

Visit Angus Consumer Marketing Campaign Evaluation

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Background

Visit Angus is a multi-channel destination marketing campaign which aims to raise awareness of what Angus has to offer visitors.

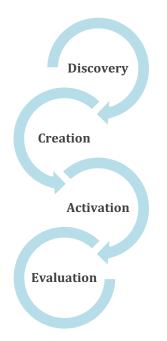
The campaign objectives were as follows:

- Showcase the new and unique products in Angus, tying this in with visitor trends and demands, and engaging with new and existing audiences
- Promote the launch of the new website
- Drive traffic to the website
- Increase reach and engagement on social media channels (Facebook and Instagram)
- Raise awareness of Angus as a must-visit destination in Scotland and the UK for day trips and overnight stays



Methodology

Our approach to the campaign followed our four-step process to ensure optimum impact.



Discovery

Discovery | Consumer Trends

VisitScotland research paper informs that the four current key trends for Scotland and the tourism industry are:

- **Travel with purpose:** Broad movement for travel to have meaning. A shift from consumption to purposefulness. Visitors want to connect to the community and learn new things.
- **Wellness:** Growing importance that people are placing upon physical and mental wellbeing. Wellness tourism can be seen as a primary and secondary element of a trip. It therefore offers the potential to be relevant to consumers of all ages and life stages.
- **Conscious traveller:** Consumers are switched off by excessive consumption, they live more responsibly and embrace localism.
- **Distinctive Scotland:** Opportunities to portray a unique and distinctive visitor experience, for example, literary tourism.

Discovery | Consumer Trends

Euromonitor travel trends for Scotland 2024-27 places a focus on three key trends:

- **People with passion:** Visitors are increasingly looking for a deeper connection when travelling as well as authentic community engagement. It's a time to place people at the heart of tourism.
- **Places and immersive experiences:** Visitors are seeking authentic travel, deeper cultural connections and personalised exploration.
- **Power to change:** Visitors are eager to access meaningful experiences and events.

Discovery | Scotland & Angus Insights

Top reasons for visitors choosing Scotland

- 70% of visitors stated scenery and landscapes
- 48% of visitors mentioned Scotland's history and culture
- 27% of visitors mentioned outdoor activities
- 22% of visitors highlighted visiting friends and family

Current Life stage of visitors to Angus

- Older independents (35-64 with no children) 52%
- Retirement Age (65+) 36%
- Families (16-64) 9%
- Pre-nesters (16-34) 3%

First time visitor to Angus15%Repeat visitor to Angus85%

Opportunity here for Angus to increase its market share as it can fulfil visitors needs

Potential for Angus to appeal to a wider demographic and to entice more first-time visitors

Discovery | Target Markets

- **Natural advocates:** Passionate about Scotland as it offers everything they want from a holiday; breath-taking scenery, a connection with nature and the chance to get away from it all
- **Food-loving culturalists:** Will seek out a relaxing holiday experience where they can enjoy engaging in cultural experiences accompanied by great food and drink. They enjoy short breaks in the UK

Key geographical focus will be Scotland and North of England to Midlands.

Discovery | Takeaways

From the insights gathered, the key takeaways that were brought forward into the Creation stage were:

Key takeaway	Approach
Angus can deliver on the top reasons why visitors choose Scotland, allowing the area to expand its market share	We need to raise awareness of Angus by grabbing the consumer's attention with a clear proposition that conveys why the region will fulfil their needs. The supporting content must communicate the area's strengths along with the practical information to show the ease of getting there
All of the current consumer trends can be fulfilled by a trip to Angus and so there is a real opportunity to attract a greater number of visitors	The creative concept and supporting content must connect Angus with the latest trends, so that it's understood the destination will fulfil these consumer needs. An emotional connection must be made through the creative
The high percentage of repeat visits tells us the region provides an experience worth coming back for. There is the potential to attract a greater number of first-time visitors if we can convey that experience to a wider audience, which could include families	Select appropriate media and partners that will connect with the various target markets and create content with messages and imagery that will raise awareness and surprise the audience with what there is to see and do in the region

Creation

Campaign Concept

Our campaign proposition had to:

- Stand out in a busy marketplace
- Create an emotional connection so Angus is next on the holiday list
- Connect with the trends inc. wellness and purpose
- Surprise the audience with the variety of immersive experiences Angus can offer



Campaign Proposition

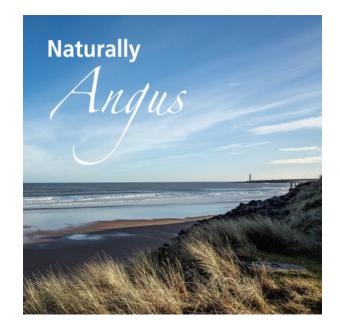


Creation | Campaign Proposition

Naturally Angus

This message communicated:

- Angus is the natural choice for your next break because it will deliver your holiday needs
- A break in Angus will allow you to reconnect to both yourself and your loved ones. A sense of wellness and emotional fulfilment awaits
- Completely immerse yourself in the many experiences and spectacular scenic settings a break in Angus will provide



Activation

Activation

Awareness

Campaign execution will raise awareness of experiences and holiday fulfilment people will have in Angus

Advocacy

The emotional experience the visitor will have on their trip and the quality of the product will encourage social sharing that will inspire others

Consideration

This emotional connection will drive people to visitangus.com and the Visit Angus social media channels to find out more

Conversion

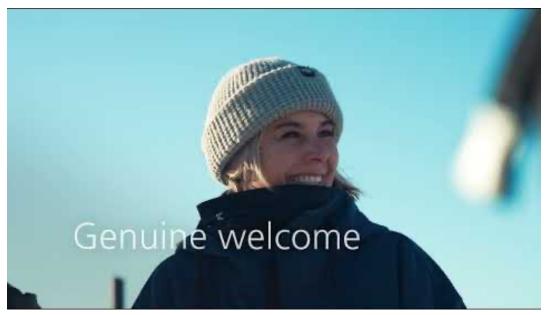
A strong CTA and inspirational content will drive conversions as well as highly targeted paid media and content partner activity

Activity Plan

Activity	Links/Description
Campaign Video	 <u>Full Length</u> <u>Social Edit</u>
Design & Artwork, incl. Toolkit	• <u>Toolkit</u>
Paid Social Ad Campaign	MetaYouTubeGoogle PPC
Influencer Activity	 <u>Graeme Johncock</u> <u>@scotlands stories</u> <u>Ashley & Stuart</u> <u>@ontheroadagaintravels</u> <u>Tom and Laura @traveltwo</u>
Media Partnership	 <u>National Geographic Traveller</u> <u>The Scotsman</u>

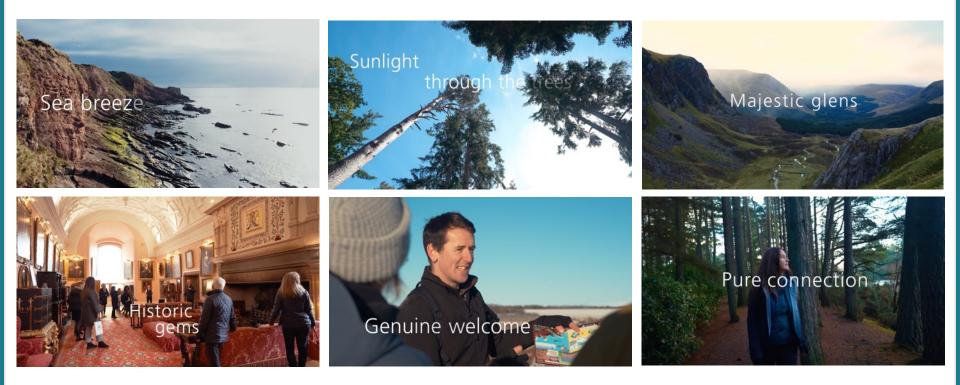
Campaign Assets

Video



New video created using existing footage with no new filming. Campaign themes incorporated to showcase how Angus can meet visitor needs and align with trends and insights. Video was used on the paid social ads and included in the online article with The Scotsman.

Video



Video



Toolkit



Available to download from <u>https://investinangus.com/key-sectors/tourism/naturally-angus/</u> A great resource for the industry to highlight the campaign, provide easy ways in which businesses and organisations can support it, and include the messaging within their marketing. Includes links to videos and imagery for use on social media.

Paid Social Ad Campaign

Campaign Overview

• Meta

- Facebook and Instagram
- 15s video
- Carousel
- 7 x Still Image Ads
- Audiences Lookalikes, Natural Advocates, Food Loving Culturalists
- Geographic Scotland and North England to Midlands
- YouTube
 - 15s non-skippable
 - Audiences Natural Advocates and Food Loving Culturalists
 - Geographic Scotland and North England to Midlands
- Google PPC
 - Ad groups Visit Angus, Scottish Holiday, Holiday Together, Adventure Holidays, Nature Holidays, Historical Holidays, Food & Drink
- Campaign duration
 - 28th February 31st March
- Messaging
 - Core campaign spend promoted Naturally Angus messaging
 - Approx £3k was set aside to solely promote the new website launching see slide 26 for the website ad results

Results

2,515,217 Impressions

935,437 Video Views

19,648 Link Clicks

2,997 Engagements (Meta)

4,804 Page Lands (Meta)

£14,500 spend



Results | Campaign

Summary	Impressions	Link Clicks	Video Views	Landing Page Views	Post Engagement	Amount Spent	СРС
Meta	1,448,558	16,204	575	4,804	2,997	£8,224.72	£0.51
Google	37,755	3,297	N/A	N/A	N/A	£1,878.61	£0.57
YouTube	1,028,904	147	934,862	N/A	N/A	£4,437.51	£30.19
Total	2,515,217	19,648	935,437	4,804	2,997	£14,540.84	£0.74

Landing Page Views stat includes Meta only as we were unable to install the pixel for Google/YouTube, so we could only track clicks on these platforms.

Results | Website

Summary	Impressions	Link Clicks	Landing Page Views	СРС	CPL	Amount Spent
Meta	453,404	4,341	1,577	£0.66	£1.82	£2,865.09

Summary

The paid social ad campaign was very successful and cost-effective

Meta:

- Delivered an impressive CTR of 1.12% which is well above industry benchmark of 0.3-0.5%
- Estimated impressions were 968,000, so it's great to see we exceeded this target and delivered 1,448,558 impressions
- Delivered a fantastic total reach of 782,560
- The Natural Advocates audience performed better overall with higher landing page views and CTR
- Overall CPC was very cost-effective at £0.51
- The ads generated great engagement with almost 3,000 comments, reactions and shares
- The carousel ad was the best performing format and delivered the highest number of impressions, links clicks and landing page views
- The Arbroath Smokie single image delivered the highest CTR of 1.5%
- The ads promoting the new website launch delivered an impressive 453,404 impressions, 4,341 link clicks and 1,577 landing page views

Google:

- Delivered a very strong CTR of 8.73% which is well above the industry benchmark of 4.00%
- Estimated clicks was 1,581 based on previous similar campaigns, so it's great to see we delivered significantly more than this at 3,297 clicks
- The 'Visit Angus' ad group delivered the highest CTR of 22.3%
- The majority of traffic came from the 25-34 and 35-44 age groups via a mobile device

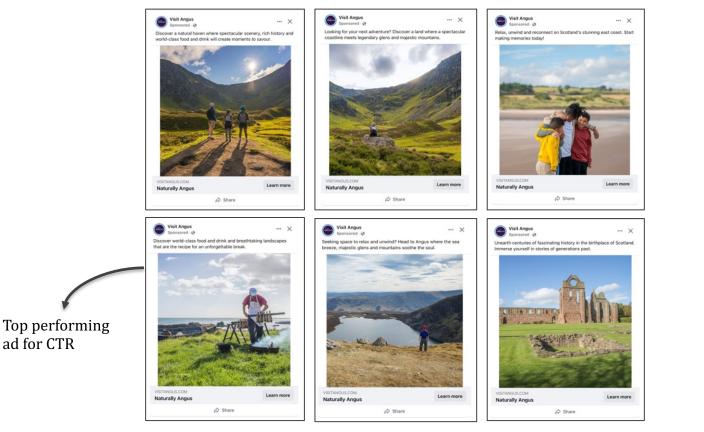
YouTube:

- A great way for us to achieve cost-effective reach in a high-impact environment
- We do not expect high clicks on this platform as 97% of impressions are served on a TV screen which is not clickable
- Delivered an excellent impressions figure of 1,028,904
- Video completion rate was 90.86% this means 934,862 people watched the video to 100% completion, which is a fantastic result and illustrates the quality of the campaign video that kept viewers engaged in the content until the end of the video

Carousel Ad

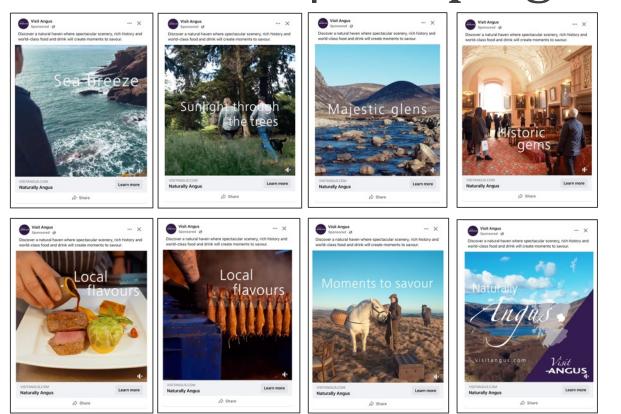


Single Image Ads | Campaign



ad for CTR

Meta Video | Campaign



Single Image Ads | Website



Meta Video | Website



YouTube Video







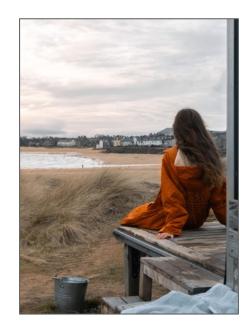


Influencer Activity

AND'

Graeme Johncock @scotlands stories

Our Team

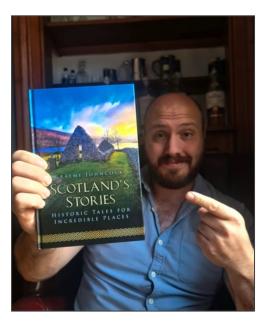


Tom & Laura Hills <u>@traveltwo</u>



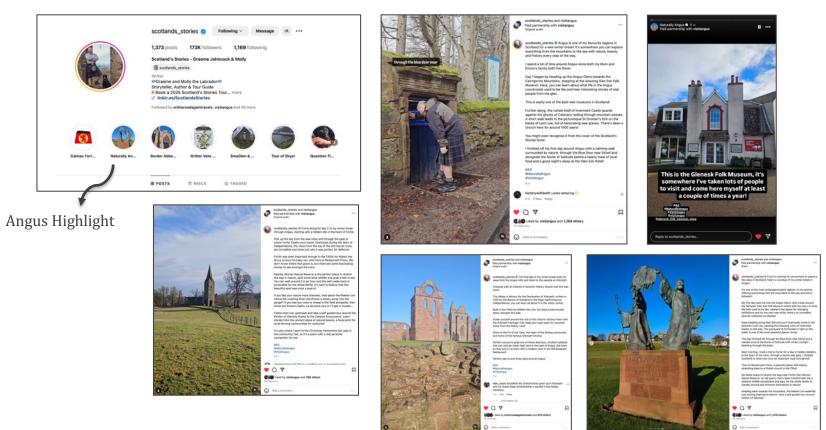
Ashley & Stuart Conway @ontheroadagaintravels

Graeme Johncock

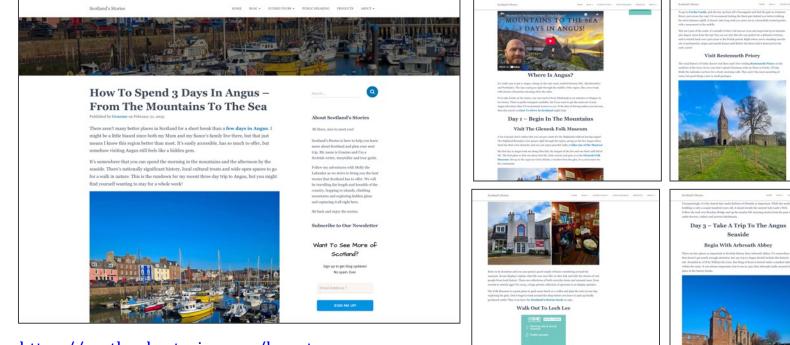


- 3 x Instagram Reels
- 4 x Facebook Posts
- Instagram Stories
- 1 x Grid Post
- 2 x Blog Posts

Reels



Blog Post



https://scotlands-stories.com/how-tospend-3-days-in-angus/

Lochler Partials Church, Tru, going to take you to one of my special places, somewhere I visit almost every time I take a trip to take you to one of my special places, somewhere I visit almost every time I take a trip to Augus. It's a little bit of a walk, but not too far and the track





Guest Blog Post



What's On Things to See & Do

& Do Plan Your Trip Get Inspired



Home / Get Inspired / Blog / How to Spend Three Days in Angus

How to Spend Three Days in Angus

Guest blog by Graeme Johncock, Scotland's Stories

There's something very special about Angus.

You can travel from the Cairngorms to the seaside in a single day or spend a whole week exploring, without ever running out of things to do. The scenery is spectacular and the history is fascinating, it's a place packed with stories.

When I'm looking to get away from it all, to somewhere out of the ordinary but still accessible, the choice is naturally Angus.



The herizage trail is packed with local stories, from the Fit of the Toom, where fishing folk lived beside the Brothock Burn, to Achroadh's oldest house. Eventually, the route led me to **Achroadh Abley**, one of the most important historial sites in *Scotland*. Bull: In 1178 by King William the Lion, you can find his burial site marked by a store where the high attar ones stood.

Arbroath Abbey's story is intrinsically linked to a document that's been called the greatest surviving piece of medieval prote in the world – the Declaration of Arbroath. This letter to the Pope from the Barons of Scotland is thought to have been written by Abbot Bernard of Arbroath in 120.

It was a plas to recognise Robert the Bruce as Sociand's rightful King and to negotiate a peace with England. The story is perfectly told in the abbey visitor centre, especially by the audio-visual digity. I lost myrelf in an intractive score, packed with information behind every seal attached to the Declaration, telling me which nobles put their name to the document and wije.

History jumps out at you when you visit Arbroath Abbey, it's majestic even in its ruined state. There's no doubting that this was a place of real importance. However, there are many subtler places of hidden history scattered around Angus.



Right in the heart of Forfar, an important site can be found buried behind the modern buildings. After picking up a key from AI's Newsagents, I made my way through the gate on Cammore Street and up the steps to <u>Castlehill</u>. If you didn't know about it, there's no way you would know that this was once the site of an important royal fortress.

Parliaments have been held there and sieges were won and lots, with Forfar Castle passing back and forward during the Wars of Independence. Climbing to the top of the old Mercat Cross that was moved up there in the Bith century, the BIO degree views of Forfar are spectacular. It's no wonder this was the perfect place for a castle until Robert the Bruce had it destroyed so it could nerve be used against the Scott sagain.

https://visitangus.com/how-to-spend-threedays-in-angus/

Travel Two



- 1 x Instagram Reel
- 1 x TikTok Reel
- 1 x Grid Post
- Instagram Stories
- 1 x Blog Post
- Inclusion of sites on interactive map

Reel

....



traveltwo_ and visitangus Joel Sunny · Codex

traveltwo_ Ad - An adventure in Angus

As you'll have seen in our last story, we will be sharing a few of our favourite places close to Edinburgh and Glasgow over the next few weeks. We get asked all the time where we'd recommend that can be reached by public transport, or a short drive, but still give people a real taste of Scotland outside of its main cities.

And so we start with the spectacular coastline and majestic mountainous glens of Angus - proof that if you don't have the time to head up to the Highlands or Islands, then you don't have to feel like you are missing out.

With stunning accommodation, distilleries, wildlife, historic monuments and unique scenery there's really something for everyone here.

Angus is perhaps best explored with a car, but you can still enjoy the towns through public transport. A few highlights not to miss:

- SVisit the eco-friendly Arbikie distillery
- Take a scenic cliff walk tour with fascinating archeological insights from Stories of Stone
- Stay in a castle at the stunning Airlie Estates
- Enjoy a walk along the beautiful Lunan Bay beach Immerse yourself in history at the House of Dun & Aungus Folk Museum

Make the most of the amazing local food at Peel Farm, or Greek food at Andreou's.

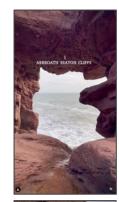
Keep an eve out for more from this area to come and you'll be able to find all these locations and more on our map.

L&T

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#NaturallyAngus #VisitAngus #hiddenscotland #visitscotland #scotlandtravel #scotland #scotlandexplore #arbroath

• Q 7 Liked by ontheroadagaintravels and 2,285 others 25 February



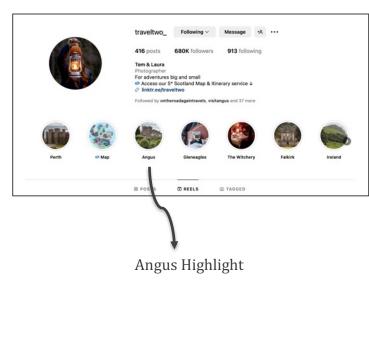




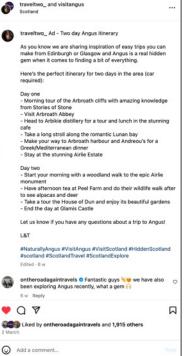




Grid Post







Grid Post





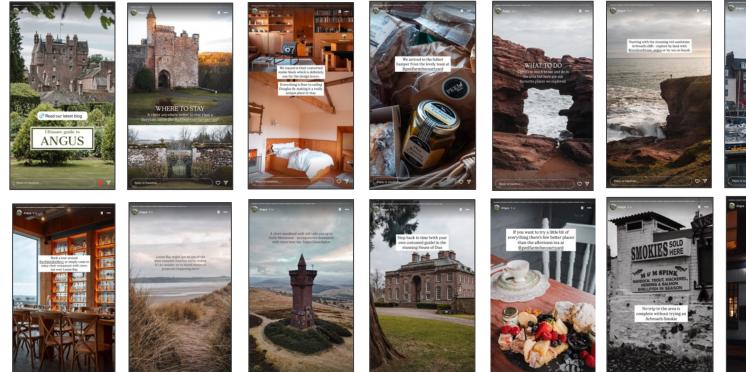








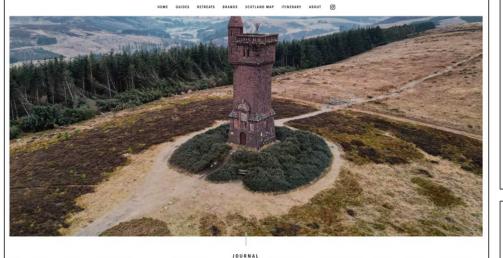
Stories Highlight





WHERE TO EAT This area is known for its local fresh

Blog Post



A TRIP TO ANGUS: THE BIRTHPLACE OF SCOTLAND

https://www.traveltwo.co.uk/a-trip-toangus-the-birthplace-of-scotland/ 



With a velocime hamper from the lowely team at **Peel Farm**, you'll be able to try lots of heah, local produce which the area is famous for without even leaving your door. What to see and do in Angus?



Then of course there's one of its most famous castles, **Glamb Castle**, which is famous for being the legendary setting for Shakenpear's Hatolett, as well the childhood home of MQ users Tabaten. The grounds and the castle itself are immaculately preserved and the place is full of history so it's well worth a few hours explaining and fault for all the tamay.



Take a tour of **Arbike's Distillary** and learn about their sustainable, field to bottle process in a truly beautiful distillery that overlooks the scenic **Lunan Bay**. After your tour enjoy the coastal views in their cafe or go for a walk on the romantic beach itself.

NOWE COURS RETRIETS BEINDS SEETLING HAF FEMERATY ABOUT (2)

Don't visit the area without seeing the Seaton Cliffs. These iconic red sandston

cliffs were formed roughly 450-370 million years ago With numerous sea cavels, inclutionsations (Mermadits Krit, Delt's Held, and Headles E'e are some finsuretes), and an unexpected blow hold, therein jointy to explain. Barles of Shore of the greet guided geologist both by land, or you can take to the waters to explaine the cliffs via sea Sayak.



For history lovers, the **Hause of Due** is an elegant 18th -century Georgian House that has been home to the Existing family since 1375. The starting will be come to like any survaider the house with your very site existing edge. Nake sure to appreciate the giant redwoods that line the drive to the House before you home.







Another accessible but rewarding and scanic walk in the area is to **Artise Nonument**. Exclude in memory of the 12¹/East of Artise in 1500, the monument is both impressive and evocative. The walk takes your hounge woodband before reaching the monument, offering a great viewpoint over the Angus Gians below.

Interactive Map



L&T

Adventures in Scotland

Guide by Tom & Laura Scotland, United Kingdom * 5.0 (21 reviews)

We've spent many years travelling around our beautiful home of Scotland - exploring its picturesque cities and towns, hiking its epic trails and munros, staying in its most amazing accommodation, searching out its unique wildlife and enjoying the best food and drink it has to offer.

We know how hard it can be to plan a trip when you don't know the area well, how close everything is, or you're just worried you'll miss something epic.

That's why we created this digital guide and itinerary service. Each spot on our map has been curated based on our in depth knowledge and personal experiences, so you can trust you'll have all the most up to date inspiration in one place.

We hope you love exploring this map as much as we have getting out on adventures to build it. We'll also be adding hidden gems all the time, so you'll never run out of reasons to keep coming back.

If you have any questions, or require a more bespoke planned trip, drop us a direct message.





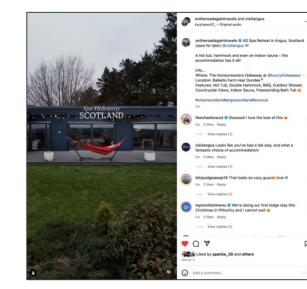
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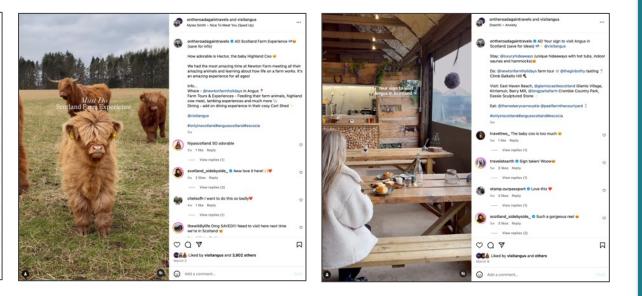
Ontheroadagaintravels



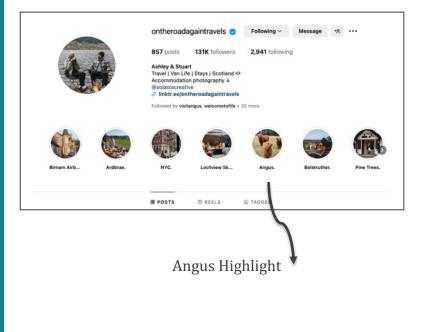
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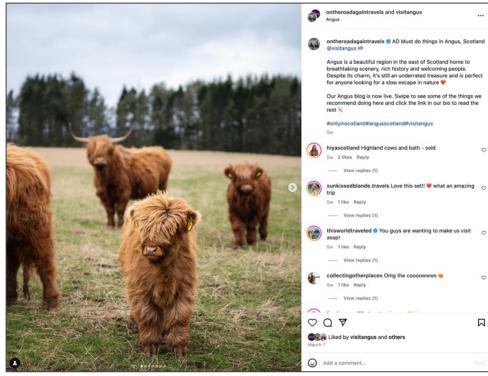
Reels



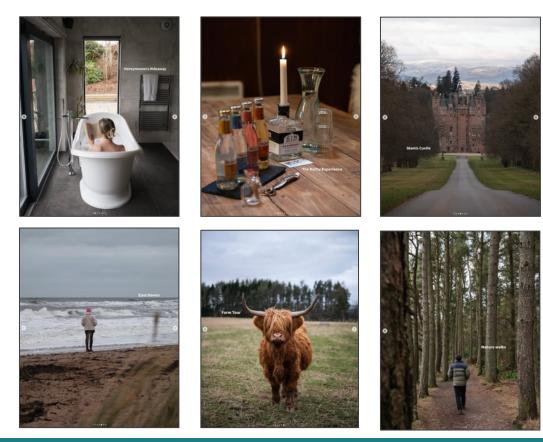


Grid Post

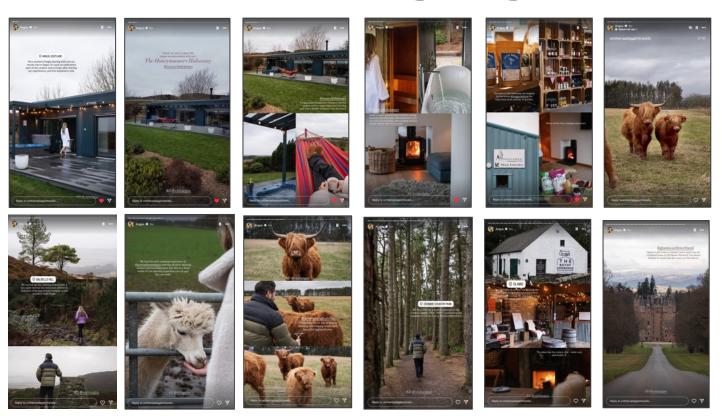




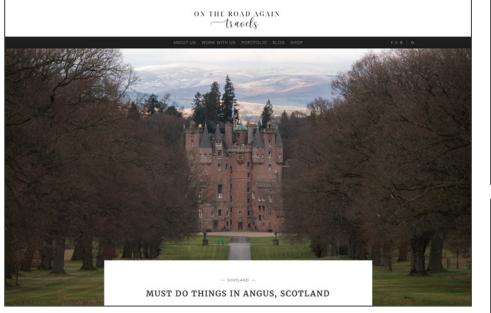
Grid Post



Stories Highlight



Blog Post



https://ontheroadagaintravels.com/must -do-things-in-angus-scotland/ Angue, the hirrhylace of Scotland, is a beautiful region in the start which is home to beautinaking connery, history and vedcoming people. Despite its charm, it's still an understated transare and in perfect for anyons looking for a above encape in nature. Continue reading to uncover the genue we recommend exploring in

Please note this bing is part of a paid partnership with Visit Augus.

1. THE HIDEAWAY EXPERIENCE

A range of the theoremones infollowing at The Tolkinson (2 province should be on everyones backet for. This unique accountedation has the codes analose space with a bott shy. Blog and even a double hammond, this double, you'l find is a queues and within horsening as hitly equipable districts, easy longe, between, and area is known. The backnown is a true highlight, officing a breachanding bathadi, disable shower, and even a known.







2. NEWTON FARM TOUR

Notion Time is a fastatic doubtation for farm experiences and losss. They offer everything from meeting and broabing their boasthd Highland cows to beeding alpaces, jours, and other thiredly attacks. Depending on the time of your, con even take pair in lambing experiences. If you're lacky, you might even meet an adorable hely Highland cow lake little Hentor below? It's a trudy memorable experience for all ages, not just too.





Influencer Results Summary

Influencer	Views	Likes	Comments/Saves/ Shares
Graeme	268,362	10,378	1,314
Tom & Laura	189,518	6,440	2,734
Ashley & Stuart	124,667	5,288	1,700
Total	582,547	22,106	5,748

Media Partners

National Geographic Traveller





Full page ad in April 25 issue, 54,599 copies

National Geographic Traveller



E-newsletter to 41,000 subscribers

The Scotsman | Summary

Naturally Angus

- 1 x DPS print advertorial in Scotsman Travel Feature, 22nd March
- 1 x Online Promoted Article on Scotsman.com
- 1 x Scran Food and Drink podcast exclusive Angus episode and associated online article
- 3 x print and online history and heritage editorial features by The Scotsman's Alison Campsie
- 14 x social media posts via The Scotsman's social channels



DPS Scotsman Travel



Readership: 31,292



Travel Advertising Feature

Weekend full of wonders

Rosemary Gallagher's family trip to Angus – the "birthplace of Scotland" – revealed a plethora of cultural riches and a wealth of outdoor activities



Catandar 27 March 2015 South

ibition space, which appily for Alfie, do the Bell Rock - which st allowed in the grounds so he

Kenneder 77 March 2021. Kostemen com



Naturally

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١ng	us – places to see	, things to do
di enjoy nar nighty e	Angus Diens and conguer a Murin, or cycle theraugh a forest on the adgest the Camponie National Park. • These answers towns too visit in Angus Actouch, Enchris, Camputati, Fortis, Cimismus, Montert and Kontono. • Camputation Control (Control) • Camputati	experiences, exting and disking, search online for Advanta Adabay Advanta Calif Tours Carenaute Col Lunis Parbesof Kingennie Country Rooth Langsake Fam Monise Country Park Sinclark Althon Upper Dyset Larder
A STATE		i.
٦	to start, my husband then tucked into a steak ciabatta,	Montrose. We chose from a menu offering the likes of

Visit-ANGUS

rekend, all of us agree oc, and eat in Angus that

Read online: https://online.fliphtml5.com/hezmz/vefb/#p=1

Online Promoted Article

All Sections	THE SCOTSMAN	Sign In Subscribe Q
lews Business Opinion Sport	Arts & Culture Food & Drink Heritage Li	ifestyle Money Store Paper Puzzles Advertise
	Angus, the 'birthplac covers hidden gems	newsletter – Regular news stories and round-ups from
Ad Feature by Visit Angus Published 25th Mar 2025, 08:22 BST	Visit-ANGUS 🕐 🛞	around Scotland direct to your inbox Enter your email to the set of
	Mag	

"Ask someone what comes to mind when they think of the area of Angus, responses might vary from soft fruits and Arbroath Smokies to golf at world-famous Carnoustie. But, as I found out on a recent family trip, there's a plethora of other riches and hidden gems scattered across the region that stretches north from the Firth of Tay to the Cairngorms," says Scotsman reporter Rosemary Gallagher, following a family trip to Angus - the "birthplace of Scotland".

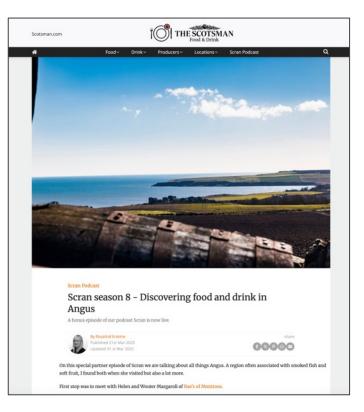


Views: 504 Avg dwell: 1:14 Article link:

Victoria Park for our first activity of the day.

https://www.scotsman.com/sponsored/a-family-tripto-angus-the-birthplace-of-scotland-uncovers-hiddengems-5049404

Scran Podcast





Podcast listens: 4,100 Article link:

https://foodanddrink.scotsman.com/scranpodcast/scran-season-8-discovering-food-and-drink-inangus/

16 History

Sunday 6 April 2025 - Scotsman.com Sunday 6 April 2025 - Scotsman.com

A tiny village that was once sacred

Aberlemno in Angus lies at the heart of a landscape of deep importance to the ancient tribe - and a place where today villagers are working hard to protect their history

Clockwise from main: The Battle

Stone at Aberlemno Kirk; a mid-

18th century depiction of the

Picts: Norman Atkinson, a pas chair of the Pictish Arts Society.

at one of the stones, which wa

66

These stones are

some of the best

and some of the few

99

recently blown over in high

winds: Aberlemno Kirk

Alison Campsie Heritage Correspondes

he road to Aberle feels like a very old road indeed. Running dongside the Strathmore Valley, the hills which bound this place speak of the mighty fron Age forts that lined the ridges which sometimes blazed with fire, and the Romans who trud between their marching camps below It is a place of look-outs and advantage the landscape providing a first and natural line of fence against enemies an invaders

Arrive in Aberlempo, on its windy and elevated spot overlooking the valley, and there is an immediate sense this has long been a coveted ipot. It was, for hundreds of years, a fertile and sacred place of the Picts, who emerged north of the Forth at the time of the Bornans and whose culture lasted for more than 500 years.

In Aberlempo some of their finest-ever stones their markers of people. place, time and son riumphs - were left behind that are still outside Given the detail on some of the stones, it is believed it was a place where kine



re laid to rest during the Pictish period. Today, the presence of the in the village retain its hold. Drive in and their stones are found at the iside, in the same place it is thought they were put in the ground 1,200 years ago. making it one of few places be seen where the Picts left man Atkinson, a past chair of the Pictish Arts iety and former head of museum and cultural es in Angus, said: "The rtant things about the ic about Aberlemon are views over Strathmore. "That was really the dual carriageway from Roman times. Because you are at a fair old height at Aberlen you can see most of the hillforts in Annus there, so, if you wanted to leave signals astic view. "It is a erreat view point but

ere is the question of what Aberlemno was all about. It was not a settlement, but it was a red place. "We can say it was a Royal burial site for the Picts. When you look at the cros labs, you can see that you have got hunting and battle scenes. We know we are talking about kings." Down in the churchyar the Battle Stone beautifully letails what some beliew was the Pictish victory in 685 r the Northumbrians at Dun Nechtain, a few miles

the most newerful warris





place for the Picts

the day - was killed in a move that proved pivotal to the reation of Scotland itself In the car park of the village hall, another stone lies quit casually on the ground. overed in cup and ring marks. It is part of a recent

discovery that speaks of Aberlemno being an important place before the emergence of the Picts. Today, the village work hard to protect its Pictish history. A key figure in this is resident babelle Davies. who meets me at the Villag Hall, which twins as a little museum dedicated to Aberlemnno's long history. At the hall in 2025, Piets and

Pilates meet, as well as dog training classes, quizzes and plant sales Mrs Davies has lived in the village since 1989 and has where evidence of poteen the interest in the Picts, the people and their culture. row. Soon, thanks to a cottish Government grant, he mascum and visitor operfence is to move up a ar, with villagers at the n of its expansion. Mrs Duvies said berlemno is now definitely a storping-off point. People

hoose to come and see our stones. "These stones are some the best and some of the few that are still outside, so ou see them in a landscape intext. A lot of them are cums-and they lose ome of their power. "There is more of an terest now in the Picts as cole, rather than just the efacts they left behind And there was obviously ing about this pla On either side of the road Aberlemon - where the urved stones date from 500

Aberlemno is believed to ave been a religious centr or the Picts, with much riosity about what could

17

ame site. While the earliest Aberlemno stones depic Pictish symbols such as the serpent, the double disc, the Z-rod and the mirror and comb, the later stones sho detailed and finely carved Christian iconography. Mrs Davies said: "It is likely that the church on the site here was a place of

importance and possibly power and certainly religious significance. "The stones make up a have collection. There are also some very high-qualit stones, they cover hundred of years and the evolution of the Picts. But there must have been wealth and pow here to have these things made. "The standard of workmanship is incredibi

so people had power to access this. The stones are The stones remain covered over winter and ar incovered for visitors at and 800 AD-traces of two the start of April It is hope key hillforts can be seen, archaeological research du enhancing the picture of life to be carried out beneath here more than 1,500 years one of the key stones, which toppled over in high winds Finance to the west of the earlier this year, could reve village, was a whirl of activit andscape. making, spinning and metal work has been discovered. Meanwhile, the village

hall, which opens up once a month, is soon due to The fort was destroyed by a great fire - the heat so great significantly upgrade what that it melted or vitrified the t can offer sichars while guided walks will run over rocks - some time between the early fourth to late fifth Mrs Davies said: "We are From Finavon, Turin Hill looking to improve the can be seen a short distance visitor experience. We are away to the south east. A very small, we can't do a hu large Iron Age complex can be found here, although mount, but we can help people enjoy and underst

it is known the hillton what they get when they was occupied long be "This is wider than just that and likely a place of Angus and Scotland. We get ence during the Bronzi eisitors and queries from a Mrs Davies said: "The road ver the world. It is lovely Ito Aberlemanol is a very old to be able to meet and gree one - it poes between two hill these people and welcome them to Aberlemno. forts at Turin and Finavon "It looks like this has been "It is quite amazing how widespread our visitors an important centre in its time and I think it was are. They are coming not a wealthy area, it was a just from Europe, they are productive area and ther coming from Japan, the was this great track. And tracks are always important it is quite humbling."

DPS Feature Views: 3,359 Avg dwell: 1:18 Article link:

https://www.scotsman.com/herit age-and-retro/heritage/the-pictsthe-tiny-angus-village-that-wasan-ancient-sacred-place-5063689





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Front cover splash Full page cover on Scottish Life supplement DPS Views: 4,713 Avg dwell: 0:32 Article link: <u>https://www.scotsman.com/heritage-and-retro/heritage/the-most-rebellious-</u>

<u>scottish-town-central-to-the-jacobite-</u> <u>cause-5071558</u>



Front cover splash Full page cover on Scottish Life supplement DPS Views: 4,713 Avg dwell: 0:32 Article link: https://www.scotsman.com/heritage-andretro/heritage/the-most-rebelliousscottish-town-central-to-the-jacobitecause-5071558

12 Heritage

Sunday 13 April 2025 - Scotsman.com Sunday 13 April 2025 - Scotsman.com

Three gems in Scotland's heartland

 If it's good enough for Mary, Queen of Scots then it's got to be worth a visit with one of Angus's impressive castles being a home to royalty through the years

Alison Campsie

The second secon

visitor. And tody, the same could almost be true of this struered place embosed with much heraiday and history. Glaunis still holdis its feel as the boid family home of the Earls of Struthmore and their 1 you ancestors since the 14th century, with the long drive and the Italian Garden modeling to the aristocrutic statement of the place. It is also a castle where history has oftme come knocking at the door of this influential family

Mary, Queen of Scots visited in August 1562 after riding north from Falkland on her way to Aberdeen. Initially turned away due to the small matter of her father, James V, pushing for the the execution of former resident Lady Jane Douglas for witchcraft, the doomed monarch was finally allowed in to stay for a night. In fact, she stayed for two, partied on both and invited residents of the nearby Glamis village to join in the fun. She was a total hit, the story goes, and the room where she slent just off the Great Hall, so the nacen didn't have far to fall.

mis is probably most



childhood home of the Queen including their honeymoor Mother, who was horn here on The telephone in the corner August 4 1900 Lady Elizabeth was the first to be installed Aragela Marguerite Bowes in a Scottish castle and Lyon retained strong links to served as a direct line to the castle throughout her life. Backingham Palace Her father went on to become On the night that Princess Margaret the Hth Earl of Strathmore. while young Elizabeth used to was born at the eniov playing pranks on castle castle, a storm raged guests, such as throwing around Glamis. The burning oil - which was in only tree to fall that night facticy water-off the castle on the estate fell on the only turrets to meet those walking telegraph that served the below. ulitary phone with the Inside Glamis, the Royal news of the princesses's birth Anartment is one of the rooms delayed in reaching London. open to the public. There you The family feel of the place can see the living quarters unfolds throughout the castle.

with a framed family photo

where the Owern Mother and



a landscape of the deepe her sister - the future Queen consoling green through which shafts of light meet the adding a touch of the personal forest floor. Another Angus locatio foday, a memorial to most worth a visit is Edgel vincess Margaret, Castle, around 30 minutes north of Glamis by car. who spent endless Educil is a prime spot for meeting, eating and explorin sister, can be found and a key centre for those who Nearby, the Italian live and work throughout the Garden is an exercise Angus Glens, which Edzell is in restraint and the ices of symmetry and offers a lowely It really is a lovely villar space to relax stooll and take and perfect for an ice-one tock, just like the ancestors of from the Tuck Inn and a Clamis must have done over walk to the Shakkin Brie the centuries. The woodland nsion bridge, which around the castle is stunning. as been both a source of with the michty trees.cm fun and fear for experted

up the river you will find the Blue Door walk, which

leads right units the Bock

natural landmark in thi

Ednell Castle was he

the lichtsome'-or carefro

Glamis, only the ruined

Lindsay family. Ouite anlii

discol the allo exists by

ives of this noble fa

More of a country house the

a defensive stronghold, th

Lindsay 9th Earl of Linds

castle was start

deep country, where all th

spring elements seem to sol

itude, a mesmer

Edzell Castle was home to	around 1520, and then	built mansion that must
the Lindsay family. Left: the	elaborated upon by his son,	have one of the finest views
Italian Garden at Clamis	Sir David.	in Scotland. It is easy to envy
Castle and the mlie-long drive	The son added a fragrant	the twin luxuries of peace
leading to the property which	garden, a summer house	and space enjoyed here by the
has close ties to today's Royal	and a both house, and the	Erskine family, who have lived
Family and was visited by	ruin, managed by Historic	on this estate since the Hth
Mary Queen of Scots, Inset.	Environment Scotland,	century.
	evokes a strong sense of past	The current house, which is
"	times here.	flanked by a line of gorgeous
	Visitors might even find	redwood trees at the front,
The Queen Mother	a peacock to greet them at	sits on a mildly elevated point
	the gate. Edzell has now	that looks straight across
used throw icy	reopened for the season, but	Montrose Basin. There is something in the air here as
water off the castle	is only accessible on a Friday, Saturday and Sunday this	something in the air here as the country surrounds sit soft
turrets onto people	Saturday and Sunday this war.	against the big Angus skies
bolow	Another fine property that	and the shifting sands of the
DOIOW	speaks to Angus's nobility	buin abcad.
	is the House of Dun near	The property, run by
	Montrose, a Palladian Adam-	National Trust for Scotland,

of artefacts once held by

Clamis.

the former folk museuma

A very interesting space

former owner David Erskin

later titled Lord Dun and a

Court of Session judge, had

elaborately decorated with

fine plaster work, which holds

many coded references to thi

stabilishment figure's true

On the walls here visitory

hidden in plain sight. The House of Dun, meanwhile, is

will find many double

iest obainly stunning

meanings and symbols

lacobite lean

inside this mansion is the

drawing room, where

Views: 130 Avg dwell: 0:29 Article link:

https://www.scotsman.com/herit age-and-retro/heritage/twocastle-gems-and-an-eleganthistoric-home-to-visit-inscotlands-heartland-5077592

Social Media



S The Scotsman . Forot. Paid partnership · 26 March at 10:00 · @

Fancy a trip full of fun and adventure for the family, including any 4-legged friends? Visit Angus and stay at Forbes of Kingennie Country Resort for fishing, golf, walks, hearty food, a soak in a hot tub and more #NaturallyAngus #VisitAngus- with Visit Angus.



t: Rosalind Erskine reposted

Scotsman food&drink @foodanddrinksco · Mar 21 New Scran!

@RosalindErskine discovers food & drink in Angus

Cookery class with Rae's of Montrose Y Sustainable spirits @Arbikie Goats, dining & events at Charleton Farm

Listen: pod.fo/e/2bbee1



Edinburgh Evening News . Follow Paid partnership - 3 April at 11:00 - @

Discover what Angus has to offer for the family. Explore the coast with Arbroath Cliff Tours, visit Arbroath Abbey, the 'birthplace of Scotland', study its maritime past at Arbroath Signal Tower Museum, stroll at Monikie Country Park, play like a pro at Carnoustie and feed the animals at Upper Dysart Larder #NaturallyAngus #VisitAngus- with Visit Angus.



No. of posts: 14 Social reach: 23,104

Media Partner Results Summary

Partner	Readership/ Views/Listens
Nat Geo	95,599
Scotsman	161,078
Total	256,677

Overall Campaign Results

Overall Campaign Results

Activity	Format	Channel/Platform/Media	Results
Paid Social Ad Campaign	 Video Carousel Single Image PPC 	MetaYouTubeGoogle	 2,515,217 Impressions 935,437 Video Views 19,648 Clicks 4,804 Landing Page Views (Meta only) 2,997 Engagements
Influencer Activity	SocialBlog Posts	 Graeme Johncock @scotlands_stories Tom & Laura Hills @traveltwo_ Ashley & Stuart Conway @ontheroadagaintravels 	 582,547 Views 22,106 Likes 5,748 Comments/Saves/Shares
Media Partnership	 Digital Articles Social E-newsletter Print Podcast 	National Geographic TravellerThe Scotsman	• 256,677 Reach/Views/Listens

Overall Campaign Summary

3,354,441

Reach/Impressions/Views

30,851

Social Engagements

4,804

Landing Page Views (Meta only)

935,437

Video Views

19,648

Clicks to visitangus.com

950%

Increase in Visit Angus social media followers

Summary

Activation – Delivered

Awareness

Biggest marketing campaign to-date Promoted the many things to see and do in Angus to an audience of over 3.35 million

Advocacy

Produced inspirational online and social content that **30,851** users actively engaged with via likes, comments, shares and saves

Consideration

Inspired **19,648** potential visitors to go to visitangus.com to find out more

Created quality video content that was viewed by more than **935,000** potential visitors

Conversion

Meta campaign delivered **4,804** landing page views from potential visitors looking to plan a trip to Angus

Objectives – Re-visited

Raise awareness of Angus as a visitor destination

3,354,441 Reach/Impressions

✓ Showcase the many things to see and do in Angus aligned with trends and insights

935,437 Video Views ✓ Drive visits to visitangus.com
 19,648
 Clicks to Website

 ✓ Increase reach and engagement on social media
 30,851 Social Engagements
 950% Increase in Visit Angus social media followers

Key successes

- All campaign objectives were met and exceeded
- Campaign video asset delivered an impressive 90.86% completion rate on YouTube
- Paid social ad campaign delivered very strong results and was a cost-effective way to promote Angus to a targeted audience in Scotland and North England
- Influencer activity produced inspirational content that attracted a high level of engagement online
- Content created with media partners produced great results and achieved a fantastic level of coverage
- Influencer trips, press trips and podcast interviews involved industry partners and helped to promote their businesses to a wide audience
- Influencers and media partners tagged Visit Angus on relevant social media posts to help extend reach of Visit Angus social channels and encourage new followers
- On average, Visit Angus have reported a 950% increase in social media followers on Facebook and Instagram during the campaign period

Industry Feedback

- *"This is brilliant, thank you for arranging it all, I'm glad that there is such a positive article showcasing our beautiful county."* Cameron Smith, Arbroath Cliff Tours
- *"It's wonderful to see such great coverage highlighting Angus, offering a glimpse into the diverse activities available, and showcasing something for everyone to enjoy!*" Gill Andrews, Carnoustie Golf Links
- *"We really appreciate all the work you and your team put in to make this project such a success. We will definitely be spreading the word across our socials."* Sophie Lauder, Arbikie Distillery
- *"We saw they posted the content last night we're delighted with it!"* Kat Gilmour, The Hideaway Experience
- *"Thanks again for bringing Stuart and Ashley to us."* Louise Nicoll, Newton Farm Holidays and Tours



Thank you!

Contact: mark@83agency.co.uk zoe@83agency.co.uk