

VISIT BRITAIN: OUR CONSUMER MARKETING STRATEGY

CLARE MULLIN – Marketing Director





WHERE WE STAND

Britain is one of the best known cultural forces in the world



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Foreign travellers feel they already know exactly what to expect from Britain





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When you feel you know something already there is less urgency to discover it further





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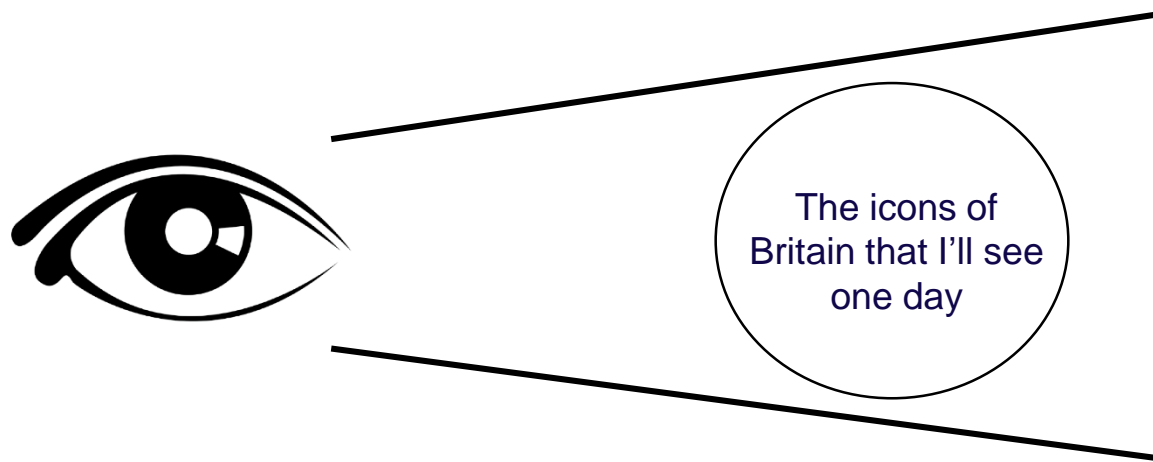
To reverse our decline of tourism market share we must challenge this latency



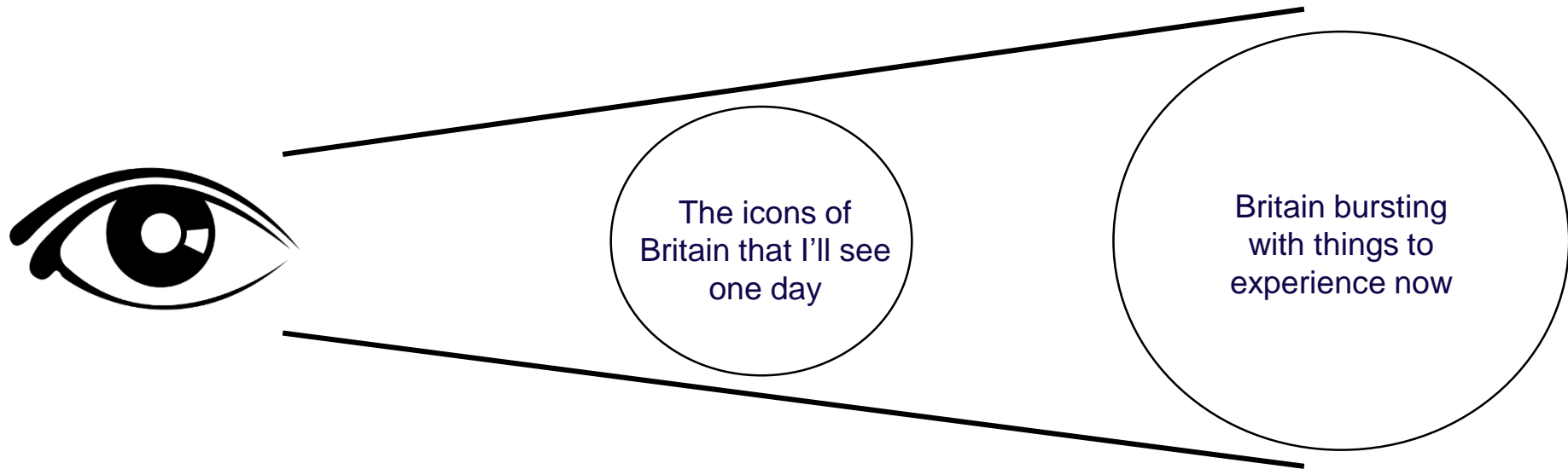


WHAT WE NEED TO DO





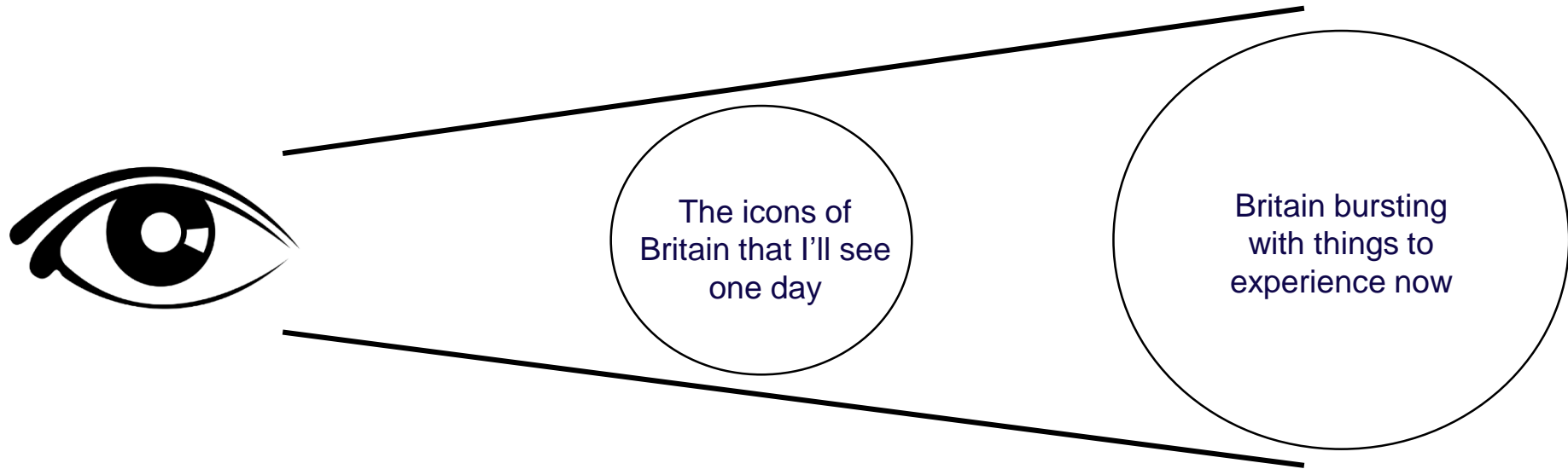
We have a very powerful double-edged sword



We must get people see beyond the expected so
that they have more urgency to come

THE
TASK

Make Britain feel like a place bursting with **things to experience now**,
rather than a **museum of things to see one day**





OUR STRATEGY

THE
PROBLEM

Foreign travellers feel they already **know exactly what to expect** from Britain

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Foreign travellers feel they already **know exactly what to expect** from Britain



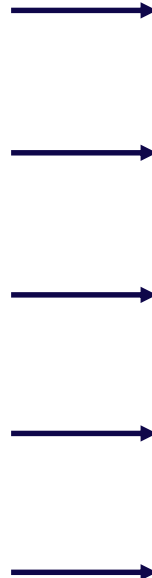
OUR
STRATEGY

The world's most wonderfully unexpected island

The world's most wonderfully unexpected island



No more expected icons in isolation, this only reinforces image people have in their heads

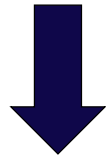


We always blend expected cues with the unexpected experiences

With so many iconic and famous sites Britain needs the world to uncover the real Britain behind the postcard. By tapping into our audiences passions for travel we can showcase the unexpected side of Britain or the expected in an unexpected way to match what Britain has to their passions for travel.



Platform Idea
I TRAVEL FOR...



Travel Passions (per market)

I travel for adventure
I travel for fun
I travel for Food & drink
I travel for culture



Expected/Unexpected

Link expected and unexpected to travel passions
putting people at the heart



FIND YOUR

GREAT

BRITAIN



I TRAVEL FOR
RELAXATION

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I TRAVEL FOR
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I TRAVEL FOR
ADVENTURE

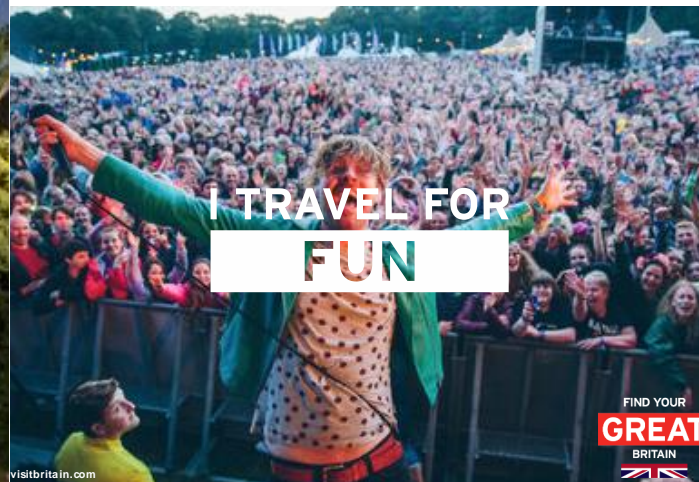
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I TRAVEL FOR
THE
STORIES

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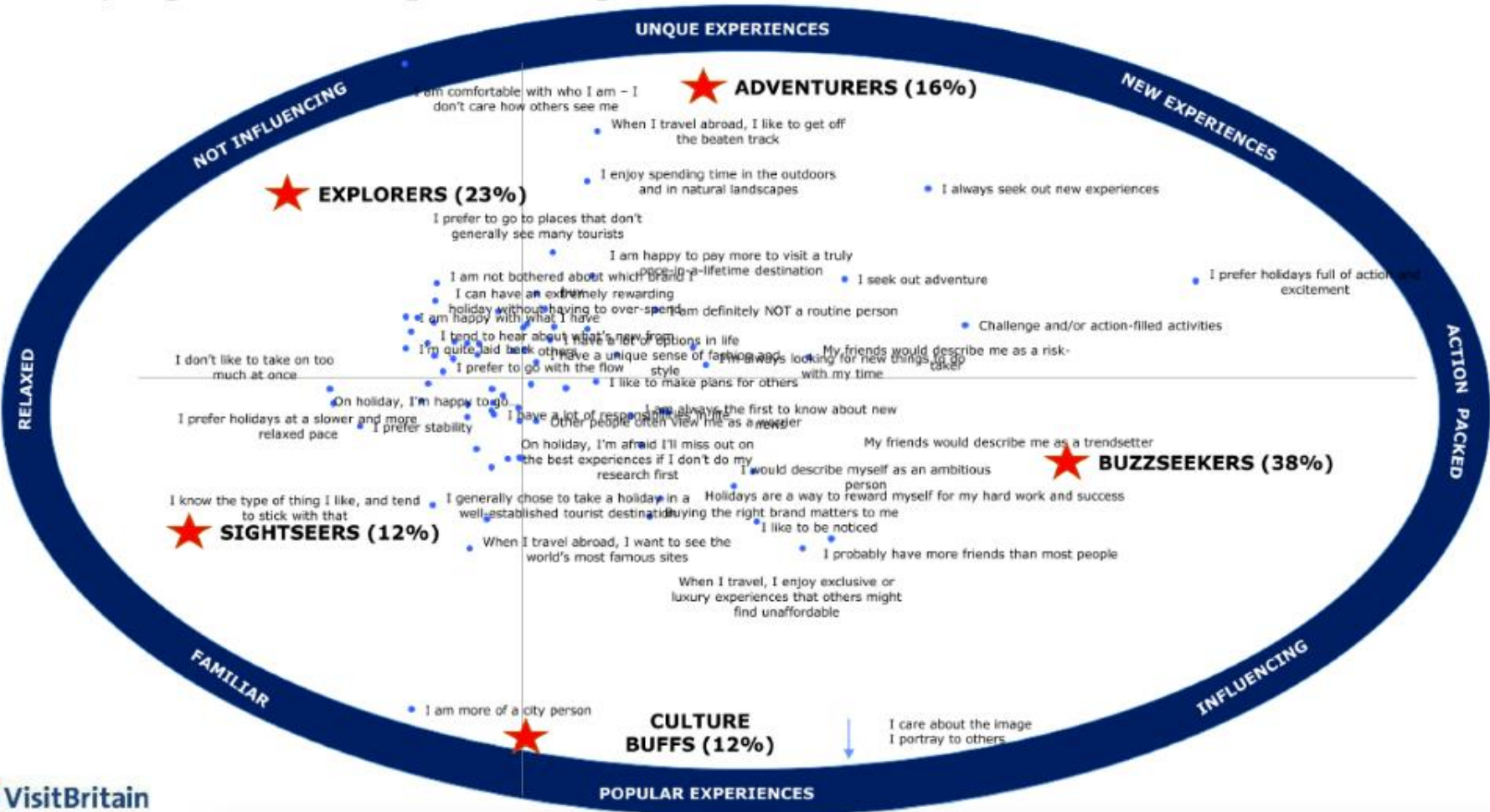




WHO WE ARE TALKING TO

We have been working on a 5 to 10 year audience profiling project which allows us to be confident in targeting those people who are currently considering Britain as a holiday destination.

We will continue to work on this, adding new audiences and speaking to more challenging but high value audiences as we become more established in our foundational lower hanging fruit.



There are five core segments that we have identified as key opportunities for growth for British tourism by market.

Each audience has a different element of the unexpected that appeals to them. Whenever we communicate to them, we should seek to play up attitudinal nuances as much as we would seek to land market specific relevance.

Buzzseekers

Explorers

Adventurers

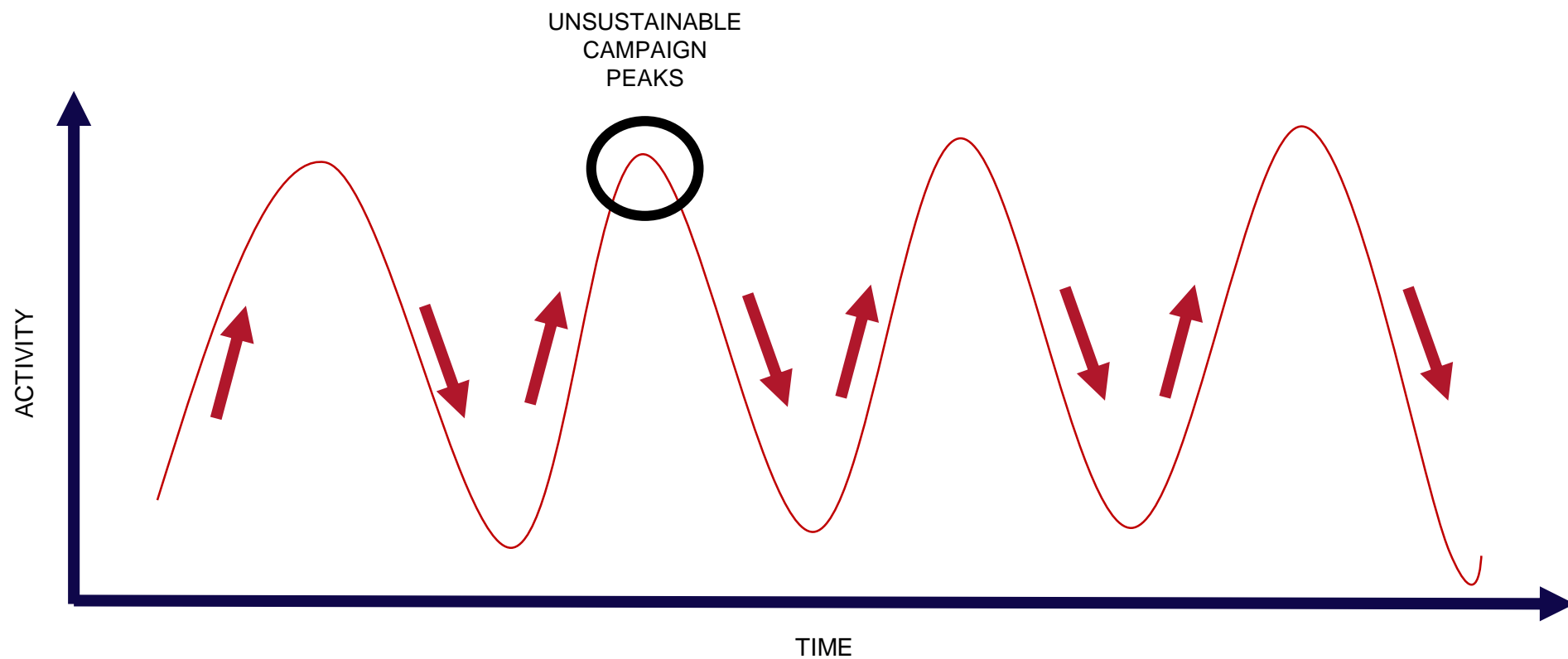
Sightseers

Culture Buffs

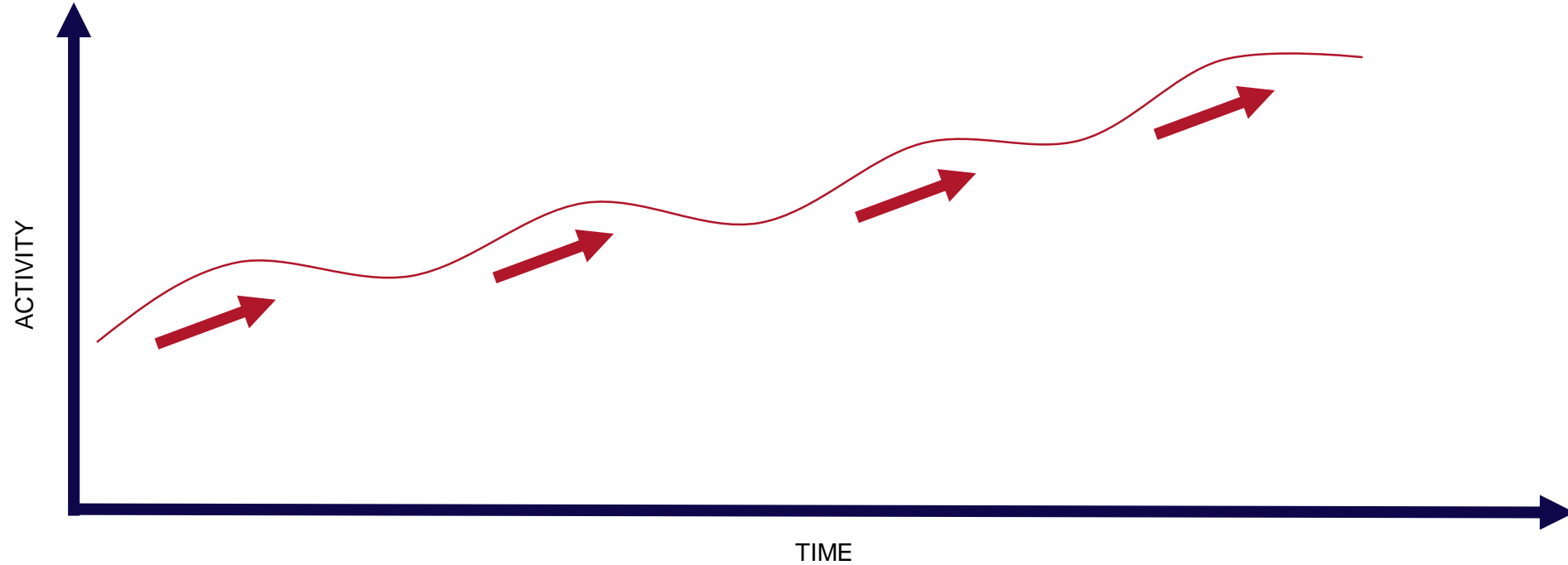


WHERE AND HOW WE TALK TO THEM





Our old campaign-led approach leads to inefficient bursts of activity



We need to move to a more sustainable always on approach that steadily builds equity with our audience

JOURNEY

CHANNEL E.G.

PASSIVE
INSPIRATION



ACTIVE
IDEATION



EXPLORING
OPTIONS



BUILD
ITINERARIES



GROWING
ANTICIPATION



ON THE
GROUND

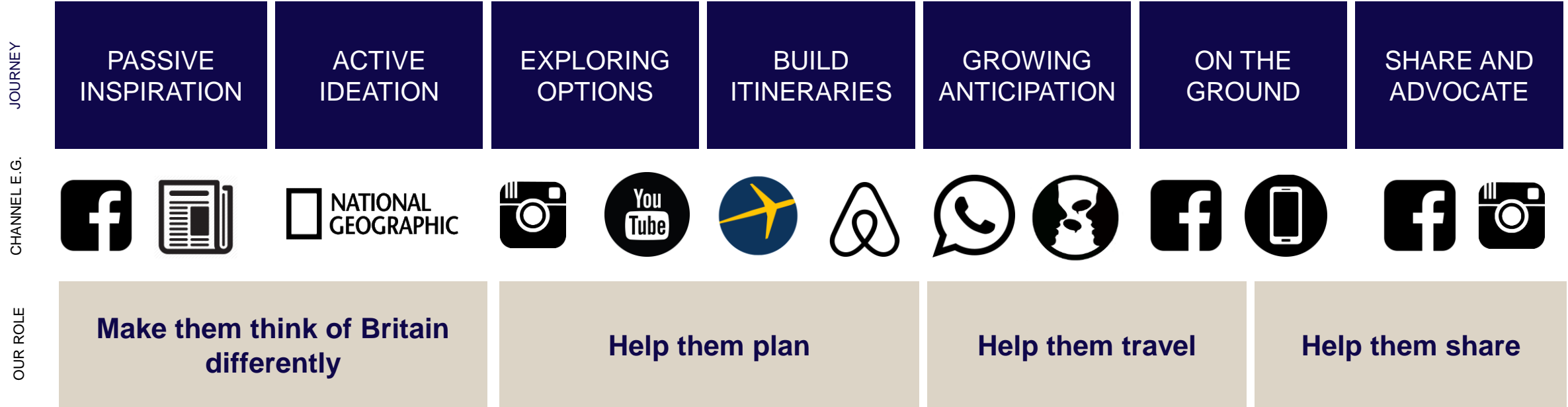


SHARE AND
ADVOCATE



To steadily build equity with our audience, we need to respond to their needs effectively and in the right channels.

These needs vary greatly at different stages of the journey.



This also means we have vastly varying roles to play across the journey as an organisation.

Our brand needs to be the cornerstone that ties everything together.

PASSIVE
INSPIRATION

ACTIVE
IDEATION



NATIONAL
GEOGRAPHIC

**Make them think of Britain
differently**

OBJECTIVE: Increase consideration to Visit Britain in the next six months

STRATEGY: Show the unexpected side of Britain

AUDIENCE: Lead two attitudinal segments per market

LEAD CHANNELS: Visit Britain advertising and partners

MEASUREMENT: Increased consideration to visit as a result of work and corresponding 'unexpected' brand tracker statements

EXPLORING
OPTIONS

BUILD
ITINERARIES



Help them plan

OBJECTIVE: Drive bookings of British experiences AND stimulate development of new unexpected products

AUDIENCE: Lead segments who have already signalled interest in Britain

LEAD CHANNELS: Partners' media and Visit Britain tools

MEASUREMENT: Engagement with VB content and tools and bookings through partners

ON THE GROUND



Help them travel

OBJECTIVE: Drive regional spread and increased spend by championing unexpected experiences

AUDIENCE: Lead segments who are on trip

LEAD CHANNELS: Regional bodies and industry partners in Britain

MEASUREMENT: Increased spread and spend

SHARE AND ADVOCATE



Help them share

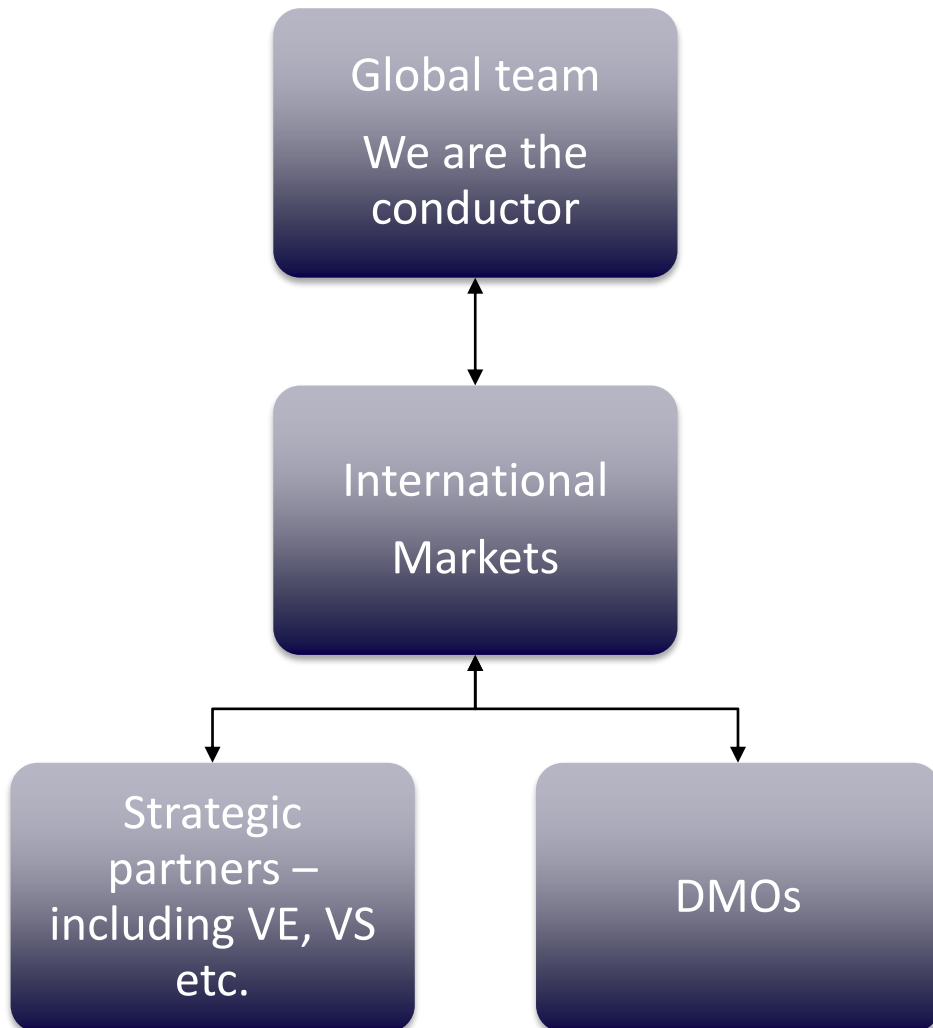
OBJECTIVE: Drive advocacy and social sharing of unexpected British tourism experiences

AUDIENCE: Those on trip and those who have just returned

LEAD CHANNELS: Visit Britain social channels and influencers

MEASUREMENT: Increased positive earned social media activity

Content marketing and initial thoughts on global roles



Global Team:

- Set overall VB and VE strategy
- Management of UK Visit Britain and Visit England channels
- Creation and management of global content calendar and process
- Set best practice guidelines
- Share insights

International Markets:

- Management of in market channels as per global best practice
- Management of content creation and curation as per strategy
- Share insights

Partners/DMOs:

- Input in to global VB/VE content calendar
- Collaboration around scheduling
- Sharing of insights and best practice
- Provide content

GOALS FOR SUCCESS



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TASK

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THE
STRATEGY

The world's most wonderfully unexpected island

Recapping our task and strategy

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Make Britain feel like a place bursting with **things to experience now**,
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THE
STRATEGY

The world's most wonderfully unexpected island



It's a place that has many great reasons to visit right now

It's an active and exciting destination

It has vibrant and buzzing cities

It has countryside and villages where you can experience real country life

The key brand tracker metrics that sit underneath this

GREAT

BRITAIN & NORTHERN IRELAND

Join The World

Discover the UK

I want

everything

in

the UK

Find amazing experiences and share your own using
#lovegreatbritain and #loveuk

Advanced Search



The challenge

- 16-to-34 year olds took almost **1.4 million fewer holidays at home** last year compared to a decade ago.
- Low knowledge of the geography and little perception of what is available to see/do
- Tendency to take low cost overseas holidays.



Bring Generation Y 'home' by educating them on the geography and competitive tourism product available here, growing the base UK population who have an interest in taking holidays and breaks domestically, thus sustainably contributing to the UK economy.

Summary

PLANNING A UK BREAK OR HOLIDAY



Most UK tourists follow the same basic process when planning a trip in the UK:

- Free and Easy Mini Breakers tend to be more spontaneous and last minute, missing out some of the later phases
- Aspirational Family Fun travellers by contrast follow through every stage most carefully, looking to optimise their trip as much as possible

DECIDING WHAT TO DO



The choice of holiday activities depends on a number of different factors all of which contribute to the construction of holiday itineraries:

- Emotional needstates – rest, treat or excitement
- Desired energy & pace
- A mix of 'destination activities' (e.g. music, festivals), 'core pillars' (e.g. food) & added value extras (e.g. excursions)

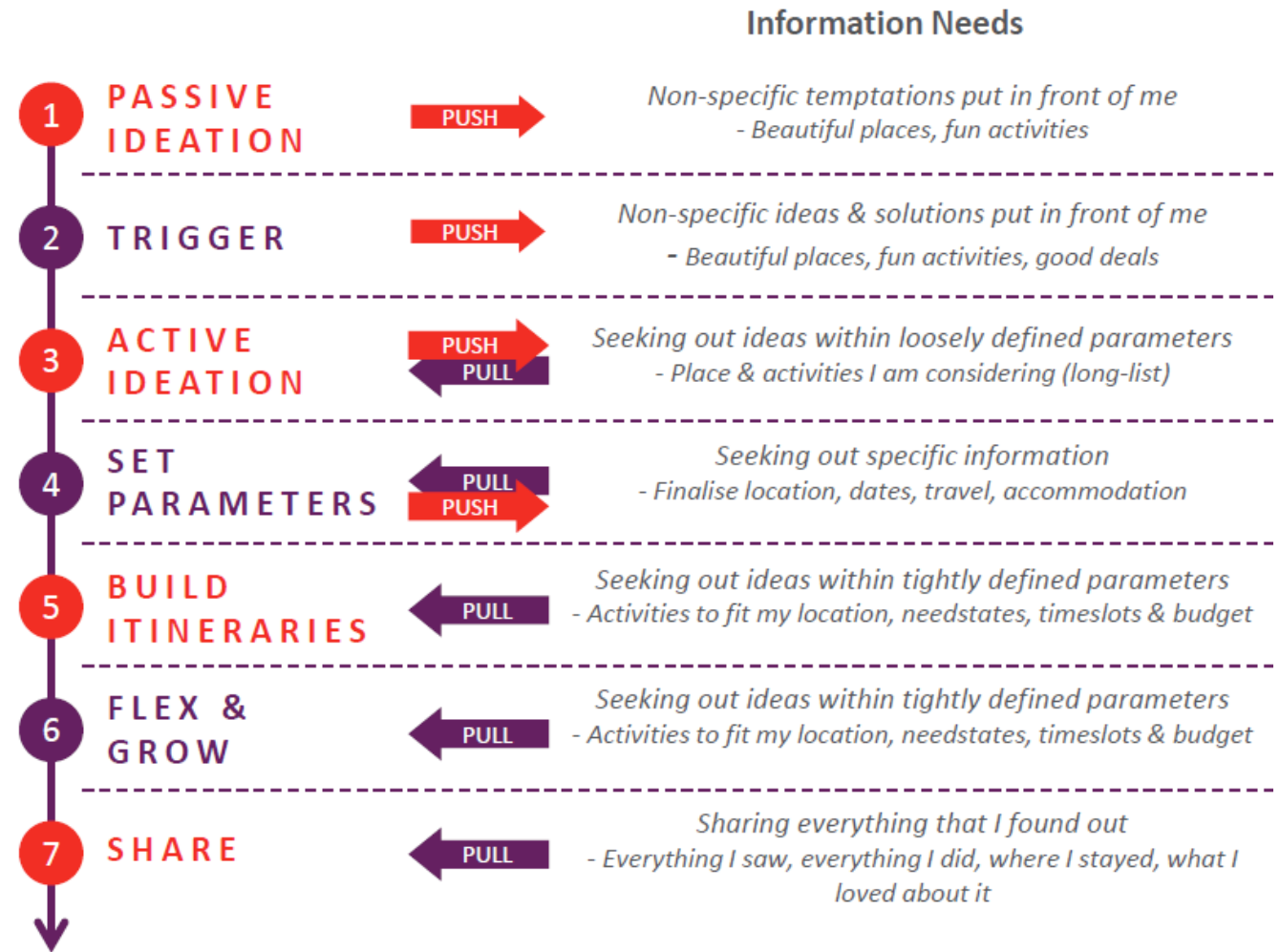
DECIDING WHERE TO GO



City Breaks and Coastal Breaks offer well-understood and well-liked options. Tourists need much more help with countryside trips, where they have much less knowledge about what to do and offer feel out of their depth:

- By mapping key activities for each area against the core needstates, it is possible to create broad themes for each location type that will motivate and inspire during the 'Ideation' phases of the research
- Similarly, by suggesting the right mix of destination activities, core pillars and added value activities as offered for each location, it is possible to help tourists expand their planned repertoires, extending their trips & increasing their spend

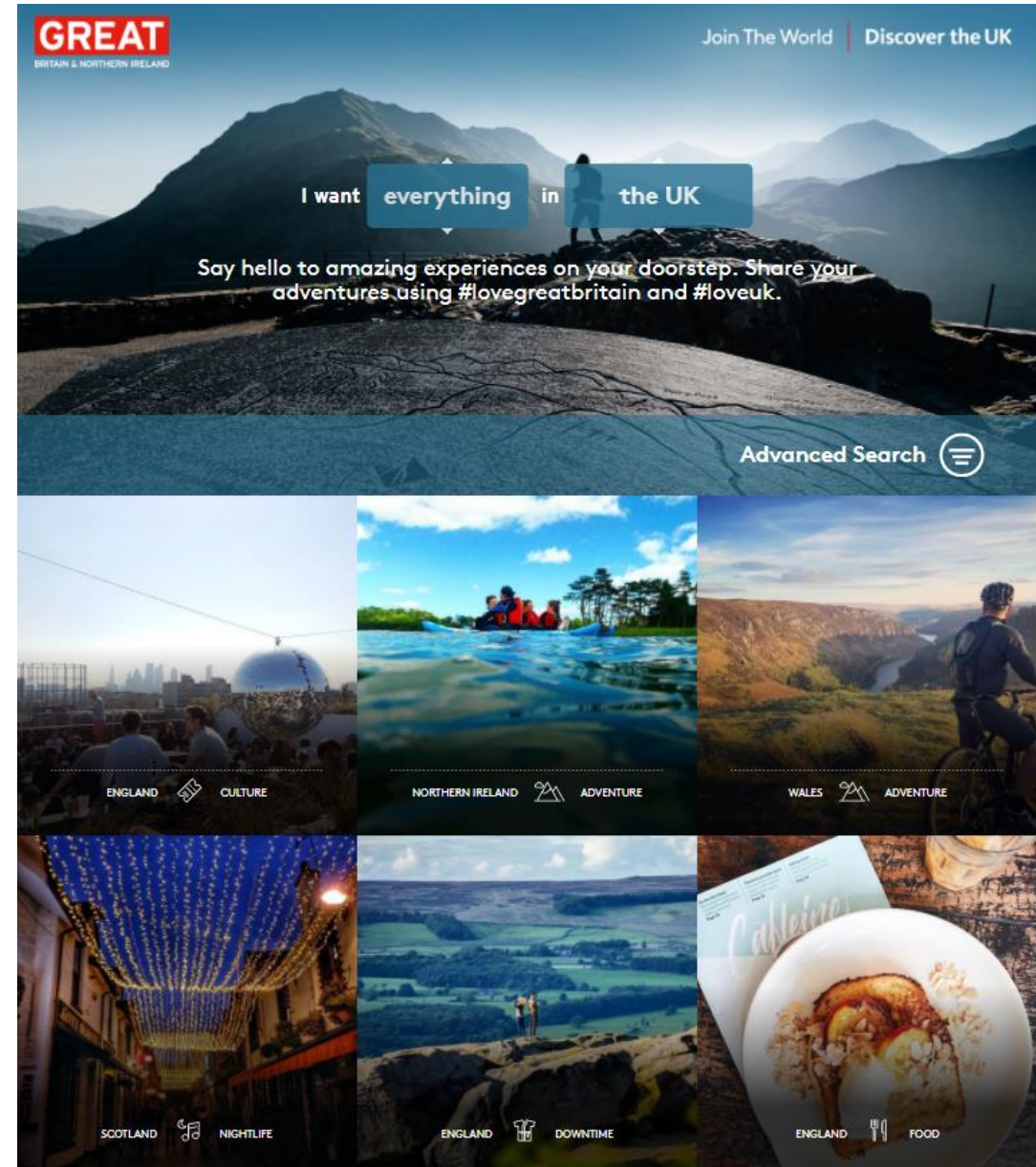
- Authenticity, shareability and new exciting content.
- We need to break into their social bubble.
- Experiences shown to be tangible and easily bookable.
- Channels include social (**Facebook, Instagram and Snapchat**), digital display, billboards and a media partnership showcasing authentic content by the audience's peers.



Campaign hub & content curation

www.visitbritain.com/jointheworld

- Influencer content
- Blog articles
- UGC imagery from Instagram
- Top-line inspiration with added anecdotes and interesting details
- Send the user to various partners to book/find out more.



Every image has been carefully selected to appeal to a millennial audience...



Enjoy a taste of the sea in Chelsea

Fish fans, head to West London's Chicama to sample the bold flavours of Peruvian cuisine. Its sumptuous seafood menu includes blackened octopus, sea bream ceviche and crispy battered fish in a brioche bun.

[Find out more](#)

crazycatladyldn Wishing this was my breakfast set up! Thank you @giuliaballetti for inviting me to lunch yesterday! And thanks so much to @chicamalondon for having us, and for putting up with us swapping tables and standing on your chairs! Your food is so so good!! #chicamalondon, #onthetable, #onthetableproject, #thatsdarling, #onmytable, #tablesituation, #onthetable_project, #flatlay, #flatlays, #flatlaystyle, #flatlaytoday, #flatlaysquad, #flatlaynation, #flatlayoftheday, #flatlaythenation, #prettyflatlays, #tv_living, #livethelittlethings, #momentsofmime, #fromabove, #seekthesimplicity, #verilymoment, #foodblogger, #caffienecouture, #flatlayinspire, #foodstyling, #foodie, #momentslikethese, #foodstylist, #myokstyle



Live that mermaid lifestyle in Scilly

Located 30 miles from Cornwall's Land's End and reachable by ferry or plane, The Isles of Scilly are England's answer to the Caribbean. This archipelago flourishes with succulents and palm trees and the beaches are dreamy with their aquamarine waters and soft white sands. You can also spot all kinds of wildlife including seals, dolphins and even turtles, if luck is on your side.

[Find out more](#)

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Your Involvement

- Use the indicated hashtags #Lovegreatbritain and #LoveUK
- Submit tailored experiences, images and video content to domestic.marketing@visitengland.org
- Toolkit in progress.

THANK YOU

