

Go Scotland

Recap and regroup

PROJECT UNLIMITED

CARAT

V/WHITESPACE

{UNION}

Strategic Ambition

The Ambition

We aspire to **create a powerful national narrative** that can be leveraged across Scottish international interests through world class resources

VisitScotland and SE/SDI seek to develop a **collaborative strategy to enable ongoing international campaigning**, showcasing our **diverse and enterprising people, our personality and our spirit.**

We need to develop a narrative that **respects the past but portrays a modern and dynamic Scotland** that is truly open for business. Our national brand will be **unashamedly positive** with **powerful creative treatments that will demand attention** and follow our targets through to action. It will **retain the allure, magic and mystique of 'Spirit of Scotland'** but also **apply direct and rational substantiation** across our four sectors – **visit, invest, live/work and study**

Delivered by

Campaigning rather than a campaign.

Where messages pushed through media are merely a starting point and **catalyst for conversations** amongst the audience we want to speak to.

We need to drive advocacy, **encouraging people who are trusted and respected to WANT to talk about us** and what we are doing.

We need to **curate all stories and goodwill** generated by many people across many channels and **make sure it reaches the right audience in our target locations**

To our end target audience

VisitScotland

SE/SDI

London/South East

New York Tri-State area

San Francisco Bay area

Key Hubs in California

New diaspora (international students studying in Scotland)

Scotland

NE & NW England

Germany

France

China

India

The story so far...

Project Unlimited Objective

To build brand perceptions of Scotland as a great country to **visit, study, work and invest.**

By developing a strategic and creative proposition that can act as a platform for all creative (narrative, films, activations etc) to **kick start an advocacy-driven movement** and lead an international audience to view Scotland as **a great 'brand.'**

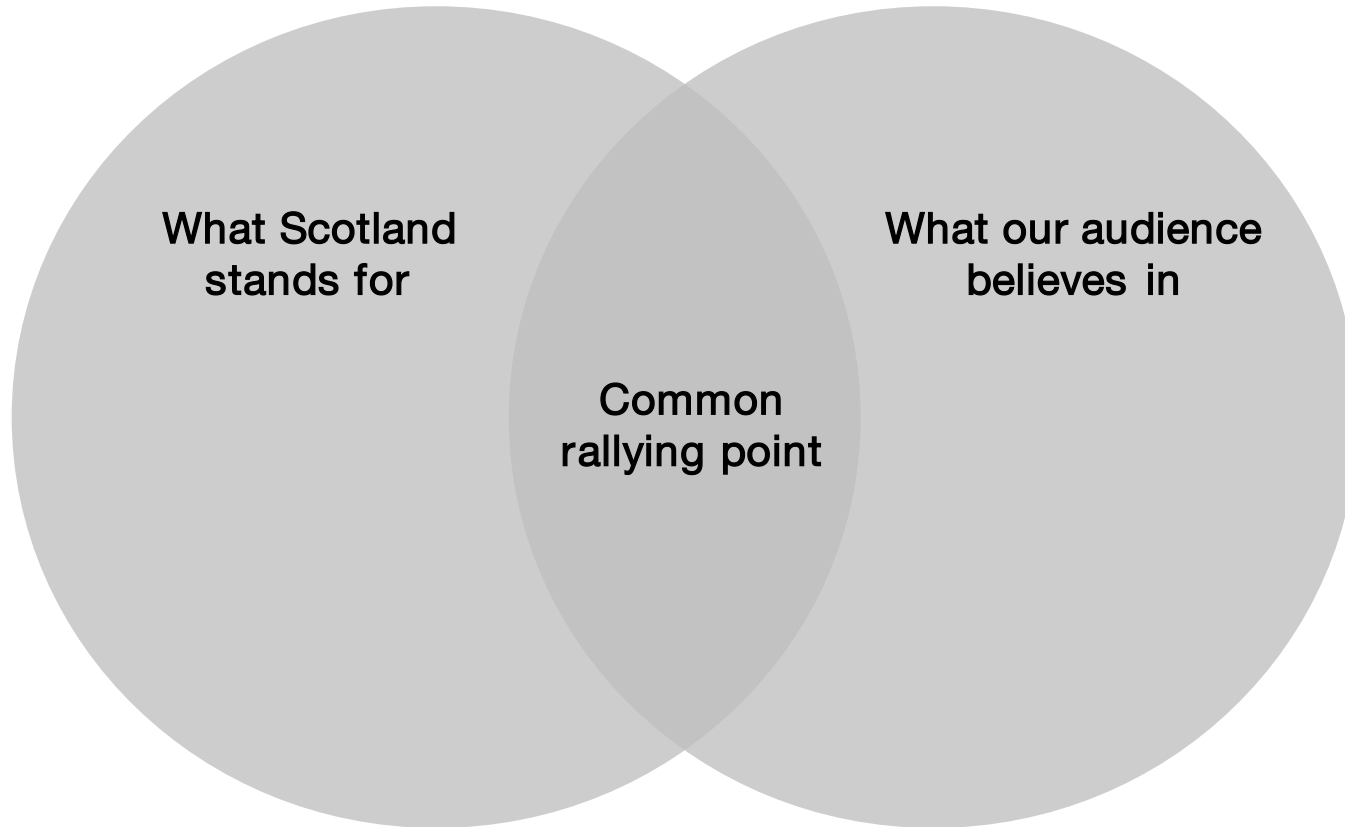
Kick starting a movement

Most effective movements are driven by a **collective purpose** – you need a cause or an issue to campaign for or against.

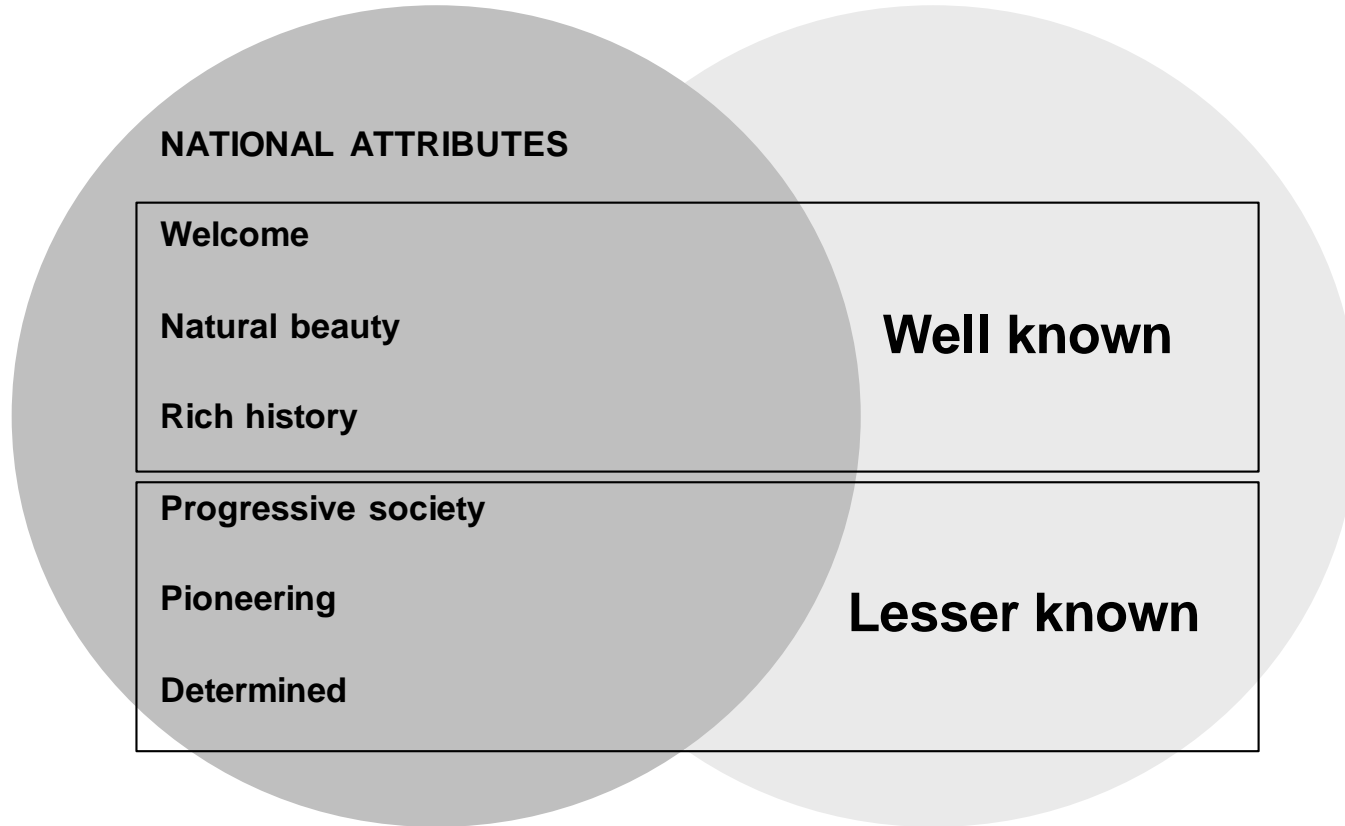


**So by their very definition,
movements must have a common
rallying point**

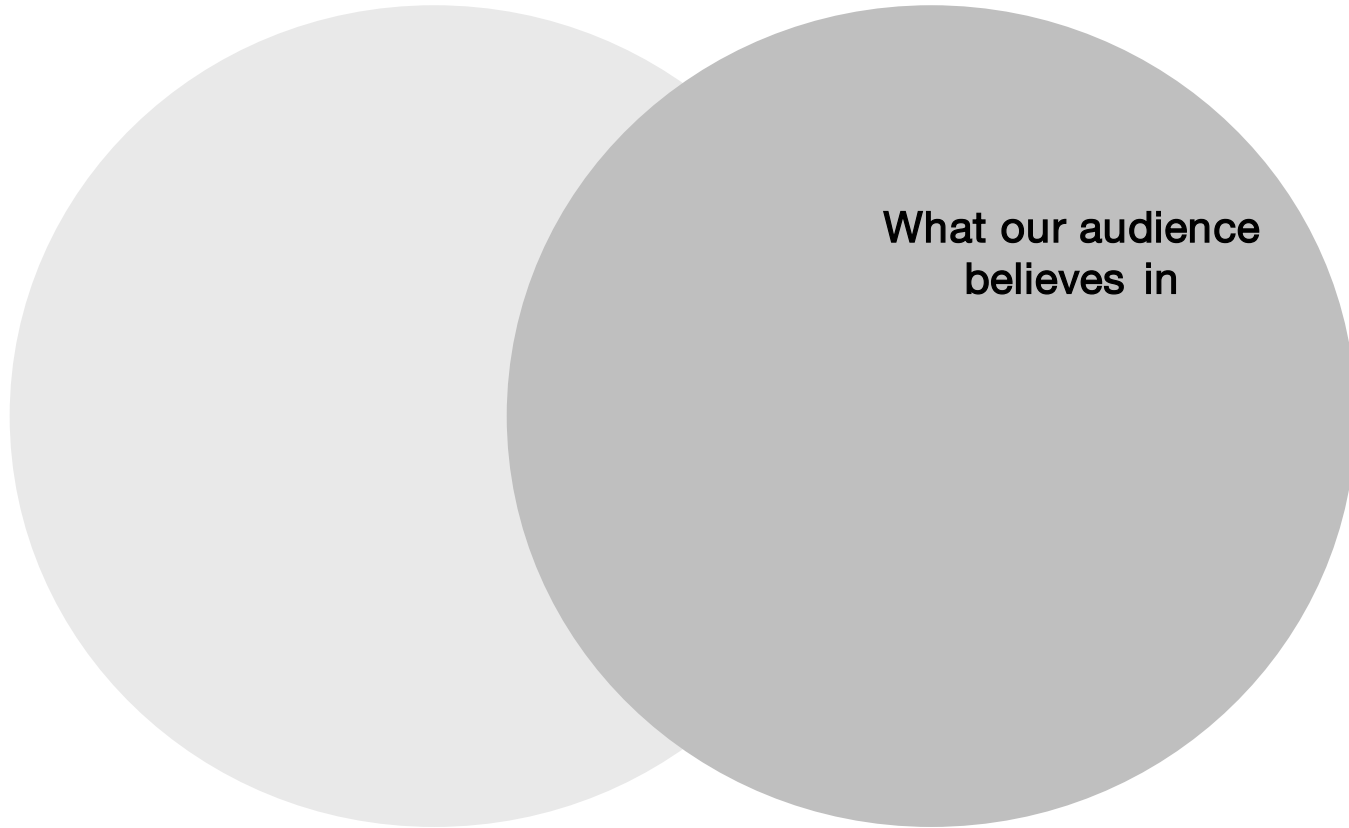
Which must be based on a shared belief or set of values..



What Scotland stands for...



What our audience believes in...



What our audience
believes in

Understanding our audience...

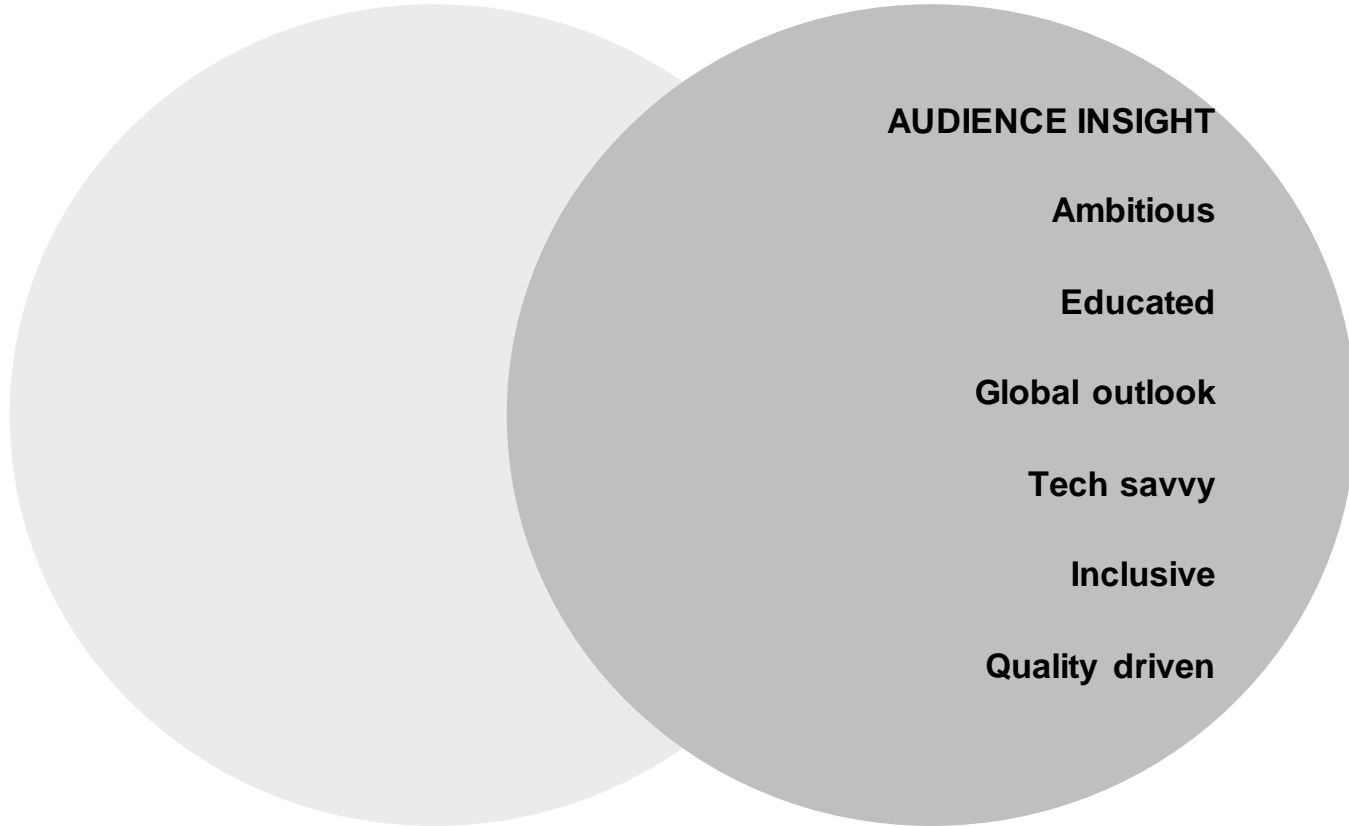
Geographic Priorities

VisitScotland	SE/SDI
London/South East	
New York Tri-State area	
San Francisco Bay area	
Key Hubs in California	
New diaspora (international students studying in Scotland)	
Scotland	China
NE & NW England	India
Germany	
France	

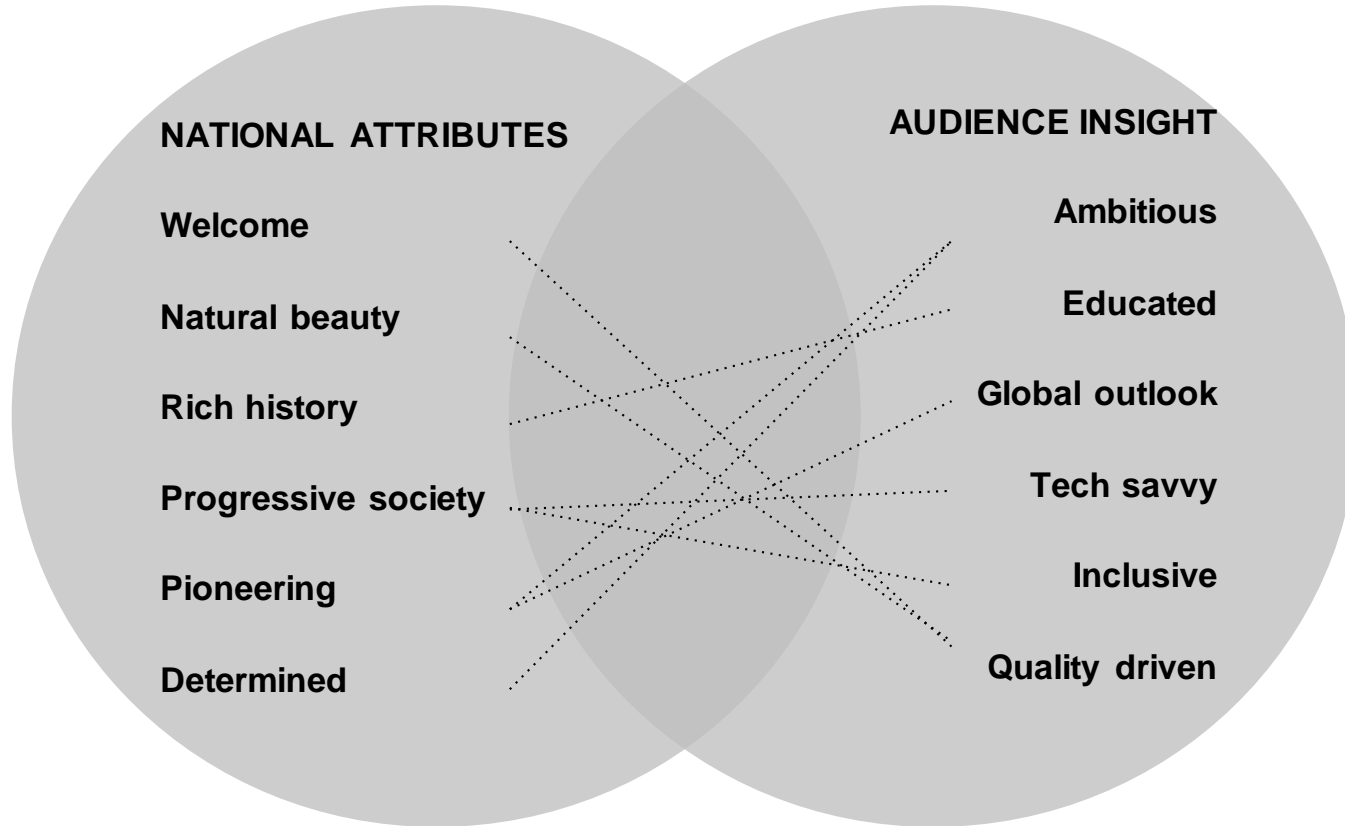
Product Priorities

VISIT	Adventure Seekers Food loving Culturalists
INVEST	Tech CEO C-Suite/Board VCS/Consultant
STUDY	Undergraduate and postgraduate students
LIVE & WORK	Visit & invest audience

The shared mindset of our diverse audience



Natural link between what we offer and who we wish to attract



**We need to communicate our
natural attributes in a way which
creates a compelling rallying cry**

Scotland is a mythical land full of **rich history**, stories and legends. Not only is this relevant to the **natural beauty** of the sights and landscapes but also to the experiences and innovative heritage of Scotland. A land that truly invented the modern world....

It is this foundation that fuels the **pioneering, progressive** and **determined** attitude of the people, where everything is achievable and where new opportunities and experiences are there to be explored and discovered. It is this grounded yet driven mentality along with the diverse but connected nation that provides a hotbed for innovation. And it is the **welcoming** nature of everyone you meet, for whom nothing is too much trouble, that creates an unforgettable immersive and authentic experience. A trip to Scotland whether it is for business or pleasure is guaranteed to be packed full of rich and varied experiences....

***Scotland, Where everything is
possible***



GO SCOTLAND

[A POWERFUL, COLLECTIVE CALL TO ACTION]

Over centuries we have pursued the new, the necessary and the better. Our greatest minds and endeavours are honoured all over the world and act as a steady reminder to us all for the need to challenge and aspire for better, even for those things that do not exist, yet. Being Scottish is a state of mind that seeks out new possibilities, pushes limits and shoves accomplishment, after accomplishment in the face of adversity.

This pioneering drive and determination is set against a backdrop of natural beauty, a rich history and the warmest of welcomes; this combination creates a truly unique spirit. No matter where you go, or what you see, this spirit imbues our land, and our people. It's deep, enriching and felt by everyone who visits because it's shared by all who live here.

Now is the time to compel the nation to shed the self-deprecating mind-set and come together to take modern Scotland to the world. Because this is our time.

To go and seize the opportunities the world has to offer.

To go and share our beautiful land and welcome all who visit.

To go and discover the undiscovered, and change the unchangeable.

To our friends throughout the United Kingdom and overseas, this is an invitation.

To join us.

To live, to work, to study, to visit.

Go Scotland.

Go Scotland - working at a brand level to reposition Scotland and a product level to sell Scotland

Objective is to create a positive predisposition towards Scotland as a country

Objective is to motivate active consideration of Scotland as a place to visit/invest/study/live & work

Where everything is possible

GO SCOTLAND

Level 1: Brand

CREATING & CHANGING ASSOCIATIONS

Brand Scotland traits, messages & proof points

Level 2: Product

DEMONSTRATING BENEFITS

Visit/invest/study/live & work

The Ambition

OWNABLE AND INSPIRING TRAITS/BENEFITS

1

2

3

4

etc ..

POWERFUL AND COMPELLING MESSAGES

Suite of messages

Suite of messages

Suite of messages

Suite of messages

Suite of messages

IMPRESSIVE AND IRREFUTABLE PROOF POINTS

- Proof points A, B, C, D etc

- Proof points A, B, C, D etc

- Proof points A, B, C, D etc

- Proof points A, B, C, D etc

- Proof points A, B, C, D etc

Getting our message to our target audience

WHO	Ambassadors	Advocates	Influencers	End Audience
ROLE	Message Carriers			Message Recipients
DESCRIPTION	Well known/respected/loved individuals who have a strong connection to Scotland and are fronting the campaign as they best demonstrate Scotland's brand traits	Anyone with an affinity or connection to Scotland who feels compelled to get involved due to pride in Scotland's new narrative	Trusted and respected individuals within target countries who have synergy with our message and high visibility and reach to help spread our message	Our visit/invest/study/live & work audience in target locations who we want to create/change perceptions of Scotland and encourage active consideration
LOCATION	Anywhere		Target location (NY, SF, California, London, NE/NW England, Germany, France, China and India)	
E.G.	Sir Chris Hoy, Josh Littlejohn, Gareth Williams	Scottish population, Scottish diaspora, international graduates and employees now living across the globe	Long tail of the web – big media, midtail influencers, passionate voices and fans/followers	AS, FLC, business community, prospective students

Develop ideas designed to drive advocacy

We need to ensure we develop creative assets that people **WANT to share** rather than **ASKED to share**

Limited media budget for a large geographic area so need to rely on **'our very own network of communications'**, powered by Scots and those who love Scotland

Need to **review all creative with a share-ability filter** - activations, First Minister Speech, stunts, case studies

Give every idea, regardless of it's form or format, the best opportunity to be shared sociably

Activations designed to drive advocacy – Voice of a Nation [images redacted]

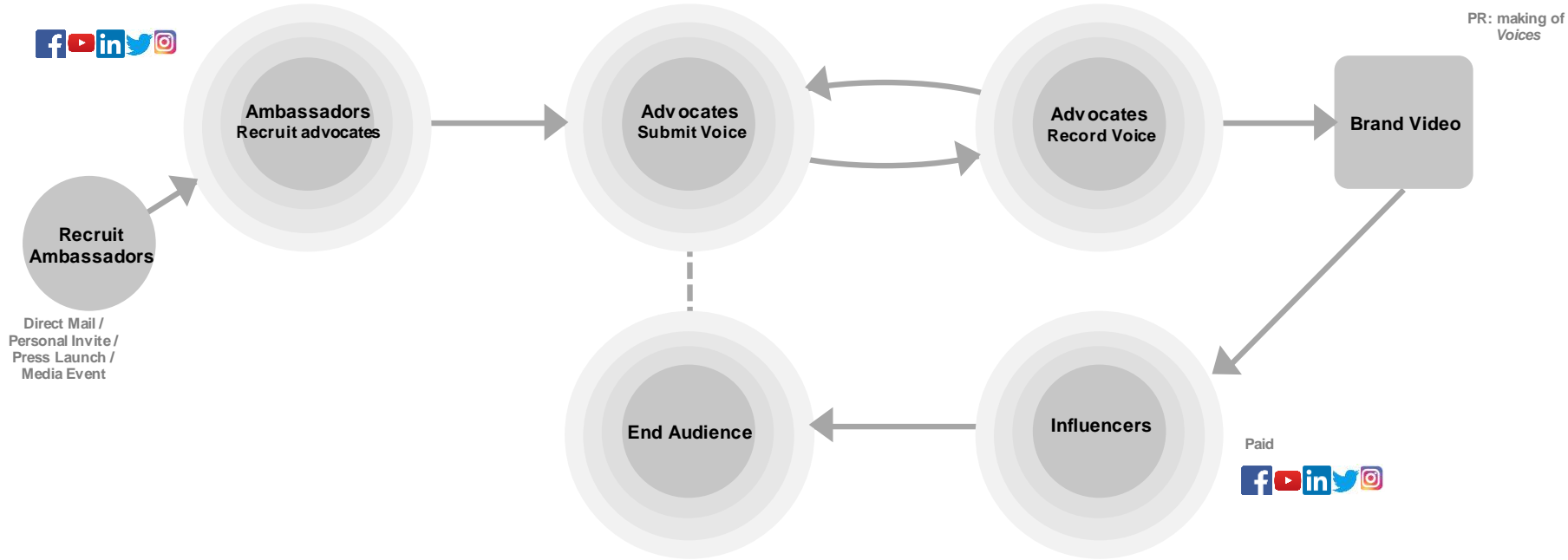
We ask the people of Scotland to lend their voice to this movement. We recruit ambassadors to record their voice and encourage the people of Scotland to do the same. Using bespoke software we create one single unified voice and use this as the backdrop to our Go Scotland brand film. We launch this film and voice story in a way which demonstrates our 'everything is possible' ethos, providing countless opportunities to engage, communicate and share.

Advocacy Journeys

Very top level but still valuable to share at this early stage as they

- Show how the idea is an advocacy driven approach – between our different audiences and via social channels (paid and earned)
- Map out the top level journey for next stage creative development
- Identifies what our end audience will see – aids creative stim direction
- Starts to allow us to develop a specific recruitment brief for each of the audiences, for each activation (an ambassador for voices will look different to re-enlightenment)

VOICES (WIP)



Ambassadors	Advocates	Influencers	End Audience
"Hero Scots" – Known & unknown	All of Scotland	Long tail of the social web	FLC, AS, Business community, prospective students
Embody the desired traits of Scotland	Scots abroad	Highly influential	NY, SF, California, London
Charismatic & infectious		High reach	NE/NW England, Germany, France, China and India
		Affinity with messaging	
		Target Countries	

Activations designed to drive advocacy – A gift from a nation of problem solvers

We grab the attention of our target cities by identifying a problem, fix it, and let the press reveal it was a gift from Scotland. We fix something on a small scale to demonstrate our enterprise, our ambition and our ingenuity. We could help commuters, tourists, older people or young stressed city workers. The gift **MUST** solve a real problem identified in target cities, **MUST** utilise or further advance Scottish innovations and **MUST** also benefit Scotland. It is a smaller, more controlled and easier realised solution than the hackathon element within the Re:Enlightenment activation.

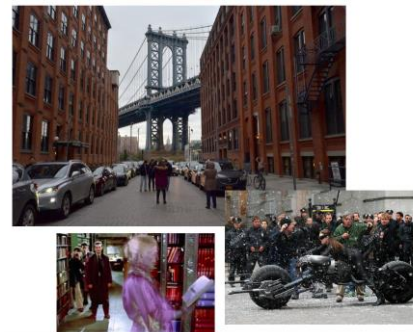
Scotland will see you



Social bite global



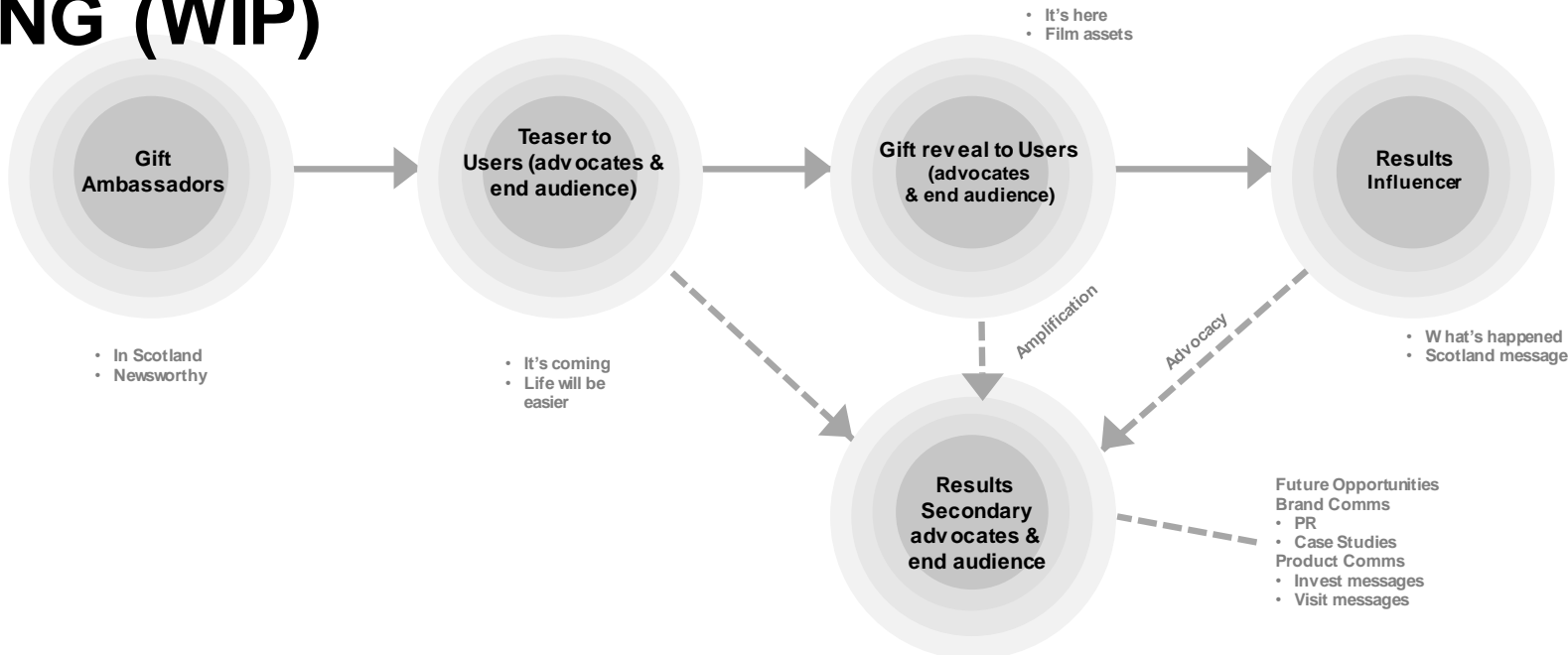
Movie mapping



Bringing tours alive



GIFTING (WIP)



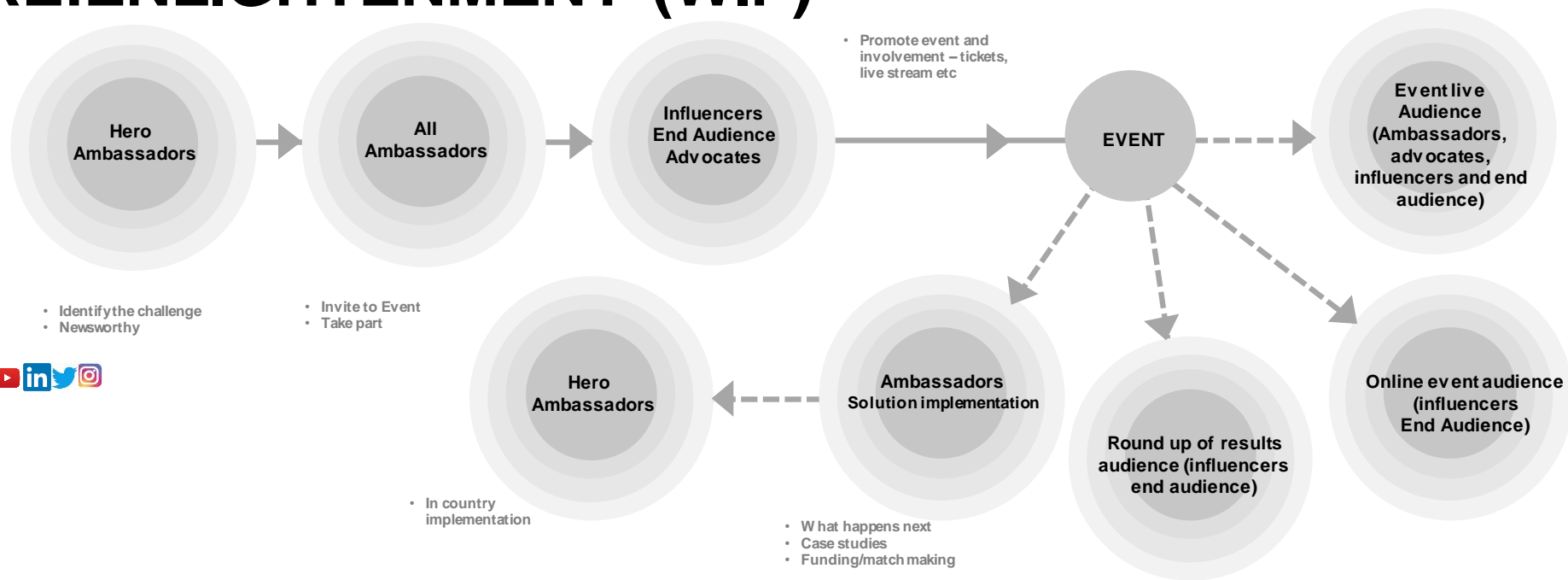
Ambassadors	Adv ocates	Influencers	End Audience
Individuals and businesses who have an affinity with Scotland and help conceive and deliver the solution e.g. technology partners or charismatic individuals knowledgeable on the subject matter	Primary (use gift) - Scotland	Long tail of the social web	FLC, AS, Business community, prospective students
	Secondary (aware of gift) - Scotland	High influence and reach	Primary (use gift) - NY, SF, California, London
		Affinity with messaging	Secondary (aware of gift) - NY, SF, California, London, NE/NW England, Germany, France, China and India

Activations designed to drive advocacy - Re:Enlightenment

We launch an event that excites both Scotland and the world. We aim high and take ownership of an annual event which has the power to engage, inspire and entertain. An event that galvanises, shows off and propels Scotland. At it's heart, we invite the greatest minds to a hackathon - working together to solve a problem that affects the modern world. We invite other countries to contribute in person or online and we build the hackathon into a festival that celebrates the best of art, culture, science and tech. We call this 'the re-enlightenment' – painting a picture of modern Scotland while respecting the past. And Scotland can rightfully lay claim to this epic festival as it is the country where everything is possible.



RE:ENLIGHTENMENT (WIP)



Ambassadors	Advocates	Influencers	End Audience
Innovators and problem solvers	All of Scotland	Long tail of the social web	FLC, AS, Business community, prospective students
Target City/Country Ambassadors - NY, SF, London, USA, UK, China, India, France, Germany		High influence and reach	NY, SF, California, London
Scottish Ambassadors		Affinity with messaging	NE/NW England, Germany, France, China and India
Embody the desired traits of Scotland			

Core assets that support different types of activity

Where everything is possible

GO SCOTLAND

Level 1: Brand

CREATING & CHANGING
ASSOCIATIONS

Brand Scotland traits, messages & proof
points

Film / imagery designed to
be shared by our advocates
and influencers
*(Earned media boosted
through paid activity)*

Level 2: Product

DEMONSTRATING BENEFITS

Visit/invest/study/live & work

Film / imagery designed to
be supported by partnership
/ broadcast activity
*(Paid media amplified
through earned activity)*

Level 1: Changing/creating brand associations

Where everything is possible				
<u>Progressive/ Inclusive</u>	<u>Pioneering</u>	<u>Creative</u>	<u>Welcoming/ Generous</u>	<u>Determined</u>
<i>For those who reimagine what's possible.</i>	<i>For those who redefine what's possible.</i>	<i>For those who create the impossible.</i>	<i>For the warmest welcome possible.</i>	<i>For those who achieve the impossible.</i>

Consistent execution across all traits.

Generic 'Go Scotland' CTA

Level 1 core assets (brand films, story films, imagery) to be agreed following creative development



LEVEL 2



LEVEL 1

BRAND FILM



STORY FILM



STORY FILM



Ensuring Level 1 assets drive advocacy

Must resonate with our advocates (those with an affinity to Scotland) and with our target audience (those who know little or nothing about Scotland).

Relevance with target audience crucial – otherwise risk preaching to the choir. Needs to pass the ‘so what’ test.

Stories that seek to invoke emotional reaction that makes content spread: **surprise** and feel-good emotions (happiness, admiration, inspiration).

Look to social media leaders for best practice/ techniques to maximise view through rates and shareability in advocacy-driven formats.

UPWOR **UPWORTHY**
January 23 · €

This country is introducing baby boxes to new par with a blueprint of how to care for their newborn. (



14M Views

Like Comment Share

20K

ATTN: Video
January 9 · €

These boxes are literally saving babies' lives.



14M Views

Like Comment Share

2.6K

4,221 shares

109 Comments

Top Comments

483 Comments

Level 2: Demonstrating product benefits

Where everything is possible			
<u>Visit</u>	<u>Invest</u>	<u>Study</u>	<u>Live/Work</u>
Otherworldly landscapes	Talented/skilled workforce	World leading institutions	Exciting opportunities at world leading companies
Art and culture that expands your imagination	Vibrant existing tech clusters	Learning continues beyond the classroom	Great work/life balance
Food and drink that opens your mind to new flavours	Competitive operating costs	Diverse/international student population	Inclusive society
Adventures that get your pulse racing	Supportive business environment		Vibrant, culturally rich cities

Product messaging / proof points to be confirmed

Each product area may require a different approach in terms of execution.

Product specific CTA

Level 2 core assets (product films, story films, adcepts) to be agreed following creative development

LEVEL 1

	STORY FILM	ADCEPT	ADCEPT
BRAND FILM			
	STORY FILM	ADCEPT	ADCEPT

LEVEL 2

	STORY FILM Visit	VISIT ADCEPT Arts & Culture	VISIT ADCEPT Outdoors	VISIT ADCEPT Food & Drink
INVEST FILM	STORY FILM Invest	INVEST ADCEPT Case Study	INVEST ADCEPT	
VISIT FILM	STORY FILM Study	STUDY ADCEPT		
	STORY FILM Live/Work	LIVE/WORK ADCEPT		

LEVEL 2

INVEST FILM



STORY FILM - VISIT



VISIT FILM



STORY FILM - INVEST



Media approach – work taken

- Defined audiences using commonalities
 - FLCs, AS, Decision Makers
- Defined shared attitudes
- Assessed 'city scenes'
- Media consumption analysis
- Assessed media based on STAND-OUT, TALK-ABILITY and SHARE-ABILITY for 3 audiences
- Scotland activation plan
 - OOH, social and press plans
- In-market activation plan
 - Social, press, display plans
- NEXT STEPS
 - Further market research, revised plan based on activation
 -

Channel plan

RALLYING SCOTS	REACHING INFLUENCERS	BROADCASTING OUR STORY
OOH		OOH
SOCIAL	SOCIAL	SOCIAL
PRESS	PRESS	
	DISPLAY / VIDEO	DISPLAY / VIDEO
<p>Use OOH to call on people to submit voices.</p> <p>Use SOCIAL to amplify brand activity.</p> <p>Use PRESS to push voices activation.</p>	<p>Use SOCIAL to amplify brand video and cases studies.</p> <p>Use PRESS to amplify ambassador case studies.</p> <p>Use DISPLAY / VIDEO to amplify brand, voices and case studies.</p>	<p>Use OOH to promote case studies and send to site.</p> <p>Use SOCIAL to amplify brand video, voices and case studies.</p> <p>Use DISPLAY / VIDEO to amplify brand, voices and case studies.</p>

WIP list of creative stimulus (brand assets, activations and stories)

VOICES/ESTABLISHING THE BRAND

- Influencer social post promoting the brand film
- Paid for social post promoting the brand film
- *Online PR piece promoting the 'what we did film'*
- *Ambassadors promoting the 'what we did' film*
- Event backdrop with Go Scotland imagery/messaging and First Minister speech
- Ambassador/influencer and paid social channels pushing the Go Scotland stories aligned to agreed brand traits – film, images, click bait headlines
- Native PR content promoting Go Scotland brand messaging
- Press ads for Go Scotland brand and products (Visit, invest, live/work and study)

CHANNELS	ASSETS
Facebook	'What we did' film
Twitter	Brand film
Online & offline PR	Stories – film/image and headline
Event	Event backdrop
Paid media – paid social, native, press etc.	First Minister speech
	Go Scotland brand and product press ads

The stimulus in italics would not be required if we were to adopt an outside in approach

RE:ENLIGHTENMENT

- Influencer blog article on the results/impact
- Influencer social post promoting the Re:enlightenment – film/infographic
- Paid social promoting the day and countdown to the pitch
- Facebook page live feed on the day
- Influencer social post promoting the results – film/infographic
- Paid social post promoting ambassador blog
- Influencer social post promoting the impact of the day – talking heads/infographic

CHANNELS	ASSETS
Facebook	Re:enlightenment promotion film
Twitter	Live stream pitch/music/day
Online & offline PR	Results film
	Images
	Ambassador talking heads

GIFTING

- Teaser paid social posts
- Teaser influencer social posts
- Image of the gift in situ
- Influencer social post promoting the reveal film
- Influencer social post promoting the results film/image
- Online/offline PR promoting the results/results film

CHANNELS	ASSETS
Facebook	Gift in situ
Twitter	Reveal film
Online & offline PR	Results film

A selection of brand films, story films and image assets are currently listed within the 'establishing the brand' creative stimulus list but of course there would be an ongoing role for these assets

Next steps

Next steps

- Feedback on Scotland traits and proof points (client)
- Feedback on creative on last round of creative development and ideas/activations to progress (client)
- Development of product (visit/invest/study/live and work) benefits and proof points (agency)
- Firm up the list of creative stimulus for research (agency)
- Develop detailed advocacy journey maps, audience recruitment briefs and messaging rationale for activations, brand assets and stories (agency)
- Creative develop (agency) planned for w/c 13th March