CO-OP MARKETING TEST PILOT - OVERVIEW

VISITBRITAIN

• Test consumer co-op marketing pilot in the USA through leveraging media partnerships to provide a collaborative campaign platform that tourism industry partners can buy into.
• Deliver value to industry by seeding program with an initial investment of £250K for media buy and agency management fees to generate awareness and stimulate consideration to visit Britain amongst travel intenders.
• Offer new engagement and conversion opportunities to industry.

INDUSTRY PARTNERS

• Partner Investment: Three (3) tiers to choose from: US$15k (min), US$30k, US$50k
• Focus on VB’s top target markets
• Increase opportunity for incremental business while also capitalizing on VB’s Brand Solus Campaign investment of £817k total

TEST & LEARN, ANALYZE, EVOLVE & EXPAND

• Take learnings and analysis of successful test pilot, continue to refine, evolve and expand a scaled up coop marketing program for future FY2023-24
• Build on 2022-23 Brand Solus Campaign objectives and strategies
## IMPLEMENTATION TIMELINE

### TIMING

<table>
<thead>
<tr>
<th>2022 CAMPAIGN DEVELOPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONTH</strong></td>
</tr>
<tr>
<td>SEP-NOV</td>
</tr>
<tr>
<td>DEC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2023 LAUNCH / ROLL OUT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONTH</strong></td>
</tr>
<tr>
<td>JAN 1-16</td>
</tr>
<tr>
<td>JAN-FEB</td>
</tr>
<tr>
<td>MAR</td>
</tr>
<tr>
<td>APR-JUN</td>
</tr>
</tbody>
</table>

### BUDGET

- **VisitBritain**: GB£250K / US$327.5K seed budget from VB inclusive of all agency fees.
- **Partners**: Three (3) tiers of investment options:
  1) GB£11.4K / US$15K (minimum partner cash investment)
  2) GB£23K / US$30K
  3) GB£38K / US$50K

*Note: Exchange rate: 1 GBP – 1.31 USD. Campaign is funded in US$ to minimize currency exchange fluctuations.*
CAMPAIGN APPROACH

Content Platforms + Distribution Channels = Data

The VisitBritain/Partner content will be hosted and distributed using beautifully designed proprietary formats and assets. Content units could include lightbox, content sliders, and dynamic digital video ad units depending on brand assets. Our team also works with a multiple of content platforms including social and native units.

The content platforms will be amplified across multiple digital channels using the latest targeting technologies and data targeting. Our programmatic approach will allow us the flexibility to optimize the campaign around the data collected and results.

Data is at the heart of our approach. We use data to underpin the content platforms used as well as to build addressable audience data pools to deliver hyper-targeted content that drives consumers from inspiration through to booking within a single campaign.

Using our unique conversion and audience tracking technology, we will track and optimize results in real time and on an always-on basis ensuring that campaign effectiveness and engagement is constantly improving and exceeding KPIs.

Source: MMGY Dec 1 2022
Distribution & Partner Options: 3 Tiers (USD)

Distribution

VisitBritain (Lightbox / Slider)

Phase 1 Prospecting
- Push Strategy: Lightbox / Slider
  (KPI: Interaction, Dwell Time and Datapool)

Phase 2 VB Retargeting
Pull Strategy: Digital Display of Datapools collected in Phase 1 (KPI: CTR% + View Through)

(Click out to VisitBritain Website)

Phase 3: Partner Prospecting (Tier 1 or 2 plans only*)
Push Strategy: Lightbox / Slider
(KPI: Interaction, Dwell Time and Datapool)

Phase 4 Partner Retargeting (Tier 1, 2 and 3*)
Pull Strategy: Digital Display of Phase 1 Datapools (KPI: CTR% + View Through)

Distribution Placements:

*Tiers as follows:
- Tier 1 - $50,000
- Tier 2 - $30,000
- Tier 3 - $10,000
Data Strategy

Data

Our data strategy is underpinned by Travel Desk which is our fully integrated, programmatic ad tech hub. Travel Desk has its own proprietary travel data sets and in addition we will bring in other third party data sets including OracleBlueKai, Near, Adara Cortex, Lotame, LiveRamp, eXislate, Eyeota, Google.

Built Around Travel Intent for travel and repeat travel to the UK and Europe overlaid with one or multiple of the following data strategies.

- **Travel search data targeting** include other European countries / cities and destinations that compete with Visit Britain’s product.
- **Interest-based targeting** who have expressed an interest in the key content categories / pillars for Visit Britain’s based on their 30-day and 15-day web behavior including niche interests – eg Culture, self-drive tours, exploring history and heritage etc.
- **Contextual-based targeting / Content Sites** Targeting editorial environments featuring travel content that fits with VB pillars and experience seekers target audience.
- **Geo Targeting**, Focus on best performing geo locations for search and bookings to the Britain and Europe.
- **Demographic** eg ABC1 25 – 34 year olds, and ABC1 35 – 44 year olds and travel internationally at least once a year. High income group, with college level education or higher.
- **Affinity and Purchase Targeting**: that fit with the Experience Seeker profile and VB content pillars eg tech lovers that have purchased tickets to a sporting event or concert.
- **Look-a-like profiles of Visit Britain Campaign Engagers**, Using the audience tagging within the content distribution platforms we will build web profiles of audiences who have clearly expressed interest in the VisitBritain and seek users with similar web behavior and profiles.

The campaign we be optimized to the best performing strategies and for the partner campaign this will be focused on their pillars / product offering.
Results, Optimization & Reporting

Results

Optimising

- **Creative optimisation** – Continually optimising the campaign creative sizes, formats and treatments towards those that deliver the highest interactions.
- **Targeting optimisation** – Constant refining of the audience and editorial targeting across all display and data display channels to ensure highest interactions.
- **Channel optimisation** – Optimising towards the channels that deliver the highest interaction, audience dwell times and bookings value (using the DCM Floodlight tags).
- **Messaging Optimisation** – Adjusting and refining the campaign messaging to ensure constantly improving CTRs and ITRs.
- **Social optimisation (partner campaign)** – Optimising the social media listening tools as well as Facebook and Twitter Business Manager tools we will optimise paid and earned social activity throughout.

Reporting

Weekly / Bi-Weekly Report – For all campaigns we deliver weekly reports that cover all of the key KPI areas as set out in this section.

- **Optimisations** carried out as part of the campaign delivery.
- **Key insights** from the activity including highlights in terms of specific high performing content pieces, videos and creative.
- **Post Campaign Analysis Documents** – we will produce and present a fully comprehensive Post Campaign Analysis report including all campaign visuals and screenshots, full data and results as well as a full section on insights and learnings as well as suggestions for taking the campaign forward in future.

---

Source: MMGY Dec 1 2022
CAMPAIGN JOURNEY

VB CAMPAIGN: MID FUNNEL

STAGE

AWARENESS

CONSIDERATION

CONVERSION

USER

VS PROSPECTING ASSETS

VS CAMPAIGN ENGAGERS

VS RETARGETING

VS WEBSITE

STAGE

CONSIDERATION

CONVERSION

PARTNER CONTENT ENGAGERS

TACTICAL MESSAGING

VS WEBSITE

STAGE

CONSIDERATION

CONVERSION

PARTNER CAMPAIGN: LOWER FUNNEL

PROSPECTING ASSETS

PROSPECTING "PUSH"

DATA PROSPECTING: Travel search, Interest-based Contextual-based, Geo, Demographic, Affinity, Purchase Targeting, Look-a-like profiles of VB Campaign Engagars, Premium Content Sites

RETARGETING "PULL"

DIGITAL DISPLAY - Ad Engagers (+Social if in SOW)

TACTICAL MESSAGING

VS WEBSITE

STAGE

CONSIDERATION

CONVERSION

PARTNER CONTENT ENGAGERS

TACTICAL MESSAGING

VS WEBSITE

STAGE

CONSIDERATION

CONVERSION

PARTNER CAMPAIGN: LOWER FUNNEL

PROSPECTING ASSETS

PROSPECTING "PUSH"

DATA PROSPECTING: Travel search, Interest-based Contextual-based, Geo, Demographic, Affinity, Purchase Targeting, Look-a-like profiles of VB Campaign Engagars, VB Data Pools from Phase 1

RETARGETING "PULL"

DIGITAL DISPLAY - Site Retargeting, Ad Engagers (+Social if in SOW)

Source: MMGY Dec 1 2022
DIGITAL CAMPAIGN: LIGHTBOX CONCEPTS (VB)

VisitBritain

Lightbox concepts

1. Lightbox ad unit
2. Lightbox expanded

Source: MMGY Dec 1 2022
DIGITAL CAMPAIGN: LIGHTBOX CONCEPTS (VB)

VisitBritain

Lightbox concepts

Tab 1 | VisitBritain Intro

Serves as an introduction to the user for the main content.
DIGITAL CAMPAIGN: LIGHTBOX CONCEPTS (VB)

VisitBritain

Lightbox concepts

Content Tab | above the fold view

Content Tab | scroll to show the content

Source: MMGY Dec 1 2022
DIGITAL CAMPAIGN: LIGHTBOX CONCEPTS (VB)

VisitBritain

Lightbox concepts

Real Lightbox View

Full tab content view | 3 paragraphs per tab

Note: user will never see it in this form.
DIGITAL CAMPAIGN: LIGHTBOX (PARTNERS)

VisitBritain + partners

Lightbox concepts

1. Lightbox ad unit
2. Lightbox expanded

Source: MMGY Dec 1 2022
DIGITAL CAMPAIGN: LIGHTBOX (PARTNERS)

VisitBritain + partners

Lightbox concepts

Real Lightbox View

Source: MMGY Dec 1 2022
MMGY: ETC 2021 CASE STUDY

Click here
USA EXPERIENCE SEEKERS (PEN PORTRAITS)

Source: MIDAS, VisitBritain/Kubi Kalloo, Fieldwork March-April 2022
Experience Seekers are the best prospect segment for recovery who want to squeeze the most out of every second on holiday. Willing to spend on travel and experiences, they are passionate about travel, they love discovering new, unique, exciting experiences that they can share with others. They want to get ahead of the curve and be seen as a trailblazer, seeking out immersive experiences that allow them to see, taste and discover unique activities, places and people.

Experience Seekers over-index on potential spend. If we shine the light on the PRIORITY Experience Seekers (highlighted), they represent 28% of US tourists, and a unique sub-segment which over-index on being **male, 35-44 yrs** and are trend endorsers particularly driven by **sustainability**.

**PRIORITY Experience Seekers** are trend endorsers (vs total):
- Wellbeing involved 33% (+10%)
- Sustainability engaged 50% (+20%)
- Inclusion seekers 45% (+11%)

**Gender**
- 31% Female
- 69% Male

**SOURCES OF INSPIRATION FOR EXPERIENCE SEEKERS:**

- Travel websites or web pages: 41%
- Recommendations by friends & family on social media: 40%
- Travel bloggers, influencers: 39%
- Recommendations or connections with friends & family: 35%

**TOP DRIVERS OF DESTINATION CHOICE:**

- Is a welcoming place to visit (76%)
- Offers a lot of different experiences in one destination (75%)
- Is good for seeing famous sites, places, ticking off the 'must do' list (75%)
- There is beautiful coast and countryside to explore (74%)
- It has surprising and unexpected experiences (73%)

**TOP ACTIVITY PREFERENCES:**

- Visit famous/iconic tourist attractions and places (81%)
- Explore local food and beverage specialties (81%)
- Experience coastal places and scenery (81%)
- Explore history and heritage (historical sites, architecture) (79%)
- Experience city life (78%)

**TARGET AUDIENCE: USA EXPERIENCE SEEKERS (41%)**

- **Is a welcoming place to visit** (76%)
- **Offers a lot of different experiences in one destination** (75%)
- **Is good for seeing famous sites, places, ticking off the 'must do' list** (75%)
- **There is beautiful coast and countryside to explore** (74%)
- **It has surprising and unexpected experiences** (73%)

**KEY PERCEPTIONS OF BRITAIN:**

- Propensity to travel (vs USA total traveller population)
  - **8.1** (vs **7.5**)  
  - **Britain**
  - **Anywhere internationally**  

**More than 2/3 travel with their partner/ spouse; almost half of them travel with kids (multiple response data)**

**TOP DESTINATIONS LIKELY TO VISIT (Excl. Britain)**

- France (68%)
- Italy (67%)
- Australia (62%)
- Germany (61%)
- Spain (61%)

**Experience Seekers are the best prospect segment for recovery who want to squeeze the most out of every second on holiday.**

**Base size:** Experience Seekers n=2,081; Total Tier 1 n=5,893; global weighting applies

*Tox 2 Box
TARGET AUDIENCE: USA EXPERIENCE SEEKERS (41%)

SPEND POTENTIAL AS VISITOR TO BRITAIN:
- Likely spend on 10-point scale, where 10 = super Priority and 1 = super budget
- Premium Tourists (8-10) Experience Seekers 67% USA total traveller population 58%
- Mid-Range Tourists (5-7) Experience Seekers 26% USA total traveller population 37%
- Budget Tourists (1-4) Experience Seekers 7% USA total traveller population 13%

LIVING
- 58% (+14%) have kids, and the split is between kids <12 and 12yrs+ is 38% and 62%

ETHNICITY (USA)
- 77% White
- 8% Black
- 7% Latinx
- 3% Asian

TREND ENDORSERS (vs total)
- Wellbeing involved 28% (+5%)
- Sustainability engaged 39% (+9%)
- Inclusion seekers 39% (+5%)

LIVING
- 58% (+14%) have kids, and the split is between kids <12 and 12yrs+ is 38% and 62%

ETNICITY
- 77% White
- 8% Black
- 7% Latinx
- 3% Asian

KEY PERCEPTIONS OF BRITAIN – HIGHEST DIFFERENCES:
- If I don’t visit soon, I’d miss out (41%)
- Is good to visit at any time of year (51%)
- Offers the opportunity to travel sustainably (49%)
- Offers experiences I want to share on social media (48%)
- Offers good value for money (47%)

TREND ENDORSERS (vs total)
- Wellbeing involved 28% (+5%)
- Sustainability engaged 39% (+9%)
- Inclusion seekers 39% (+5%)

MOST SIGNIFICANTLY DIFFERENT DRIVERS OF DESTINATION CHOICE:
- Offers experiences to share on social media (80%)
- A good place for treating myself, e.g. Priority brands, gourmet food, etc. (85%)
- It offers the opportunity to travel sustainably/responsibly (85%)
- Has a thriving arts and contemporary culture scene (84%)
- A place recommended by family & friends (84%)
- If I don’t visit soon, I’d miss out (76%)

AGE
- 31% 18-24
- 38% 25-34
- Modal age: 35yrs
- Median age: 35yrs

TYPES OF HOLIDAYS:
- USA total traveller population
- Experience Seekers

- Seeing famous sites, places, ticking off the 'must do' list
- Relaxing, resting, recharging
- High energy, action-filled fun times
- Bespoke, unique, unusual experiences and adventures
- Exploring, stimulating, learning or challenging yourself
- Spoiling/treating myself (and/or others)
- Visiting family and friends
- Familiar, comforting, reconnecting

SOURCES OF INSPIRATION (BIGGEST SKEWS):
- Travel bloggers, influencers
- Music, concerts, tours
- Kids’ TV, movies or from friends at school

VISITORS (vs USA total)
- Britain Visitors (P9yrs) 54% (+8%)
- Considerers (P9yrs) 46% (-8%)
- Identified as LGBTQ+ 17% (+2%)

GENDER
- Male 35%
- Female 65%

COMPETING WITH SOME MORE UNIQUE DESTINATIONS (vs USA total)
- Disproportionately more likely to consider...
  - Germany (+14%)
  - France (+14%)
  - Greece (+14%)
  - Australia (+14%)
  - Spain (+10%)

SPEND POTENTIAL AS VISITOR TO BRITAIN:
- Likely spend on 10-point scale, where 10 = super Priority and 1 = super budget
- Sources of inspiration (biggest skews):
  - Recommendations or connections with friends & family: 10%
  - Travel bloggers, influencers: 10%
  - Music, concerts, tours: 7%
  - Kids’ TV, movies or from friends at school: 7%

TOP ACTIVITIES (WHERE PREFERENCES OVERINDEX MOST):
- Participate in action and adventure experiences (75%)
- Attend a sporting event (67%)
- Participate in wellness activities (65%)
- Participate in sports (63%)
- Volunteering (57%)
- Visit literary, music, film and TV locations (68%)

ETHNICITY
- 77% White
- 8% Black
- 7% Latinx
- 3% Asian

Base size: Experience Seekers n=652; Total n=1,576
Experience Seekers show a higher usage of online marketplaces in their planning & booking phase, alongside greater use of Online Travel Agents and Specialist Operators.

The majority are using multiple resources in the booking phase, with 40% using 3 or more sources in this final phase of the journey.

Despite their apparent independence, 55% are booking all elements of their trip (flights and accommodation) together and show a much higher propensity to do this via Price comparison sites.

Don’t be fooled into thinking Experience Seekers are digital-only customers however – 65% use personal interactions with travel agents throughout their journey, and roughly half of these (29%) use them in the booking phase.

### RESOURCES USED FOR INSPIRATION:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Experience Seekers</th>
<th>USA total traveller population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online only Travel Agent or Tour Operator</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>Price Comparison Site</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>Online Marketplace</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>Travel Agent via Personal Interaction</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>Peer Review Site</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Specialists Travel Agent or Tour Operator</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Airline/Airline Holiday Companies</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>None of the Above</td>
<td>13%</td>
<td>7%</td>
</tr>
</tbody>
</table>

### RESOURCES FOR PLANNING:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Experience Seekers</th>
<th>USA total traveller population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Comparison Site</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Online only Travel Agent or Tour Operator</td>
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</tr>
<tr>
<td>Specialists Travel Agent or Tour Operator</td>
<td>30%</td>
<td>35%</td>
</tr>
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<td>31%</td>
</tr>
<tr>
<td>Travel Agent via Personal Interaction</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>None of the Above</td>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### TOOLS:

72% use more than one resource in the planning/booking phase of the customer journey vs 60% other tourists from USA

### PACKAGE VERSUS SEPARATE BOOKINGS:

<table>
<thead>
<tr>
<th>Experience Seekers</th>
<th>USA total traveller population</th>
</tr>
</thead>
<tbody>
<tr>
<td>I didn’t make the booking / can’t recall</td>
<td>5</td>
</tr>
<tr>
<td>I booked everything separately</td>
<td>12</td>
</tr>
<tr>
<td>I booked some, but not all elements together</td>
<td>28</td>
</tr>
<tr>
<td>I booked all key elements of the trip as one package</td>
<td>55</td>
</tr>
</tbody>
</table>

Price comparison sites more likely to be used to make package bookings (20%) versus non Experience Seekers (15%)

65% use travel agents IN PERSON throughout the customer journey vs 54% for other tourists from USA

I2, Resources used; Experience Seekers n=6,677; total N=22,840
## VISITBRITAIN 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><strong>Audience Insight</strong></th>
<th><strong>Brand Insight</strong></th>
<th><strong>Competitor Insight</strong></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
VISITBRITAIN BRAND PILLARS

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.
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.
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.
**VISITBRITAIN BRAND PROPOSITION**

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.

<table>
<thead>
<tr>
<th>Internal Brand Proposition &amp; Pillars</th>
<th>The world’s greatest kaleidoscope of experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic</td>
<td></td>
</tr>
<tr>
<td>Movement</td>
<td>Featuring a wide variety of different experiences</td>
</tr>
<tr>
<td>Vivid colours</td>
<td>Featuring a variety of types of people</td>
</tr>
<tr>
<td>Capture a moment</td>
<td>From across all corners of Britain</td>
</tr>
<tr>
<td></td>
<td>All four seasons, it’s not all about blue skies!</td>
</tr>
<tr>
<td>Diverse</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Showcases the quirky British sense of humour</td>
</tr>
<tr>
<td></td>
<td>Showcases interesting and unexpected experiences</td>
</tr>
<tr>
<td></td>
<td>Doesn’t feel stuffy and formal</td>
</tr>
<tr>
<td>Quirky</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communicate positive emotions through people’s facial expressions and body language</td>
</tr>
<tr>
<td></td>
<td>Inclusive; we want to represent all the people who live and visit here</td>
</tr>
<tr>
<td></td>
<td>Welcome - we don’t have to show smiling faces in every shot but it’s important to have some to show welcome</td>
</tr>
<tr>
<td></td>
<td>Where possible include real people and their real stories; it’s much harder to make assets with models feel real and authentic</td>
</tr>
<tr>
<td>Real</td>
<td></td>
</tr>
<tr>
<td></td>
<td>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)</td>
</tr>
<tr>
<td></td>
<td>Features experiences that look exciting and unique to Britain</td>
</tr>
<tr>
<td></td>
<td>Surprising and unfamiliar scenes</td>
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<tr>
<td></td>
<td>The more unexpected the experience the more it drives consideration</td>
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<tr>
<td>All in one place</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Memorable</td>
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For more information:

**MMGY (Industry Partner Recruitment):**
- US based: Alana Patton, VP, Group Media Director- apatton@mmgyglobal.com
- UK based: Samuel Hancock, Group Account Director – shancock@mmgyglobal.com

**VisitBritain USA (Coop Pilot Campaign leads):**
- Sheelagh Wylie, CMO, VB (NY) – sheelagh.wylie@visitbritain.org
- Lisa Sjolund, Sr. B2B Marketing Manager, VB (LA) – lisa.sjolund@visitbritain.org

Corporate: [www.visitbritain.org](http://www.visitbritain.org)
Destination inspiration: [www.visitbritain.com](http://www.visitbritain.com)