

#SCOTLANDISNOW

**Media briefing document for
the launch of the new brand
for Scotland**

UNDER STRICT EMBARGO

UNTIL 11.00, 11 APRIL 2018

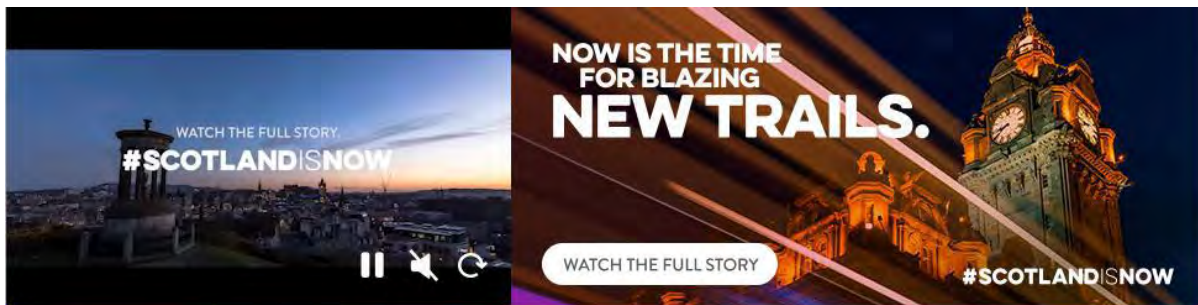
INTRODUCTION

The aim of this media briefing document is to outline the plan and ambition for the new brand for Scotland, Scotland is Now launching on 11 April 2018.

A year in the making, where the new collaborative efforts of VisitScotland, Scottish Development International, the Scottish Government and Universities Scotland to create a real movement to harness the collective talent, skills and investment of the public sector and beyond.

The new global campaign represents a confident, consistent and bold approach to brand marketing, making NOW the time for a collaborative approach to accelerate international growth and build a positive and meaningful story and brand for Scotland

This pack provides an overview of the campaign, a snapshot of the communications resource materials and creative assets, as well as details of how to get involved.



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OVERVIEW OF THE CAMPAIGN

Scotland's invitation to the world

Countries around the world are stepping up their game.

They all want a piece of the action. The high-spend tourists, the professional talent, students from around the world and of course, big investment from expanding international businesses.

We are seeing competitor economies invest heavily in global marketing campaigns to broaden their international appeal. In recent years New Zealand, for example, has invested over NZ\$100m (£77.3m) per year to grow awareness of it as the country of all things natural and pure, with its neighbour Australia spending approx. £70m. And of course, there's Visit California's budget busting \$100m annual spend to grow visitor numbers to the Golden State. The Scandinavian countries have also invested heavily, with Norway's £54m campaign to attract visitors to come and see their Fjords and Northern Lights. Closer to home, we've seen Invest Northern Ireland step up their international marketing efforts and the UK Government's £100m GREAT campaign help attract some serious investment.

Scotland has done well in recent years. Relative to our size we are competitive in attracting visitors, talent, students and investment. We've seen a 24% increase in visitor numbers between 2012 and 2016, and 18% in spend (accounting for inflation). In terms of student numbers we attract over 50,000 students from outside the UK each year. We are consistently recognised as the most attractive place in the UK outside London for foreign direct investment and landed almost 16,000 new jobs through international businesses locating in Scotland in the last four years.

None of this is surprising really – we've got a great product!

World renowned universities, top talent, skilled labour, incredible history and landscapes, warm hospitality, brilliant business connections, competitive costs, entrepreneurial spirit, great business support network and a high quality of life matched with affordable living.

These are just some of the assets partners like VisitScotland, Scottish Development International, the Scottish Government and Universities Scotland have been promoting to international audiences through a myriad of campaigns in recent years.

But as our competitors step up their game and the uncertain world of migration, business, investment and travel evolves, one thing is for certain - Scotland needs to shift gear if it is to sustain, let alone grow, its international appeal and success.

That's why we've embarked on an exciting new collaborative journey A

movement to harness the collective talent, skills and investment of the public sector and beyond – to communicate the unique value of our 'Scottishness' and extend the biggest invitation ever to come work, live, study, invest, visit and do business with Scotland.

The movement is called 'Scotland is Now.' It 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. Our aim is to have all eyes on Scotland for the right reason, because we've earned it!

What's different? We will have one differentiated story! Currently, depending on where you are in the world and who you listen to you will hear something different. Premium versus low cost, historical versus modern cutting edge, remote and tranquil versus a hive of buzz and economic activity – through a plethora of websites and campaigns our international audiences have been presented with disparate and sometimes conflicting messages about the real Scotland.

We want to change that and bring clarity to Scotland's brand and the story of what Scotland has to offer

Pulling together, we are creating a strong, differentiated story that sets Scotland apart from its competitors and aims to put Scotland at the top of everyone's NOW list to live, work, invest, study and visit.

We will tell the authentic story of Scotland as a bold and positive country, rich in history and heritage but forging forward in a way that is progressive, pioneering and inclusive.

Waking up the world to the fact that Scotland is a country that is challenging new thinking, inviting new investment, creating new opportunities, supporting new industry and driving technology that embraces humanity around the globe.

The story will be told through the people who know it best - those who have experienced it first hand and can share authentic experience of living, working, visiting and investing in Scotland.

How are we going to do it?

We are progressing toward a data-led and technically advanced marketing and sales effort that will leverage the insights needed to forensically target high value visitors, students, workers and investors.

Through a combination of owned and indirect digital channels we will reach out to audiences and engage like never before recognising that the visitor can also be a business person, the business person can be the parent of a student, the student will become mobile, high value talent and so the virtuous cycle goes on.

The digital platform and approach will also be supported by a unique and growing network of brand Scotland friends and ambassadors. Influential people across multiple circles who can authentically share Scotland's story and sell Scotland to their peers.

Scotland is Now is a year in the making and has now reached a pivotal moment where the new collaborative effort goes live at on 11 April 2018.

Kicking off initially in New York, San Francisco and London, the creative content will then roll out globally via multiple channels and media outlets in addition to events aimed at raising awareness and growing the network of friends and ambassadors.

We will be reaching out to connections across these markets and in doing so, will empower people and provide the right tools and information to sell Scotland in the most impactful way.

Scotland is Now is an ambitious undertaking and not an easy task. It requires genuine collaboration and increased appetite for sharing risk in an uncertain world.

But the size of the prize is worth it. In the short term, it's about money. More visitors, more foreign direct investors, more students and more people contributing to our society

Medium term, it's about shaping our economy. Welcoming more people to an outward looking, progressive society that grows inclusively and creates opportunities for all.

And in the long term it's about transforming Scotland's place in the world. Raising global awareness and boosting Scotland's international reputation so that the immediate financial impact and the well- rounded economy is sustainable and here for the long haul.

So that Scotland is always 'NOW' and becomes synonymous with being the best place to live, work, study, visit and invest in the world.

Scotland is Now key messages and proof points

| | | |
|---|---|--|
| Theme: Scotland is Now | | |
| Main Message: A new national brand for Scotland is a collective and collaborative opportunity for all to think about how to communicate the unique value of our “Scottishness” to the world - to encourage people to live, work, invest, study and visit right now. | | |
| Supporting Messages | | |
| VisitScotland, Scottish Government, Scottish Enterprise and Universities Scotland are working in partnership to position Scotland as a bold and positive country, rich in history and heritage but forging forward in a way that is progressive, pioneering and inclusive. | Everything about Scotland comes from an authentic place - we put our heart and soul into being Scottish and inspire people to hold Scotland deep in their own hearts | Scotland is a country that is challenging new thinking, inviting new investment, creating new opportunities, supporting new industry and driving technology that embraces humanity across the world. |
| Being Scottish is a state of mind that seeks out new possibilities and pushes limits. | Scotland offers a breath of fresh air and with a new brand comes new possibilities and new ways of doing things. | The stars are aligning to pinpoint a time to come to Scotland and that time is now! We want to put Scotland at the top of everyone’s NOW list to live work invest study and visit |
| Scotland is one of the most open countries in the world, with a population which strives to be good global citizens, contributing to world issues. Our door is always open and we put forward a positive voice, opening our arms to new people to build a strong economy and culture. | Our pioneering past has helped to define our present – but we are a modern Scotland with new ideas and this brand is about building our collective future | Now is the time for a collaborative approach, to accelerate international growth and build a strong brand for Scotland. The new global campaign, represents a confident, consistent and bold approach to brand marketing. |
| Hero Proof Points | | |
| Scotland has led the world in its commitment to education for centuries. We were the first country in the world to provide universal education open to both boys and girls, as early as the 17 th century, with the Scottish education system having been adopted by many countries all over the world. With five of Scotland’s universities featured in the top 200 of The | Scotland is a magnet for <u>global firms</u> - over 5,100 international companies and counting. (Scotland has big names in tech like Skyscanner, FanDuel, Amazon, SKY and IBM and they are now being joined by ambitious startups like Nucleus Financial, FreeAgent, Money Dashboard and LendingCrowd). Where can you find the best city in Europe for tech start ups? (In | Scotland is one of the top places in the world to live with its capital Edinburgh boasting the best quality of life just behind Wellington, NZ in the top spot according to a <u>Deutsche Bank report</u> Scotland’s main airports have direct international flights that connect millions of passengers with 150 destinations worldwide. |

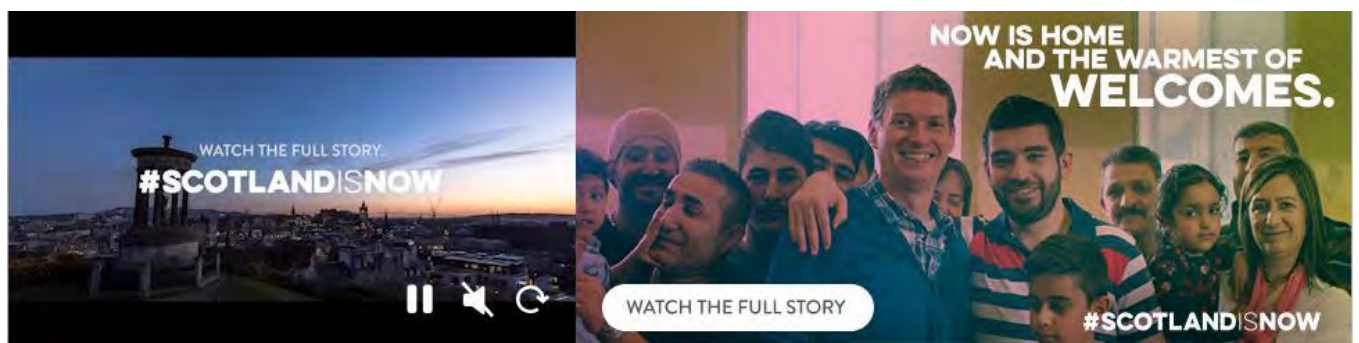
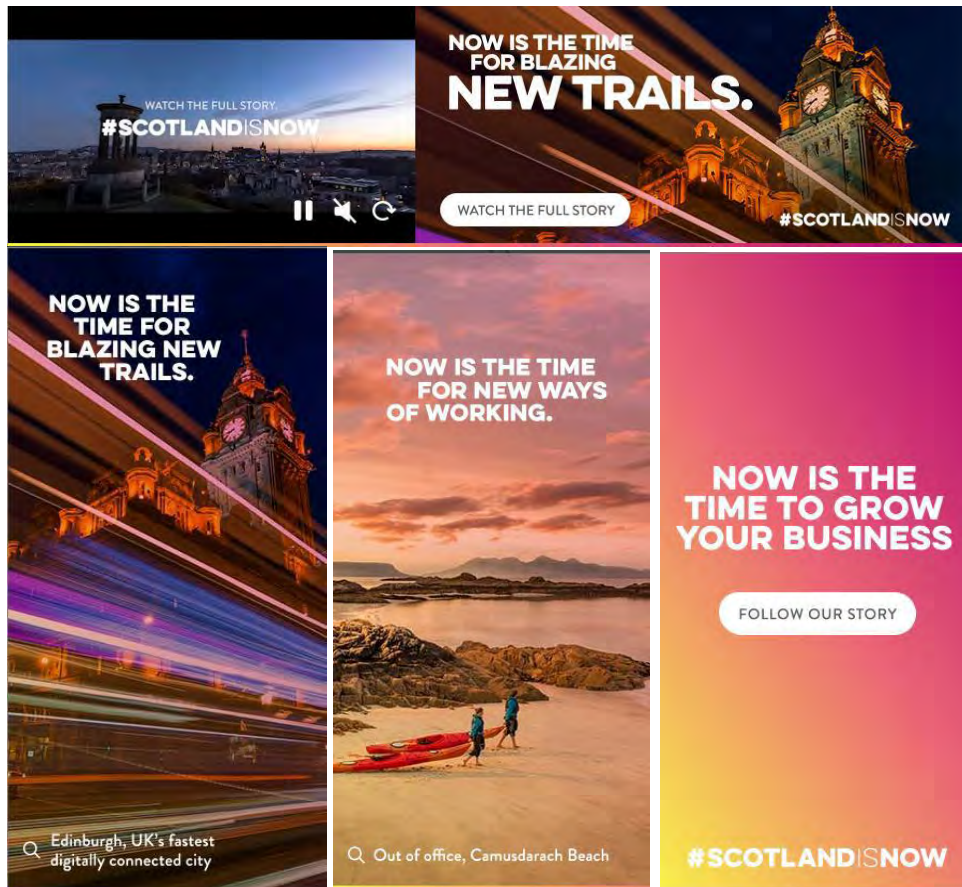
| | | |
|---|--|--|
| <p>Times Higher Education World University Rankings Scotland has more world-class universities per head of population than almost anywhere else in the world. (Source: The Times Higher Education World University Rankings 2016-17)</p> <p>84% of establishments who had recruited a Scottish university leaver found them well prepared for work (source: UK Employer Perspectives Survey 2016)</p> <p>Scotland has the highest percentage (22%) of international and EU students than anywhere else in the UK.</p> <p>Scotland is the most successful part of the UK for spin-out creation – with 20% of all active firms launched out of UK universities. (Source: SPINOUTS UK Survey 2017)</p> <p>Scotland leads the way for entrepreneurs. Edinburgh is a winner of the <u>Entrepreneurial City of the Year Award</u>, beating other UK cities. (Little surprise thanks to its booming tech scene and unicorn businesses)</p> | <p>Scotland. Edinburgh has been named as the best European place to start a tech business, according to <u>European Business Magazine</u> thanks to its top facilities, strong international connections, world Class University, and fantastic quality of life.</p> <p>Scotland is a great place to invest and is the UK’s largest financial powerhouse after London. There’s little wonder why Scotland continues to attract investors from all over the world – but don’t just take our word for it. (We’ve been ranked as the <u>UK’s top location</u> for direct foreign investment outside London for six years in a row.)</p> <p>With office costs up to 40% lower than London, Scotland is a <u>high quality low cost base</u> for expanding businesses. Setting up in Scotland is also quick and efficient. Register your company today and start operating almost immediately (in as little as 2hrs)</p> | <p>50/50 by 2020 is a Scottish Government initiative towards gender balance in the boardroom.</p> <p>Scotland has received over 2,000 refugees (10% of the total expected to arrive under the Syrian Resettlement Programme) and remain committed to welcoming refugees seeking sanctuary from the conflict in Syria.</p> <p>In homes across Scotland over 170 languages are spoken, based on data from Scotland’s Census 2011.</p> <p>Scotland is a leading creative country. It has three UNESCO creative cities: Edinburgh, the world’s first UNESCO City of Literature, Dundee, UNESCO City of Design, and Glasgow, UNESCO City of Music.</p> <p>Scotland saw a boost of <u>13.9 per cent in visitor numbers in 2017</u> – outstripping the rest of the UK for the sixth year in a row. (Source ALVA)</p> <p>Scotland voted the most beautiful country in the world by <u>Rough Guide readers</u>.</p> <p>Scotland declared as one of top countries to visit in by <u>Lonely Planet</u> ahead of the likes of the Seychelles, Mexico and Malaysia.</p> |
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Brand Creative examples

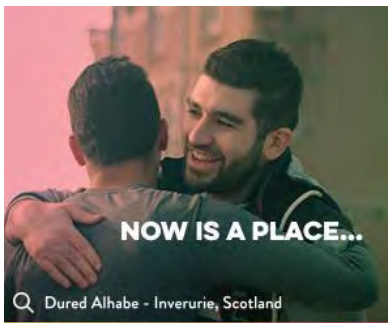
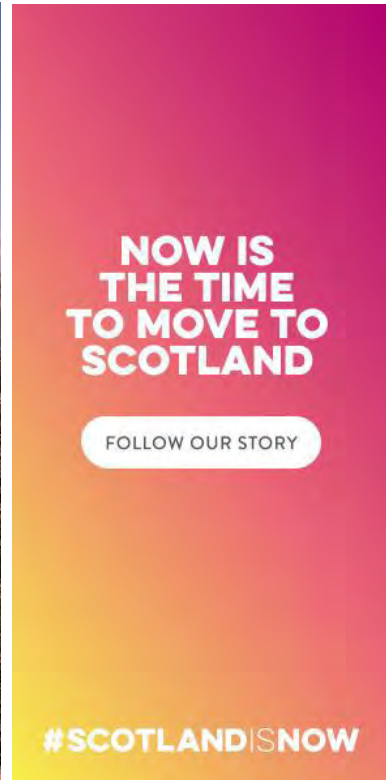
Below are a representation of the brand campaign creative assets including brand video, people stories and films and advertising.

Watch the new Scotland is Now Brand Film [here](#)

Digital creative – representing live & work, invest, study and visit



#SCOTLANDISNOW



#SCOTLANDISNOW

WATCH THE FULL STORY.
#SCOTLANDISNOW

WATCH THE FULL STORY

#SCOTLANDISNOW

SCOTLAND HAS BEEN VOTED...

Q Edinburgh, Scotland

...THE MOST BEAUTIFUL COUNTRY IN THE WORLD.

Q Dunnottar Castle, Scotland

SAN FRANCISCO, HERE'S THE PROOF

FOLLOW OUR STORY

#SCOTLANDISNOW

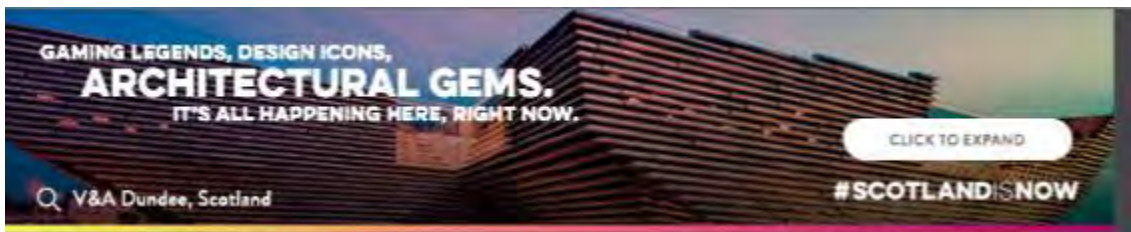
Q V&A Dundee, Scotland

SCOTLAND'S ARTISTIC SIDE IS GETTING READY TO WOW.

FOLLOW OUR STORY

#SCOTLANDISNOW

#SCOTLANDISNOW



People stories

Progressive. Pioneering. Creative. Generous of spirit. Determined - these are the traits that Scotland prides itself on. Find out more about some of the amazing people that embody these values and their incredible stories. The most important thing is that these stories are told through the people who know Scotland best, those who have experienced it first-hand.

Anna Freemantle & Mark Hogarth

Watch their film [here](#)



Photo credit: [Mat Hay](#)

Scotland is Creativity and Innovation

Anna Freemantle is the founder and creative director of the Edinburgh International Fashion Festival and Mark Hogarth is the creative director for Harris Tweed Hebrides. Both are at the forefront of Scotland's bustling textiles industry.

Anna Freemantle

When you have world-class textiles, it's important to also make sure you have the forum to display these products, and that's where Anna Freemantle comes in. Anna is the founder and creative director of the Edinburgh International Fashion Festival.

Anna admits that the Edinburgh International Fashion Festival came about in a very organic way. However, it has grown to become one of the highlights of Edinburgh's festival season. For four days each year, fashion's elite descend on Scotland's capital and put on a display of the latest trends at a range of beautiful and unique locations around the city – but it's not all catwalks and models.

“The approach that I took wasn't just runway shows and glamour, but also the more intelligent side behind fashion. I wanted to show the heart behind the art of fashion and so I started with symposia and lectures”.

The Dutch-born supermodel admits that she was unsure of what to expect when she first arrived in Scotland, but that she was instantly enamoured with the incredible beauty she came face to face with.

“I ended up arriving in Edinburgh and it was so particularly beautiful. I remember rolling into Edinburgh Waverley station and it was one of those perfect September sunny, warm, Indian summer weekends and yeah I was blown away by it”.

The stunning welcome that awaits anyone coming leaving Waverly Station: Edinburgh Castle on the left, Scott Monument on the right and the sprawling Princes St. Gardens in between, is enough to take anyone’s breath away and instantly convinced Anna that she’d made the right decision in moving to Scotland. That was 15 years ago now, and after living all over the world, Anna is confident that she made the right choice in calling Scotland home.

“The easy accessibility to nature is incredible. Whether it’s climbing up Arthur’s Seat or driving an hour north where you find yourself in the middle of mountains. Also the variety Scotland offers you; you drive to the east coast and it’s a whole different story to the west coast. The west coast is so barren but beautiful then you’ve got these places with palm trees. It’s an astonishingly beautiful array of offerings all in one little country”.

STUDY FASHION & TEXTILES IN THE SCOTTISH BORDERS

Heriot Watt is one of the leading Universities working in the field of textiles, fashion and design and possess some of the best teaching and research facilities in Europe at their campus in Galashiels

Mark Hogarth

Mark Hogarth is the creative director for Harris Tweed Hebrides. His role includes not just promoting the fabric, but promoting the entire heritage of Harris Tweed. But what is it that makes this famed fabric so world-renowned? Well, Mark thinks he knows why:

“Anybody can make woollen textiles across the world, but it’s what you infuse into that wool, the combination of people and place that make quality textiles. Scotland has some of the best textiles in the world because of detail and because of process. We manufacture textiles in a different manner – it’s not about quantity, it’s really about quality”.

The textile industry in Scotland has been around for many centuries and continues to be relevant today thanks to a skilled ability to fuse technological advances with traditional methods. Harris Tweed, and the many other Scottish textile companies, manage to maintain their high-quality reputation purely because of their ability to walk this tightrope.

“The key word for me is authenticity, what is the story, what are you doing to make this fabric better while not sacrificing the traditions that made it special in the first place?”

Mark believes that Scotland's place at the top of the industry is in no small part due to an innate desire to keep pushing forward, to continue pioneering and innovating while still staying true to the centuries-old traditions.

HARRIS TWEED

Harris Tweed is protected by an act of parliament. The Orb mark is pressed onto every length of cloth and seen on the traditional label affixed to finished items. The Orb signifies official Harris Tweed: handwoven by the islanders at their homes in the Outer Hebrides, finished in the Outer Hebrides, and made from pure virgin wool dyed and spun in the Outer Hebrides.

“I think Scottish people are driven by what we can do better, we're driven by a pride in producing products of a very, very high calibre and it's not just about what happened in the past and the heritage, it's about what we are doing now and how we can do it better”.

However, for Mark, the people of Scotland don't just make a difference to the quality of the products produced here – they also contribute to making Scotland a great place to be. With his job having taken him to countless cities, countries and continents, he admits that all the travelling does is reassure his belief at the beauty and wonder that Scotland has to offer.

“People should visit Scotland now for several reasons. You've got an incredible landscape that is completely unique, but more importantly it's the people. It's the people who infuse that landscape with life, infuse the cities with a vibrancy, infuse the countryside with a romance and also an enthusiasm and a welcome that you'll get in very, very few places”.

Scotland is Creativity and Innovation. Scotland is Now.

Dr Ravinder Dahiya

Watch his film [here](#)



Scotland is Technological Advances

After studying all over the world, from India to Italy, Dr Ravinder Dahiya chose Scotland's Glasgow University to develop his pioneering work on prosthetics

Dr Dahiya and his team are working on flexible electronics in relation to prosthetic limbs. In simple terms – he is developing electronic skin that can help amputees regain sensory feelings in their prosthetics!

But what drew him here? Why Scotland, and why now? Dr Dahiya was attracted to Scotland by its scientific heritage, its technological ingenuity and its ability to embrace new ideas. He jumped at the chance to add to this amazing legacy of pioneering research.

“Every young engineer is drawn to Glasgow because of its rich scientific heritage and because of past giants like Watt, Rankine and Kelvin who started engineering here during the industrial revolution – that’s a big, big factor [...] you want to be like them, be one of them and that keeps you ticking. It kind of, you know, pushes you do to more”.

Dr Dahiya’s work will fundamentally change the lives of amputees as his electronic skin will provide the necessary sense of touch that’s missing from robotics, allowing them to react to objects around them.

“Current prosthetic limbs have quite dextrous movements but it’s very difficult for an amputee to feel if the object they’re touching is hot or cold. But with electronic skin they’d be able to feel those objects and be able to feel if it’s soft or hard or if the surface is smooth or rough. These are the kinds of abilities that electronic skin will provide”.

Scotland has a well-earned reputation for providing a warm and open welcome to everyone who chooses to come here and Dr Dahiya’s research team is a perfect example of this. His team is made up of 17 different nationalities across a wide range of professions from doctors and clinicians to biologists, physicists and engineers, all working together in harmony toward a single goal that will change lives.

“There’s significant collaboration between academia and industry which makes Scotland quite a unique place [...] the environment is multi-disciplinary, meaning I find it easy to collaborate with people from the business school to social scientists, which I wouldn’t have been able to do in a typical technology or engineering centre”.

Scotland is technological advances. Scotland is pioneering research. Scotland is Now

Peter Platzer

Watch his film [here](#)



Scotland is Innovation

Peter Platzer is the co-founder and CEO of Spire, a nanosatellite and data analysis start-up company based out of San Francisco.

In simple terms, what this means is that they specialise in gathering data from small satellites which they have launched into space in a low-earth orbit. Founded in 2012, the company has already taken the world by storm and, as part of its global expansion, recently committed to opening a new European headquarters right here in Scotland.

The company looked at numerous different locations around Europe when scouting for their new base, but were instantly enamoured with what Scotland had to offer them. But what brought the Austrian-born and Harvard-educated entrepreneur to Scotland, and why did he think it was the perfect venue for his rapidly expanding business?

“Where Scotland won out was the access to risk capital, the flexibility and, importantly, the eagerness to support innovative companies – this really stood out here!”

The small start-up aims to eventually create up to 50 new specialised job opportunities across a range of areas, from software engineers to systems engineers to hardware engineers. Their goal will be the designing and building of small satellites – known as nanosatellites – and launching them into space. These satellites will help collect information on the world’s weather patterns in a way never before done.

“The confidence placed in us from Scotland enables us to expand our global footprint to attract the skills and talent we need to deliver on the next generation of weather satellites”.

“NO-ONE ELSE HAS AS MUCH ACCESS TO SPACE AS WE DO”

Glasgow builds more satellites than any other European city.

Where current weather satellites do a great job providing us with information, Spire’s new nanosatellites could gather up to 100 times more information. Peter co-founded the company in 2012 with a vision to provide satellite-powered data from any location on earth. He is now regarded as one of the pioneers in launching small form factor satellites into space – a meteoric rise in a small space of time.

Today they have the world’s only commercial weather data constellation and their unique weather data means that, around the world, we can be better prepared to meet changes in our weather system. Data – like that provided by Spire’s nanosatellites – can be the key factor in fighting the extreme and unpredictable weather events that cause so much destruction globally.

Scotland has a well-known reputation for providing a first-class welcome to all our visitors and from the moment Scotland was chosen as their new home, Peter and his Spire colleagues were blown away by the warm and open reception they received.

“We had a number of overseas staff come here for a temporary position to help set up who have since decided that they want to stay here permanently. [...] Glasgow is a really great place to live and Scotland in general – our people really enjoy being here. The words friendly and hospitable are really not rich enough in meaning to describe the experience of being a part of everyday life here in Scotland”.

As well as the amazing welcome and help that they have had to settle into life in Scotland, Peter was also very keen to point out the amazing access to an incredibly talented Scottish work force.

“Glasgow is probably the friendliest place I have ever been in the world – and I’m not just saying that. In particular, when we looked at Scottish staff we found that the passion for what they do, their character and work ethic, is absolutely world-class”.

Scotland is Innovation. Scotland is Welcoming. Scotland is Now

Dured Alhalabe

Watch his film [here](#)



Scotland is Welcoming

Dured Alhalabe is a Syrian refugee who embarked on a new beginning in Scotland after war tore his home apart

Dured was just a 16 year old student, studying for his exams and dreaming about what his future held – until war changed all of that. After war broke out in his home country of Syria, Dured and his family were faced with a serious threat to their safety.

During all this uncertainty, Dured’ family were offered the opportunity to come to Scotland – a day that Dured eagerly describes as “a truly great day”.

That was two years ago now, and was an event that changed all their lives forever. Dured admits that he was incredibly excited – if a little nervous – after hearing that he would be moving to Scotland to start a new life. However, any nerves that he had were completely washed away after only a few days in the country as he was introduced to Scotland’s world-renowned warm and open welcome.

Dured says that, in Scotland, he saw the opportunity to finally finish his studies and go to university. More importantly, he saw Scotland as a chance to have a better life, far away from the troubles back home. For the first time in years, he was able to think about the future again.

“When I first arrived in Scotland I was afraid because it's a new country and it’s very different from Syria, but all those worries disappeared as I started to meet people. Everyone was so friendly and welcoming and it made me feel like I was in my own country and I was really happy. [...] The community were really friendly; they helped us with our English, went shopping with us and taught us about how the public transport worked. All they wanted to do was help us”.

Dured maintains a strong desire to continue his educational journey and he still has a great passion for learning. Back home in Syria, Dured was actually one of the top students in his entire city, but all of his qualifications were lost when war broke out and he was forced from his home. However, Dured is more determined than ever to achieve his goals of going to university and supporting his family, even if it means starting all over again.

“I would give everything up to help my family and here I have more opportunity to continue my studies and do that. [...] All my teachers said to me that I am a special student because I love studying. I was a good student in Syria and everyone knew that, but I want to improve on that here in Scotland. I am determined to prove to universities and colleges in Scotland that I am a good student”.

It wasn't just the warmth of the people that Dured was so impressed by when he first arrived in Scotland. He was also blown away by the incredible range of stunning scenery that greeted him. Even when he was still on the plane he couldn't wait to get his feet on the ground and explore. It may have been a little colder than he was used to back in Syria, but he soon forgot about the temperature.

Since arriving in Scotland, one of the things that Dured has done is try to help other Syrian families adjust to life in Scotland and make the most of their new beginning here. With that in mind, Dured helped set up the AMAL Project and was nominated to be its chairman. The AMAL project became such an amazing success that Dured won the prestigious Young Scot Community Award in 2017.

SCOTTISH REFUGEE COUNCIL

The Scottish Refugee Council are an independent charity that provide essential information and advice to people seeking asylum and refugees in Scotland. They also raise awareness about issues that affect refugees; and work closely with local communities and organisations.

The aim behind the AMAL project is to help the Syrian community, specifically Syrian youths, to integrate into their Scottish communities. It was important for Dured to do something to show his thanks and he saw the project as a great opportunity to give something back to the community that welcomed him and his family with such open arms.

Scotland is Welcoming. Scotland is Multicultural. Scotland is Now.

How are we encouraging people to get involved?

We want everyone to get involved with this new movement for Scotland and there are many tools available to take inspiration from and be part of it. By working together, we can make Scotland is Now a global success.

Here's a few simple things that we are asking our stakeholders, ambassadors and natural advocates for Scotland to do to get started:

Create content – we need to make it as easy as possible for people to discover Scotland online – what is your Scotland story? We would be more than happy to provide you with ideas and help to amplify this by sharing, retweeting, and engaging with you across all our social platforms.

Join the conversation - let us know how you and/or your business is engaging with the campaign by using #ScotlandisNow.

You can also follow activity on the new *Scotland is Now* social channels and share our stories with your own followers.

Facebook: [@scotlandisnow](#), Instagram: [@scotlandisnow](#), Twitter: [@scotland](#)

Join the conversation using the campaign hashtag - add #ScotlandisNow to all of your social media posts to spread the message.

You can also keep in touch with what is going on in the different sectors by following on Twitter and LinkedIn.

Follow on Twitter: [@VisitScotNews](#), [@ScotDevInt](#), [@scotgov](#), [@uni_scot](#)

Follow on LinkedIn: VisitScotland, [Scottish Development International](#), [Scottish Government](#), [Universities Scotland](#)

Share our films - we'd love for everyone to make use of our brand and people films – share them on your website and across social media channels. Simply view them, hit share and embed the YouTube links.

Review the toolkit - register for free images and content on our digital media library designed to make it as easy as possible to promote Scotland is Now. And our Scotland is Now Brand hub will be a useful resource with tools to help others get involved and ensure the world discovers that the time is NOW to come to Scotland.



Any questions?

If you have any questions about this pack please contact TravelPR@visitscotland.com.