

Homecoming Scotland 2014 – A year of brilliant moments right on your doorstep



A new marketing campaign designed to encourage Scots and those in the north of England and Northern Ireland to uncover the Homecoming Scotland 2014 events on their doorsteps was launched today by Tourism Minister Fergus Ewing at the Filmhouse in Edinburgh.

The £500,000 campaign, which involves a dedicated TV advert as well as additional press, radio, digital and promotional activity, will demonstrate how easy it is to attend at least one of the record number of 430 Homecoming events (and counting) which stretch across Scotland.

The advert, to be shown across Scotland, the north of England and Northern Ireland, depicts different family groups stepping out of their front doors straight into one of the many Homecoming events including:

- Grandparents with their 2 grandchildren enjoying the Locheearnhead Highland Games
- A couple taking the CalMac ferry to Islay to enjoy the Islay Festival of Music and Malt
- A young couple at the Wickerman Festival in Dumfries and Galloway
- A couple on the High Street enjoying the Edinburgh Festival Fringe
- A mum and her two young children at Return to the Ridings in the Scottish Borders

The 30-second advert is aimed primarily at the domestic market to encourage Scots to attend not just one, but many of the

vast, diverse activities happening across Scotland in 2014 and get involved in what is set to be the biggest programme of events for Homecoming that the country has ever seen.

As well as the TV advert, a promotional campaign has been launched on radio and in print and a special [Homecoming App](#), also launched today, will allow users to search events, bookmark favourites, check in while at events and take photos to seamlessly share with friends and those around them. Visitors can also download a [special e-brochure](#).

Fergus Ewing, Tourism Minister said:

“The world-class events planned for Homecoming 2014 create a huge opportunity for Scotland, boosting our tourism industry and wider economy and positioning our country on the international stage as a dynamic and creative nation. We have already seen Lonely Planet name Scotland as one of the three top countries in the world to visit in 2014. CNN recently listed Edinburgh as a top ten city to visit this winter. This fantastic news further adds to the momentum building through spectacular events such as last week’s Hogmanay celebrations.

“The Doorsteps TV advert showcases some of the other inspirational events and activities happening across Scotland in 2014 and warmly invites our people and visitors closer to home to join the celebration. This year, Scotland will also play host to the Ryder Cup, Commonwealth Games and the MTV Europe Awards – which will broadcast to nearly 700 million households through MTV’s global network of channels.

“2014 will be an extraordinary year for Scotland and this advert, alongside the Homecoming app and enhanced information on the wider events programme which are also now available, will help us to share it with as many people as possible.”

Mike Cantlay, Chairman of VisitScotland said:-“From the Orkney Nature Festival in the north to the Big Burns Supper in the south, Homecoming Scotland events are sweeping across the

country in 2014 and we want everyone to get out there and enjoy them, whether it's just one, or all 430 – now there's a challenge! Homecoming is not only about Scottish people welcoming others from around the world to celebrate their home country, it's about Scots themselves, opening their doors to the rich culture and history all around them. It's going to be a truly amazing year.”

The Homecoming ‘doorsteps’ advert was created by Edinburgh-based The Leith Agency and directed by Martin Wedderburn. The adverts will appear on television in Scotland, Northern Ireland and the north of England from 8 – 27 January, when millions of people will see the advert. Further bursts of activity are planned for early March and May.

The ‘doorsteps’ advert complements the VisitScotland ‘Brilliant Moments’ campaign, launched in November 2013, which promotes Homecoming, the Commonwealth Games and the Ryder Cup to national and international audiences through TV advertising, radio, print, outdoor and online.

The end frame to the ‘doorsteps’ advert states “A Year of Brilliant Moments, right on your doorstep,” to link the campaigns. The advert will also promote the homecomingscotland.com website and twitter handle: #Homecoming2014.