

VisitScotland announce marketing campaign for 'Brave'

VisitScotland, Scotland's tourism organisation, and The Walt Disney Company Europe, Middle East & Africa announced a unique global marketing campaign to promote Scottish tourism around the much-anticipated Disney•Pixar film "Brave", which is set in the Scottish Highlands and features some of Scotland's biggest stars..

This marks the very first time that Disney has teamed up on this scale with a country's tourism organisation around the launch of one of its films. VisitScotland and Disney will begin working immediately to create a global marketing campaign around the new animated adventure, which is released around the world this summer, and comes from the team behind box office smashes such as "Toy Story", "Up" and "Finding Nemo".

This will include multi-media activities such as joint TV and cinema advertising across the UK, North America and Europe, PR opportunities, digital marketing and events including premieres and screenings that will continue through the film's home entertainment release..The campaign will see Scotland's scenery, humour and culture showcased on an unprecedented scale and will position Scotland on the world stage in a way not seen since "Braveheart".

VisitScotland Chairman, Mike Cantlay, said: "This is an incredible opportunity to extend the reach of VisitScotland's marketing activity across the world. This film will be shown in more than 70 countries across the world and will give us the opportunity to convert cinema goers into visitors in the biggest campaign VisitScotland has ever launched.

“There are very few tourism destinations that get to work so closely with the world’s largest entertainment companies – and this gives us an unprecedented opportunity to put Scotland on the worldwide stage with a whole new audience.”

Tricia Wilber, chief marketing officer, The Walt Disney Company Europe, Middle East & Africa said: “Brave takes its inspiration from the majesty and mystery of Scotland, and features the voices of many much-loved Scottish stars, so it’s fitting to create a global campaign with VisitScotland to further bring to life the iconic Scottish landscapes and folklore that inspired the film.”

“Brave is an amazing magical adventure with larger than life characters – including Scotland itself. During our research, we learned that everything in Scotland tells a story – every stone, tree, mountain – which is why we are so proud that this beautiful country is the backdrop of our film” said Mark Andrews, director of “Brave.”

Tapping into Scotland’s rich history of epic battles and mystical legends, “Brave” features a new flame haired heroine, the courageous Merida (the voice of Kelly Macdonald), who confronts tradition and challenges destiny to change her fate.

Merida is a skilled archer and impetuous daughter of King Fergus (voice of Billy Connolly) and Queen Elinor (voice of Emma Thompson). Determined to carve her own path in life, Merida defies an age-old custom sacred to the uproarious lords of Scotland: massive Lord MacGuffin (voice of Kevin McKidd), surly Lord Macintosh (voice of Craig Ferguson) and cantankerous Lord Dingwall (voice of Robbie Coltrane). Merida’s actions inadvertently unleash chaos and fury in the family, and when she turns to an eccentric Witch for help, she is granted an ill-fated wish. The ensuing peril forces Merida to discover the meaning of true bravery in order to undo a beastly curse before it’s too late.

“Brave” is directed by Mark Andrews (“Ratatouille” and “The Incredibles”) and Brenda Chapman (“The Lion King” and “Prince of Egypt”), produced by Katherine Sarafian (“The Incredibles” and “Lifted”) and scored by renowned Scottish composer, Patrick Doyle. “Brave” is a grand adventure full of heart, memorable characters and the signature Pixar humour enjoyed by audiences of all ages. The film takes aim at UK cinemas in August 2012, and will be presented in Disney Digital 3D™ in select cinemas.