

# Naturally *Angus*

Corrie Fee National Nature Reserve,  
Luigi Di Pasquale

Campaign Toolkit

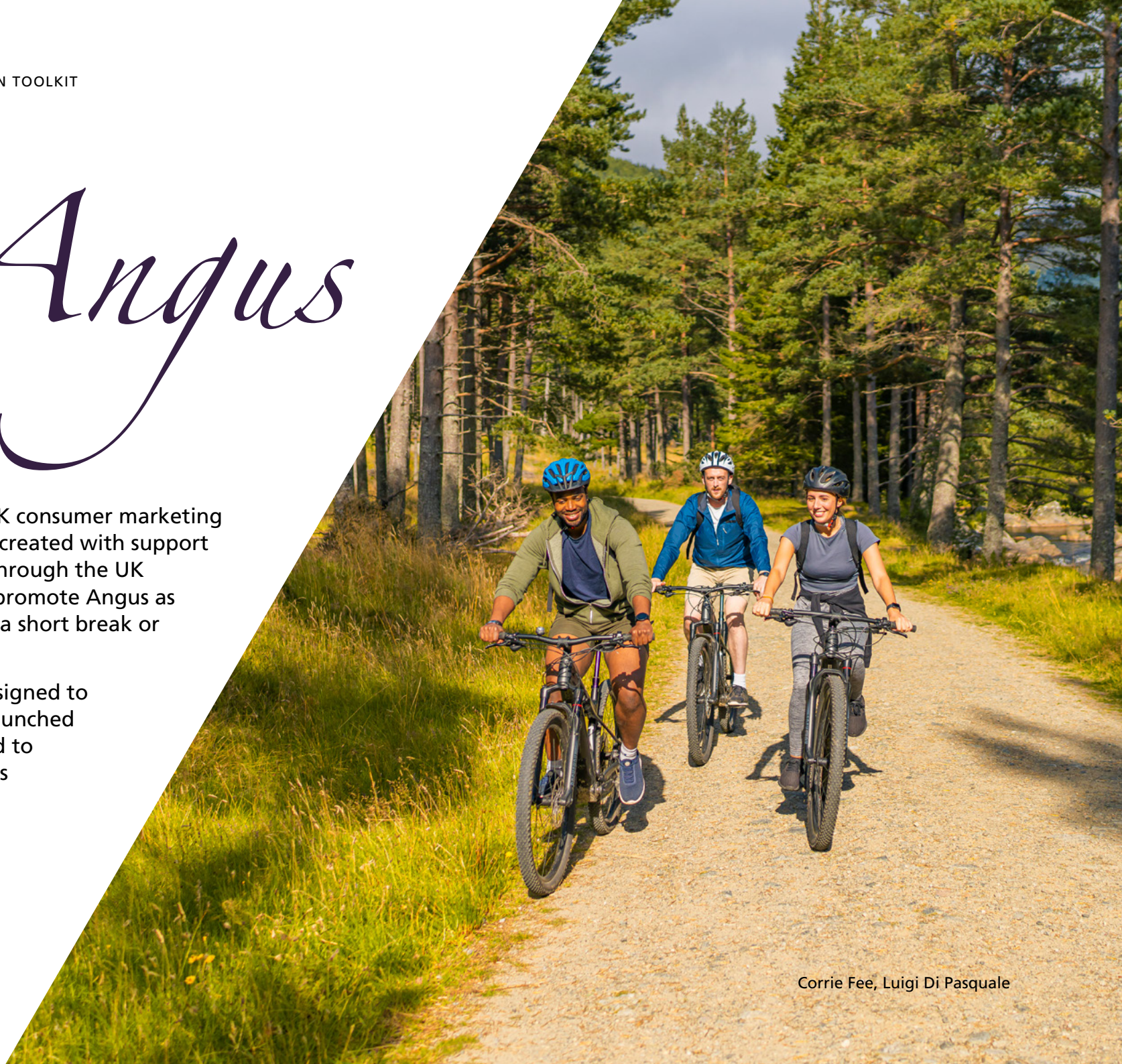
*Visit*  
**ANGUS**



# Naturally Angus

Visit Angus' biggest ever UK consumer marketing campaign, which has been created with support from the UK government through the UK Shared Prosperity Fund to promote Angus as the perfect destination for a short break or day trip in winter.

The campaign has been designed to drive traffic to the newly launched [visitangus.com](https://www.visitangus.com) website and to increase engagement across Visit Angus social channels.





## The Opportunity

Angus welcomed 1.2million visits in 2023, with tourism generating £306million for the local economy. An increase of 18.1% since 2022 and ambitions are to welcome more visitors to take a break in the region.

Research has shown that 85% of visitors return to Angus to holiday again. This is because the region and its businesses offer a special and memorable trip. Current consumer trends for Scotland indicate that visitors are placing growing importance on their physical and mental wellbeing, and they want their travel to have more meaning whilst travelling responsibly. These trends can be fulfilled by Angus with its variety of landscapes and experiences.

With loyal visitors, and the fact that the region can deliver on current trends, Angus has a great opportunity for sustained growth.



## Campaign Aim

The ambition is to continue to entice more people to take a break in Angus so that the economic benefit from tourism can continue to grow and the local tourism economy can continue to thrive.

## Messaging

Naturally Angus will remind visitors of the experiences that can be enjoyed in Angus to help them escape everyday life, unwind, reconnect and improve their sense of wellbeing.

The campaign video and imagery will convey the sense of space and wonder in the region's rural landscape, the chance to spend time in nature and explore the region's rich history and culture.

Content themes will promote the diversity of things to see and do and the variety of experiences that businesses offer visitors aligned with **Angus' key product and messaging pillars**: Outdoor Adventure, History & Culture and Food & Drink.





## Campaign Activity

The campaign will be activated via:

- Paid social media advertising campaign
- Print and digital campaign with National Geographic Traveller
- Multi-channel media partnership with The Scotsman
- Travel influencer activity with:
  - @scotlands\_stories
  - @traveltwo\_
  - @ontheroadagaintravels

## Share our Campaign Video

Share our video on your digital channels via the Visit Angus YouTube channel.





## Support

Below are the ways to support the campaign and be supported as a business.

### Visitangus.com

The campaign will be optimised towards driving traffic to the newly launched website, so if you're an Angus business please take advantage of our **free business listings** or make sure your existing listing is up to date.

### #VisitAngus and #NaturallyAngus

Please use our hashtags on your social media posts to help generate engagement.

### Tag Us @VisitAngus

Please tag us so we can see your posts, reels and stories too.



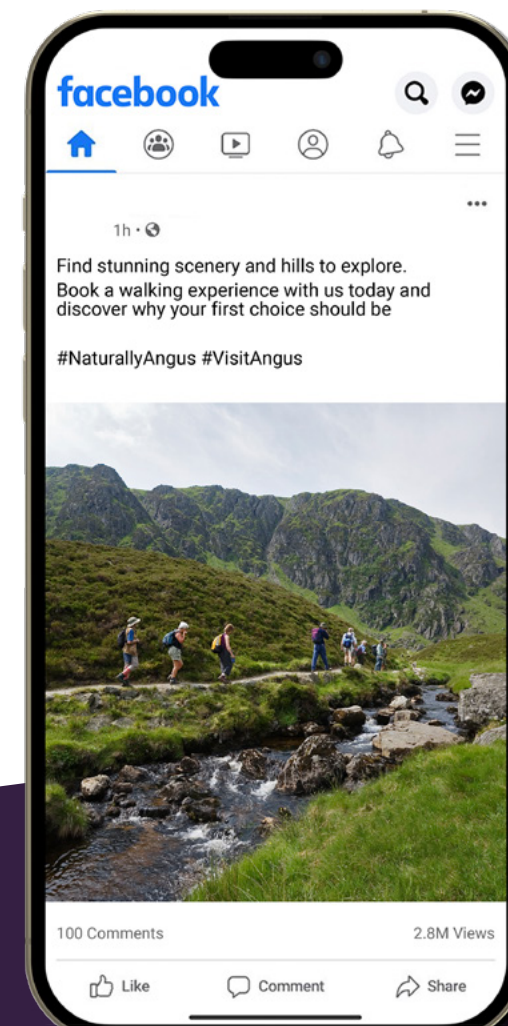
## How to Get Involved

One of the easiest ways to be a part of our campaign is to share our assets, or your own relevant imagery, across your social media channels and use the campaign hashtags #VisitAngus and #NaturallyAngus

### Example Social Media Posts

Incorporating the campaign messaging into your social media content is easy, here are a few examples for inspiration.

Don't forget, our new campaign video can be shared on your digital channels via the Visit Angus YouTube channel.





Naturally

Arbikie Distillery, Luigi Di Pasquale

Angus



Thank you for your kind support in helping to grow Angus' visitor economy

Visit  
**ANGUS**