ONLY IN SCOTLAND – CHINA ACTIVITY
AUTUMN / WINTER 2019 - 2020

OBJECTIVES

RAISE AWARENESS OF SCOTLAND

CREATIVE PROPOSITION

ONLY IN SCOTLAND
Through marketing activity we will capitalise on the “Only in Scotland” creative proposition to promote what makes Scotland so unique.

SHOW THAT SCOTLAND IS EASY TO REACH AND TRAVEL AROUND

DEVELOP ADVOCACY AMONG VISITORS, INFLUENCERS AND THE MEDIA

TARGETING

BUZZSEEKERS
Affluent and seasoned travellers; opinion leaders of their friends and social contacts, who prefer premium experiences and adventures.

CULTURE BUFFS
Regular travellers who look for experiences that will help them grow as a person and create lifelong memories.

CONTENT THEMES

COASTS AND WATERS
NATURAL SCENERY
AND WILDLIFE
WELLBEING AND ESCAPISM
HISTORY AND HERITAGE
UNIQUE EXPERIENCES
TOURING AND LOGISTICS
FILM AND STAGE
CITIES
FOOD AND DRINK

PAID ACTIVITY

SOCIAL MEDIA
Digital ads and boosted posts on Weibo and Wechat Moments

MEDIA PARTNER - MAFENGWO
Video feed and display ads on Mafengwo to compliment and bolster Scotland content.

OWNED CHANNELS
Daily posts on Weibo, weekly posts on WeChat and SoHu, new video content on Youku.
In depth travel inspiration and information on visitscotland.cn including itineraries, ‘how to’s’, hidden gems and unique experiences

EARNED ACTIVITY
Consumer PR drives destination awareness of Scotland through a variety of tactics including: media relations, events, communications and dedicated pitching. In this relationship-focused market, building those media relationships and creating advocates for Scotland is extremely important.
Activity which supports Only in Scotland includes dedicated KOL activity showcasing Harry Potter links to Scotland, ongoing story pitches to key media titles, upcoming travel and lifestyle media event in Shanghai showcasing Scotland on screen as well as our ‘always on’ activity. Only in Scotland will be at the heart of all activity.

Global PR - launch of ‘Weather Wellness’ campaign
Extend the reach of Scotland message through working reciprocally with commercial and strategic partners.

TIMINGS

PAID MEDIA ACTIVITY

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