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

MARKET OBJECTIVES
SEASONAL SPREAD
REGIONAL SPREAD

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.

TARGETING
UK CORE SEGMENTS
Adventure Seekers, Curious Travellers, Food Loving Culturalists, Engaged Sightseers & Natural Advocates

CONTENT THEMES
CITIES
COASTS & WATERS
ADVENTURE
TOURING
FILM & STAGE

PAID ACTIVITY
STYLIST MEDIA PARTNERSHIP
Multi-channel activity (Luxe event, print, digital, social and PR). Reaching audiences with Scotland messaging in trusted lifestyle environment.

DIGITAL MEDIA ACTIVITY
Digital ads campaign aligning with TV programmes featuring Scotland in a positive light, appearing on social media channels and relevant websites.

MEDIA PARTNERSHIP
Budget and targeted activity to be agreed

OWNED CHANNELS
Ongoing programme of monthly emails to UK database of 727k visitors, plus posts 2-3 times daily on Facebook, Twitter and Instagram (2.9m followers)

EARNED ACTIVITY
Consumer PR drives awareness of destination Scotland for domestic visitors using their greater knowledge base of the destination to deliver often more niche story ideas and experiences, through varied tactics – media relations; pro-active & re-active comms; influencer engagement; events and dedicated pitching. National titles as well as regional media pockets are important in this market.

Activity which supports Only In Scotland includes up-weight of Stylist campaign activity with journalist visits to Scotland, as well as our ‘always-on’ activity.

Global PR – launch of ‘Weather Wellness’ campaign.

TIMINGS
PAID MEDIA ACTIVITY
2019
OCTOBER
2020
JANUARY

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