Relationship marketing activity

We know it’s important to genuinely connect with people and present an authentic picture of Scotland, and never more so than in these uncertain times. We paused to consider anew what our customers need and what is important when; we reviewed and reduced our frequency of communications and have stopped automated email programmes. It’s ongoing, to get priorities right we need to listen constantly, keeping plans and content under review and words chosen carefully, with no direct calls to action to travel now.

<table>
<thead>
<tr>
<th>Emails to customers (1.15 million)</th>
<th>UK</th>
<th>EU &amp; Nordic</th>
<th>Long Haul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoy Scotland’s Culture from the sofa</td>
<td>✓</td>
<td>✓ (t)</td>
<td>✓</td>
</tr>
<tr>
<td>Discover Scotland on Screen</td>
<td>✓</td>
<td>✓ (t)</td>
<td>✓</td>
</tr>
<tr>
<td>Ways to Experience Scotland from Home</td>
<td>✓</td>
<td>✓ (t)</td>
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</tr>
<tr>
<td>Our Friends Across the Globe</td>
<td>✓</td>
<td>✓ (t)</td>
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</tbody>
</table>

(t) Translated

Enjoy Scotland’s culture from the sofa: 26 May 2020

This email takes the reader on an immersive cultural journey. To enjoy Scotland’s culture, stories and sounds from the comfort of their own sofa. Sections included Enchanting heritage and sounds - 18 braw words, great things to listen to, culture podcast and Scottish Gaelic Explained. Also included was a Kids Corner – showcasing Scottish stories for kids, homemade Highland Games, Scottish Origami and Meet the locals (Highland Coos). We supported partner content and campaigns for the AWindowOnScotland as well as the Year of Scotland in Australia.
Discover Scotland on Screen: 1 May 2020

This email takes the reader on a sensory journey, experiencing Scotland virtually through sections on Natural Wonders, Inspiring words and “coorie in” - a showcase of visual/webcams, audio and interactive formats to help keep people connected to Scotland. Content supported the agritourism and Go Rural sector with inclusion of Lambathon and cute red squirrel clips. The UK and Long-Haul versions sent 1 May with the EU market translated versions dropping w/c 11 May 2020.
Ways to Experience Scotland from Home: 3 April 2020

Our Ways to Experience Scotland from Home email followed up on our customer requests to receive specific inspiring visual imagery, stories and videos and echoed the social video messaging From Our Home to Yours. Also included links to the podcast episodes and Sounds of Scotland content as calming audio moments to connect to Scotland.
Our Friends across the Globe: 18 March 2020

Reaching out direct from the team to our subscribers with Our Friends across the Globe email and tailored UK market and EU editions, we extended a hand of friendship, acknowledged the situation for travel and our approach. Positivity has flowed back with over 300 personal messages demonstrating great love for Scotland and desire for return visits. Many responses included ideas for the content they would like to see from us – a sample shown here.

Please share extra videos of Scotland for those of us who are house bound! Many of us would truly rather be in the Highlands!!!

Thank you I truly needed this and will look for more of your gorgeous pictures.

I would love you to keep sending photos of your beautiful country. I have to hold off on my dream of visiting this year - but in these tough times please keep sharing beauty and keep us dreaming! Stay safe.

Please send us lots of cheery pictures and stories from Scotland!

Keep making me dream, I love Scotland so much, its landscapes, its history and its traditions.

Thank You for all your pictures and messages. You help us to dream, to have dreams from Scotland, and this is what we need to came out of the hard times we have.