

A photograph of a lighthouse on a rocky shore at night. The lighthouse is illuminated from within, casting a warm glow. The sky is dark and filled with many stars. The lighthouse and the sky are reflected in the shallow water in the foreground. In the distance, some lights are visible on the horizon.

# **SEASONALITY CAMPAIGN**

## **BUSINESS TOOLKIT**

# **CAMPAIGN OVERVIEW**



# Campaign Overview

- Goal:** Grow awareness of region as year-round destination
- KPI:** 25k visits to campaign pages on [scotlandstartshere.com](https://scotlandstartshere.com)
- Target Audiences :** Metropolitan Adventurers 3 to 4 hr drive time  
Local advocates
- Runtime:** Oct – March
- Key Messages:** Rural idyll  
Winter escape  
Proximity





# Campaign Activity

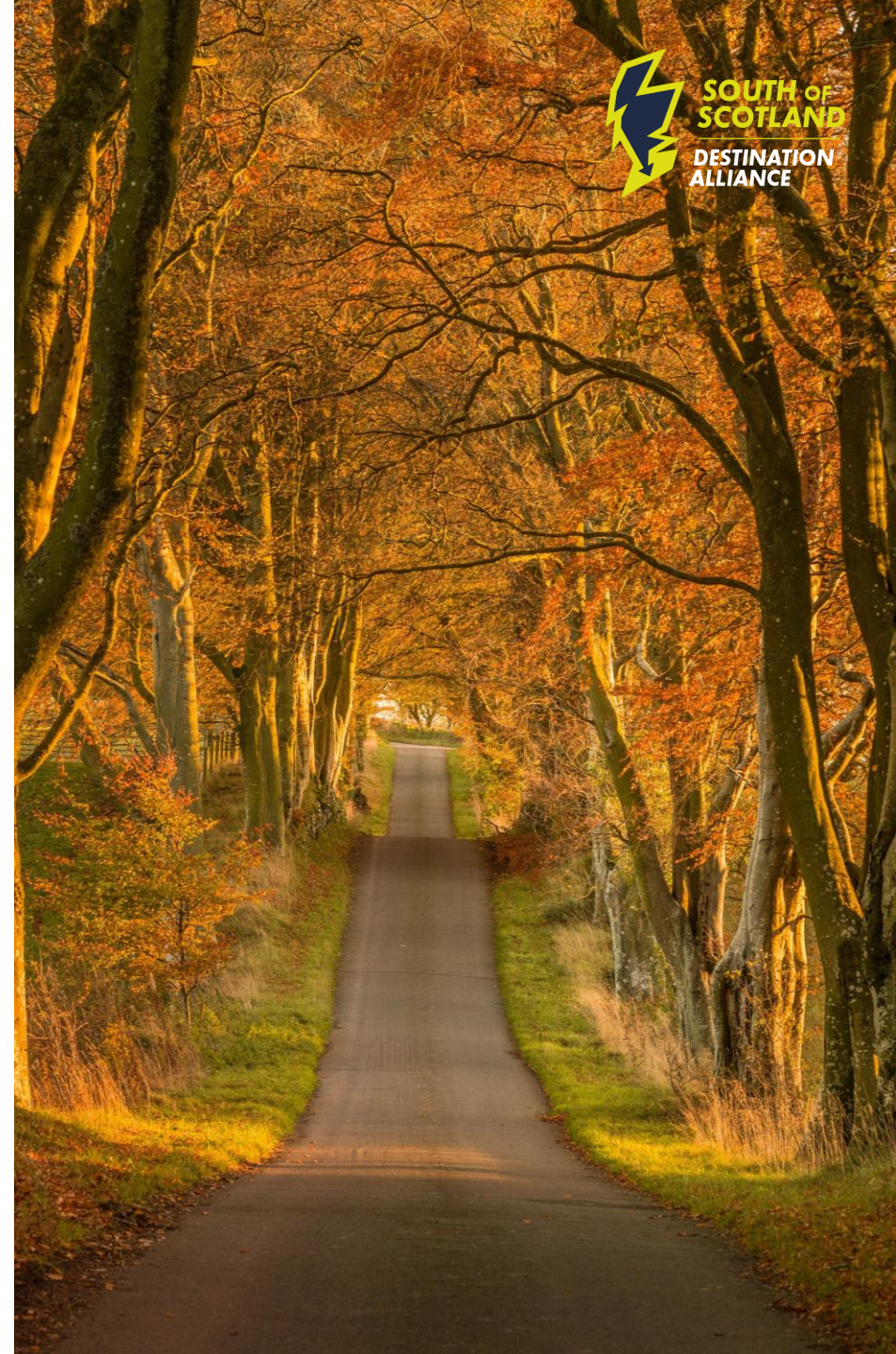
**Paid Digital Activity** - Targeted Ads on Facebook and Instagram

**Publishing Activity** - Media partnership through Reach PLC with minimum 2 outlets highlighting seasonal offering of the South of Scotland with added digital activity to key audiences in Scotland & North of England

**Short-break competition** - Work with businesses in each region to win an off-season / shoulder season stay in the South of Scotland.

**Boosted content through SSH** - Retarget engaged audiences with seasonal blog post content from SSH to increase awareness of key activities, businesses and messages

**Photo and Video Content** – Commission additional seasonal photo assets to enhance existing media library, themed to meet campaign requirements





# Campaign Activity

**Scotlandstartshere.com** - Update seasonal pages on 'Scotland Starts Here' to include key messaging for campaign

**Campaign Creative and Graphics Creation** - Create suite of campaign assets using new imagery aligned with channel requirements. Share suite of assets with local businesses and SSDA members.

**Newsletters** - Structure monthly newsletter to capture campaign themes. Increase subscriber numbers through short break competition

**Public Relations** - Targeted PR activities and press trips to align with campaign messaging



# Campaign Creative

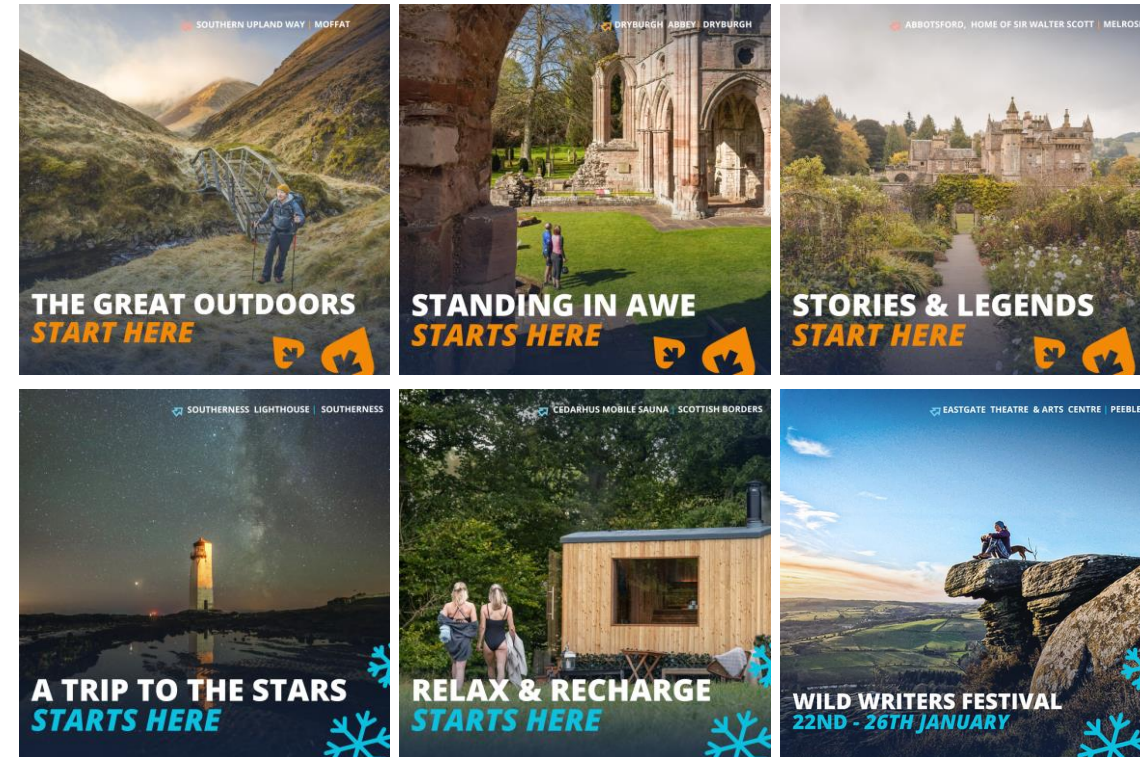
The campaign combines imagery showcasing local landscapes, attractions and experiences key audiences can associate with a trip to the South of Scotland.

The campaign colour palette and design present a refreshed take on the Scotland Starts Here branding, adding secondary brand colours for each season.

Each season receives the same treatment with its own stamp, colour and assets, representing the equal importance of each.

Importantly, the campaign is human-focused in its assets, supporting the message of a friendly and welcoming destination that offers visitors a real sense of connection.

*\*indicative application, final campaign assets are subject to change*



# **HOW TO GET INVOLVED**



# Competition Participation

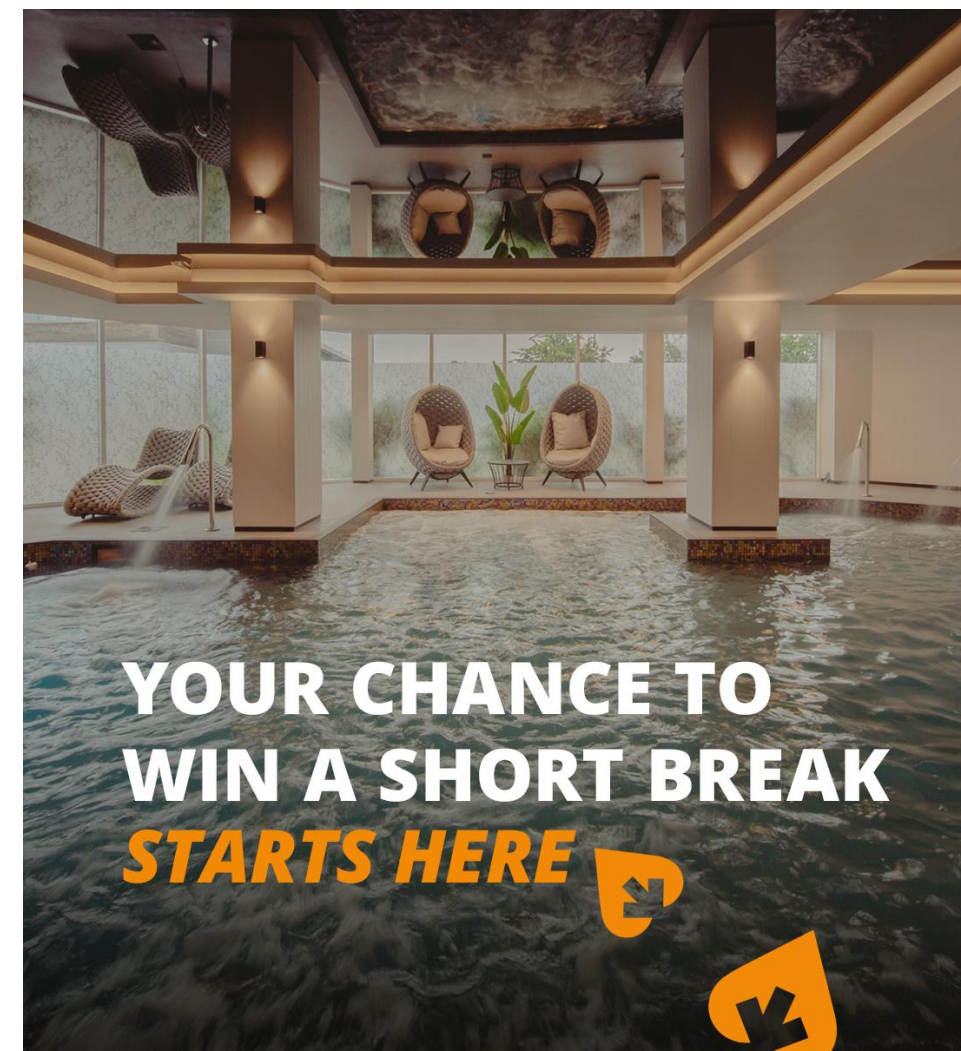
As part of the campaign creative SSDA is running Short Break Competitions for consumers to win off-season / shoulder season stays in the South of Scotland.

The competitions are promoted via

- Advertorial content
- Newsletters
- Paid & Organic social media

If you would like to put your business forward as a potential supplier, please get in touch with our Marketing Manager Vanessa or contact our development team and let us know what you have to offer.

[Email Our Team](#)





# Get your special offers featured

**Do you have a special seasonal offer you would like us to shout about? Tell us about it!**

By pulling together great seasonal offers and showcasing them to our audience we will grow the South of Scotland's reputation as a year-round destination.

- Tell us about your offer which could be included in blogs, newsletters, web content and social posts.
- Share your offer on your social channels and tag Scotland Starts Here and #ScotlandStartsHere
- Highlight your seasonal offer on your own website and content, such as newsletters
- Send us your press releases, news and photos, so we can include you in press round-ups and pitches

Email Our Team



## CAIRNDALE HOTEL & SPA

**EXCLUSIVE SPA OFFER**

Relax, indulge and recharge at the Cairndale Spa! Enjoy 10% off bookings for spa experiences and spa days made before 31 December 2024 with the promo code SSH2024.

BOOK NOW

## THE ALLANTON INN

**FOODIE STAYS AND TOURS**

Plan an unforgettable stay at the award-winning Allanton Inn. With a brand new offering of foodie tours launching soon, it's the perfect place to indulge with local cuisine and the freshest produce.

FIND OUT MORE



## HISTORIC SCOTLAND

**EXPLORE HISTORIC SITES**

Winter is particularly magical at our historic sites. Enjoy 10% off entry to Caerlaverock Castle, Melrose,

# Share your images & get involved in new shoots

**Strong and fresh content is an absolute must for a successful campaign so we need your help!**

We are on the look out for strong seasonal imagery that fits with our campaign messaging. If you have imagery/videography that fits the bill and that you are happy to share with us, please get in touch.

Or if you would like to be considered for inclusion in our upcoming series of shoots, whether as a location or as a model, please get in touch and tell us more.

[Email Our Team](#)





# List your seasonal events

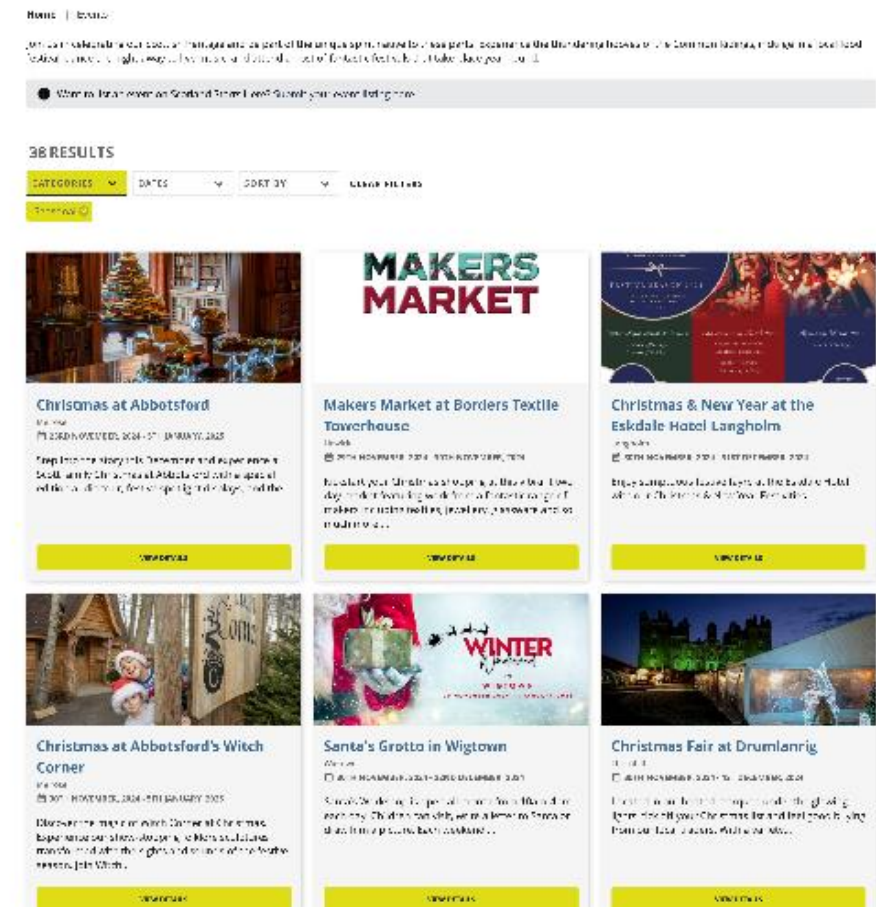
The seasonal events listings on Scotland Starts Here form a central pillar of content for the campaign.

The earlier you get your event listed, the more chance it has of being included further promotional content such as:

- Blogs
- Newsletters
- Paid and Organic Social Media

Listing is easy, simply head to the link below, upload your event details along with an image and let us do the rest!

List Your Event

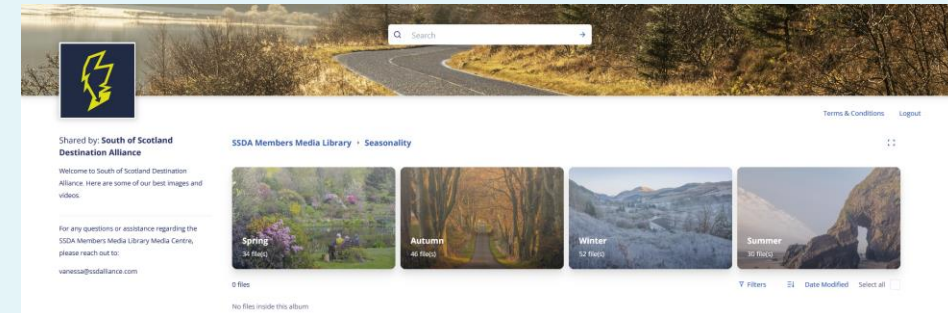


# Assets you can share

## Media Library

Core Members and above can download images, videos and social media graphics for the campaign from the SSDA media library to use on your own channels.

We also have a suite of videos available for all membership levels to use.



[Visit Our Media Library](#)

## Blogs

Throughout the duration of the Seasonality Campaign we will publish a series of seasonal blogs on scotlandstartshere.com. Help us get these blogs seen by sharing on your channels.



[View Our Seasonal Blogs](#)

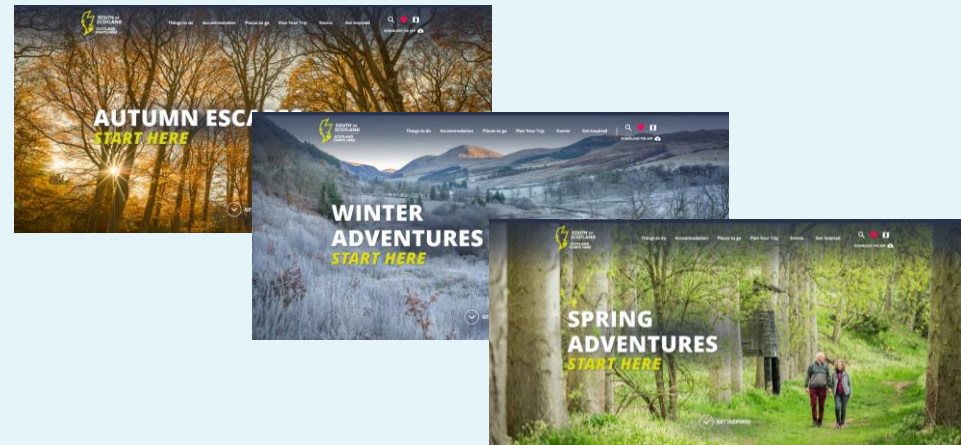


# Assets you can share

## Landing Pages

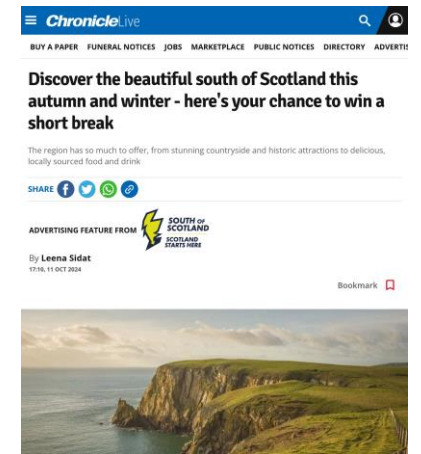
Scotland Starts Here seasonal landing pages are a great way for you to offer up-to-date seasonal information to your visitors. Simply add a link to your website, share on social media or include in your newsletter.

[Visit Our Landing Pages](#)



## Advertorials

Throughout the duration of the Seasonality Campaign SSDA is rolling out a number of advertorial pieces. Watch out for links to these on our social media and in your SSDA newsletter which you can then share to your own channels.



**YOUR FEEDBACK AND INPUT**



# Overview of Seasonal Themes

Through your input, the SSSDA put together plans for key themes to highlight each season.

**Do you have further ideas? Get in touch and let us know.**

You can connect with the SSSDA team and shape plans by:

- Attending our in-person and online Locally-Led Destination Development Meetings – they're held twice a year for each area
- Subscribing and engaging with our monthly newsletter
- Attending campaign update webinars
- Reaching out to the SSSDA team via email, phone and at events

## WINTER

Dark Skies  
Winter walks and landscapes  
Burns links and celebrations  
Winter activities (curling, ice skating)  
Winter event highlights

Accommodation  
Food & Drink

## SPRING

Agritourism  
Gardens, landscapes and scenery  
Cycling for all  
Spring event highlights

Accommodation  
Food & Drink

## SUMMER

Outdoor activities  
Coasts and waters (water sports)  
SWC300 touring route  
Summer event highlights

Accommodation  
Food & Drink

## AUTUMN

Literature and Stories  
Nature and wildlife  
Equestrian activities  
Autumn event highlights

Accommodation  
Food & Drink

# **GET IN TOUCH WITH THE SSDA TEAM**

Email us at [info@ssdalliance.com](mailto:info@ssdalliance.com)