Introduction to the Britain tourism brand

See Things Differently

Introduction to the Britain tourism brand
Who’s the audience?

Buzzseekers

Our priority global audience is the Buzzseeker. They are open minded, adventurous and outgoing. They want to be the first to try new experiences.

Buzzseekers are the biggest global segment and, post-pandemic, they have demonstrated a strong intent to return to international travel. They are well connected in their social circles and present an opportunity to become advocates for Britain driving word of mouth recommendations.

Buzzseekers have been identified as a valuable segment and we will use behavioural targeting to identify the higher yield Buzzseekers to drive incremental value.

As Buzzseekers are an attitudinal segment, we will combine this with demographic targeting (25-44 is the sweet spot), to ensure we benefit from a halo effect with our campaign reaching wider audiences who share the same mindset. Targeting Buzzseekers also provides an opportunity to build a pipeline of future travellers, key to long-term value for Britain. We know that those who have visited Britain are more likely to invest in future.'
Global Buzzseeker | Identity and demographics

Personal profile

- Outgoing, adventurous & experience-driven. They lead active lifestyles and are naturally curious about the world, keeping up with a variety of news sources and travel interest publications.
- Seek out novelty, exciting and luxury experiences meaning they are highly influential in their social circles.
- Younger Buzzseekers are likely to be childless, but Buzzseekers in their 30s and 40s are likely to have young kids in tow – although they may not always bring them on the trip and they aren’t inspired by typical ‘family friendly’ activities.
- Social media is a key point of influence and plays a very important role in brand discovery.
- Buzzseekers also expect brands to be eco-friendly and help them improve their knowledge & image.

Demographics

22% Identify as part of the LGBTQIA+ community**

16% 41% 26%
Under 25 25-34 35-44 45-54 55+

26% Have health conditions or impairments

Within this group…
8% mental health condition
6% partially sighted
5% blind
5% partial hearing loss

Top LGBTQIA+ identities:
- 10% Bisexual
- 4% Gay
- 4% Other
- 2% Lesbian

Financial situation in light of COVID-19

Impact on financial situation

Impact negatively: 6%
Uncertain: 26%
Not really affected: 41%
Better off than before: 26%

Sources: Inbound COVID-19 Sentiment Tracker Wave 3 (23rd Aug- 6th Sept 2021), OMD Audience Media Profile

*None of our sample had a non binary gender identity. **China and India excluded from these figures due to erroneous responses
Global Buzzseeker | Travel behaviour

### Travel intentions

- **87%** Intend to travel abroad for leisure*

Among leisure trip intenders:

- **63%** consider Europe
- **14%** consider Britain

Among potential Britain intenders:

- **65%** consider England
- **40%** consider Scotland
- **40%** consider London
- **20%** consider Wales

### Travel preferences

#### Top activities for any international trip

- **Dining out** 58%
- **Iconic tourist attractions** 55%
- **Outdoor nature activities** 54%
- **History and heritage** 54%
- **Visiting cultural attractions** 51%

#### Top activities for a trip to Britain

- **History and heritage** 63%
- **Dining out** 61%
- **Iconic tourist attractions** 58%
- **Outdoor activities** 54%
- **Visiting cultural attractions** 53%

#### Travel companions

- **69%** Partner
- **32%** Children
- **26%** Friends
- **23%** Solo
- **20%** Adult family members
- **3%** Tour group

#### Destination types

- **40%** Will roam around
- **57%** Large city
- **35%** Coastline
- **29%** Mountains or hills
- **27%** Country/ village

### Booking behaviour

#### Top booking channels

- Transport provider 46%
- Travel comparison website** 43%
- Online travel agency/online tour operator*** 41%
- Accommodation provider 39%
- Official destination website 38%

**e.g. Skyscanner, Trivago  ***e.g. Expedia, Booking.com

*% definitely & probably in the next 12 months
## Our Brand Framework

### Brand Objective
Change perceptions so people see Britain as a welcoming, dynamic, diverse and inclusive destination alive with spirit that needs to be enjoyed today, not one day.

<table>
<thead>
<tr>
<th>Audience Insight</th>
<th>Brand Insight</th>
<th>Competitor Insight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buzzseekers want variety when they travel, new &amp; surprising experiences, shareable memories and they want to feel welcomed.</td>
<td>A country where hundreds of cultures coalesce resulting in fresh perspectives and a destination packed with dynamic, ever-changing experiences all in one place.</td>
<td>Nowhere else has so much dynamism, variety and quirk in one compact place; from our people to the experience. Individuality and inclusivity sit at the heart of the British spirit.</td>
</tr>
</tbody>
</table>

### Brand Proposition & Pillars
The world’s greatest kaleidoscope of experiences (internal brand proposition)
“it’s a place for me” (consumer need state)
See things differently (brand platform)

- Dynamic
- Diverse
- Quirky
- Real
- All in one place
- Memorable
This is supported by our brand pillars

**Dynamic**
We never stand still. Whether you’re here for a day or a month, you’ll find more creativity, energy and diversity than you’d ever expect in one place.

**Diverse**
We are bursting with a kaleidoscope of fresh and exciting experiences, which are brought to life by our amazing and diverse people.

**Quirky**
We’re all about unconventional ideas and refreshing new takes. You can’t help but see your world a little differently once you’ve experienced ours.

**Welcoming**
Just like the warm welcome they’ll get when they arrive in Britain, we need that to shine through in our communications.

**All in one place**
At just 874 miles from top to bottom, you can make the most of every minute.

**Real**
You’ll experience an authentic Britain that goes beyond the stereotypes and be warmly welcomed by down-to-earth, diverse people. We don’t sell tourism, we excite with real people, experiences and stories!

**Memorable**
We’ll challenge everything people think they know about Britain with unexpected experiences that they can’t wait to share and will stay with them forever.
Brand Narrative

For a small island, we’re a country with many sides. In fact, it’s our multi-faceted, multi-cultural nature that makes us who we are.

Our brand narrative is the high-level story that we can use, in part or in full, when introducing Britain:

Britain is always changing; a land that embraces difference and never stands still.

And at just 874 miles from top to bottom, you’ll find more creativity, energy and diversity in one place than anywhere else in the world.

We’re all about unconventional ideas and refreshing new takes. A place where cultures coalesce to reimagine what you thought you knew.

And it’s all made possible by our creative thinkers, daring dreamers, and curious explorers – who take our guests to heart but don’t take ourselves too seriously.

Whether you’re here for a day, a month or a year, we’re ready to help you make the most of every minute.

You can’t help but see your world a little differently once you’ve experienced ours.

Help yourself to a big dollop of different and an extra slice of surprise. Join us and see things differently.
# Storytelling Framework Q3 October – December 2022

<table>
<thead>
<tr>
<th>City Foodies</th>
<th>City Icons with a modern Twist</th>
<th>Outdoor Adventures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get a taste for Britain’s innovative seasonal dishes and local produce from our cultural hubs</td>
<td>Create unexpected memories and delve into the hidden stories of our most iconic landmarks</td>
<td>Get ready for the adventure of your life exploring Britain’s city skylines with experienced local guides leading the way</td>
</tr>
<tr>
<td>Immerse yourself in Britain’s culinary culture, cooked up by local chefs using modern and innovative techniques</td>
<td>Embark on a journey of discovery, meeting the characters that bring Britain’s icons to life</td>
<td>Grab your walking boots and venture into the wild at one of our exciting National Parks</td>
</tr>
<tr>
<td>Example: <strong>Ducie Street Warehouse</strong>, Manchester</td>
<td>Example: <strong>Edinburgh Fringe Festival</strong></td>
<td>Example: <strong>Rugged Outdoors</strong>, North York Moors</td>
</tr>
<tr>
<td>Tantalise your taste buds with the diverse flavours of regional specialities from our buzzing foodie scene</td>
<td>Uncover Britain’s cities bursting with creativity round every corner and celebrate the country’s diversity</td>
<td>Discover our rural communities for limitless adventure off the beaten track</td>
</tr>
<tr>
<td>Example: <strong>Loving Welsh Food Tours</strong>, Cardiff</td>
<td>Example: <strong>Leeds West Indian Carnival</strong></td>
<td>Example: <strong>Wing foiling</strong>, Isle of Wight</td>
</tr>
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**It’s a Place for Me**

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<th>Example: <strong>Bombed Out Church</strong>, Liverpool</th>
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**Our key messages**

- Great Britain’s cities offer an array of appealing experiences
- Great Britain feels exciting!
- Great Britain is a welcoming destination to visit
- If I don’t visit now, I’ll miss out

The themes for this framework are updated on a quarterly basis. Any successful applications for VB opportunities for FY 22/23 will be advised of changes upon that tender/fund award.
Customer Journey Map
<table>
<thead>
<tr>
<th>Customer Journey</th>
<th>Inspiration &amp; ideation</th>
<th>Planning &amp; booking</th>
<th>The trip</th>
<th>Post trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive Inspiration</td>
<td>Make Britain tourism famous with a fame-driving campaign. This will drive consideration for travelling to Britain by sparking the curiosity of the buzzseeker mindset, cutting-through the competitive clutter with a story of Britain that is so compelling and interesting that people can’t help talking about it.</td>
<td>Exploring options, Build itineraries, Growing anticipation</td>
<td>On the ground experience provided by industry. From a warm welcome that embraces diversity in all its forms, help the visitor to easily find the dynamic and diverse experiences that will make their stay unforgettable.</td>
<td>Share + review + advocate</td>
</tr>
<tr>
<td>Active ideation</td>
<td>Active engagement, demonstrating and reinforcing the surprising diversity of fresh experiences and the ease of being able to see them. Use a mixture of specific events that will only be happening in the time period, more enduring activities and capturing those magical travelling stumble-upon moments. Signpost partners and industry to enable seamless bookings</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Task</td>
<td>Buzzseekers have a natural curiosity for the world around them, reading a lot of travel media to stay informed. Their wanderlust is rampant and are ‘window-shopping’ for where they’ll go next. Big users of social, Instagram is a source of inspiration.</td>
<td>They’re hunting for the latest experiences; for novelty, excitement, and even some luxury. Familiar destinations don’t appeal. Ever spontaneous, they are increasingly booking last minute.</td>
<td>Buzzseekers have adopted a ‘last-minute’ mindset – a welcome source of spontaneity. So they will be making decisions about specifically where to go on the trip over and even on a day-by-day basis. Where are we now? Where can we experience next?</td>
<td>Continue to help people feel part of something bigger that is happening in Britain and to post &amp; re-share for others.</td>
</tr>
<tr>
<td>Audience insights</td>
<td>Buzzseekers have a natural curiosity for the world around them, reading a lot of travel media to stay informed. Their wanderlust is rampant and are ‘window-shopping’ for where they’ll go next. Big users of social, Instagram is a source of inspiration. They’re hunting for the latest experiences; for novelty, excitement, and even some luxury. Familiar destinations don’t appeal. Ever spontaneous, they are increasingly booking last minute.</td>
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<td>Key channels</td>
<td>Social, digital display, PR, partnerships, audio (podcasts), online video, travel media, DOOH, influencers, experiential &gt; exact channel mix to be advised by media agency</td>
<td>Social, digital display, PR, partnerships, audio (podcasts) Retargeting &amp; contextual targeting</td>
<td>Owned channels, industry channels</td>
<td>Social</td>
</tr>
<tr>
<td>KPIs</td>
<td>Consideration / likelihood to travel Emotional impact scores Key messages Campaign awareness ROI</td>
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We focus on inspiration & ideation to drive incremental value to Britain
Creative development
Our Challenge…

to deliver an exciting, market-specific, fame-driving activation that will get people talking about Britain?

We need to encourage our audience to see and feel things differently to trigger reappraisal of Britain.

We know that the more surprising and “unexpected” side of Britain directly increases consideration.
What does good look like?

Focused on the spirit of the destination, the personality, the people > makes you feel something

New Zealand wants people to stop ‘traveling under the social influence’

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LOOKS LIKE YOU NEED AN ADVENTURE
Iceland invites you to turn your lockdown trauma into sweetman looks for your first big post-pandemic adventure.

combined personality & place to get a purpose, PR-able, fun
Interpreting the brand pillars for imagery/footage

There are six brand pillars supporting the brand proposition. These have implications for the images and footage we select.

Internal Brand Proposition & Pillars
The world’s greatest kaleidoscope of experiences

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| Movement  
Vivid colours  
Capture a moment | Featuring a wide variety of different experiences  
Featuring a variety of types of people  
From across all corners of Britain  
All four seasons, it’s not all about blue skies! | Showcases the quirky British sense of humour  
Showcases interesting and unexpected experiences  
 Doesn’t feel stuffy and formal | Communicate positive emotions through people’s facial expressions and body language  
Inclusive; we want to represent all the people who live and visit here  
Welcome - we don’t have to show smiling faces in every shot but it’s important to have some to show welcome  
Where possible include real people and their real stories; it’s much harder to make assets with models feel real and authentic | Using lots of different images/footage together paints the picture of a nation packed to the brim with experiences (it doesn’t mean Britain is just a montage/list of things but it is about showing Britain bursting with variety) | Features experiences that look exciting and unique to Britain  
Surprising and unfamiliar scenes  
The more unexpected the experience the more it drives consideration |
Production and image selection considerations

- Ensure asset purchases or commissions are plugging existing location and/or experience gaps.
- Ensure alcohol is not the focus of experiences, if shooting experiences with alcohol, recreate additional shots with non-alcoholic food and beverages too e.g. tea, coffee, juices.
- Avoid recognisable logos and brand on talent clothing, on props or in the background of the image.
- Ensure all imagery and footage is shot to suit both portrait and landscape formats, including considerations for digital display formats, and at the highest resolution to ensure assets can be used across all channels.
- Avoid using single use plastics in shoots e.g. plastic drinking bottles, plastic cutlery, single wear rain ponchos; use clearly reusable items.
- Consider time of day of the shoot to maximise different daylight, e.g. sunrise, golden hour, twilight etc.
- Consider time of year, what experiences and talent wardrobe selections are most appropriate for the time of year.
- When considering if you should commission a new shoot for new assets, UGC imagery and video performs really well with our target audience; could we purchase assets instead of creating new ones?
Yes please!

When purchasing and creating new assets or selecting ones we already own to use in a campaign, you will find it hard (almost impossible!) to find an image that ticks every box, so consider all the assets you will use across the campaign and ensure that the collection as a whole shows Britain is:

- Is a place bursting with so many new and unexpected experiences to enjoy
- Is a place full of warm and welcoming people to meet
- Is full of movement and energy
- Is bright and full of colour
- Is not a reflection of Britain from the past, it’s Britain today!
- Is not just all about London; there are so many great cities, coastal destinations and plenty of countryside to explore here too
No thanks!

History but with no twist, passive not active.

Trying to be natural, but feels cheesy and posed, doesn’t feel real, flat visual.

Static, without people.

Doesn’t talk to Buzzseekers.

Conventional, no people, clichéd.

Clichéd, posed, too “modelly”.
Thank you!

Please contact Brand@visitbritain.org if you have any questions.