October 2020

Escape The Everyday
Campaign Toolkit
VisitEngland, as the tourism delivery partner for the GREAT campaign, has launched a UK-wide domestic marketing campaign, *Escape the Everyday*. The campaign aims to support the UK tourism industry in the shoulder season by encouraging consumers to explore, discover and treat themselves on a UK short break as and when restrictions allow and when they are ready to travel.

This toolkit will provide you - our industry partners - with information and tools so that we can work together to build consumer confidence and inspire consumers on the thousands of ways they can *Escape the Everyday* on a short break in the UK.
Our Approach
Changing our campaign call to action

In light of the changing restrictions and advice across the UK, we are taking an agile approach to our Escape the Everyday campaign and adapting our messaging and the paid media plan accordingly.

The consumer call to action has changed from “Take a UK break this Autumn” to “Plan your UK break” to help keep UK breaks front of mind for future travel. A supporting call to action of “Check local guidelines | visitbritain.com/escape” also features to encourage consumers to check for guidance on local restrictions before they travel.

The new messaging is being reflected across our paid, earned and owned activity for the campaign.

As the tourism delivery partner for the GREAT campaign, we are working in close partnership with the tourism organisations of London, Northern Ireland, Scotland and Wales to ensure that the campaign activity reflects the current guidance for each region / nation.

Updates to the toolkit:

This latest version of the toolkit continues to offer you flexibility when applying the campaign messaging to your own marketing activity and assets – taking into account the Government’s three-tiered system of local COVID Alert Levels in England.

The updates include:

- Updated messaging and creative · p. 9
- Escape the Everyday · how you’ve gotten involved · p. 30
- Useful information for consumers
- three tiered system in England · p. 33

We are continuing to closely monitor the changing restrictions and sentiment to ensure we can provide you with up-to-date guidance and support.
The *Escape the Everyday* campaign encourages people to escape the unique everyday that we are experiencing in 2020. It will inspire consumers to book a short break across the UK by showcasing the breadth of experiences available for them to escape to.

The campaign highlights our unique tourism offer by focusing on three key need states:

- **Discovery**
- **Freedom to Explore**
- **Treat Yourself**

Content showcases both our vibrant cities and breath-taking countryside and coastal locations that make the UK a brilliant place to explore.

The campaign focuses on two key segments:

- Pre-nesters: 18-34s typically with no children in the household
- Families: with a focus on families with pre-school aged children

The campaign communicates that a short break in the UK is:

- Safe and enjoyable
- Offers me the chance to escape my everyday

Underpinned by messaging principles:

- Quality time with loved ones
- Ease & spontaneity
- Affordable and good value for money
- Support local
- A safe choice

The *Escape the Everyday* campaign launched on 16 September 2020.
Consumer Need States

Based on consumer testing, we have identified three key need states for UK short breaks:

**Discovery**
Our audience need something new and are seeking experiences that are off the beaten track. From hidden gems, to new exhibitions, or mythical legends about some of our coastal towns, they’re looking for something new or different to immerse themselves in.

**Freedom to Explore**
We can help people who want to get out and explore by showing them all the ways they can go further in the UK than they’ve been before - by road, cycling, walking and waterway routes, to visit off-grid destinations and enjoy crowd-free city adventures.

**Treat Yourself**
During this period our audience deserve a well-earned break to focus some energy inwards and look after themselves. We’re here to show how they can relax and unwind in UK; whether their idea of unwinding is a big shopping trip, a spa weekend or a cookery class they’ve been eager to take; it’s available here.
# Consumer Need States & Hero Experiences

Example need states and experiences that work across city, coast and countryside:

<table>
<thead>
<tr>
<th>Discovery</th>
<th>Freedom to Explore</th>
<th>Treat Yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>City</strong></td>
<td><strong>City</strong></td>
<td><strong>City</strong></td>
</tr>
<tr>
<td>Culture without the queues</td>
<td>City waterways</td>
<td>Spa breaks</td>
</tr>
<tr>
<td>Hidden gems</td>
<td>Off the beaten path experiences</td>
<td>Bucket list dining</td>
</tr>
<tr>
<td>Alternative ways to see the city</td>
<td>Seaside myths and legends</td>
<td>Gourmet getaways</td>
</tr>
<tr>
<td>Foodie experiences</td>
<td>Wildlife spotting</td>
<td>Cosy pubs</td>
</tr>
<tr>
<td>Foodie experiences</td>
<td>Urban walking and cycling routes</td>
<td>Family memories / days out</td>
</tr>
<tr>
<td></td>
<td>Green city spaces</td>
<td>Quirky accommodation</td>
</tr>
<tr>
<td></td>
<td>Foraging</td>
<td>Shop till you drop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cookery experiences</td>
</tr>
</tbody>
</table>
Key Messaging

The *Escape the Everyday* message is designed to offer you flexibility when applying it to your own marketing activity and assets.

The concept is about escaping the unique everyday that we are collectively experiencing in 2020. With this in mind, the messaging behind this campaign has been developed to:

- Speak to the nuanced needs of different audiences (families and 18-34 pre-Nesters)
- Offer up the breadth of solutions that Great Britain and Northern Ireland can offer

The campaign messaging is built around showing the consumer what they can escape to... within the UK, using messaging and lines that give a nod to the unique everyday we have experienced in 2020. For example, Escape...

- To shores not chores
- To views you've missed
- To all the places you've dreamt of
- To walls you haven’t climbed

The call to action directs the consumer to take a break with this sign off line and is a key driving force in encouraging people to book a break: **Plan your UK break.**

This is a call to action that you can adapt and apply to your marketing materials. You can adapt to include the name of your business or destination. For example:

- Plan your UK break and visit *insert business name*.
- Plan your UK break and book a stay at *insert hotel name*.
- Plan your UK break and visit *insert destination name*.

A supporting call to action of “Check local guidelines | visitbritain.com/escape” also features to encourage consumers to check for guidance on local restrictions before they travel.
Working Together

We know what a tough time it has been and continues to be for many businesses and we want to ensure that tourism rebounds to once again become one of the most successful sectors of the UK economy. Working with industry trade associations, destination management organisations and our partners we have listened to what the industry needs from us to aid recovery. At the same time, we're being careful to understand how those needs align to consumer research to ensure we are data led in our decision making.

We can only do this by working together in partnership. Partnerships are at the heart of what we do and we have agreed with the Government that this campaign will be no different.

We all have a great story to tell visitors and by joining behind a collective message we will be able to ensure the greatest impact and deliver real results.
**LOGO**

**Clear space**

To protect the logo from other elements a clear space has been designated. The height of the logo (x) and divide it in half on all sides. Lock-up is supplied as artworks and cannot be edited.

**Minimum size**

To ensure good legibility of our logotype, we have determined the minimum size at which it should be used. These sizes are based on the height (x) of the logotype.

Print the minimum size is 7.5mm in height. Digital the minimum size is 90px in height.
**LOGO**

**DOs and DON’Ts**

- Do not place the lockup on a similar coloured background; it should stand out on the composition and have sufficient contrast compared to the background colour.
- Do not stretch, alter or move the *Escape the Everyday* (ETE) lockup in any way.
- For accessibility purposes do not resize the font below 12pt.
- Do not change the colours on the ETE lockup and hashtag.
- Do not alter the fonts used on the lockup.
- Do not place the lockup on new shapes or change the position and angle of the lockup.
- Only use white/black for ETE lockup and hashtag. Use designated colour palette for headline(message).
- Make sure no faces are covered by any text or logos.

DO use the version of the logo that will give the best contrast from the background.

DO NOT distort or rotate the logo

DO NOT outline the logo

DO NOT apply shadows or any other effect

DO NOT put the logo inside a holding shape.
CAMPAIGN COLOUR PALETTE

The following supporting colours are included in the palette to bring the autumn campaign to life.

ETE logo, CTA and hashtag

White is the primary colour for ETE logo, CTA and hashtag, but in exceptions for accessibility/contrast, black may be used.
**TYPOGRAPHY**

The font used for the *Escape the Everyday* lockup is Better Times Alt.

You can apply the Gotham font for the call to action copy. If you do not have the Gotham font you may use a font which aligns to your creative and branding.

There are two weights for Gotham. Gotham Bold is to be used for the call To Action (CTA). Gotham Medium is being used for all other copy.

System fonts are available on all computers and typically used for Word, PowerPoint and Digital. Arial should be used in place of Gotham in these applications. System fonts should never be used for print advertising or above-the-line communications.
APPLY ESCAPE THE EVERYDAY TO YOUR MARKETING MATERIALS

The following assets of Escape the Everyday branding is available for you to apply across your creative. This includes:

- Social
- Print
- Website or social media headers

Asset formats:
.EPS (vector)
.PNG (pixel)

Download assets here

Lockup

Hashtag

#EscapeTheEveryday

#EscapeTheEveryday
HOW TO APPLY IT

The following creative elements for the Escape the Everyday campaign are available for you to integrate into your creative and marketing activity:

- The Escape the Everyday lockup which is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag which is ideally placed in the top right corner
- Either apply your logo or the call to action copy can be applied to your creative in line with and aligned to the following order:

  - Plan your UK break and visit <insert business name>.
  - Plan your UK break and book a stay at <insert hotel name>.
  - Plan your UK break and visit <insert destination name>.

#EscapeTheEveryday hashtag
Campaign lockup
Partner
Headline
CTA (Call to action) or partner logo
SOCIAL MEDIA

Digital 9:16

Logo Size: 30% of overall width sitting at bottom right of format
Hashtag: 25% of overall width sitting at top right of format

Please refer clear space as detailed in page 12

Apply the creative

- The *Escape the Everyday* lockup is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag is ideally placed in the top right corner
SOCIAL MEDIA

Digital 16:9

**Logo Size:** 20% of overall width sitting at bottom right of format

**Hashtag:** 15% of overall width sitting at top right of format

Please refer clear space as detailed in page 12

Apply the creative

- The *Escape the Everyday* lockup is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag is ideally placed in the top right corner

No logo or text should be placed outside clear space box
SOCIAL MEDIA

Digital 1:1

**Logo Size:** 30% of overall width sitting at bottom right of format

**Hashtag:** 25% of overall width sitting at top right of format

Please refer clear space as detailed in page 12

**Apply the creative**

- The *Escape the Everyday* lockup is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag is ideally placed in the top right corner

No logo or text should be placed outside clear space box
SOCIAL HEADERS

Facebook Header
820 x 312px

Logo Size: 20% of overall width, and is centre-aligned both vertically and horizontally of the image

Please consider mobile safe area.
SOCIAL HEADERS

**Twitter Header**
1500 x 500px

**Logo Size:** 15% of overall width sitting at bottom right of format

**Hashtag:** 10% of overall width sitting at top right of format

Please refer clear space as detailed in page 12

No logo or text should be placed outside mobile safe area
WEBSITE HEADERS

Website Header
1500 x 560px

**Logo Size:** 15% of overall width sitting at bottom right of format  
**Hashtag:** 15% of overall width sitting at top right of format

Please refer clear space as detailed in page 12

Apply the creative

- The *Escape the Everyday* lockup which is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag which is ideally placed in the top right corner
- The call to action copy can be applied to your creative in line with and aligned to the following order:
  - Plan your UK break and visit <insert business name>.
  - Plan your UK break and book a stay at <insert hotel name>.
  - Plan your UK break and visit <insert destination name>.

No logo or text should be placed outside mobile safe area
**PRINT**

**A Sizes**

**Logo Size:** 30% of overall width, sitting at bottom right of format

**Hashtag:** 25% of overall width, sitting at top right of format

**CTA/Partner logo:** located at the bottom left of format

All assets need to be within clear space as detailed in page 12

**Apply the creative**

- The *Escape the Everyday* lockup which is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag which is ideally placed in the top right corner
- Either apply your logo or the call to action copy can be applied to your creative in line with and aligned to the following order:

  - Plan your UK break and visit <insert business name>.
  - Plan your UK break and book a stay at <insert hotel name>.
  - Plan your UK break and visit <insert destination name>.
IMAGERY & VIDEO FOOTAGE

We know that many of you will have beautiful images and B-roll video footage in your own image libraries. If you need to access additional images or B Roll footage for trade, media and owned channel use:

Register or login to visitbritainimages.com

During this period, we suggest giving careful consideration to the type of images and video footage that you use and ensure you depict experiences in line with government and public health guidance for your specific nation and local authority area (e.g. people in masks in indoor locations as required).

DO:
- Show natural, happy, diverse, people experiencing the UK together - consider social distancing within any busier shots - taking into account the current guidance on local restrictions
- Use bright, vibrant, colourful images - especially warm and tonal autumn colours if you are using a more immediate call to action
- Ensure you own the image or have explicit permission from the photographer and people or places featured.

DON'T:
- Show large groups or crowds of people tightly packed together in a confined space
- Filter or over saturate images - keep images as natural as possible so that audiences connect with them
- Use images that you have copied from social or the web without the necessary permissions in place.
Industry Standard

What is the Industry Standard?

In partnership with industry, VisitEngland; Visit Wales; VisitScotland and Tourism NI developed the ‘We're Good To Go’ Industry Standard. This provides reassurance that businesses who have undertaken the online application have clear processes in place to maintain cleanliness, aid social distancing and a COVID-19 Risk Assessment that informs their operational procedures, in line with the relevant government and public health guidelines.

Why should you sign up for the Industry Standard?

We know from our research that many UK residents are feeling nervous about travelling and are seeking assurances that if they do, COVID-19 guidance has been followed. We spoke to UK consumers to find out if the Industry Standard would provide additional reassurance and 74% said they would be comfortable visiting a business displaying the ‘We're Good To Go’ mark. Encouragingly, seeing the Standard helped 78% of respondents who felt apprehensive about travelling to feel more comfortable.

How do you apply for the Industry Standard?

Designed in consultation with industry this online process is simple and complete, provided you have read and understood how the Visitor Economy Guidelines and the relevant public health guidance relate to your business. You can apply for the standard at www.goodtogouk.co.uk

Already have the Industry Standard?

Align to the Standard by using the mark on all your marketing channels. By working together to raise awareness of the Standard we can give confidence to your visitors / guests that you have clear COVID-19 operational processes in place.
From your website, to your social media channels and right through to your email auto signature, consider how you can use the mark to help you.
Share images on social media of your certificate and where you feature the mark by tagging @VisitBritainBiz or the relevant handle for your nation: @VisitEnglandBiz / @VisitScotNews / @VisitWales / @TourismNI
Social Media Posts

Consider how you use your social posts to encourage your fans and followers to take a short break this autumn and winter.

- Include bright, colourful and vibrant images (make sure you own the image or have explicit permission from the photographer) to capture attention.
- Within the copy, highlight the amazing experiences or breath taking locations that people want to escape to this autumn and winter.
- Remind your followers what makes your destination or business special.
- Please pay careful consideration when choosing imagery and being mindful of whether the location is actively welcoming visitors, the visual is in line with the restrictions and guidance for your specific nation and local authority area, and the experience featured is permitted in that location i.e. wild swimming.
- Encourage those who visit to share their experience with #EscapeTheEveryday – we always love to have a recommendation from friends!

Suggested copy options:

Example 1: Dreaming about Escaping The Everyday? Plan your UK break in <insert location>. #EscapeTheEveryday

Example 2: Dreaming about feeling free again? Plan your break to <insert local area> and Escape the Everyday. #EscapeTheEveryday

Example 3: We can't wait for you to explore <insert local area> again. Are you planning to Escape The Everyday? #EscapeTheEveryday
How Do You Escape The Everyday?

We are inviting people to share their favourite ways to Escape the Everyday via our social channels.

If you are a destination or business, you can get involved by also inviting your customers to share their local tips.

Simply encourage followers on your Instagram channel to:

- Film a video of themselves revealing their top 3 ways to escape the everyday in the UK – whether that’s the best restaurants, attractions or shops and share on their feed or within their Story using #EscapeTheEveryday
- Ask your followers on your social channels “How do you #EscapeTheEveryday?” and consider images that reflect local regulations e.g. social distancing requirements, etc.
- Post images to Instagram feed and recommendations within the Instagram copy using #EscapeTheEveryday, tagging your destination or business and our @LoveGreatBritain or relevant nation handle: @VisitEngland / @VisitScotland / @VisitWales / @DiscoverNI

You then have the option of resharing people's recommendations on social and we will also share the best tips on VisitEngland’s Instagram channel.
How you’ve got involved
Giphy Stickers

A GIPHY sticker is an animated GIF for use on social posts.

We’ve created Escape the Everyday stickers that you can search for on Instagram and Facebook and apply to your Stories.

To find the stickers and apply to your posts, search for “Escape the Everyday” or “VisitBritain”
Share Your News For Autumn / Winter Season

All news stories are very welcome, but we’re particularly interested in hearing about:

- Stand out experiences / packages related to the campaign need states Freedom to Explore, Discovery and Treat Yourself
- Businesses that are adapting and innovating to follow government COVID-19 measures and guidance (creative and unique examples)
- Major openings and launches (i.e. hotels, accommodation, attractions, exhibitions, restaurants etc.)
- Any film / TV tie-ins (e.g. has a new film / TV show been shot in your destination – can the public visit the location?)
- 2021 key anniversaries
- Brand new tours / trails / bookable packages
- Notable events

News stories will be considered for media pitching and to feature in our social and website content. Please send your news and content suggestions to press@visitengland.org

*We may not be able to reply to everyone, but if you send us your news we will be regularly managing the inbox and considering your stories for potential use in our consumer marketing activity for autumn and winter 2020.
Useful information for consumers – three tiered system in England

You can help to inform consumers on what the Government’s three-tiered system of local COVID-19 Alert Levels in England mean for your area when it comes to travel to ensure that people feel confident in making plans. You can signpost to VisitEngland’s information page here which includes helpful guidance on what each tier means for holidaying in England.

We will be highlighting this information to consumers in our marketing activity across social, PR and website content. You may also wish to mirror this messaging on your own marketing channels.

We hope by working together we can ensure people are clear about holidaying in England while restrictions are in place and give consumers the information they need to feel confident in planning a short break if they are able and willing to travel in line with the official guidance.

Further guidance and FAQs of what you can and can’t do is available on GOV.UK. To see what restrictions are in place in different parts of England, check out the information on the GOV.UK website.
Useful information for consumers

Destinations will be at different stages based on the guidance on local restrictions but to make the customer journey as simple as possible, please ensure that your own websites are updated with any information that the consumer needs to know before they travel or before they visit.

Ideally this information will be available on your home page or clearly labelled and signposted from your home page.

We welcome information from destinations advising on capacity and shifts in how busy areas of your destination are.

Please email: destination@visitengland.org

Examples of information that visitors should know about in advance of visiting, include:

- Ticket information – do visitors need to book a ticket in advance? How do they book? What happens if they turn up without a ticket?
- Capacity – are you limiting the number of people allowed inside your venue at any one time? Is there a queuing system in place? If some areas are going to be busy can you suggest alternatives nearby?
- Cleanliness – are you offering additional hand washing facilities? Are toilet facilities available?
- Food & drink – is there any food and drink available for purchase?
- Rubbish – are bins provided if in a rural area or will you need to take any rubbish with you?
- Car parking – is car parking available? Does it need to be booked in advance?

By making this information available in advance you will be helping to manage the expectations of visitors.

View the Know Before You Go toolkit
Government Guidance

We are working closely with the UK Government on raising awareness of the restrictions and guidance for your specific nation and local authority area for tourists who fall ill whilst on holiday.

The ask is that as many businesses as possible help to raise awareness of the guidance and regulations specific to your nation. You may wish to include this information as part of the customer booking confirmation and to adopt the messaging on your marketing channels – to ensure your staff and customers remain protected. Please reference the guidelines specific to your nation and displayed on:

- VisitEngland website
- VisitScotland website
- Visit Wales website
- Tourism Northern Ireland website

It is important to remind visitors of the below key messages:

- If you develop Covid-19 symptoms whilst on holiday, please arrange a test using your holiday address. You can order a test from www.nhs.uk/coronavirus or call 119. You MUST notify your accommodation provider immediately.
- If you are contacted by Test & Trace (England) / Test & Protect (Scotland) / Test, Trace, Protect (Wales and Northern Ireland) whilst on holiday you MUST notify your accommodation provider immediately that you have been contacted and asked to self-isolate.
- If you have symptoms of coronavirus, you MUST not use public transport. If you are well enough to return home, you MUST use private transportation only and self-isolate at home.
- Be aware localised restrictions are now in place. You should follow local advice when travelling into, out of and within these areas.
#RespectProtectEnjoy

We want to work with you to encourage people to enjoy their freedom and travel responsibly when restrictions allow and when they are ready to travel.

“Respect, Protect, Enjoy” is a message used as part of the Countryside Code and we have seen many destinations and organisations already adopt this message.

We will be encouraging responsible travel as part of our content by using the #RespectProtectEnjoy hashtag and we encourage you to do the same. Add this to your social posts and consider including this message in your own content.

You may also wish to include information on your website reinforcing key elements of the countryside code, including disposing of litter and being mindful of others around you.

For further reference, view the Countryside Code here.
What Else Can You Do

We know that each business and destination is unique.

The current situation means that the restrictions and guidance for your specific nation and local authority area may differ, and we’re all doing our bit to work towards a new normal.

You can apply the branding and messaging on your creative, share themed content if you are driving a more immediate visit message, incorporate the messaging into your own copy, or you can simply integrate into your social posts.

- Consider your own marketing collateral and channels and how you can partner with us on the Escape the Everyday campaign by adding the branding and messaging to your own materials.
- Can you add the branding and messaging to your website? Can you ensure that your website is updated with the key information visitors need to know before visiting?
- Can you add the messaging to your social media posts alongside inspiring imagery?
- Keep us informed by send your news in to keep us up-to-date of what’s new, what’s planned and any key success.
Useful Information

Contacts
Queries on asset and creative
brand@visitbritain.org

Share news and stories
press@visitengland.org

Update us on your destination’s capacity
destination@visitengland.org

Resources

Latest research:
- Domestic research - www.visitbritain.org/england-research-insights
- Inbound research - www.visitbritain.org/inbound-research-insights

Connect & keep in touch

Stay up to date with tourism news as well as opportunities that become available through these channels:

- Subscribe to our industry newsletter – sign-up for the latest information, research, advice and opportunities
- Follow us on social media
  - Twitter – @VisitBritainBiz | @VisitEnglandBiz
  - LinkedIn – VisitBritain | VisitEngland
Thank You