

## Questions and Answers regarding Home of Amazing Moments campaign

### What is the marketing objective?

- To drive and inspire more visitors to come to Britain and explore the rich diversity of Britain's culture and countryside offering.

### What are the campaign objectives?

- To communicate through fresh storytelling our rich, diverse cultural and countryside offer.
- To raise awareness of the range of activities and experiences in Britain.
- To promote Britain's key cities whilst also highlighting them as gateways to Britain's countryside. This includes short haul and long haul as well as city breaks.

### What are the primary markets?

- USA, France, Germany, Brazil, but will be rolled out globally.

### Who are your target audience?

- Adventurous Escapes
- Travel Connoisseurs
- Lifelong Discovery

### Does #OMGB translate in multiple countries?

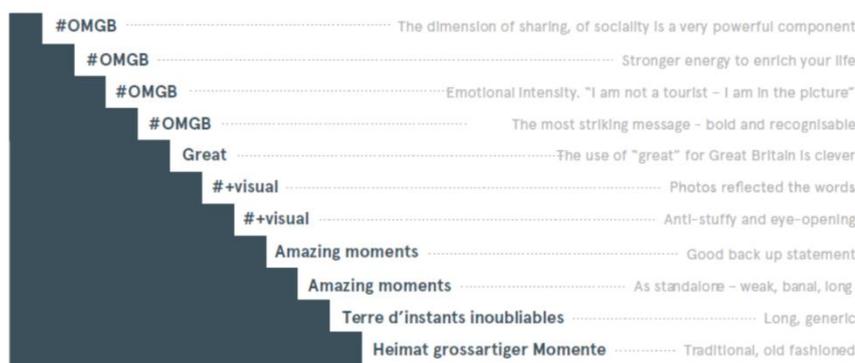
- Acronyms are widely used everywhere on social media. We will rely on the #OMGB acronym to take over a unique space in social media where it will become synonymous with unique moments in Britain and resonate globally. The first phase will be telling people how/when to use #OMGB, then people will start sharing their own OMGB moments.

### Our research proved #OMGB is a hook that is engaging and challenges perceptions

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## Messaging hierarchy



WELCOME TO

**GREAT**

BRITAIN



### **Is OMGB fresh enough?**

- Hashtag campaigns are not new and most consumers are now comfortable with the concept. Hashtags are widely used across social media channels and sit at the heart of the language of social media. We wanted to use something that is well established but add a new twist so it's easily understood.

### **How do you manage hashtag misuse?**

- We will use the best tools to monitor #OMGB usage in our core markets. Our Community Manager will also screen content and decide which content is appropriate for use on the hub. Please use your own social media guidelines to assess what is and isn't acceptable. This will allow you to delete inappropriate comments or posts where possible.

Our social media guidelines are available on our [website](#).

### **Can I upload any image?**

- You can post your own images (please ensure you have the rights to the images) on your channels. We will be monitoring all channels and if something catches our eye, we will be in touch to have it featured on our content hub. Your posts will amplify the campaign's viral effect and give us fresh content for our content hub which will, in turn, drive consumers back to your own social media channels.

### **Can we adapt the hashtag to our own purposes?**

- Changing or adding to the hashtag will prevent it from becoming part of the wider conversation on that social platform and will limit organic discovery of your content. As such we would not recommend making any changes. Additional hashtags within context will be fine.

### **How will the campaign be evaluated?**

- Increase in intent to visit, visitor numbers and visitor spend, delivering an over index of benefit for regions and areas outside London.
- Brand awareness and recall.
- We will collect data from consumers through the competition and will send them a survey so we can understand the economic impact of the programme.

### **How long with the campaign run?**

- The campaign is intended to run for the next 2-3 years.

### **How much is VisitBritain investing in the campaign?**

- Creative, media and production costs will be between £4 million-£5 million for financial year 2015/2016.

### How did you select which destinations feature on the hub?

- These destinations were based on a number of pieces of research which included NBI, inbound visitor figures and travel trends as well as close consultation with our strategic partners and overseas offices. Connectivity, as well as a competitive analysis of destinations where Britain might be able to gain share, were also considerations within the campaign planning.

### How does the campaign appeal to all audiences? Does #OMGB skew to the younger demographic?

- The overarching messaging and creative is about making the audience aware that there is something new, unique and exciting about things to do in Britain. All the imagery and messaging will reflect this, but the hierarchy of the social elements verses the more traditional activity will be tweaked to suit the market and the audience.

### What does your media plan look like for the campaign?

- Messaging to establish Great Britain as the Home of Amazing Moments started in September and October in France and Germany through *Die Zeit* and *Le Figaro* printed and digital channels, as well as the Imagination Magazine which is circulated globally. The launch on 14 January will see a focus across various digital channels including Buzzfeed, Twitter, Facebook, Tumblr and search, as well as the New York Times in the USA.

### There seems to be a lot of focus on digital media. Are you using any traditional forms of media to promote the campaign?

- Yes, we have a print media plan in the USA with the New York Times, and two standalone inserts in *Le Figaro* in France and *Die Ziet* in Germany. The creative also featured in the GREAT campaign magazine *Imagination*.

### How are you demonstrating value for money through this campaign?

- Many of the experiences and activities featured through the website and campaign are free to take part in. For example, entry to museums, galleries, cathedrals, scenic walking tours, sunrise and sunset viewpoints, free events and festivals. We have also asked industry and partners to consider offering additional added value within their offers.

### How will this campaign convert people into booking a holiday to Great Britain?

- All of the links on the website, where appropriate, will take the consumer directly to that product /experience website, closing that link between inspiration and conversion. We will also be working with two commercial partners from January-March 2016, one focusing on the USA and the other on Germany and France.
- More opportunities to work with us on the campaign will be available from April 2016.

### Additional sources of information

- Research, which we commissioned, was undertaken at the start of 2014 to inform how to leverage Britain's heritage and culture to grow first-time and repeat inbound tourism to Britain. Qualitative and quantitative research was conducted with previous visitors and first-time considerers to holidaying in Britain, within the UK's three largest markets - USA, Germany and France (click [here](#) for more detail).
- Research was undertaken at the beginning of 2015 to look into the role social media played in the context of holidays. Qualitative and quantitative research was conducted in USA, South Korea, Germany and India amongst visitors and those who were considering visiting Britain in the future. A full report on this research will be available [here](#).