners of Britain
All four seasons, it's not all about blue skies!

Quirky

Showcases the quirky British sense of humour
Showcases interesting and unexpected experiences
Doesn't feel stuffy and formal

Real

Communicate positive emotions through people's facial expressions and body language
Inclusive; we want to represent all the people who live and visit here
Welcome - we don't have to show smiling faces in every shot but its important to have some to show welcome
Where possible include real people and their real stories; its much harder to make assets with models feel real and authentic

All in one place

Using lots of different images/footage together paints the picture of a nation packed to the brim with experiences (it doesn't mean Britain is just a montage/list of things but it is about showing Britain bursting with variety)

Memorable

Features experiences that look exciting and unique to Britain
Surprising and unfamiliar scenes
The more unexpected the experience the more it drives consideration

Production and image selection considerations

- Ensure asset purchases or commissions are plugging existing location and/or experience gaps.
- Ensure alcohol is not the focus of experiences, if shooting experiences with alcohol, recreate additional shots with non-alcoholic food and beverages too e.g. tea, coffee, juices.
- Avoid recognisable logos and brand on talent clothing, on props or in the background of the image.
- Ensure all imagery and footage is shot to suit both portrait and landscape formats, including considerations for digital display formats, and at the highest resolution to ensure assets can be used across all channels.
- Avoid using single use plastics in shoots e.g. plastic drinking bottles, plastic cutlery, single wear rain ponchos; use clearly reusable items.
- Consider time of day of the shoot to maximise different daylight, e.g. sunrise, golden hour, twilight etc.
- Consider time of year, what experiences and talent wardrobe selections are most appropriate for the time of year.
- When considering if you should commission a new shoot for new assets, UGC imagery and video performs really well with our target audience; could we purchase assets instead of creating new ones?

Yes please!

When purchasing and creating new assets or selecting ones we already own to use in a campaign, you will find it hard (almost impossible!) to find an image that ticks every box, so consider all the assets you will use across the campaign and ensure that the collection as a whole shows Britain is;

- Is a place bursting with so many new and unexpected experiences to enjoy
- Is a place full of warm and welcoming people to meet
- Is full of movement and energy
- Is bright and full of colour
- Is not a reflection of Britain from the past, it's Britain today!
- Is not just all about London; there are so many great cities, coastal destinations and plenty of countryside to explore here too



No thanks!



History but with no twist, passive not active.



Trying to be natural, but feels cheesy and posed, doesn't feel real, flat visual.



Static, without people.



Doesn't talk to Buzzseekers.



Conventional, no people, clichéd.



Clichéd, posed, too "modelly".

Additional Information

Imagery/video

- VB funding conditions mean that everything carrying a GREAT logo must be pre-approved by No 10, therefore it would be ideal if you can use the imagery which has been pre-approved [here](#) (in the GREAT/Brand approved folder).
- We do appreciate though that the images for partner use and those which feature your destination may be limited. Therefore if you have a collection of images/video you would like to use, can you share those ASAP and we will aim to seek approval before you move to design. Please keep in mind the guidelines when selecting imagery.

Call to Actions

- Please advise what your CTA/sign off will be? We're happy for the actual click through /booking to be your commercial partners website, but if you have a sign off in mind, please advise. We are in the final stages of creative development of our brand campaign so need to think how these might align.

Logo's

- The GREAT logo must be included, along with **one** other logo (partner logo's can be interchangeable depending on where the creative is shown).
- The GREAT logo is available [here](#), section 3.

Pallets /Font

- No need to follow the GREAT colour palette or font.

Thank you!

Please contact Brand@visitbritain.org if you have any questions

GREAT
BRITAIN

