

# INDUSTRY GUIDE 2018



design your stay in

## Scotland's Tay Country

#TayCountry #ScotlandIsNow [www.taycountry.uk](http://www.taycountry.uk)



# OVERVIEW

Local authority partners from Dundee, Angus, Perth & Kinross and Fife Councils are bringing to life a new marketing campaign promoting this region as Scotland's Tay Country.

This is a new and exciting brand for the region and our concerted marketing campaign will enable the overall offering to be greater than the sum of its parts. The campaign aims to complement existing area promotions and support the opening of the V&A Dundee on 15th September 2018. Scotland's Tay Country offers a great opportunity to build a strong destination brand to help increase tourism for the region.

This industry guide has been developed to show how tourism businesses can engage with the campaign - providing information and marketing materials that can be used to promote Scotland's Tay Country.

# OUR PARTNERS



# CAMPAIGN AIMS

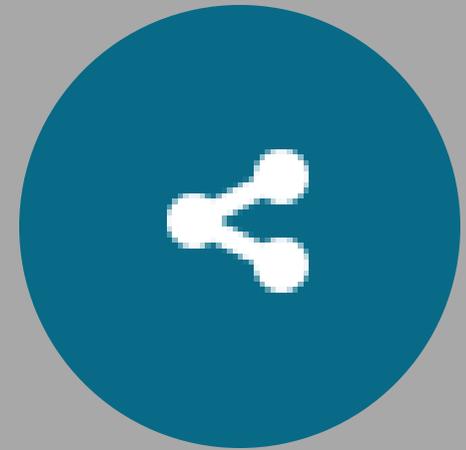
Harnessing digital channels of social media, banner display advertising and a short online film, the campaign aims to:



1. Build awareness around what the region has to offer.



2. Inspire people to visit, revisit and talk about the region.



3. Join up destination marketing approaches across region.

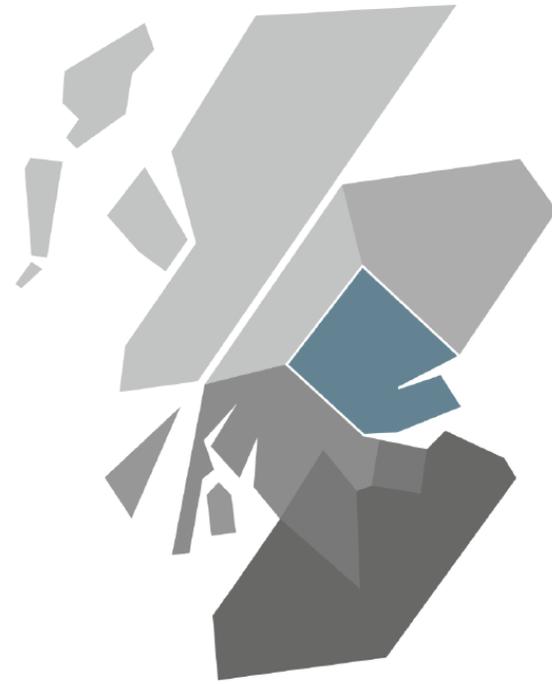
We encourage you to use the promotional text and materials contained within this Industry Guide - examples will be provided that you can add to your own website and marketing materials. This will help to ensure that we are on message and sharing the campaign idea:

..with so much to offer, you can easily design an inspirational stay!

# WHERE IS TAY COUNTRY?



Use the [map](#) to promote Tay Country's central location within Scotland.



“..access to 90% of Scotland's population in a 90 minute drive time..”

## CAMPAIGN LOGO/MAP

design your stay in

# Scotland's Tay Country



## SAMPLE COPY FOR YOU TO SHARE

From beautiful beaches to a buzzing culture, from serene glens to a tantalising food scene - Scotland's Tay Country is designed to surprise.

Taking in the areas of Perthshire, Fife, Angus and the city of Dundee - offering everything from an inspiring visit to V&A Dundee, a game on the famous links at St. Andrews, a walk through the towering forest landscapes of Perthshire or soaking up a sense of the past at Glamis Castle, every corner of this region is guaranteed to stir your emotions. #TayCountry

# SAMPLE COPY FOR YOU TO SHARE

The region is well-connected - situated slap bang in the middle of the country and 90 minutes from 90% of the Scottish population. This centrality gives us great links to Scotland's three largest cities - Aberdeen, Edinburgh and Glasgow and their international airports.

Dundee, the region's largest city has a twice daily service to London Stansted serving 150 destinations home and abroad. [Dundee Airport](#) is possibly one of the only airports within walking distance of its city centre at under 3km.

Take the train with a host of scenic routes to explore. [ScotRail](#) offer routes throughout the region. For those travelling from south of the Scottish border, the [Caledonian Sleeper](#) offers a chance to experience your journey in comfort overnight.

The well-connected road network offers the chance to tour around Tay Country, following the river to your ultimate destination by [bus or car](#). #TayCountry

# HOW TO GET INVOLVED



Promote Tay Country across your website and marketing materials. The Tay Country Industry guide contains promotional copy, as well as the logo and free imagery.

>Logo

>Copy

>Images

>Map

>Video



Join the conversation: use #TayCountry ; like and share the video; follow us on Facebook.



The key dates for concentrated activity are between -  
**Burst 1: May - June    Review: July    Burst 2: August - September**



Write your own Tay Country content but make sure you stay on message - using copy from this guide will help.



Remember to encourage your visitors to share experiences and images via social media using consistent hashtags #TayCountry and #ScotlandIsNow

# HOW IT WILL WORK

-  View the banner ad on a website or social media platform.
-  Interest is generated through clicks. Here you can 'design your stay' and select images that relate to your interests.
-  Select the total number of days you would like to stay.
-  An itinerary is generated and delivered to the user.
-  The user can click through the various websites to find out more.

# CAMPAIGN TARGET AUDIENCES

## CULTURALISTS WHO LOVE FOOD



UK based city dwellers, likely to be travelling as a couple. They want unique, authentic experiences they can boast about, and they also want to be inspired and excited - they travel to see new things.

## ADVENTURE SEEKERS



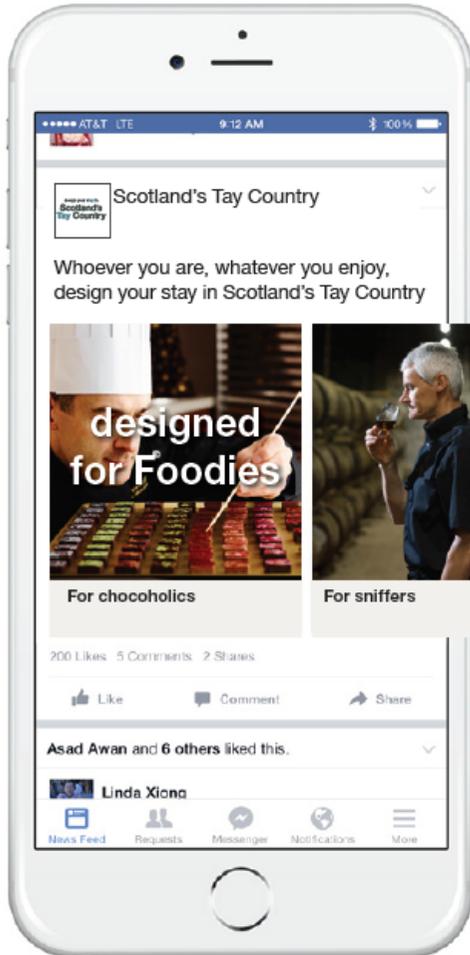
Live in London or an urban centre in the UK and are likely to be mid-range earners. Value for money is important to them. They're influencers on social media, so like to brag on Instagram or Snapchat. They're really interested in outdoor activities.

## CURIOUS TRAVELLERS



Based in urban areas N & SE England or other Scottish cities/suburbs. They look for a bit of personal enrichment, seeking hidden gems and the stories behind them. They want insider tips, things that are a bit off the beaten track that will give them bragging rights.

# CAMPAIGN MATERIALS- SOCIAL MEDIA CAROUSEL



For chocoholics



For sniffers



For carnivores



For cake-overs



For taste explorers



For gin lovers



For record breakers



For lobster crackers



Just for you



design  
your stay  
in Scotland's  
Tay Country



# CAMPAIGN MATERIALS- DIGITAL BANNERS



World famous **Arbroath** smokies

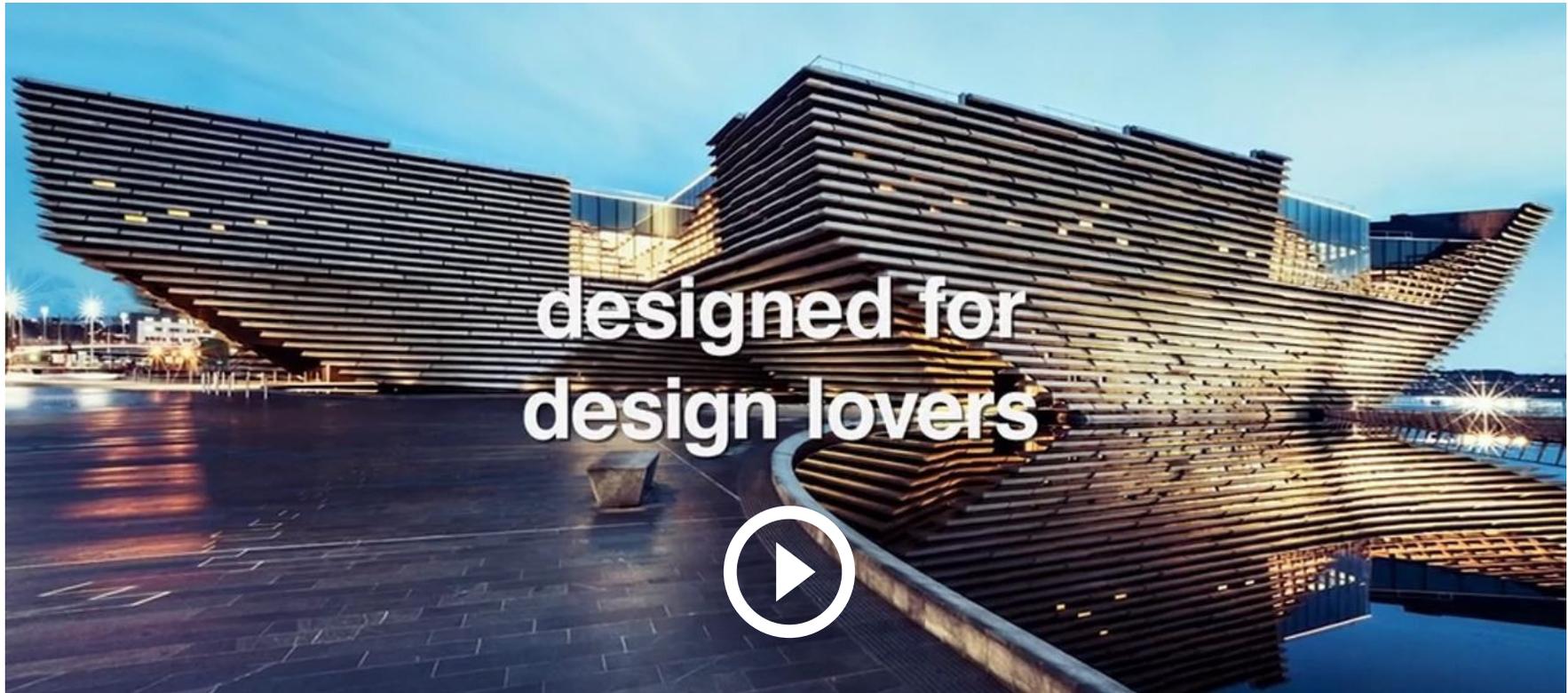


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in Scotland's **Tay** Country



# CAMPAIGN ASSETS - PROMOTIONAL VIDEO



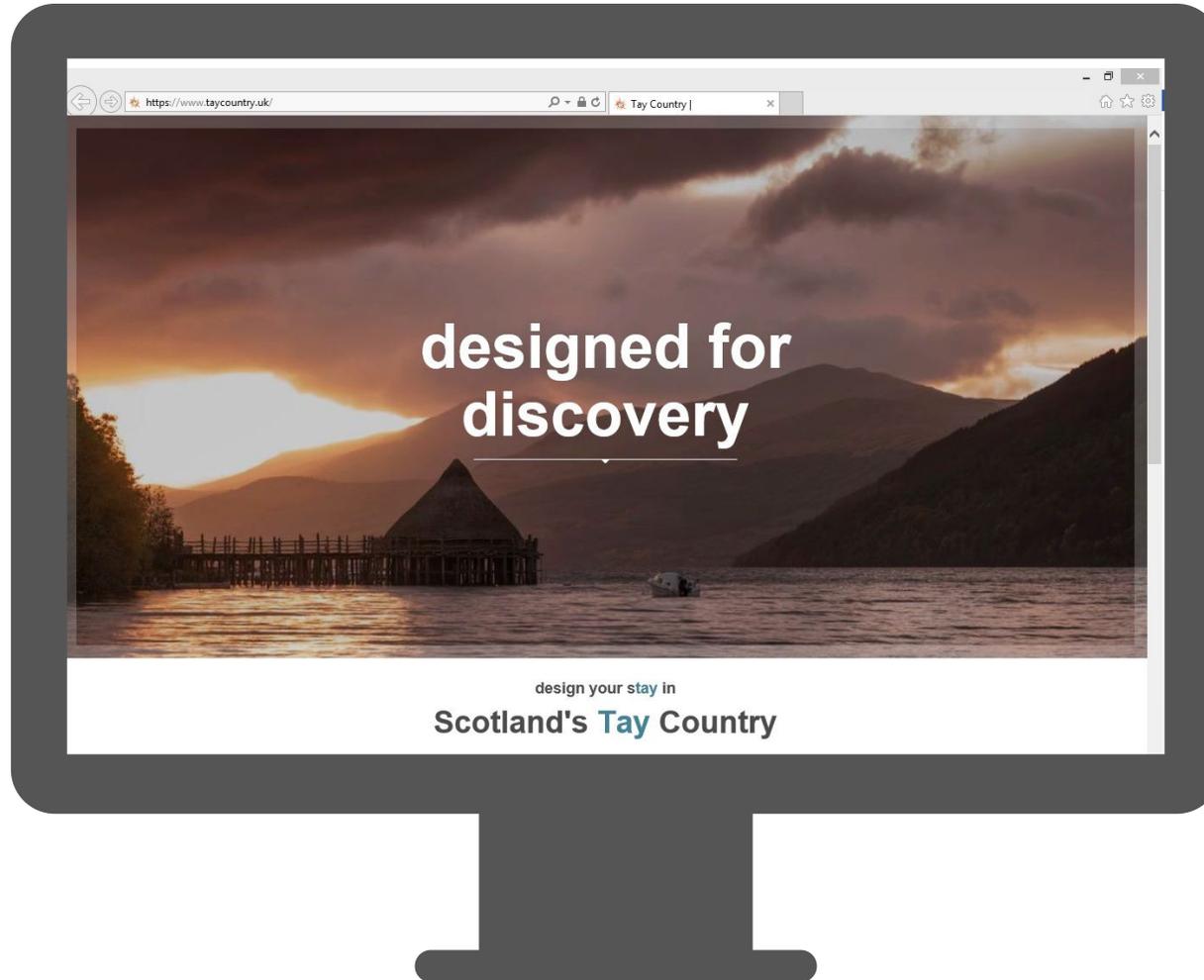
 Like

 Comment

 Share

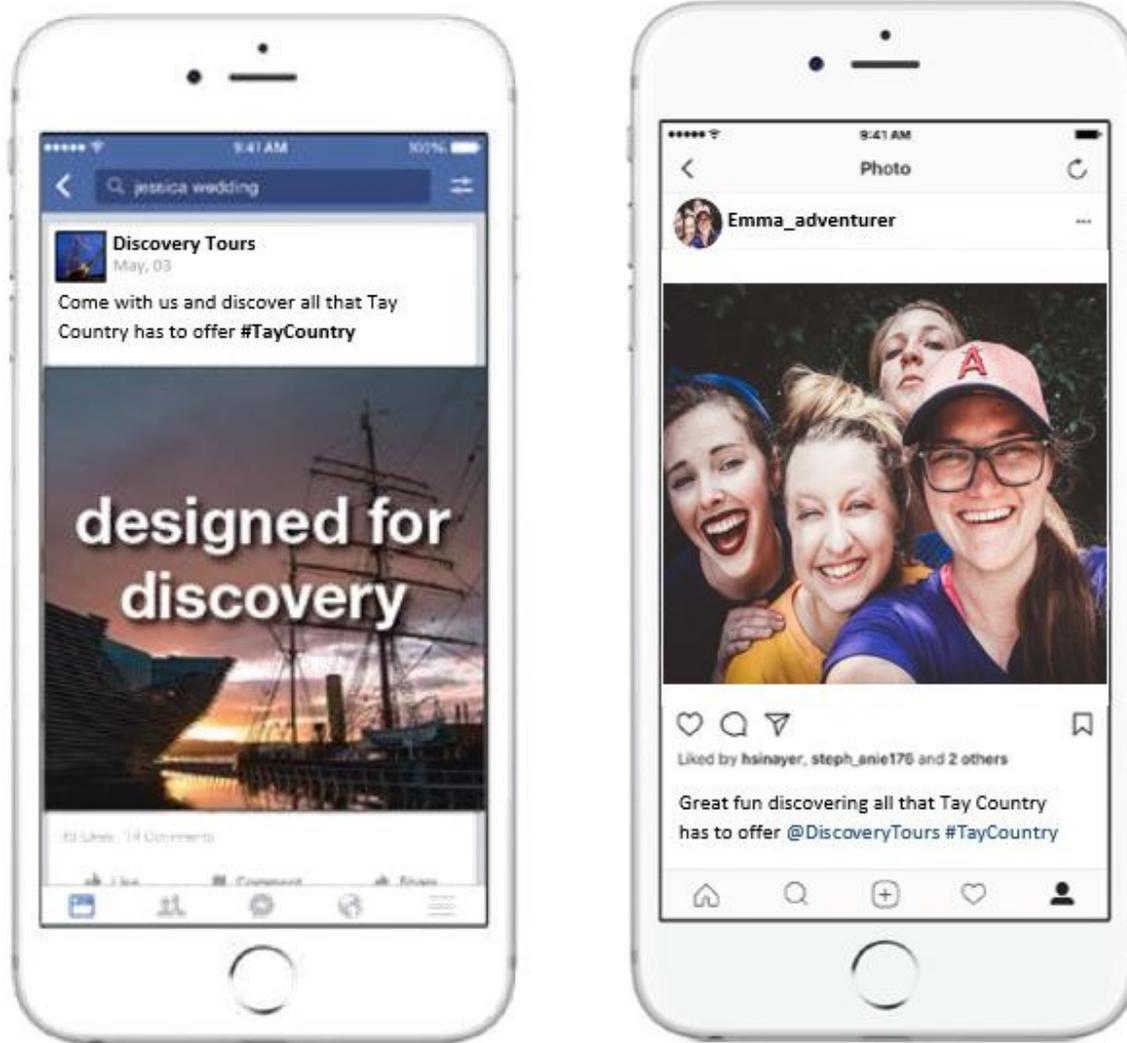
Click play to view promotional video - embed this YouTube link into your own websites/direct visitors to link.

# CAMPAIGN ASSETS - TAY COUNTRY WEBSITE



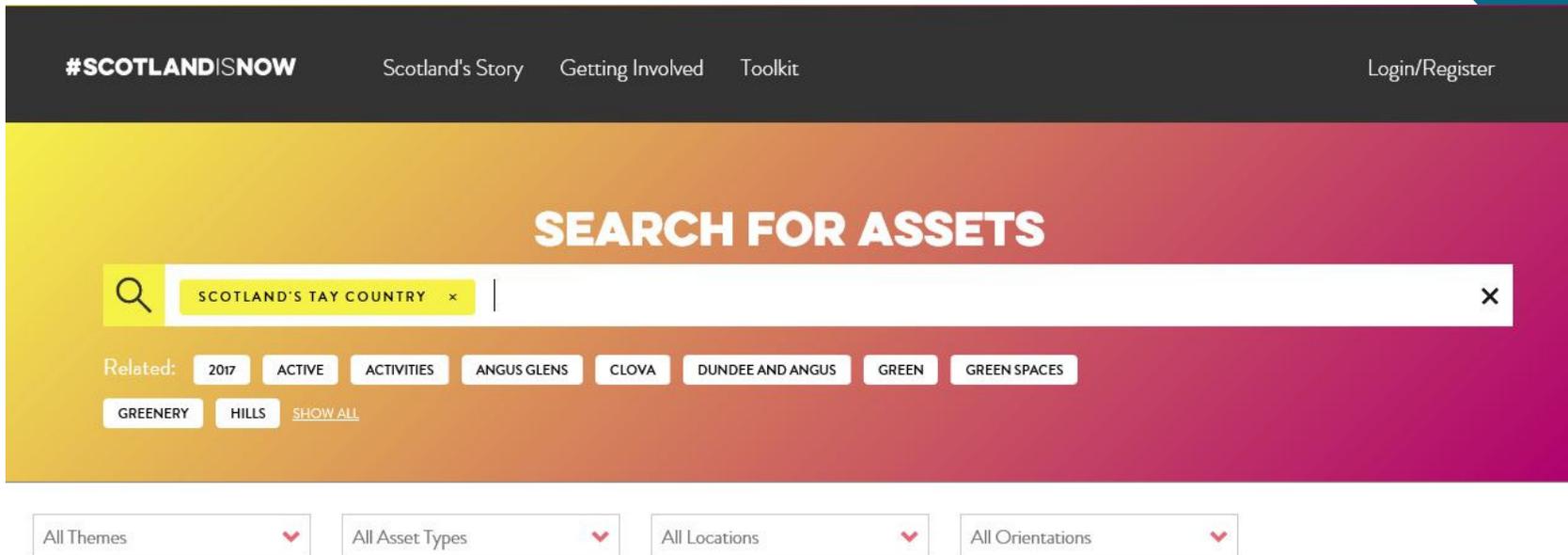
Visit the Tay Country website.

# CAMPAIGN ASSETS - SOCIAL MEDIA



Share content and encourage visitors to use #TayCountry and #ScotlandIsNow.

# CAMPAIGN ASSETS - IMAGE BANK



If you are looking for images to promote Scotland's Tay Country, follow this [link](#) for access to a range of images. Use the search box to refine your search.

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**Scotland's Tay Country**

[#TayCountry](#) [#ScotlandsNow](#) [www.taycountry.uk](http://www.taycountry.uk)



[tourism@taycountry.com](mailto:tourism@taycountry.com)



[@ScotlandsTayCountry](#)