ONLY IN SCOTLAND – FRANCE 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.

SEASONAL SPREAD

TARGETING

EXPLORERS
This audience is motivated by adventure, outdoor activities, scenery & landscapes.

BUZZSEEKERS
This audience wants exciting experiences and adventures, not typical or boring.

REGIONAL SPREAD

CONTENT THEMES

COASTS & WATERS
ADVENTURE
CITIES
TOURING
FILM & STAGE
FOOD & DRINK
EVENTS & Festivals
HISTORY & CULTURE

PAID ACTIVITY

CONTENT PARTNERSHIPS WITH LE FIGARO AND TETU MAGAZINE

Le Figaro is the second-largest national newspaper in France. They have a very strong online presence, which generates more than 22 million unique visits every month on LeFigaro.fr

Têtu is the main LGBT+ magazine published in France. Their audience is very qualified and engaged.

DISPLAY ADVERTISING ON TARGETED WEBSITES

PAID SOCIAL ON PINTEREST, FACEBOOK AND INSTAGRAM

OWNED CHANNELS

Ongoing programme of monthly emails to French database of 155k visitors, plus posts daily on Facebook (99K followers)

EARNED ACTIVITY

Consumer PR drives awareness of destination Scotland in France through excellent relationship building with key traditional media contacts, including online, via pitching, comms and events.

Activity to highlight ‘Only In Scotland’ includes a release to key media contacts to highlight unique experiences and activities at time of launch. Press visits with an “Only in Scotland” angle from Q3 onwards.

Global PR - launch of ‘Weather Wellness’ campaign.

TIMINGS

PAID MEDIA ACTIVITY

PHASE 1
Late October - Late November

PHASE 2
Early January - Late March

VISITSCOTLAND.COM