Brand Asset Guidelines
BRAND is the personality of a business; and our Business is BRITAIN
Our **OBJECTIVE** is to encourage people to see Britain as bursting with things to experience today, instead of a museum of things to see one day.
Our **STRATEGY** is to showcase that while travellers come to Britain for the expected icons, once here they discover a wonderfully unexpected side to Britain.
Cool cities
Cities in Britain are not about size. They’re about character. From buzzing modern metropolises, to historic sites, each offers a welcome change of pace in impressive surroundings.

Living history
Imagine a place where the castles are out of fairytales. Where events go from grandeur and circumstance to arms-in-the-air gigs against a backdrop of beautiful historic houses. History is alive here, and you can live it.

Inspiring coasts and country life
Escape and relax in surroundings that are equally breath-taking and invigorating as they are warm and charming. Stay in our countryside and coastal towns and see what it’s like to live like a local.

Great tastes
Mouth-watering experiences await. From avant-garde haute cuisine that’s amongst the best in the world, to the ethnic dishes that have become honorary Brits, and regional dishes that are renowned in their own right.

365 Days of Fun
A trip to Britain is never going to be boring. What makes us unique is the never-ending choice of what to do all year round. Come to Britain and experience its true melting pot of culture, and let’s face it, the weather. One of the many unpredictable qualities we possess.
OUR PASSIONS

PASSION PILLARS

I TRAVEL FOR DISCOVERIES
I TRAVEL FOR RELAXATION
I TRAVEL FOR FOOD & DRINK
I TRAVEL FOR CULTURE
I TRAVEL FOR UNEXPECTED
I TRAVEL FOR FUN
I TRAVEL FOR STORIES
I TRAVEL FOR ADVENTURE

BRAND THEMES

365 DAYS
Cool Cities
Great Tastes
Living History
Inspiring Coast & Country Life
# Our Global Audience

<table>
<thead>
<tr>
<th>Group</th>
<th>Age Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>Buzzseekers</td>
<td>Younger, 64% aged 18-34</td>
<td>Free spirited and spontaneous, they like to take holidays full of action &amp; excitement</td>
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<tr>
<td>Explorers</td>
<td>Older, 58% aged 55+</td>
<td>Content to enjoy holidays at a more relaxed pace. Nature lovers, enjoy the outdoors as well as must-see sites and enjoy embracing local culture</td>
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<tr>
<td>Adventurers</td>
<td>Older, 67% aged 45+</td>
<td>Enjoy traveling off the beaten track, spending time outdoors in nature and seeking out new experiences.</td>
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<tr>
<td>Sightseers</td>
<td>Older, 57% aged 55+</td>
<td>Like to stay within comfort zone, prefer cities to countryside and seek sensible, well-planned trips</td>
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<tr>
<td>Culture Buffs</td>
<td>Average age 37 years</td>
<td>Image and brand conscious, travelling often is a status symbol and they like well-known and safe destinations</td>
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</tbody>
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OUR DOMESTIC CHALLENGE

• 16-to-34 year olds took almost **1.4 million fewer holidays at home** last year compared to a decade ago.

• Low knowledge of the geography and little perception of what is available to see/do
• Tendency to take low cost overseas holidays.

Bring Generation Y ‘home’ by educating them on the geography and competitive tourism product available here, growing the base UK population who have an interest in taking holidays and breaks domestically, thus sustainably contributing to the UK economy.
OUR STRATEGY FOR THE DOMESTIC MARKET

The objective
Generate 1m additional UK bed nights from UK millennials – ROI 25:1

Cultural Insight
The view of an outsider can make us rethink the familiar

Audience Insight
UK millennials see their foreign counterparts as the embodiment of the experiences they crave

Brand Truth
Foreign millennials view Britain as one of the world’s most appealing destinations

Platform Idea:
Join The World

What we are pushing against
The view of Britain as familiar and familial

Positioning
Discover Britain like a global traveller

Campaign
Join the World | Discover the UK
ASSETS are images, video and artworks used to promote a BRAND
ASSETS MUST BE...

- creative
- real and authentic
- vibrant and fun
- bursting with colour
- warm
- passionate
- engaging
- mixing expected & unexpected

They should be taken from a new, interesting or surprising angle and portray experiences that tell a story in one frame.
Assets **must have** copyright or a licence assigned to VisitBritain/VisitEngland with captions and credits provided.

**Images** as TIF files should be 50mb – 150mb at 300dpi
Jpegs between 20mb-70mb when opened in Adobe RGB 1998 Colour space, 8-bit with colour levels set between 3 and 252. 5150px at 300dpi saved in jpg quality size 12. Original filenames only.

**Video** must be 1080p resolution .mov or .mp4 with sound or sound provided as separate files. Use original filenames only (do not rename)

Assets must have all permissions in place in order to use them:-

- **People** (model release)
- **Property** (property release)
- **Public or private Artworks** (Artist Licence)
Assets for use in marketing and campaigns can be found on VisitBritainImages.com once registered.

See VBI’s Brand Collection for a full suite of guidelines.
THANK YOU