

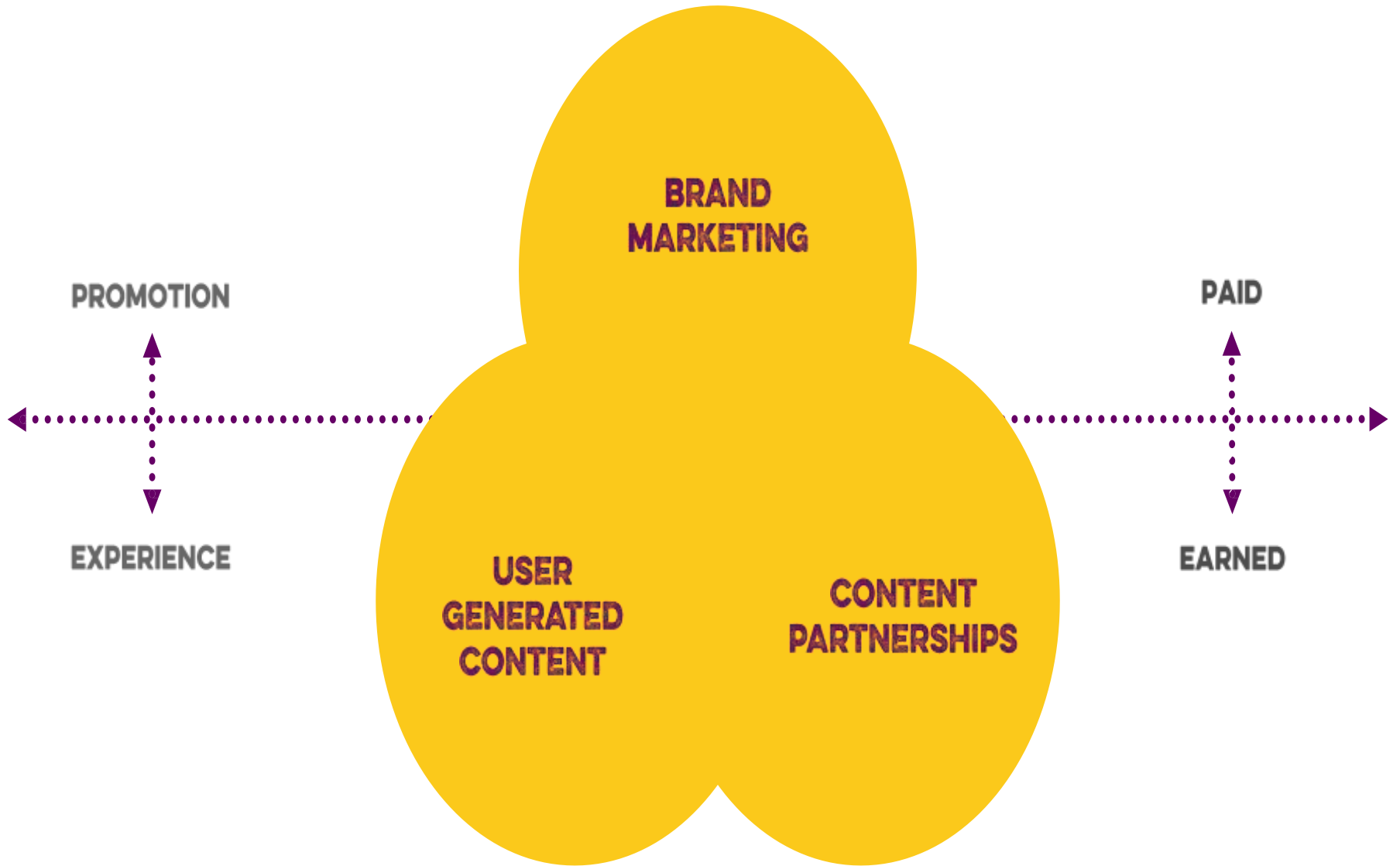


COIRE AN LOCHAIN

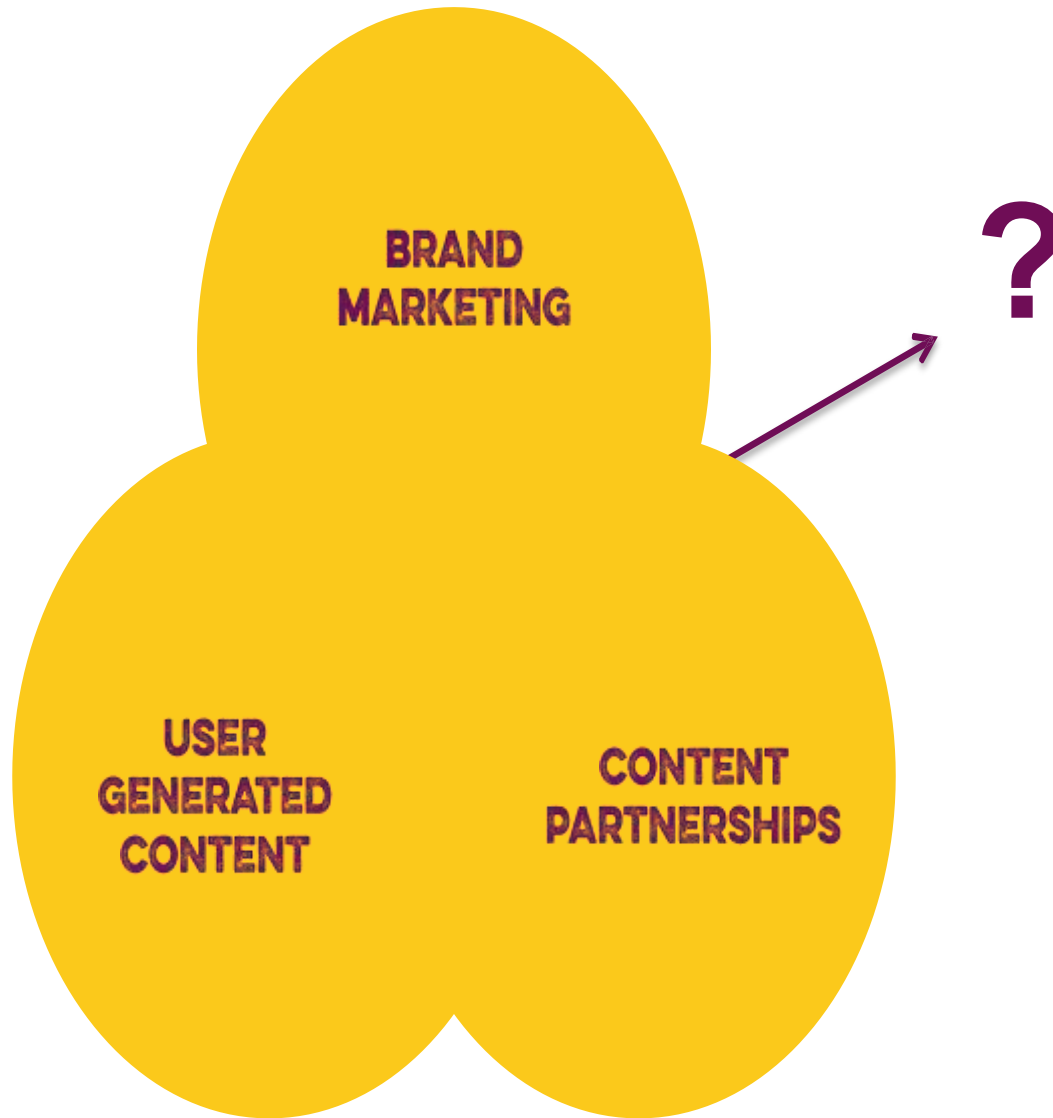
BRAVE NEW WORLD

18.03.16

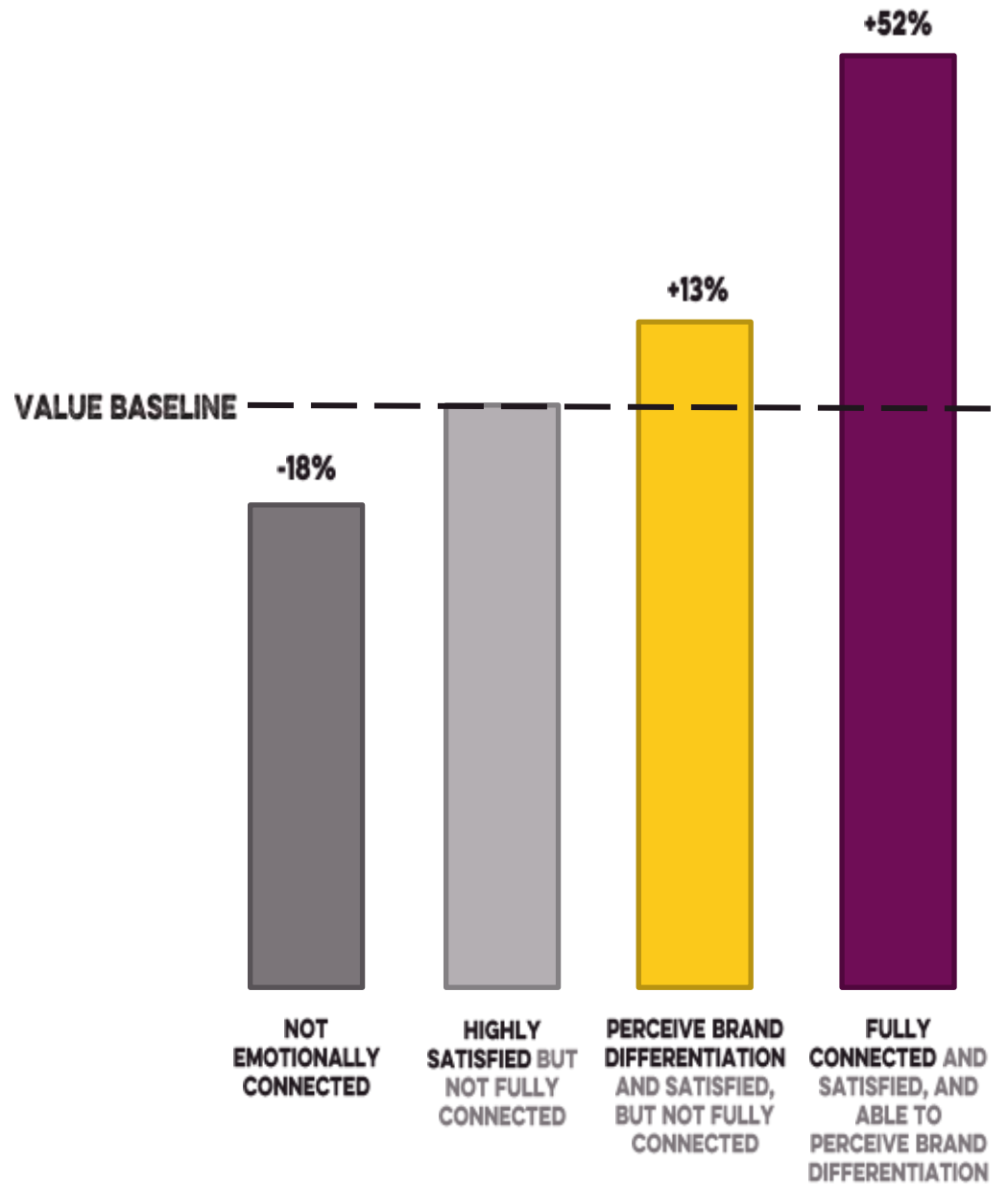




CHANGING FACE OF MARKETING CAMPAIGNS



UNIQUE AND EMOTIONAL POINT OF DIFFERENCE

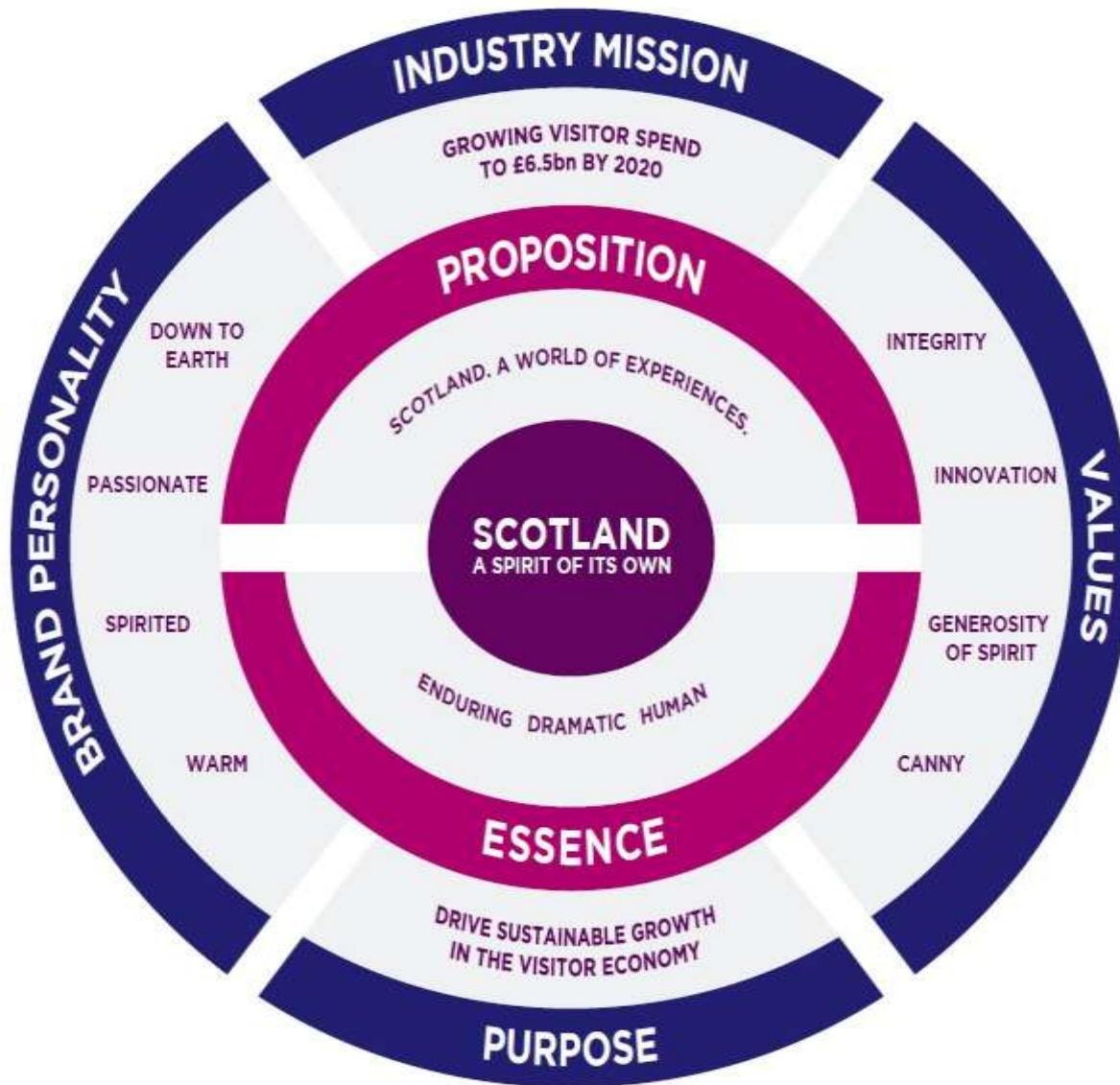


THE VALUE OF EMOTIONAL CONNECTION

spirit *noun* (WAY OF FEELING)

B2 [S or U] a particular way of thinking, feeling, or behaving, especially a way that is typical of a particular group of people, an activity, a time, or a place:

WHAT MAKES SCOTLAND UNIQUE?



A REFRESHED BRAND

THE SPIRIT OF SCOTLAND

SCOTLAND IS BLESSED WITH RICH NATURAL RESOURCES AND A HISTORY TO BE PROUD OF. WE WELCOME VISITORS WARMLY AND OFFER A WORLD OF EXPERIENCES RIGHT HERE.

WHETHER IT'S THE HIGHLANDS OR LOWLANDS; ISLANDS, CITIES OR FARMLAND; CASTLES, LOCHS, MUSEUMS OR ART; SCOTLAND HAS MUCH TO OFFER, TO MANY.

BUT THERE IS A MAGIC INGREDIENT. YOU CAN'T SEE IT, TOUCH IT OR TALK TO IT. IT CAN'T BE BOUGHT OR SOLD, BUT YOU'LL KNOW WHEN YOU'VE EXPERIENCED IT.

SCOTLAND HAS A UNIQUE SPIRIT, ALL OF ITS OWN. NO MATTER WHERE YOU GO, OR WHAT YOU SEE, OUR SPIRIT IMBUES OUR LAND AND OUR PEOPLE. IT'S DEEP, ENRICHING AND FELT BY EVERYONE WHO VISITS, BECAUSE IT IS SHARED BY ALL WHO LIVE HERE.



A DEESIDE WOOD

NEW CREATIVE APPROACH TO CAMPAIGNS

WHERE
BEAUTY
AND **BEAST** ARE
ONE AND THE SAME.



RED DEER STAG, HIGHLAND WILDLIFE PARK, KINGUSSIE



LOCALISED ADVERTISING AND CONTENT



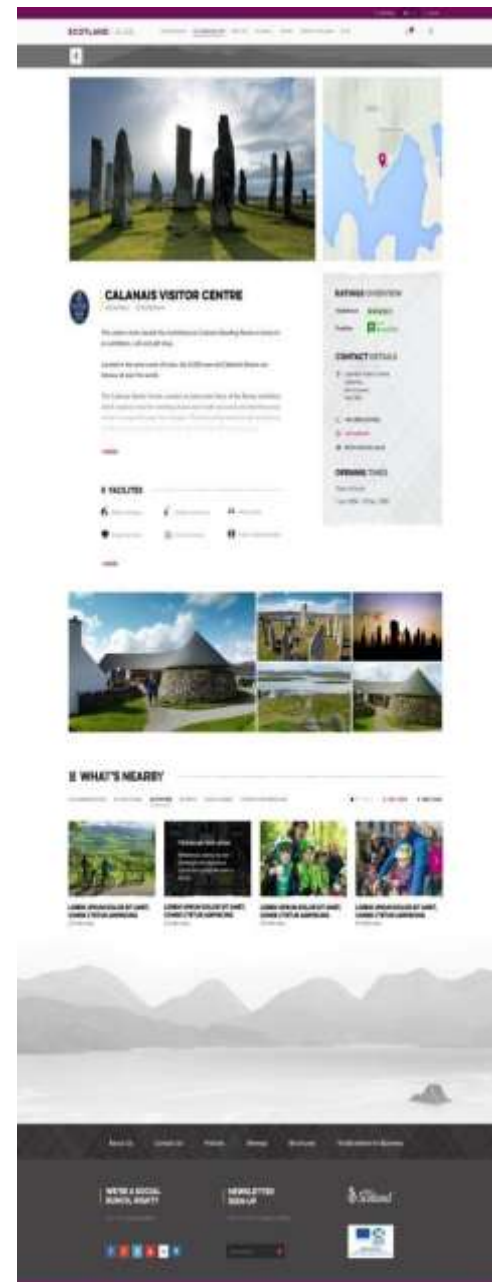
[View a slideshow](#)

ABOUT SCOTLAND

What makes Scotland special and worthy of a place on your must-do holiday list? This section has all the answers you need.

- Why visit? and where you can't miss it
- What our unique food, language, dress and culture is
- Where our famous sites are – from Robbie Burns to Macbeth
- What our history is, including castles, stone circles and more
- And practical tips for visiting, weddings and LGBT-friendly events

Take a walk through the section, and you'll soon be an expert on everything from [Celtic](#) and [William Wallace to Standing Stones](#) and even our weather.



NEW WEBSITE WHERE WE ALL CONTRIBUTE



IMBUE EVERY VISITOR WITH OUR SPIRIT