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Welcome to another side of Britain

Industry Toolkit

Welcome to another side of Britain

Our new international marketing campaign, 'Welcome to another side of Britain', is launching in February 2022 and aims to make Britain the destination of choice for our most valuable markets in 2022 and beyond.

The 'Welcome to another side of Britain' campaign is available to all. By working together we can maximise visibility and engagement to inspire and welcome visitors back to Britain and drive tourism across the country.

This toolkit provides you with the information and assets to do exactly that. We are looking forward to working with you to build consumer confidence and make Britain a must-visit destination.

How to get involved

Please feel free to use the campaign assets in ways that are most appropriate for your business. Your current planned activities could provide a great opportunity for you to have your messages amplified as part of a significant international campaign.

You can benefit by:

- Applying the campaign branding and messaging to your own marketing creative
- Incorporating the campaign branding, messaging and imagery into your social media posts, newsletters, websites and/or blogs. Encourage your audience to share their experiences using #LoveGreatBritain
- Ensuring that your website is updated with the key information visitors need to know before visiting
- Using content available on our websites, in our newsletters, and on our social media channels to help you develop your own
- Keeping us up-to-date with your news - what's new, what's planned and any key successes
- Share your news/stories/hero product



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Our campaign will be live from February 10th (GMT) and while we are really excited to see your work, can we please ask you do not launch your own activity until after this date



Our campaign

Campaign overview

VisitBritain's objective is to deliver a high impact, innovative, best in class GREAT tourism campaign, maximising Britain's moment on the world stage in 2022, to kick start recovery, drive increased consideration to visit Britain from high-value Buzzseekers. We want to challenge preconceptions and present Britain as a dynamic and diverse nation, full of fresh experiences to see today.

Introducing...

Welcome to another side of Britain.

Like the rest of the world, we have truly missed sharing special moments together. It's felt a little empty here without all of our visitors from around the globe. Life is better when we're together and we can't wait to welcome you back.

You already know all about our rich history and culture and we love this. But, there's also another side to Britain that you might not know. A side that's bursting with energy and promises you the different and the undiscovered.

We've been busy preparing for a proper knees up and you're invited. Whether it's a royal gig 70 years in the making, the 75th anniversary of the Edinburgh International Fringe, or the world's most ambitious minds popping up at Unboxed events across the country, surprises await around every corner in 2022 you'll experience Britain like never before.

Our friendly people are ready to welcome you with open arms, so come and explore different every day.

Welcome to another side of Britain.



Storytelling framework

Our storytelling framework brings together our campaign pillars (city foodies, city icons with a twist, and outdoors in the city) and emotional drivers (travelling responsibly, travelling to reconnect and freedom to explore) to showcase the types of stories and experiences that will help us to bring the campaign to life. Use this as inspiration when thinking about your own stories and experiences you would like to include in your marketing activity.



Storytelling framework

Campaign storytelling themes	City foodies 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.	City icons with a twist Buzzseekers continue to have an interest in icons, but it's motivated by variety and curiosity. In line with Explore Different Everyday, let's invite visitors to engage with icons/history in an exciting, fresh, and modern context.	Outdoor in the city After months of restrictions, we're 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.
Emotional Driver Travelling responsibly Our audience is very aware of the impact they have on the world. They want to travel in a way that's 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 fruits of London on an urban foraging course, or experience the Thames engine-free, on 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.
Emotional Driver Travelling to reconnect 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 chef's 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's 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.
Emotional Driver Freedom to explore The last two years saw unprecedented restrictions on our audiences' 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 in Buckingham Palace Gardens, 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 the Thames Rocket 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.



Campaign guidelines

Campaign imagery guidance

When considering imagery to use in your activity to support the Welcome to another side of Britain campaign, please keep the following principles in mind:

- Lead with dynamic and diverse people and places to build a sense of welcome and connection
- Focus on the new, surprising and modern Britain to help us reframe the destination in the audiences mind
- Put a modern twist on history to help us show another side of Britain - think new and immersive experiences that visitors might not expect
- Bring our culture to life with engaging stories, rather than showing the passive and static
- Think about how the imagery and footage appeals to a Buzzseeker audience - they are outgoing, adventurous, and experience-drive, leading active lifestyles and are naturally curious about the world.

Do

- Show natural, happy, diverse, people experiencing Britain together – couples, small groups of friends, and families - consider social distancing within any busier shots
- Use bright, vibrant, colourful images
- Ensure you own the image or have explicit permission from the photographer and people or places featured

Don't

- Show large groups or crowds of people tightly packed together in a confined space
- Filter or over saturate images - keep images as natural as possible so that audiences connect with them



Yes please



Focus on people, interactive, not posed, sense of movement, quirky, memorable, surprising twist on a pub scene.



A progressive and immersive cultural experience, lots of movement, focus on people, not posed.



Surprising Britain. Iconic but with a modern twist, featuring people, active experience.



History with a twist, tells a story, quirky British humour.



Focus on people, not posed, sense of movement, diverse ethnicities, tells a story.



Modern icon with a twist, active not passive, sense of movement.

Welcome to another side of Britain lockup

You can amplify your business/destination by incorporating the Welcome to another side of Britain lockup into your creative and marketing activity. Below are some tips to guide you.

Lockup versions

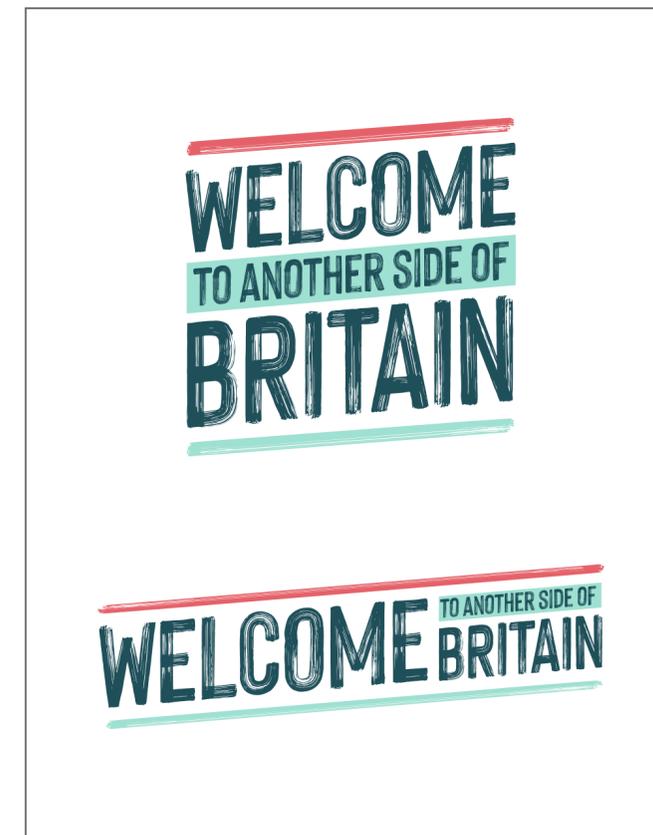
To be best suited for a variety of backgrounds, the lockup has two sub versions that vary in text colour only. The primary iteration of the lockups have white text, the secondary iteration of the lockups have dark teal text to ensure standout against bright backgrounds.

[Link to English lockup](#)

Primary (White)



Primary Secondary (Dark)



Welcome to another side of Britain lockup

Minimum size

Portrait Version

Print minimum size is 30mm in width.

Digital minimum size is 85px in width.



Print minimum 30mm
Digital minimum 85px



Print minimum 45mm
Digital minimum 170px

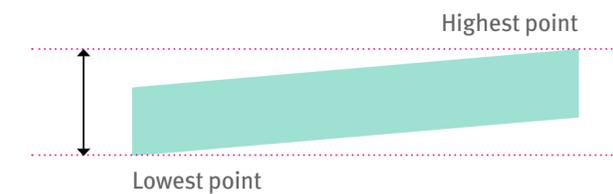
Landscape Version

Print minimum size is 45mm in width.

Digital minimum size is 170px in width.

Clear space

The minimum clear space requirements for both lockups is the same - the height of its diagonal bar as measured by its highest and lowest points.



Welcome to another side of Britain lock up

Typography

We keep our font choice simple. Euclid Flex B is used for additional copy on static assets.

Euclid Flex B Bold

Use for headlines, CTA's and important information.

Euclid Flex B Bold

Use for body copy, small print, T&C's.

Euclid Flex B Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Euclid Flex B Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Campaign Colour



WHITE

RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX: #FFFFFF



LIGHT TEAL

RGB 158 / 224 / 209
CMYK 41 / 0 / 25 / 0
HEX: 9EE0D1



DARK TEAL

RGB 31 / 78 / 88 CMYK 86 / 49 / 47 / 41
HEX: 1F4E58



SALMON PINK

RGB 230 / 98 / 104
CMYK 04 / 73 / 48 / 0
HEX: E66269

Apply the campaign to your marketing

We've also made the following campaign assets available for you to incorporate into your activity:

- [Hero and supporting imagery](#)
- Campaign video (coming soon)
- Email header (coming soon)
- Facebook header (coming soon)

We are continuing to build our campaign collection and links will be updated regularly.



Readiness & reassurance

Make sure your customers are aware of the latest guidance on how to keep safe. This can vary across the nations of Britain. Please signpost the relevant websites below:

[England](#)[Scotland](#)[Wales](#)

For the latest international travel guidance for each nation, visit:

[England](#)[Scotland](#)[Wales](#)

For more information please visit our Know Before You Go trade page

<https://trade.visitbritain.com/know-before-you-go/>



Useful Links

Useful VisitBritain & partner websites

- **Trade websites** - Discover the latest industry initiatives, learn more about new products and find need-to-know destination information across the following trade websites:
 - [VisitBritain](#)
 - [VisitScotland](#)
 - [Visit Wales](#)
- **[VisitBritain consumer website](#)** - for travel inspiration articles, itineraries or find out what's new in Great Britain
- **[VisitBritain corporate website](#)** - for the latest inbound research, destination news updates and market insights

Resources available to you

- **[BritAgent](#)** - complete VisitBritain's online training program to become a certified BritAgent
- **[VisitBritain Shop](#)** - buy tickets to attractions, experiences and product across the UK
- **[VisitBritain imagery](#)** - access VisitBritain's online image gallery available to download for trade and commercial use
- **[Latest inbound research](#)** - read the latest insight and data available to you
- **[Inbound market segments](#)** - read the latest data on the different characteristics of inbound visitors
- **[UK industry groups & bodies](#)** - find out more information from a range of tourism industry groups & bodies
- **[Search for England Growth hubs and DMOs](#)** find out more information and product ideas on destinations across England

Connect & keep in touch

Stay up to date through our channels by:

- Subscribe to our [newsletter](#)
- Follow us on social media
 - [Facebook - @lovegreatbritain](#)
 - [Instagram - @lovegreatbritain](#)
 - [Twitter - @VisitBritain](#)
 - [LinkedIn - VisitBritain](#)

Contacts

Queries on assets and creative
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Connect with your local travel trade team
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Share news and stories
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