

New advertising campaign for VisitScotland

New £5.3 million 'Brilliant' marketing campaign uses real people to motivate visitors to experience Scotland in 2014

A paramedic, a wildlife ranger, a chef, a swimmer, a youth golfer and a whisky ambassador will join six-time Olympic champion and Glasgow 2014 Ambassador, Sir Chris Hoy, to inspire the world to make Scotland their top destination in 2014 in a new multi-million pound marketing drive.

The £5.3 million VisitScotland Brilliant Moments campaign, launched today by First Minister Alex Salmond in Edinburgh includes a £3 million investment in TV involving 'real' people reading a specially penned poem, against a backdrop of dramatic Scottish locations.

As a surprise element, three well known Scottish faces deliver the final line of the poem in different versions of the advert, designed to promote the headline events of 2014 – Homecoming Scotland, the Commonwealth Games in Glasgow and the Ryder Cup at Gleneagles.

Sir Chris Hoy will deliver the final line within the 30-second master TV advert and also within the Commonwealth Games-specific version. Scottish musician and Classic Brit Award winner Nicola Benedetti will feature in the version which highlights the year of Homecoming. And Ryder Cup captain Paul McGinley will deliver the final line of the advert to promote this epic golf tournament at Gleneagles.

The advert will play on television screens across the UK from November 2013 and throughout 2014, and will also reach new international audiences through social media and e-communication.

The 'real' people in the advert include:

- Jenny Campbell – Scottish Natural Heritage Ranger, at the Ring O'Broddgar and Orkney Nature Festival
- Sonn Breslin – Glasgow swimmer and Commonwealth Games hopeful, at Tollcross Swimming Pool
- Lewis Breslin – Junior golfer at Blairgowrie, host course of the 2014 Junior Ryder Cup
- Ian Millar – Global Brand Ambassador of Glenfiddich, at Spirit of Speyside
- Ely Nathan – Chef at Gleneagles
- Graeme Hay – Paramedic and hobbyist Boatman at Portsoy Boat Festival

Alongside the TV campaign, VisitScotland will run extensive marketing activity including direct mail, sales promotion, print advertising, e-communications, social media and PR, all with a Brilliant Moments theme.

Launching the new Brilliant Moments campaign, the First Minister Alex Salmond said:-“2014 is a great year for Scotland – one full of brilliant moments – the Ryder Cup, Commonwealth Games and the second Year of Homecoming. Scotland welcomes the world next year, and this campaign shows that our people, our natural landscapes and our culture are tremendous adverts in themselves.

“The XX Commonwealth Games will be the biggest multi-sport event Scotland has ever hosted and the Ryder Cup will boldly reinforce our status as 'The Home of Golf', both events displaying Scotland as the perfect stage during our Year of Homecoming 2014.

“The Brilliant Moments campaign showcases Scotland as a must-see holiday destination but it's also about Scots enjoying events right on our doorstep. We want to see your brilliant moments by sharing them with us on social media, using #brilliantmoments. 2014 will provide an ideal opportunity to

inspire and engage people of all generations – from the Ring of Brodgar to the National Museum of Scotland.

“We’re creating a lasting legacy for the visitor economy: a lasting legacy for Scotland that is tangible, visible and carries with it long-term benefit.”

Mike Cantlay, Chairman of VisitScotland said:-“We are excited to finally be able to launch this campaign to the world. The whole idea behind Brilliant Moments is real people. Yes, the campaign draws strength from the global events taking place in Scotland in 2014, but also demonstrates the friendliness and welcoming nature of people living in Scotland.

“From those talking in the television advert to those talking about the wonderful experiences they have had online through social media, it’s a time to celebrate all our awe-inspiring country has to offer. The real question is – what will be your brilliant moment in 2014?”

The TV advert has been directed by Richard Oliver, who has worked on a number of big brand campaigns, most recently Road Safety Scotland, starring David Coulthard. The poem spoken within the advert, penned by creatives at Edinburgh’s Union Advertising Agency, is:

Every country has its moment. Its time to shine.

When the universe conspires and planets align.

Scotland invites you, our stage is set.

For one brilliant year we’ll never forget.

Homecoming, the Commonwealth Games and the Ryder Cup.

A year of surprises. A calendar filled up.

We welcome the world to come and to share.

So you too can say ‘yes, I was there’.

Brilliant Moments will replace the VisitScotland 'Surprise Yourself' campaign which has been running for nearly 3 years.