

# Storytelling Framework

you have products or experiences that fit within the framework below? If so we'd love to hear from you.

<b>Campaign Storytelling Themes</b>  <b>Emotional Drivers</b>	<b>City foodies</b> Buzzseekers have not been able to eat and drink in bars and restaurants in the same way during the pandemic, or to experience new culinary cultures.	<b>City icons with a twist</b> Buzzseekers continue to have an interest in icons, but are motivated by variety and curiosity. In line with Explore Different Everyday, lets invite visitors to engage with our icons and history in an exciting, fresh, and modern context.	<b>Outdoor in the city</b> After months of restrictions, we are all keen to make the most of our freedom, none more so than Buzzseekers. Invite them to engage with different and surprising outdoor city experiences that feed curiosity and help them embrace their freedom again.
<b>Travelling responsibly - What does this mean?</b>  Our audience is very aware of the impact they have on the world. They want to travel in a way that is responsible, sustainable and that gives back to local communities. Connect with them by showing them how experiencing lesser-known cities, travelling at different times of year and choosing local produce/eco-friendly activities helps them do this.	Our cities have a huge variety of sustainable food offerings to explore, from neighbourhood vegan diners such as V Rev in Manchester to London's Petersham Nurseries, which holds a coveted Michelin Green Star. It isn't just our restaurants though... secret supper clubs, street food stalls and local farmers markets are dotted all around, providing the deliciousness you need to satisfy your hunger, all whilst looking after our planet.	Venturing away from the crowds by travelling to lesser-known cities, or visiting outside of peak season, is a great way to support local communities. Not only will you give back to small businesses and suppliers when they need it most, you'll have more time and space to explore. What's more, you'll discover different angles on some of our most iconic landmarks, helping you see our cities in a whole new light.	We love the great outdoors, so it's no surprise that our cities are packed with green spaces, not to mention fresh ways to enjoy them sustainably. Discover the lesser-known foods on an urban foraging course, or experience a paddle boarding adventure. Bare your (eco-friendly) soul on a naked bike ride through Manchester, or stay fully clothed on a cycle-ride through the Pentland Hills near Edinburgh. From canal trips to wild swimming, when it comes to responsible adventure, Britain has you covered.
<b>Travelling to reconnect - What does this mean?</b>  Relationships and friendships have faced incredible challenges over the last two years. Our audience is driven by a desire to spend time together away from the confines of home, reconnecting with each other, the world and themselves through travel. Connect with them by showing them how they can do this in our cities.	From gathering in buzzing open-plan restaurants to savouring fresh flavours around exclusive chefs and tables, Britain's culinary scene gives you an opportunity to meet old friends and new local connections. Rebuild those emotional bonds while sampling fresh takes on old classics, and new dishes that will have you coming back for more.	Whether you're watching up-and-coming local bands perform at a bombed-out church in the heart of Liverpool, or savouring a new take on the traditional British boozier at the London Eye Pub Pod, getting out and about in Britain will help you reconnect with the world and each other through new experiences. Embark on a cultural journey of discovery as a family and reignite friendships through shared wonder, as you discover the true stories, fresh angles and unexpected characters behind Britain's icons.	Escaping to new spaces and celebrating the great outdoors together is how we reconnect with each other, our cities and ourselves. Grab your crew and relax while sailing down the Thames in a hot tub, or get the adrenaline pumping with a spot of urban abseiling or white-water rafting. From action-adventure sports to hot-air balloon rides, and even an urban surf wave, it's all here for the taking.
<b>Freedom to explore – What does this mean?</b>  The last two years saw unprecedented restrictions on our audiences and the ability to travel freely. Now things have opened up, they want to make up for lost time. Connect with them by showing them how they can make the most of their time, money and new-found freedom as we welcome them into our cities.	From chefs creating innovative new dishes to age-old classics with a modern twist, our cities give you the freedom to dig in to your culinary cravings. Whether you're tucking into a Michelin-starred gourmet lunch, experimenting with science afternoon tea (complete with dry ice and dinosaurs), or savouring a picnic fit for royalty, discover fresh taste sensations as you explore one bite at a time.	Let your curiosity run free in our cities. From watching the sun rise over London during yoga at the Sky Garden to rock climbing in one of Edinburgh's historic churches, you'll discover new perspectives and find that things aren't always what they seem. Race through a fresh take on Britain's rich heritage, and pack in experiences that showcase what it means to be different.	Our cities are brimming with green spaces and fresh ways to celebrate your new-found freedom. Whether you're feeling the adrenaline rush as you zoom past iconic landmarks on a speedboat or rediscovering your inner zen at a yoga class on the gentle slopes of Arthur's Seat in Edinburgh, now's the time to make the most of every moment. Fulfil your wanderlust, spark your curiosity and set your heart racing, as you uncover all the unexpected outdoor gems each city has to offer.