REPOSITIONING BRAND SCOTLAND TO STIMULATE INTERNATIONAL GROWTH
WE ACT AS ONE

Brand Scotland is a collaborative effort to harness our national story, our technology and our talent for all of Scotland’s benefit.

This is the start of a journey where we will leverage our collective resources in digital technologies, data and people.
STEP 1
New Marketing Platform

As our competitors step up their game and the world of migration, investment, business and travel evolves Scotland needs to shift gear to not only sustain but to grow, it’s international appeal and success.

Scotland is Now is a campaign that unlocks incredible stories of adversity, perseverance and an indomitable pioneering spirit. It’s about the difference Scotland makes to people and the difference those people make to Scotland.

This isn’t a big new spend marketing initiative – it’s about working smarter and capitalising on networks and new technology. It’s about genuine collaboration and about sharing Scotland’s story through the people who benefit from all it has to offer.

#SCOTLANDISNOW
OVERCOMING BARRIERS

Build awareness and reputation to unlock potential

The awareness of our national brand and what we have to offer is low versus the competitive set in key markets.

Drive attributes that attract the right audiences

Recognise the progressive attributes (inclusiveness, innovation, up-and-coming) that set us apart with key audiences, in key markets while maintaining strengths.

Face into uncertainty – capture the zeitgeist

Target audiences, fear of isolationist approach that has been increasingly prevalent. We may be small but our values-based approach will attract those we seek to bring to Scotland.

#SCOTLANDSNOW
The campaign will launch on the 11th April with a brand film that introduces ‘Scotland is Now’.

This will be followed up with a series of mini documentaries where our best asset - our very own people - will tell their unique stories that will be targeted to very specific audiences.

This will be accompanied by a raft of online and print execution, a new scotland.org website and Augmented Reality app in partnership with Google.
SCOTLAND. Where technology embraces humanity.

#SCOTLANDNOW

SCOTLAND tackles an inconvenient truth.

#SCOTLANDNOW

THE BEST PLACE IN EUROPE TO START A TECH BUSINESS RIGHT NOW.

Europe's leading tech hub, Edinburgh is home to innovation and opportunity. Let's build a future together.

#SCOTLANDNOW

SCOTLAND, officially the most beautiful country in the world.

Scotland's stunning landscapes and rich history make it a top destination for travelers and nature lovers.

#SCOTLANDNOW

NOW IS HOME AND THE WARMEST OF WELCOMES.

#SCOTLANDNOW

IT'S TIME TO START YOUR FIRST-CLASS EDUCATION IN SCOTLAND.

#SCOTLANDNOW

SCOTLAND, quenching the world's thirst for knowledge.

#SCOTLANDNOW
PARTNERSHIPS

A critical enabler of Brand Scotland, and our first campaign initiative, is our ability to work in partnership with Scotland’s private sector international brands and exporters and industry membership organisations to create a movement around this work.

In addition, we are working in commercial partnership with international media brands that will be distributing all our content and Scottish brands who see the benefit in joint investment.

Home-grown hero brands’ active endorsement at launch – potential investors

Industry / membership bodies’ active endorsement at launch

Joint investors

Content share and distribution

#SCOTLANDSNOW
TIMELINE

4 APRIL
NYC preview event in partnership with NBC

11 APRIL
NYC, San-Francisco and London campaign launch

9-13 APRIL
FM in China

POST CAMPAIGN LAUNCH
Building out team Brand Scotland Technology integration Business case

#SCOTLANDSNOW
THANK YOU

#SCOTLANDISNOW