



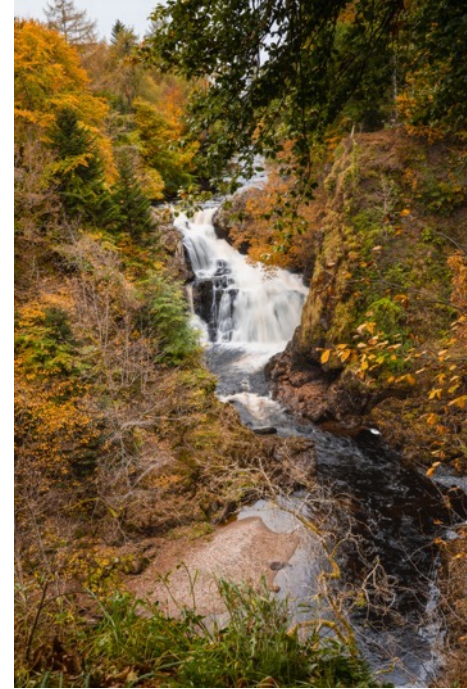
Visit Angus
Consumer Marketing Campaign
Evaluation

Background

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

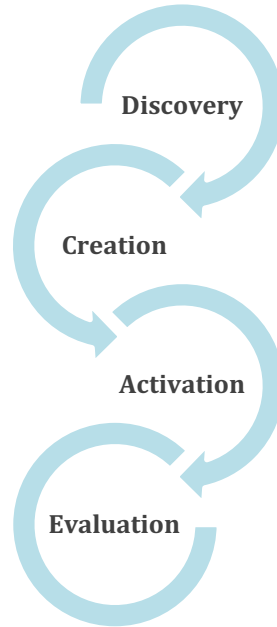
The campaign objectives were as follows:

- 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

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

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%

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

First time visitor to Angus 15%

Repeat visitor to Angus 85%

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

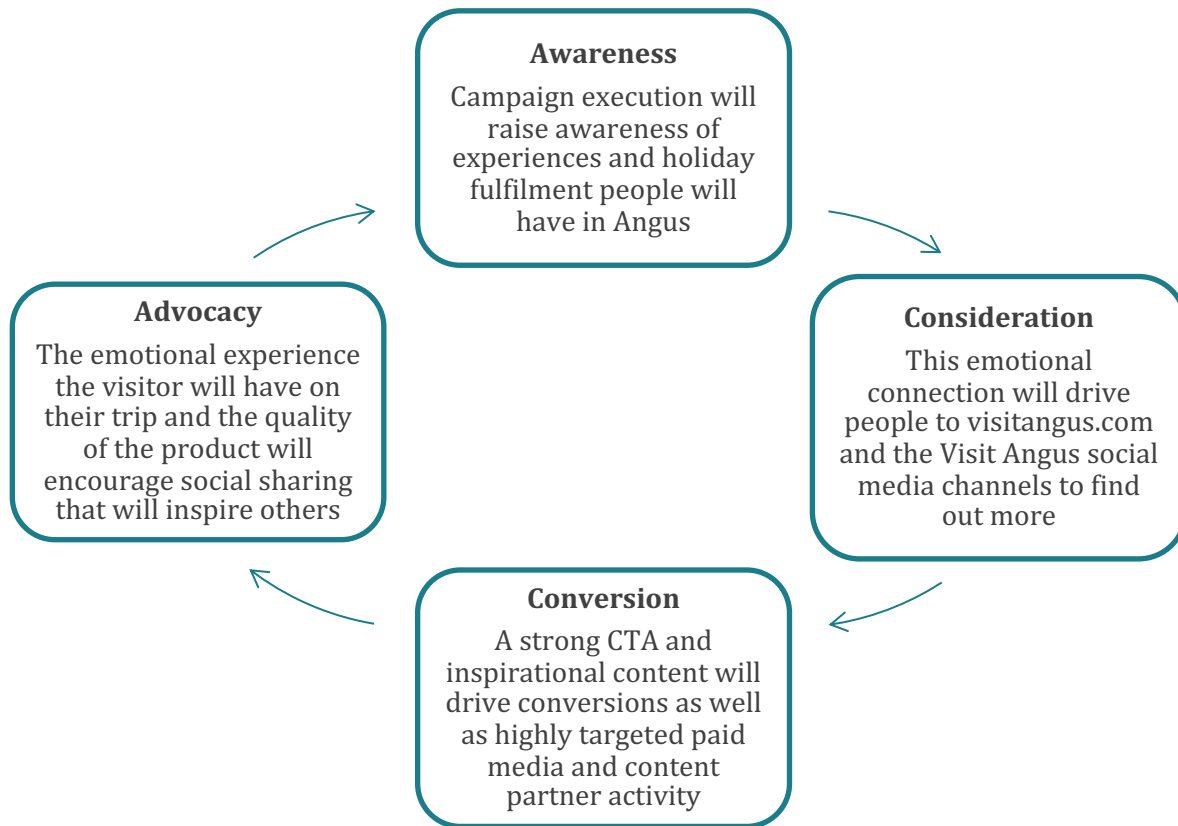
This message communicated:

- 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



Activity Plan

Activity	Links/Description
Campaign Video	<ul style="list-style-type: none">• Full Length• Social Edit
Design & Artwork, incl. Toolkit	<ul style="list-style-type: none">• Toolkit
Paid Social Ad Campaign	<ul style="list-style-type: none">• Meta• YouTube• Google PPC
Influencer Activity	<ul style="list-style-type: none">• Graeme Johncock @scotlands stories• Ashley & Stuart @ontheroadagaintravels• Tom and Laura @traveltwo
Media Partnership	<ul style="list-style-type: none">• National Geographic Traveller• The Scotsman

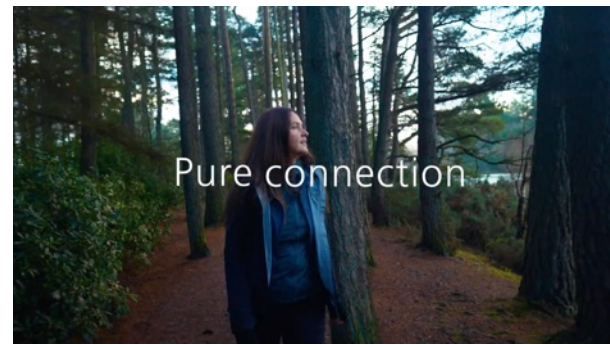
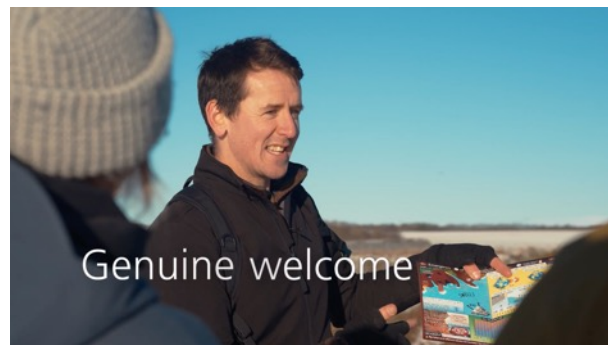
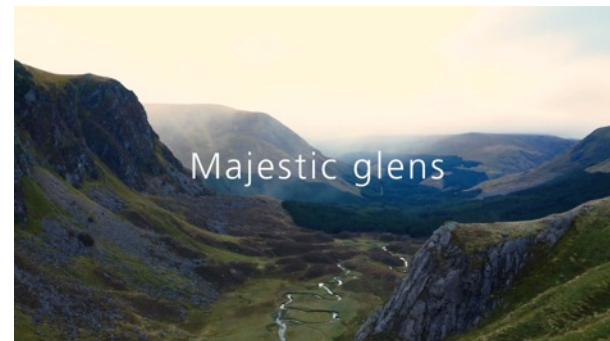
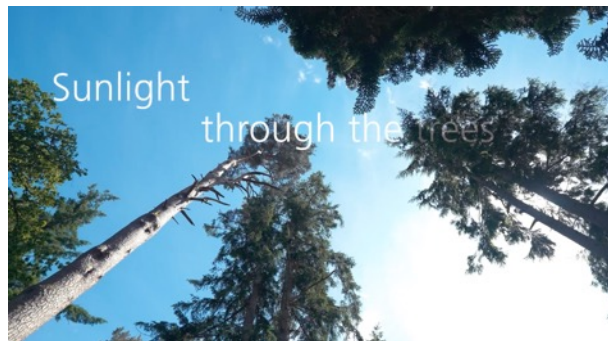
Campaign Assets

Video

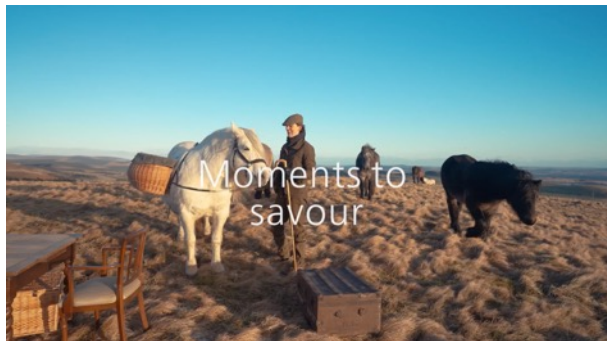


New video created using existing footage with no new filming. Campaign themes incorporated to showcase how Angus can meet visitor needs and align with trends and insights. Video was used on the paid social ads and included in the online article with The Scotsman.

Video



Video



Toolkit



Available to download from <https://investinangus.com/key-sectors/tourism/naturally-angus/>
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	CPC
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	CPC	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

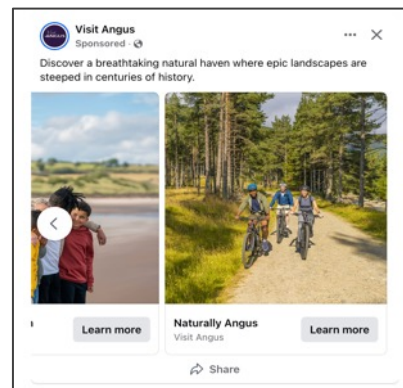
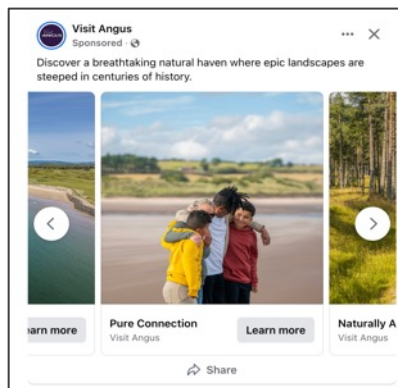
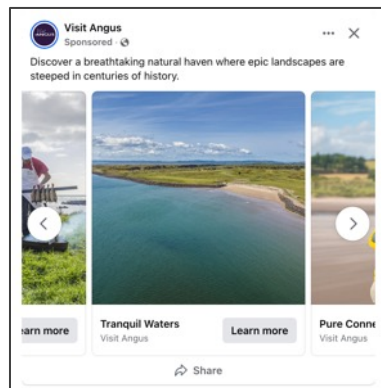
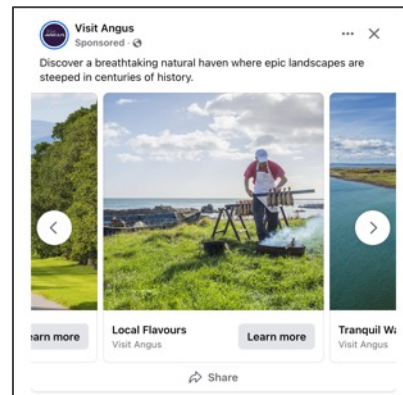
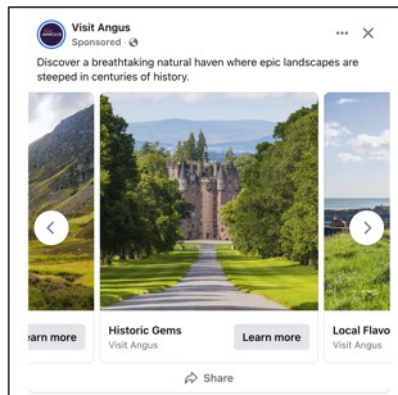
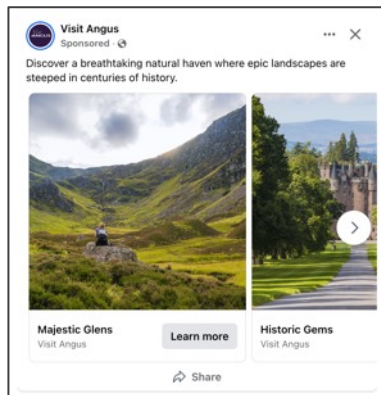
Google:

- 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

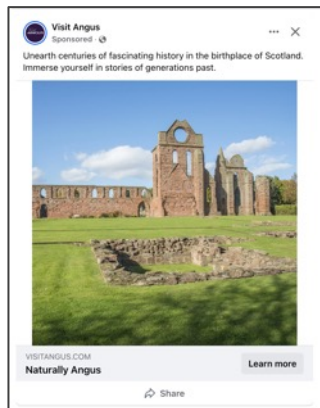
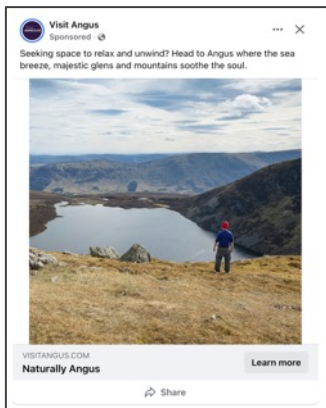
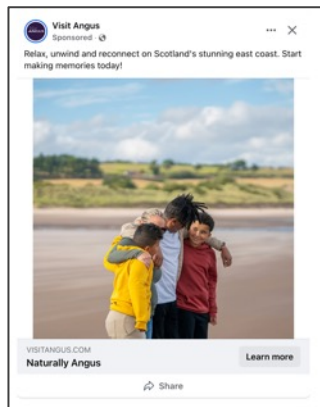
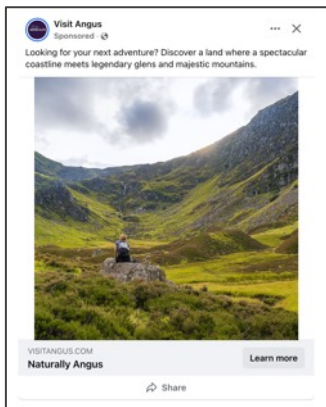
YouTube:

- 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

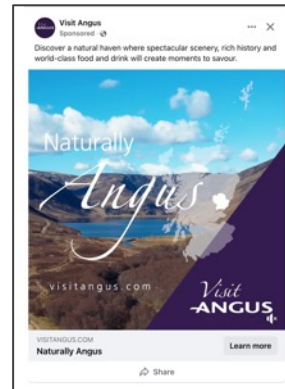
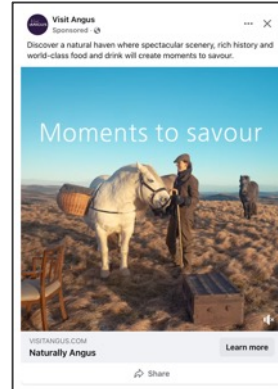
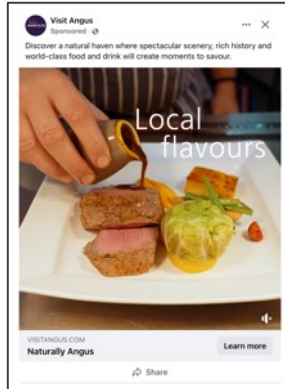
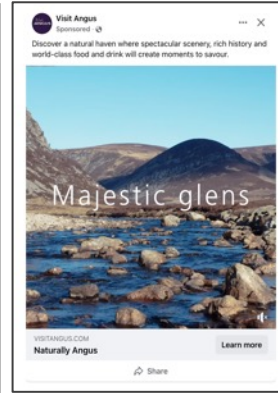
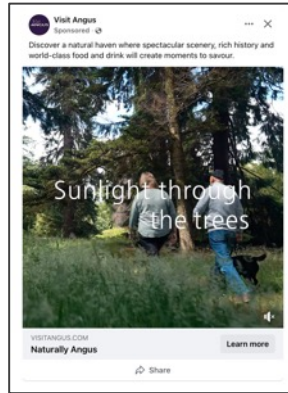
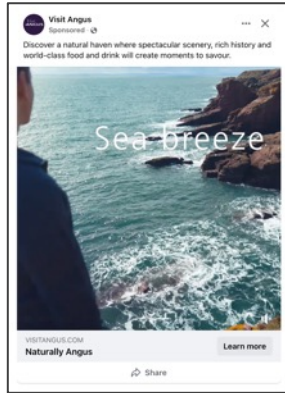


Single Image Ads | Campaign

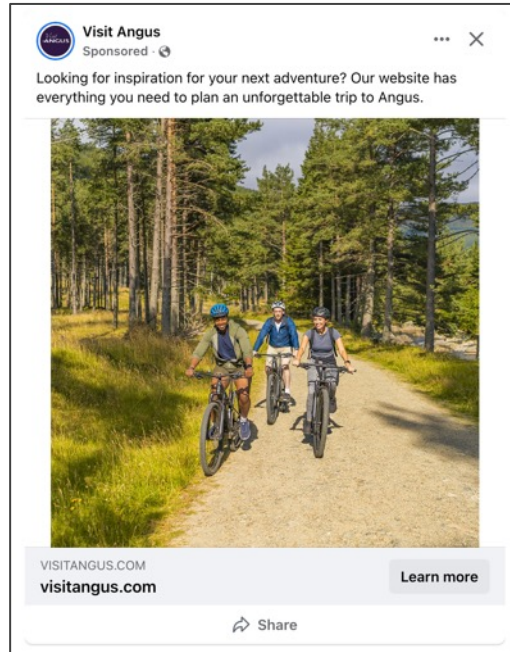


Top performing
ad for CTR

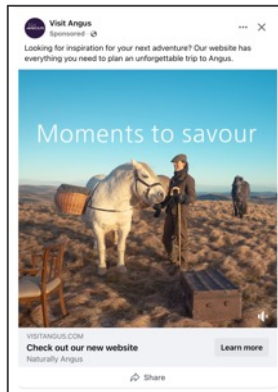
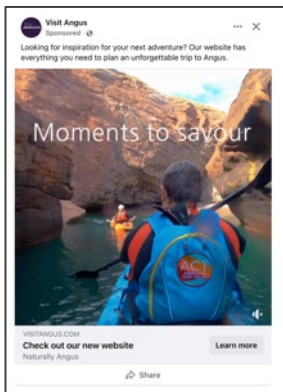
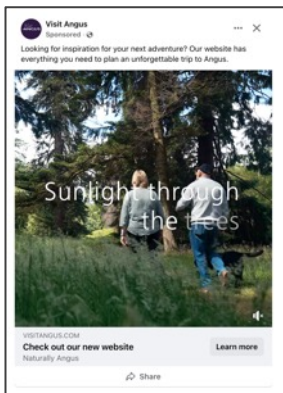
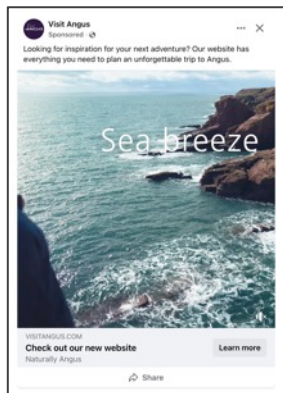
Meta Video | Campaign



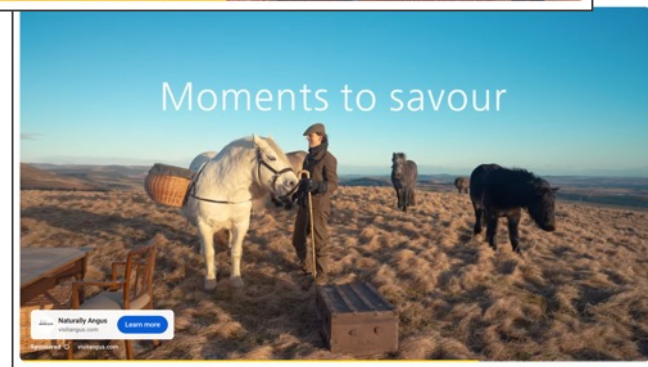
Single Image Ads | Website



Meta Video | Website

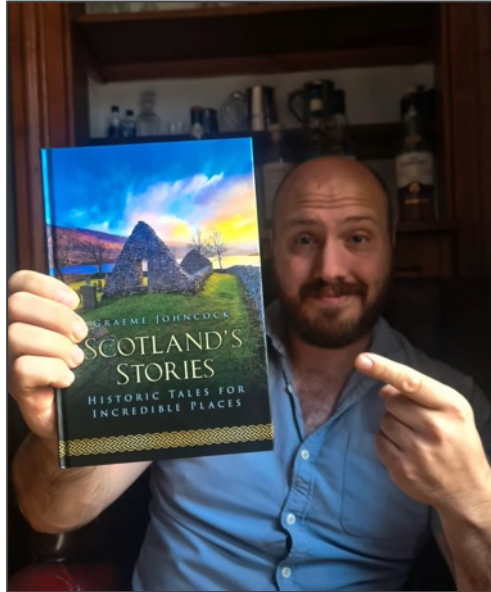


YouTube Video



Influencer Activity

Our Team



Graeme Johncock
[@scotlands_stories](#)

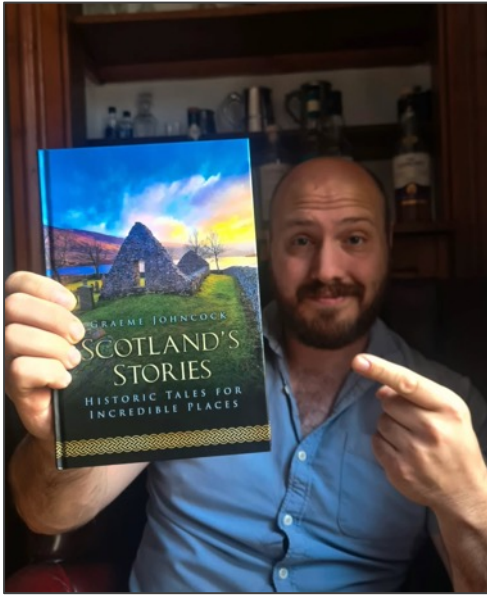


Tom & Laura Hills
[@traveltwo](#)



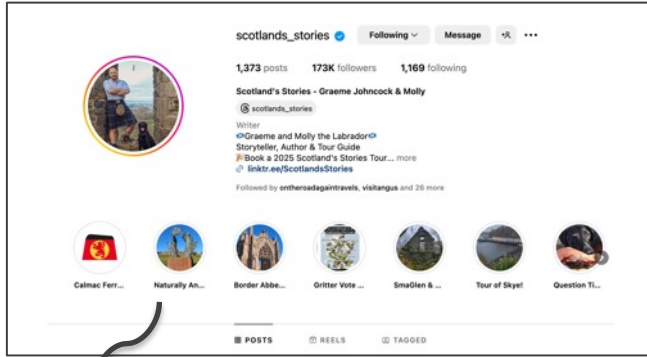
Ashley & Stuart Conway
[@ontheroadagaintravels](#)

Graeme Johncock

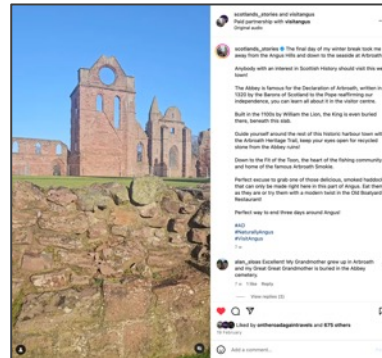


- 3 x Instagram Reels
- 4 x Facebook Posts
- Instagram Stories
- 1 x Grid Post
- 2 x Blog Posts

Reels




Angus Highlight



Blog Post

Scotland's Stories

HOME BLOG GUIDED TOURS PUBLIC SPACES PRODUCTS ABOUT




How To Spend 3 Days In Angus – From The Mountains To The Sea

Published by Graeme on February 21, 2022

There aren't many better places in Scotland for a short break than a **few days in Angus**. I might be a little biased since both my Mum and my fiancé's family live there, but that just means I know this region better than most. It's easily accessible, has so much to offer, but somehow visiting Angus still feels like a hidden gem.

It's somewhere that you can spend the morning in the mountains and the afternoon by the seaside. There's nationally significant history, local cultural treats and wide open spaces to go for a walk in nature. This is the rundown for my recent three day trip to Angus, but you might find yourself wanting to stay for a whole week!



Search

About Scotland's Stories

Hi there, nice to meet you!

Scotland's Stories is here to help you learn more about Scotland and plan your next trip. My name is Graeme and I'm a Scottish writer, storyteller and tour guide.

Follow my adventures with Mally the Labrador as we strive to bring you the best stories that Scotland has to offer. We will be travelling the length and breadth of the country, hopping to islands, climbing mountains and exploring hidden gems and capturing it all right here.

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<https://scotlands-stories.com/how-to-spend-3-days-in-angus/>

Scotland's Stories

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Where Is Angus?


It's only easy to get to Angus, sitting on the east coast, nestled between Fife, Aberdeenshire and Forthshire. The town and goes right through the middle of the region, like a cross road with dozens of branches shooting off to the sides.

If we take Perth as the centre, you can reach it from Edinburgh in an estimate or 100 miles in two hours. There's a public transport route, but if you want to get the most out of your Angus adventure then I'd recommend access to a car. If the idea of driving makes you nervous, then this article is there to help you find the best way to get to Angus.

Day 1 – Begin In The Mountains


Visit The Glenesk Folk Museum

A lot of people think Angus is just a quiet town in the Scottish highlands, but it's not. The Highland Boundary Line passes right through the region, going in the few Angus towns. But how can you see the mountains and you can still get to the sea in the same day? The answer is to go to Angus town and see the Glenesk Folk Museum. The Glenesk Folk Museum is a great place to go to see the history of the town and the Glenesk Folk Museum. It's a great place to go to see the history of the town and the Glenesk Folk Museum. It's a great place to go to see the history of the town and the Glenesk Folk Museum.




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Walk Out To Loch Lee

Take the bus to Loch Lee, it's a great place to go to see the history of the town and the Loch Lee. It's a great place to go to see the history of the town and the Loch Lee. It's a great place to go to see the history of the town and the Loch Lee.




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Scotland's Stories

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Visit Restenneth Priory

The town of Restenneth Priory is a great place to go to see the history of the town and the Restenneth Priory. It's a great place to go to see the history of the town and the Restenneth Priory. It's a great place to go to see the history of the town and the Restenneth Priory.

Scotland's Stories


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Day 3 – Take A Trip To The Angus Seaside

Begin With Arbroath Abbey

There are few places as important to Scottish history than Arbroath Abbey. It's somewhere that doesn't get nearly enough attention, but any trip to Angus should include this historic site. Founded in 1178 by William the Lion, King of Scots, it's a beautiful site, a wonderful site, a wonderful site. It was always important, but it was to give the Arbroath really started to play its role in history.



Guest Blog Post



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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 heritage trail is packed with local stories, from the Fit o the Toon, where fishing folk lived beside the Brothock Burn, to Arbroath's oldest house. Eventually, the route led me to **Arbroath Abbey**, one of the most important historical sites in Scotland. Built in 1178 by King William the Lion, you can find his burial site marked by a stone where the high altar once stood.

Arbroath Abbey's story is intrinsically linked to a document that's been called the greatest surviving piece of medieval prose 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 1320.

It was a plea to recognise Robert the Bruce as Scotland'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 display. I lost myself in an interactive screen, packed with information behind every seal attached to the Declaration, telling me which nobles put their name to the document and why.

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 Ali's Newsagents, I made my way through the gate on Canmore Street and up the steps to [Castlehill](#). 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 lost, 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 18th century, the 360 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 never be used against the Scots again.

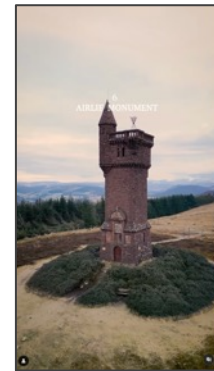
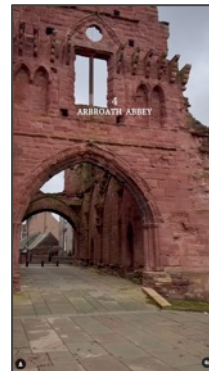
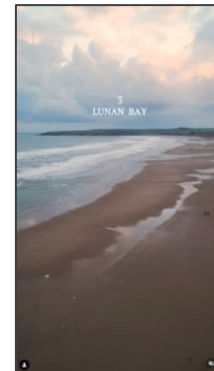
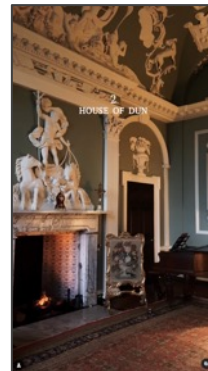
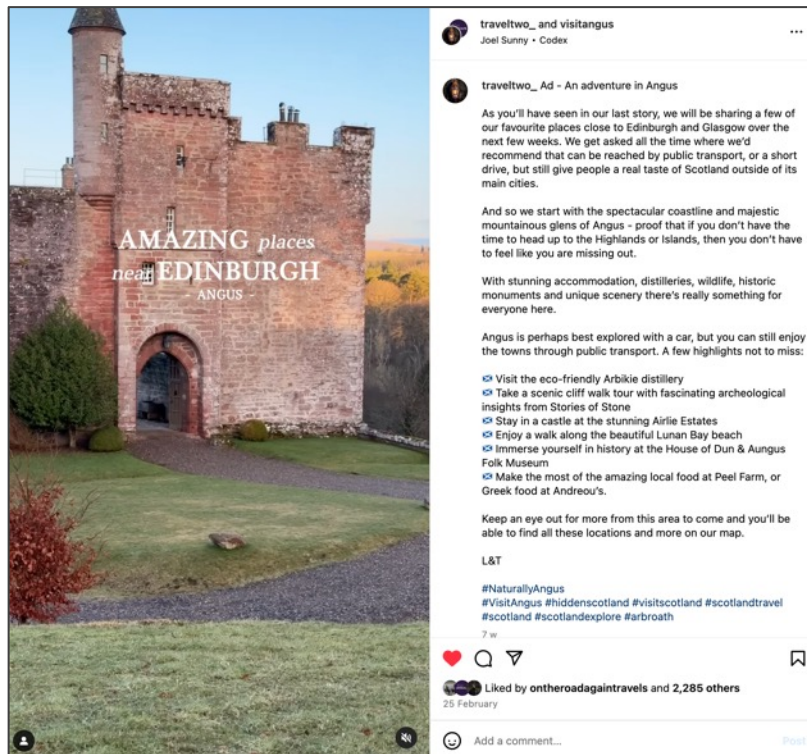
<https://visitangus.com/how-to-spend-three-days-in-angus/>

Travel Two

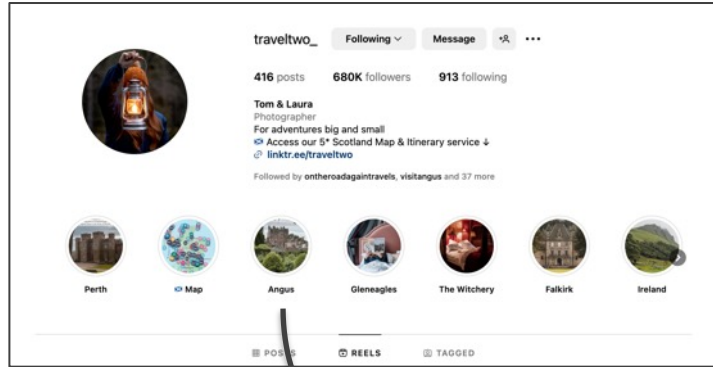


- 1 x Instagram Reel
- 1 x TikTok Reel
- 1 x Grid Post
- Instagram Stories
- 1 x Blog Post
- Inclusion of sites on interactive map

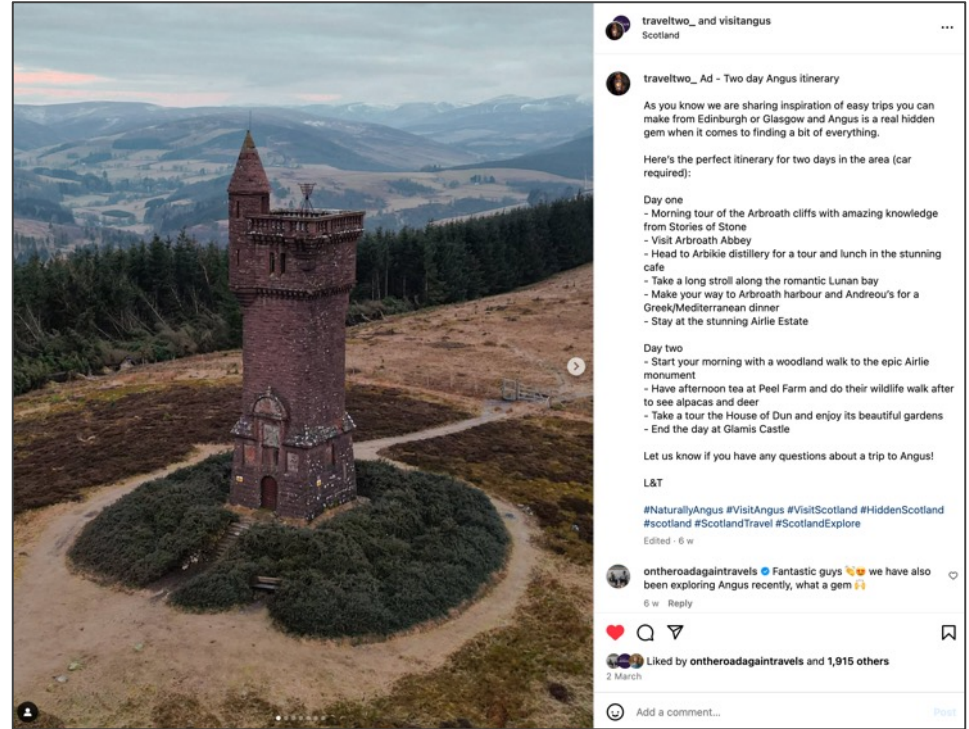
Reel



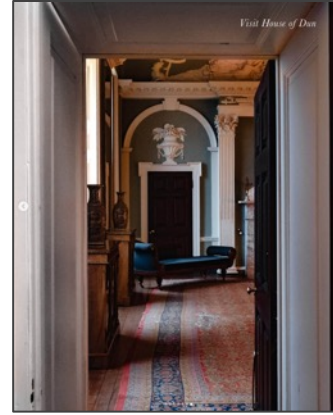
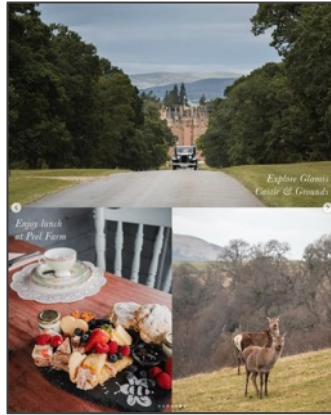
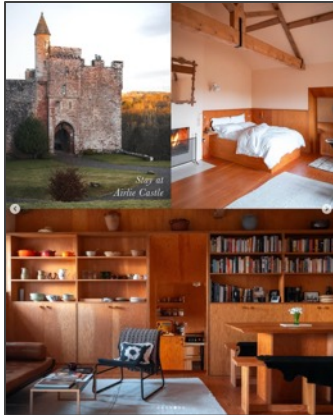
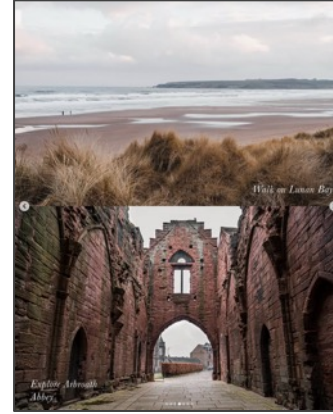
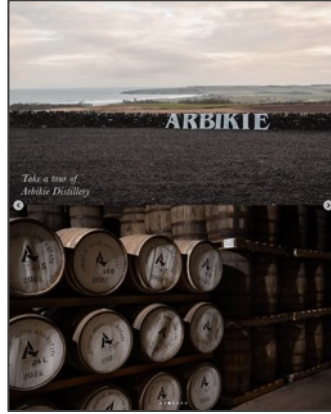
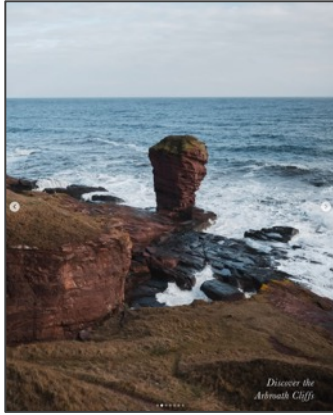
Grid Post



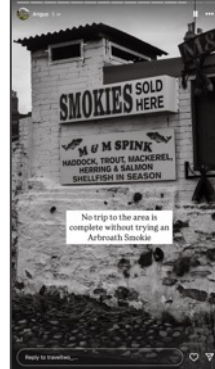
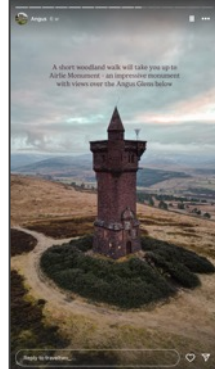
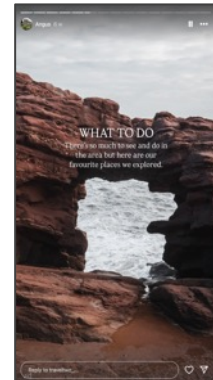
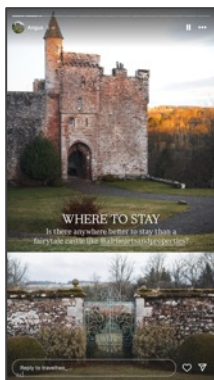
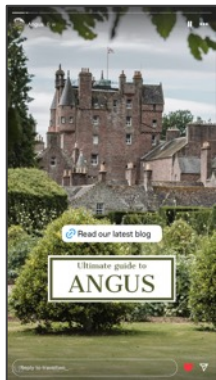
Angus Highlight



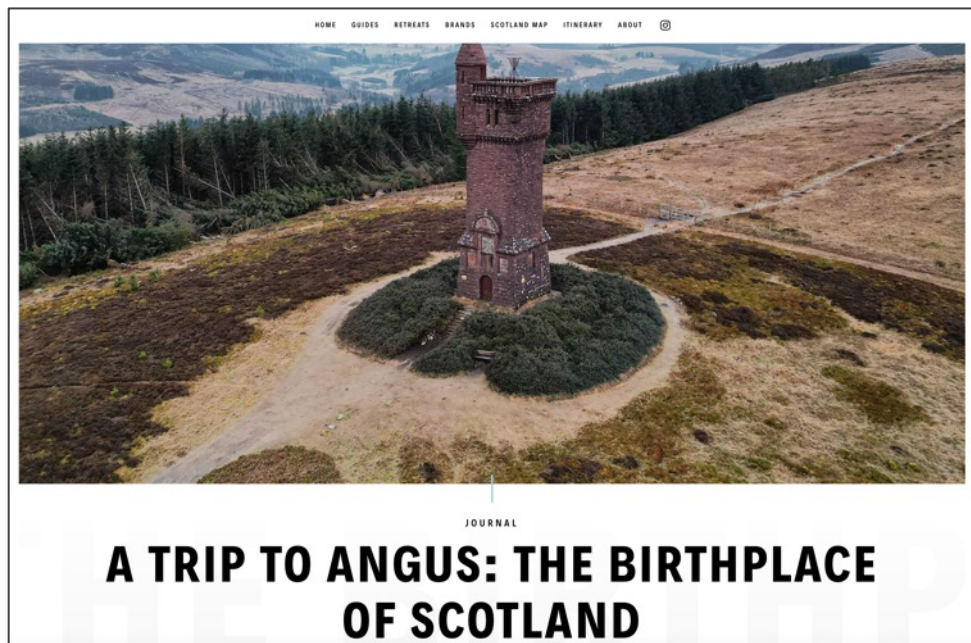
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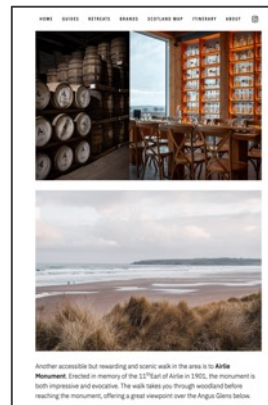
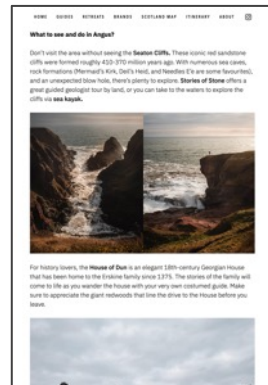
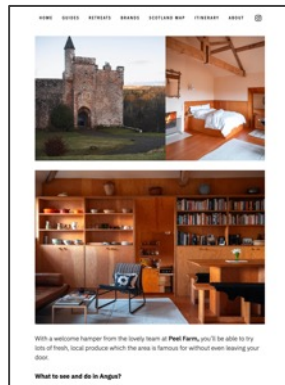
Stories Highlight



Blog Post



<https://www.traveltwo.co.uk/a-trip-to-angus-the-birthplace-of-scotland/>



Interactive Map



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.

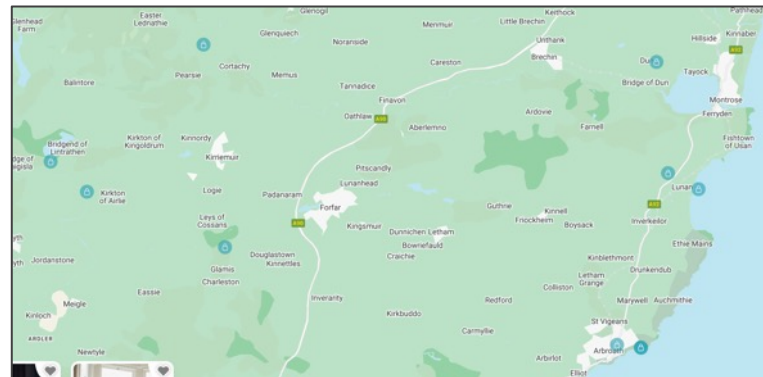
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Preview

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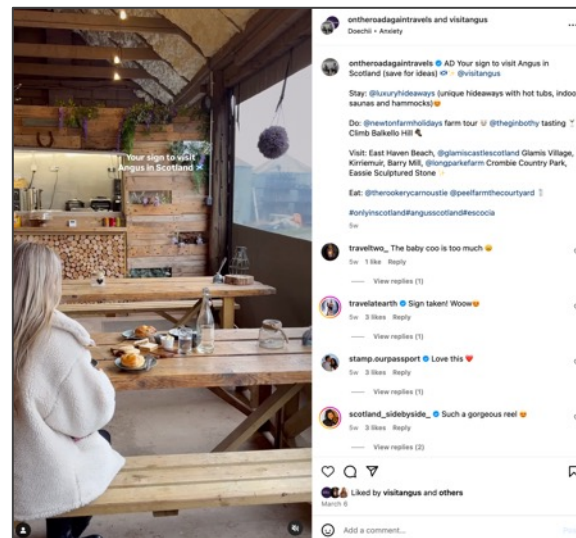
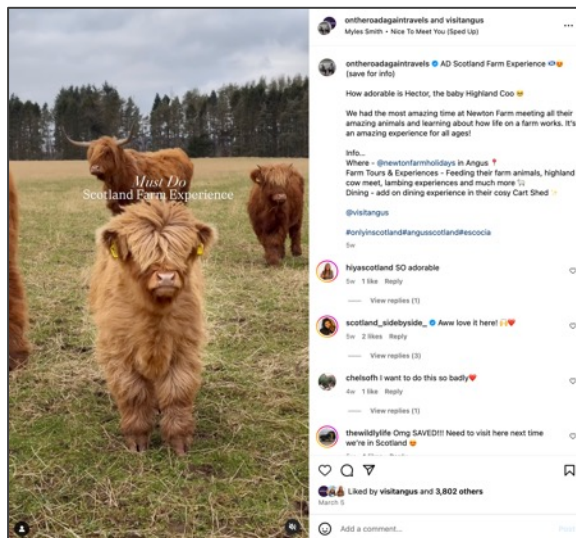
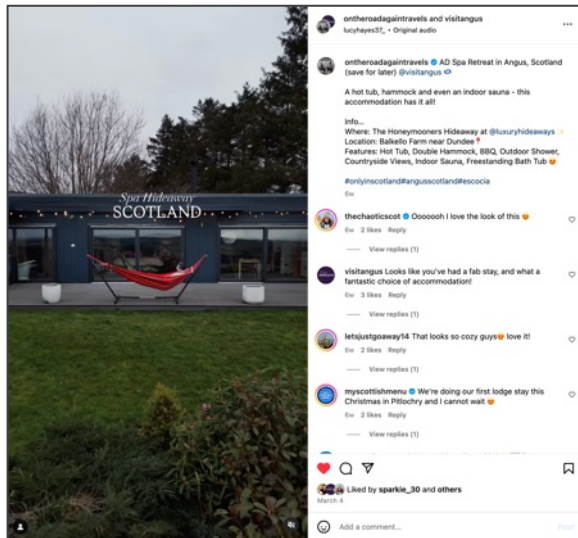
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Ontheroadagaintravels

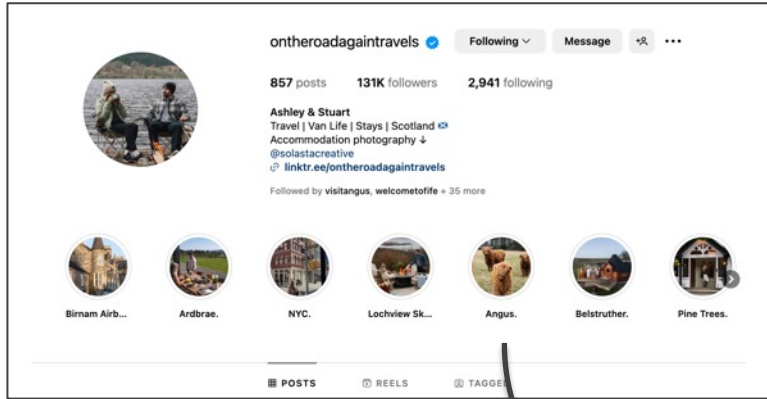


- 3 x Instagram Reels
- 1 x Grid Post
- Instagram Stories
- 1 x Blog Post

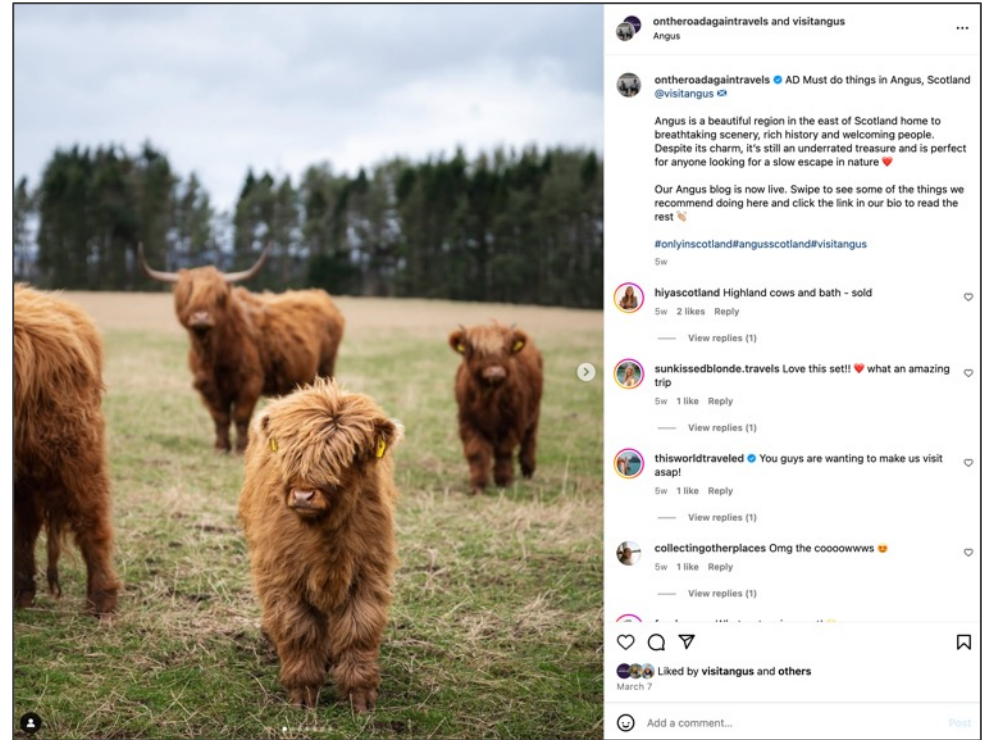
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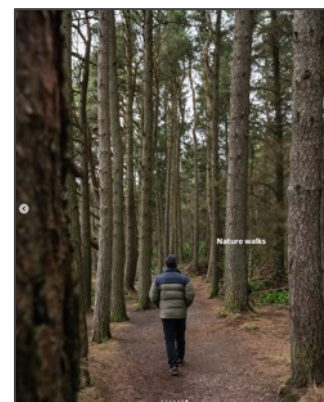
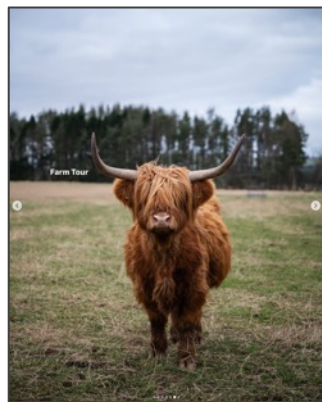
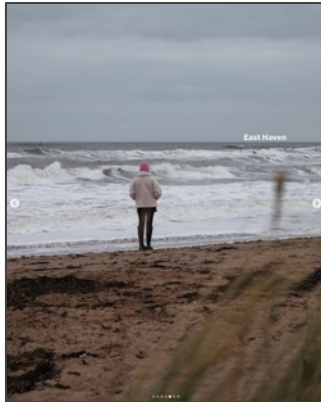
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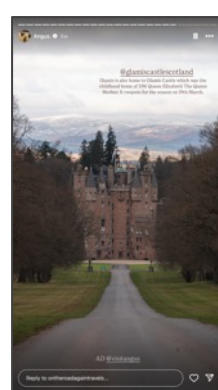
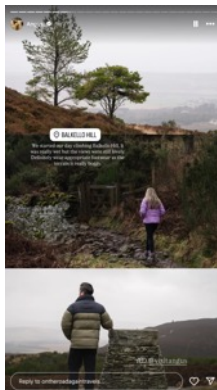
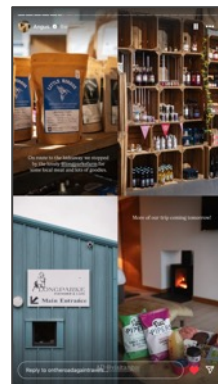
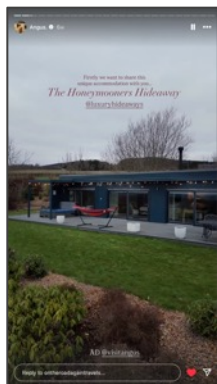
Angus Highlight



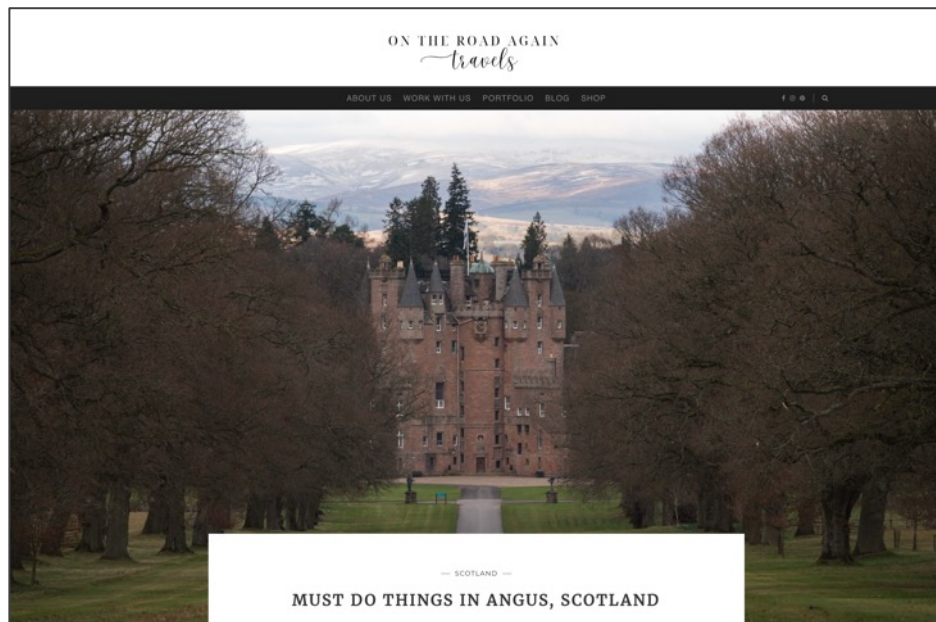
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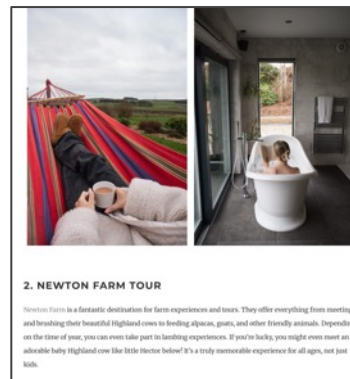
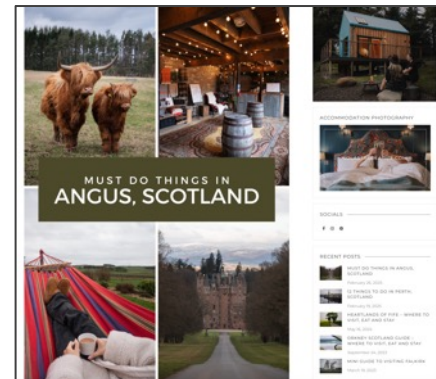
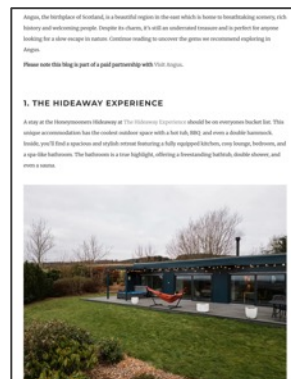
Stories Highlight



Blog Post



<https://ontheroadagaintravels.com/must-do-things-in-angus-scotland/>



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

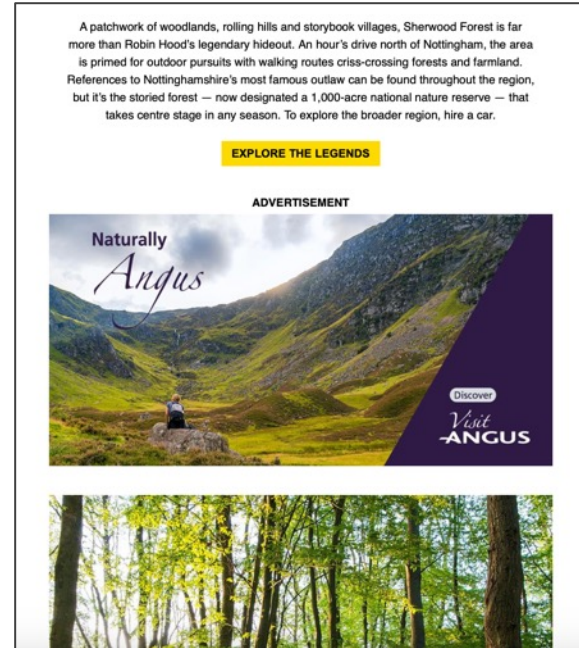
Media Partners

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

Advertising Feature

Saturday 22 March 2020 Scotsman.com

Saturday 22 March 2020 Scotsman.com

Visit-ANGUS

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

All someone what for the weekend – including the family of four – was a trip to Angus. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend.

... (text continues) ...

Checkmate from ruins, including an ancient castle, enjoying the Angus Golf Town's 18-hole course in the heart of the Angus landscape. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend.

Lighthouse keeper's cottage in the heart of the Angus landscape. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend.

Lighthouse keeper's cottage in the heart of the Angus landscape. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend.

♦ Naturally Angus – places to see, things to do

Angus boasts a spectacular coastline and a wealth of outdoor activities. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend.

- There are many things to see and do in Angus, including the Angus Golf Town, the Angus Lighthouse, and the Angus Castle.
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- There are many things to see and do in Angus, including the Angus Golf Town, the Angus Lighthouse, and the Angus Castle.

♦ All of us agreed there is so much more to do, see, and eat in Angus than we return visit

Angus is a beautiful area with a wealth of outdoor activities. The family of four, including Rosemary Gallagher, her husband, and their two children, were in Angus for a weekend.

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Sponsored

A family trip to Angus, the 'birthplace of Scotland,' uncovers hidden gems

Ad Feature by Visit Angus
Published 19th May 2025, 06:33 BST

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Arbroath Cliff Tours, Cameron Smith | Supplied

"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".



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"Created and owned by former Scottish National T11 visiting Champion Willie Forbes, the resort is home to trout fishing pools where guests can fly fish or cast a rod on its bait pond. Our son was delighted to see ducks and swans as we strolled around the water.

"The resort also attracts golf fans from across the globe to try out the nine holes at Kingennie, designed by golf course architect Graeme Webster. For less experienced players there is the Cairngorms Putting Green, and putters and balls can be hired from its on-site sports centre and shop.



"After taking in the Angus Thistle Maze we were ready for dinner at the resort's dog-friendly Cairn O'Mount Bar, next to its restaurant, The Scullery. The bar menu had plenty of seasonal classics to choose from. My husband opted for steak and ale pie, while I went for a chicken burger and chips. From the children's menu, our son munched his way through hummus, cucumber and peppers, followed by a ramp steak with fries – which he devoured, giving it 10 out of 10 – and he still had space for cherries in cinnamon sugar with Nostalgia. After a lovely night's sleep, and a bath using toiletries from Scottish Fine Soaps' Sea Kelp Collection, we drove just half an hour along the A92 to Arbroath's Victoria Park for our first activity of the day.

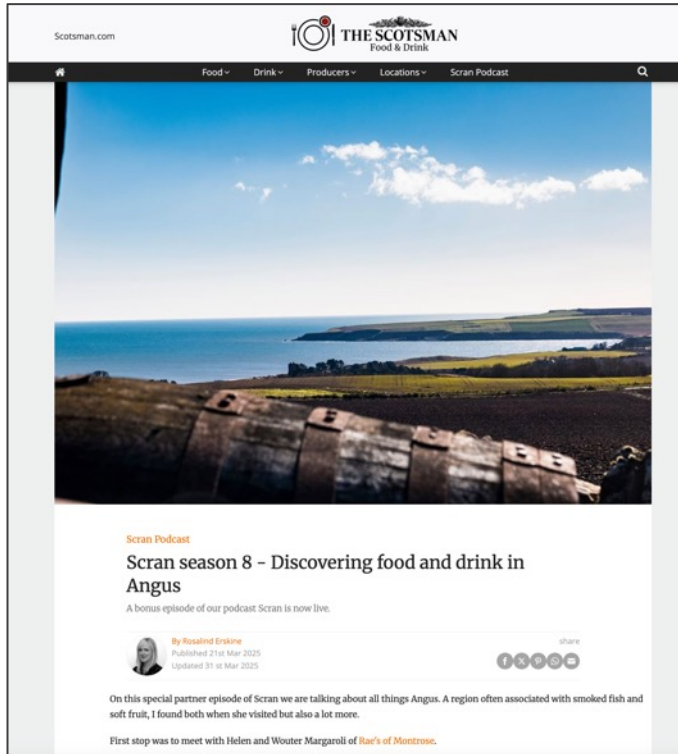
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Avg dwell: 1:14

Article link:

<https://www.scotsman.com/sponsored/a-family-trip-to-angus-the-birthplace-of-scotland-uncovers-hidden-gems-5049404>

Scran Podcast



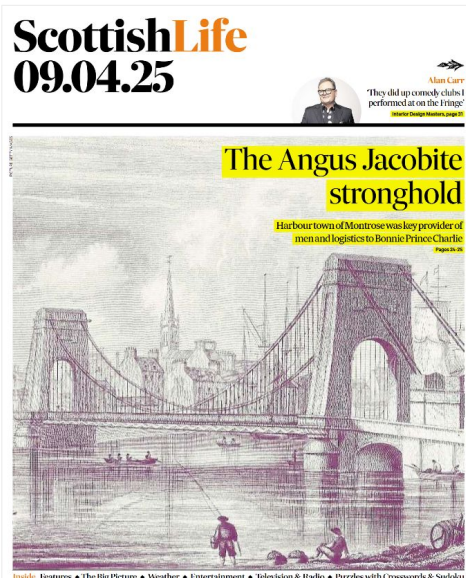
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Article link:

<https://foodanddrink.scotsman.com/scrans-podcast/scrans-season-8-discovering-food-and-drink-in-angus/>

DPS Feature
Views: 3,359
Avg dwell: 1:18
Article link:
<https://www.scotsman.com/heritage-and-retro/heritage/the-picts-the-tiny-angus-village-that-was-an-ancient-sacred-place-5063689>

Scotsman Editorial 2



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-and-retro/heritage/the-most-rebellious-scottish-town-central-to-the-jacobite-cause-5071558>

Scotsman Editorial 2

The 'most rebellious' Scottish town central to Jacobite cause

♦ Montrose in Angus became pivotal to events in the 1745 Jacobite rising given its deep harbour and pool of men ready to lend their support to Prince Charles Edward Stuart, writes Alison Cansie

From the most "rebellious" Angus town where Jacobites of all ages met to the 40,000 who later joined the Highlanders, and its fate, it has been the most important town in the Jacobite cause since the 1745 rising. Montrose was where the Jacobite cause was born, and it was here that the Jacobite cause was born.



Montrose was the most important town in the Jacobite cause since the 1745 rising. It was here that the Jacobite cause was born, and it was here that the Jacobite cause was born.

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First known letter by James VI to be shown

Lachlan Cansie

A childhood friend was later written to by King James VI of Scotland in 1603 to request show later this month as part of a new exhibition.

In the letter, the first known to have been written by King James, the monarch's son, the Countess of Mar, for whom the letter was written.

It will be on display as part of The World of King James VI & I exhibition which opens at National Gallery Scotland in Perth in September 2024.

The exhibition, marking 400 years since the death of the first monarch to rule over Scotland, England and Wales, will be the first to show the monarch's letters to his subjects.

Dr Alan Brinkley, head of Modern and Early Modern Studies at National Gallery Scotland, said: "These letters are a unique window into the monarch's mind and his relationship with his subjects."

The exhibition will be the first to show the monarch's letters to his subjects.

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-and-retro/heritage/the-most-rebellious-scottish-town-central-to-the-jacobite-cause-5071558>

Scotsman Editorial 3

12 | Heritage

Sunday 13 April 2025 → Scotsman.com

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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
Heritage Correspondent

Depin into the soft rolling countryside just outside of Angus, the first glimpse of Glamis Castle is caught. Pushed down the mile-long drive and the elaborate grandeur of this home of the Earls of Strathmore rises up into the view.

"The house, from the height of the gables to the roof, the many towers and the spread of its wings, has a very singular and striking appearance like nothing I've seen," wrote one 18th-century visitor.

And today, the same could almost be true of this hurried place endowed with much beauty and history. Glamis still holds its feet as the birthplace of the Earls of Strathmore and their Lady ancestors since the 14th century, with the long drive and the Italian Gardens leading to the aristocratic splendour of the place. It is also a castle where history has often come knocking at the door of this influential family.

Mary, Queen of Scots, visited in August 1572 after fleeing north from Falkland and her way to Aberdeen. Initially turned away due to the small number of other ladies, James VI, pushing for the description of her as a noblewoman, was then allowed to stay for a night.

In fact, she stayed for two, perched in both the east and west rooms of the nearby Glamis village to stay in the hall. She was a total fit, the story goes, and the room where she slept is just off the Great Hall, so the queen didn't have far to fall. Glamis is probably most



famous for being the childhood home of the Queen Mother, who was born here on August 4, 1900. Lady Elizabeth Angus, Margaret's first wife, retained strong links to the castle throughout her life. Her father went on to become the 10th Earl of Strathmore, while young Elizabeth used to enjoy playing games on the castle grounds, such as throwing

hairs off - which was in fact by water - off the castle towers to meet those walking below. Inside Glamis, the Royal Apartments are one of the rooms open to the public. There you can see the living quarters where the Queen Mother and



George VI spent their time, including their honeymoon. The telephone in the corner was the first to be installed in a Scottish castle and served as a direct line to Buckingham Palace. On the night that Princess Margaret was born at the castle, a storm raged around Glamis. The only tree to fall that night on the estate fell on the only telephone, which was the only one in the castle. The news of the princess's birth did not reach London until the next day, as the castle was so isolated.

The family tree is crisscrossed with the mighty trees crisscrossing the landscape of the deepest country, green through which the castle sits. Another Angus location most worth a visit is Edzell Castle, around 20 minutes north of Glamis by car. Edzell is a prime spot for meeting, eating and exploring and is a great venue for those who live and work throughout the Angus area, which Edzell is crisscrossed by.

Edzell Castle was home to the 'Edzells' - an ancient family of the 14th century, but the setting and the remains also go back to the 12th century from the Iron Age and a well to the building being a defensive stronghold, the castle was started by David Lindsay, 5th Earl of Lindsay, around these parts. Further up the river you will find the Blue Door walk, which leads right up to the rocks of Edzell, a magnificent stone wall, a monument which has done time to today's Royal Family and was built by Mary Queen of Scots, first.



Edzell Castle was home to the Lindsay family. Left the Italian Garden at Glamis Castle and the mile-long drive leading to the property which has done time to today's Royal Family and was built by Mary Queen of Scots, first.

66
The Queen Mother used to live in the castle towers only people below

99

around 1520, and then elaborate open by his son, Sir David. The wall added a huge garden, a summer house and a bath house, and the ruins, managed by Historic Environment Scotland, evoke a strong sense of past times here. Visitors might even find a peacock to greet them at the gate. Edzell has now responded for the season, but is only accessible on a Friday, Saturday and Sunday this year. Another fine property that speaks to Angus's history is the House of Dun near Montrose, a Pictish and

built mansion that must have one of the finest views in Scotland. It is very hard to find the two halves of peace and space enjoyed here by the Erskine family, who have lived on this estate since the 16th century. The current house, which is flanked by a line of gables and a line of gables, is a truly elevated point that looks right across Montrose Basin. There is something in the air here as the country's sun rises on the big Angus skies and the stilling sands of the basin ahead.

The property, run by National Trust for Scotland, also includes a collection of artefacts and is held by the former folk museum at Glamis. A very interesting space inside this museum is the drawing room, where former owner David Erskine, later 1st Earl of Dun, and a Court of Session judge, had elaborately decorated with fine plasterwork, which holds many mementoes from this establishment. Signet's best Jacobite knappings. On the walls here, visitors will find many double portraits and symbols hidden in plain sight. The House of Dun, meanwhile, is just plainly stunning.

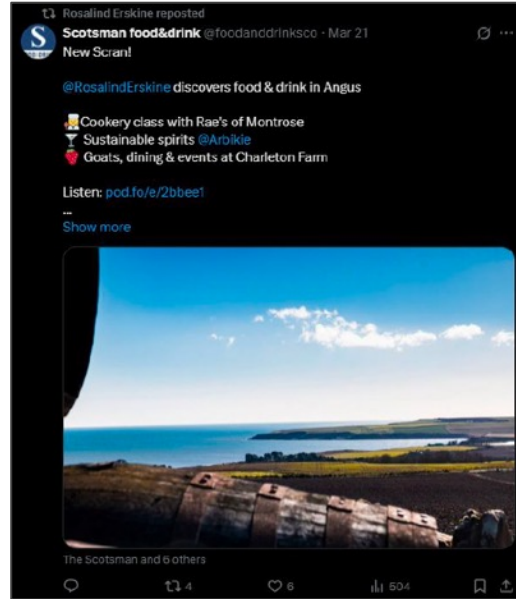
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Article link:

<https://www.scotsman.com/heritage-and-retro/heritage/two-castle-gems-and-an-elegant-historic-home-to-visit-in-scotlands-heartland-5077592>

Social Media



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	<ul style="list-style-type: none">• Video• Carousel• Single Image• PPC	<ul style="list-style-type: none">• Meta• YouTube• Google	<ul style="list-style-type: none">• 2,515,217 Impressions• 935,437 Video Views• 19,648 Clicks• 4,804 Landing Page Views (Meta only)• 2,997 Engagements
Influencer Activity	<ul style="list-style-type: none">• Social• Blog Posts	<ul style="list-style-type: none">• Graeme Johncock @scotlands_stories• Tom & Laura Hills @traveltwo_• Ashley & Stuart Conway @ontheroadagaintravels	<ul style="list-style-type: none">• 582,547 Views• 22,106 Likes• 5,748 Comments/Saves/Shares
Media Partnership	<ul style="list-style-type: none">• Digital Articles• Social• E-newsletter• Print• Podcast	<ul style="list-style-type: none">• National Geographic Traveller• The Scotsman	<ul style="list-style-type: none">• 256,677 Reach/Views/Listens

Overall Campaign Summary

3,354,441

Reach/Impressions/Views

935,437

Video Views

30,851

Social Engagements

19,648

Clicks to visitangus.com

4,804

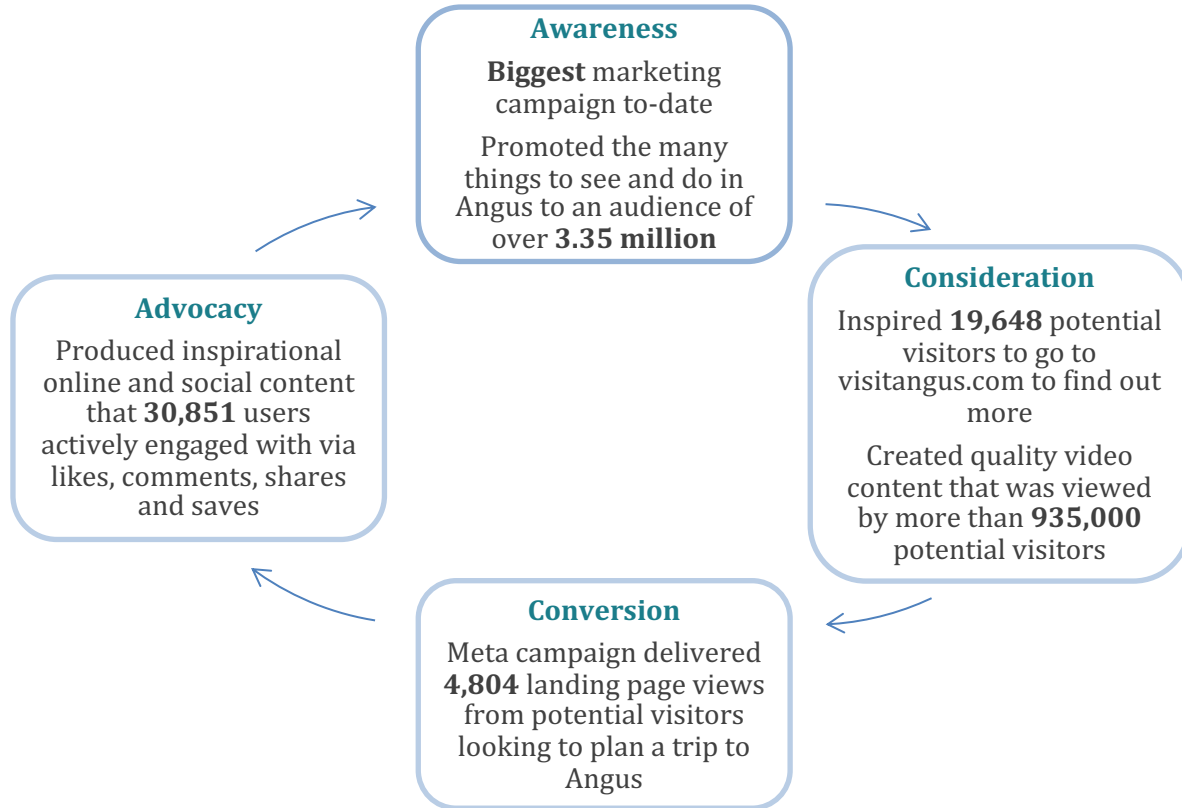
Landing Page Views
(Meta only)

950%

Increase in Visit Angus
social media followers

Summary

Activation – Delivered



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



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Thank you!

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