

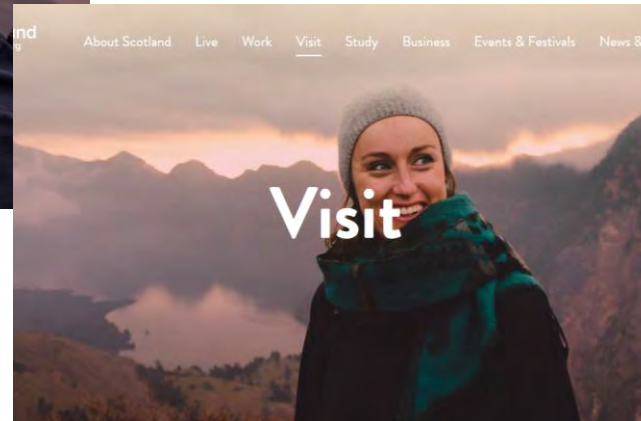
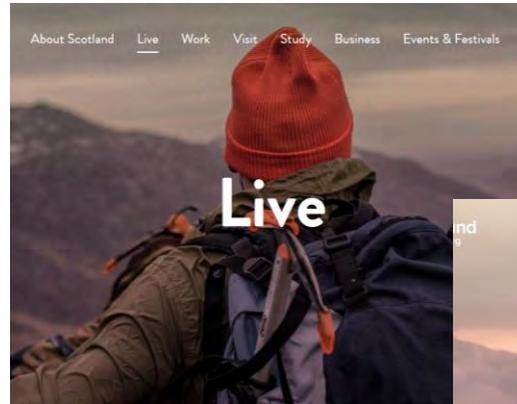
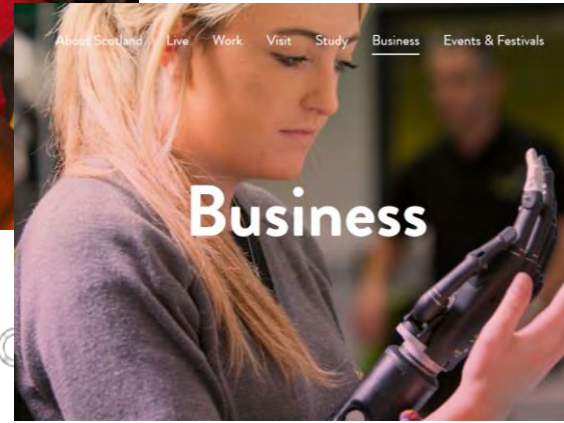
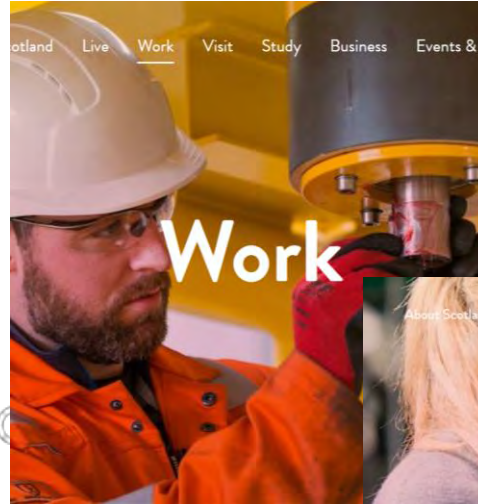


REPOSITIONING
BRAND SCOTLAND
TO STIMULATE INTERNATIONAL GROWTH

WE ACT AS ONE

Brand Scotland is a collaborative effort to harness our national story, our technology and our talent for all of Scotland's benefit.

This is the start of a journey where we will leverage our collective resources in digital technologies, data and people.



Scotland has a world-renowned education system, top-class universities and a reputation for producing creative thinkers. That's why more than 50,000 students from over 180 different countries choose to study in Scotland every year. You could join them.

FIND A COURSE

Qualification Level
All

University
All

SEARCH COURSES

STEP 1

New Marketing Platform

As our competitors step up their game and the world of migration, investment, business and travel evolves Scotland needs to shift gear to not only sustain but to grow, it's international appeal and success.

Scotland is Now is a campaign that unlocks incredible stories of adversity, perseverance and an indomitable pioneering spirit. It's about the difference Scotland makes to people and the difference those people make to Scotland.

This isn't a big new spend marketing initiative – it's about working smarter and capitalising on networks and new technology. It's about genuine collaboration and about sharing Scotland's story through the people who benefit from all it has to offer.

#SCOTLANDISNOW





OVERCOMING BARRIERS

Build awareness and reputation to unlock potential

The awareness of our national brand and what we have to offer is low versus the competitive set in key markets.

Drive attributes that attract the right audiences

Recognise the progressive attributes (inclusiveness, innovation, up-and-coming) that set us apart with key audiences, in key markets while maintaining strengths.

Face into uncertainty – capture the zeitgeist

Target audiences, fear of isolationist approach that has been increasingly prevalent. We may be small but our values-based approach will attract those we seek to bring to Scotland.

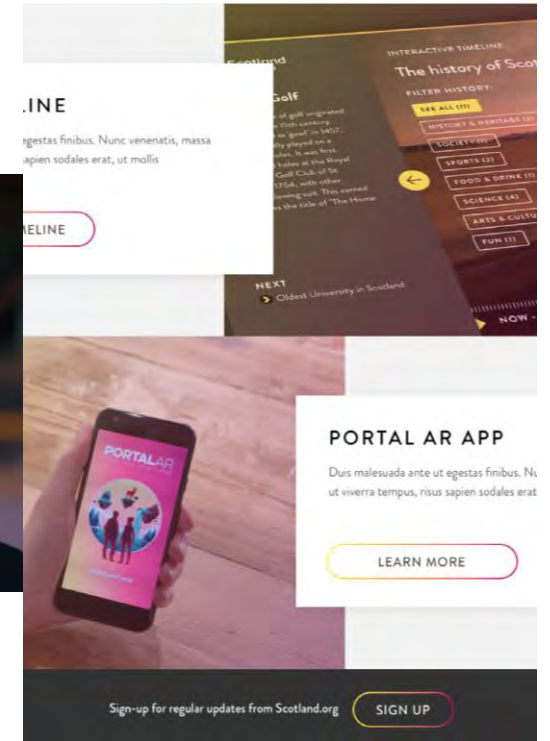
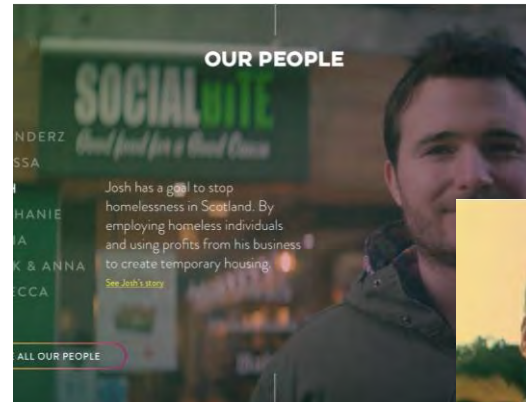
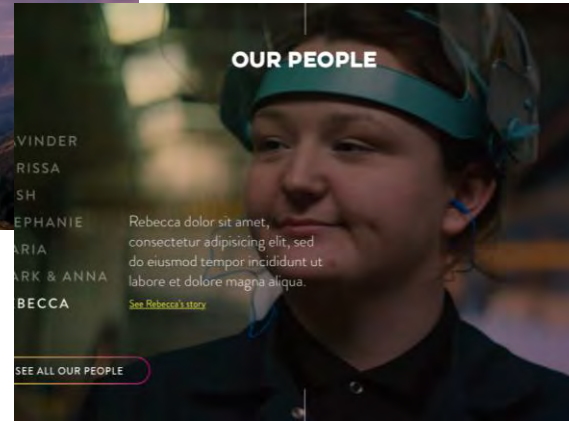
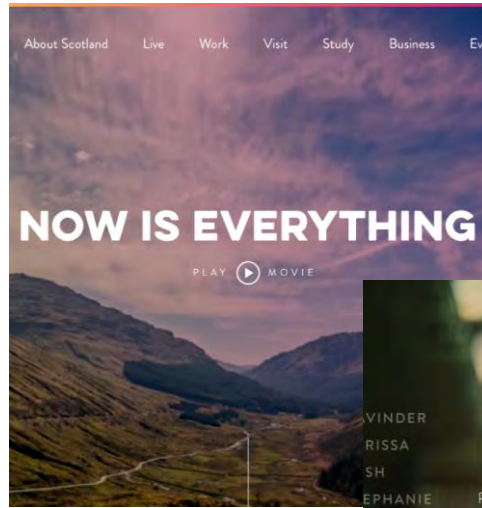
#SCOTLANDISNOW

LAUNCH ASSETS

The campaign will launch on the 11th April with a brand film that introduces 'Scotland is Now'.

This will be followed up with a series of mini documentaries where our best asset - our very own people - will tell their unique stories that will be targeted to very specific audiences.

This will be accompanied by a raft of online and print execution, a new scotland.org website and Augmented Reality app in partnership with Google.



#SCOTLANDISNOW

David Abadie - Inverclyde, Scotland

NOW IS HOME AND THE WARMEST OF WELCOMES.

Scotland is Now is a campaign that unlocks some incredible stories of adversity, perseverance and creativity. It's about the difference Scotland makes to people, and the difference those people make to Scotland. You can follow David's story at [YouTube/ScotlandIsNow](#).

#SCOTLANDISNOW

IT'S TIME TO START YOUR FIRST-CLASS EDUCATION IN SCOTLAND.

Five of Scotland's universities have been ranked among the top 200 in The Times Higher Education rankings.

#SCOTLANDISNOW

SCOTLAND. WHERE TECHNOLOGY EMBRACES HUMANITY.

Scotland leads the way in the development of prosthetics. A new solar-powered synthetic skin allows those with prosthetic limbs to experience the sense of touch.

#SCOTLANDISNOW

SCOTLAND. QUENCHING THE WORLD'S THIRST FOR KNOWLEDGE.

Scotland has 19 institutions undertaking world-leading research, transforming everything from energy and medicine to informatics and biotechnology.

#SCOTLANDISNOW

SCOTLAND TACKLES AN INCONVENIENT TRUTH.

Scotland is home to the world's first large-scale tidal energy farm and the world's largest floating wind farm.

#SCOTLANDISNOW

THE BEST PLACE IN EUROPE TO START A TECH BUSINESS RIGHT NOW.

European Business Magazine has named Edinburgh the best European city for technology firms to relocate.

#SCOTLANDISNOW

SCOTLAND. OFFICIALLY THE MOST BEAUTIFUL COUNTRY IN THE WORLD.

Scotland's been voted 'The World's Most Beautiful Country' by Rough Guide readers.

#SCOTLANDISNOW

#SCOTLANDISNOW

PARTNERSHIPS

A critical enabler of Brand Scotland, and our first campaign initiative, is our ability to work in partnership with Scotland's private sector international brands and exporters and industry membership organisations to create a movement around this work.

In addition, we are working in commercial partnership with international media brands that will be distributing all our content and Scottish brands who see the benefit in joint investment.

Home-grown hero brands' active endorsement at launch – potential investors



Industry / membership bodies' active endorsement at launch



Joint investors



Content share and distribution



#SCOTLAND|SNOW

TIMELINE

4 APRIL

NYC preview event in partnership with NBC

11 APRIL

NYC, San-Francisco and London campaign launch

9-13 APRIL

FM in China

POST CAMPAIGN LAUNCH

Building out team Brand Scotland
Technology integration
Business case

#SCOTLAND|SNOW

THANK YOU



#SCOTLANDISNOW