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

MARKET 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.

GROW DIRECT ACCESS

REGIONAL SPREAD

TARGETING

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

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

SIGHTSEEERS
This audience are affluent, well educated, history & cultural adventurers.

CONTENT THEMES

SIGHTSEEING

HISTORY & CULTURE

UNIQUE EXPERIENCES

ADVENTURE

TOURING

ANCESTRY

COASTS & WATERS

TIMINGS
PAID MEDIA ACTIVITY

2020
October - March

PAID ACTIVITY

MATADOR NETWORK & REI
Multi-channel activity to inspire visits to Scotland showcasing unique experiences and outdoor adventure. An influencer video and Only in Scotland hero video will be produced and distributed via all partners.

All contributors will work to deliver a consumer activation in REI’s New York store to celebrate the collaboration and video launch.

NBC
VisitScotland will work in partnership with NBC to deliver high impact creative around ‘Only in Scotland’ and distribute inspirational content to the Sightseers target audience through broadcast, digital and out of home to drive awareness of Scotland.

EXPEDIA
This campaign will drive bookings to Scotland to all North America target audiences, and will promote both regional and seasonal spread. Campaign activity will include a dedicated Scotland email, targeted traffic drivers promoting unique product on a dedicated Scotland hub on Expedia.

PARTNER CAMPAIGNS
Strategic partnerships with brands, airlines and other travel intermediaries like Tour Operators help us to leverage their channels to drive propensity and bookings to Scotland from the US.

Earned activity to be agreed.

EARNED ACTIVITY
Consumer PR drives awareness of destination Scotland using varied tactics - media relations; pro-active & re-active comms; influencer engagement; events and dedicated pitching - with great storytelling and authentic relationships at the heart of what we do. We add value through our integrated approach to planning and execution, putting PR at the heart of campaigns and content production to extend reach, explore new audiences, build advocacy and generate as much noise as possible!

Live activity which supports ‘Only In Scotland’ includes fall media desksides in NYC; building out the PR ops on the Matador & REI campaign & influencer activity with GoPro, as well as our core ‘always-on’ activity.

Global PR - launch of ‘Weather Wellness’ campaign owned channels.

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

VISITSCOTLAND.COM