

Edinburgh's campaign

Marketing

Featuring a mix of real-life Edinburgh residents – from a B-boy dancer, to a Warhol-inspired model – the This Is My Edinburgh campaign sees Scotland's Capital focus on its contemporary side for the first time in a bid to attract a younger, modern audience.



Including insider tips on the coolest places to go and behind-the-scenes access to its countless cultural happenings, www.thisismyedinburgh.com will also feature a Foursquare trail (a first for a UK city), as well as video interviews, a photography competition and a comprehensive what's on guide. Developed by Destination Edinburgh Marketing Alliance (DEMA), the campaign has targeted quality London-based media, such as Cosmopolitan, to highlight the city's short-break appeal from July to September. The drive will also pay particular attention to the Central Belt in an attempt to increase day-trips to the city. This is My Edinburgh 'real' people to be featured in the campaign include Anna Freemantle, a high-fashion runway model who has now launched a Andy Warhol-style creative hub and club night Noir!; John Kielty, an actor and playwright who draws inspiration from Edinburgh's "dark underbelly", Diane Henderson, Deputy Artistic Director of the Edinburgh International Film Festival, Sophie Higenyi, a law student at The University of Edinburgh, Seth Kirk, from cool new boutique Goodsted and Tony Mills, dancer and MOBO choreographer. Sophie Higenyi (24) who features in the campaign's advertising said: "Edinburgh is absolutely stunning during summer-time. It's creative and really buzzing with energy. Those who spend a bit of time here quickly realise that it's full of hidden gems – from secret gardens to little boutiques. There's nowhere else like it in the world and I'm

really excited to be promoting the place I live in and love.” Kenneth Wardrop, Chief Executive of Destination Edinburgh Marketing Alliance said: “Through ‘This is My Edinburgh’ we want to emphasise Edinburgh’s credentials as one of the world’s most happening and cosmopolitan hotspots. Using residents to front the campaign brings a different side to the city to life, challenging traditional expectations and giving a voice to the fact it’s packed with interesting, creative people and things to do. “There’s much to discover here besides our beautiful Castle and architecture. For a younger, culturally-savvy audience, Edinburgh is the perfect place to go off-the-beaten track and find hidden gems, be it music venues in alley-ways, or rooftop galleries. Through our summer marketing, our aim is to entice more people to find out what their unique Edinburgh experience is.” The campaign will also feature outdoor advertising in London’s Gatwick and Stansted airports, King’s Cross station, Newcastle’s Metro centre, Edinburgh’s Waverley Station, Scotrail services throughout Scotland and Edinburgh Airport.