



## The GREAT Britain and Northern Ireland campaign

**The GREAT campaign is the British Government's most ambitious international marketing campaign ever. We take the very best of what the UK has to offer and promote it to every corner of the globe driving investment, trade, international students and tourists as a result.**

Active in 144 countries, and delivered through 22 government departments and organisations, we deliver over 140 GREAT-branded events or activations around the world every month, showcasing British companies, assets, or best-loved characters. We are the only country in the world to unite all of our international promotion under one brand. Other competitive countries have now copied our efforts and launched their own national marketing campaigns.

GREAT uses hard market insights to understand what our audiences think of us, and soft power to influence their perceptions. Projecting British values is integral to our soft power approach; #LoveisGREAT supports Pride activity from Seattle to Sydney and #GreenIsGREAT drives awareness of marine plastics and clean growth, from Kuala Lumpur to South Korea.

We harness the efforts of our iconic institutions such as the Premier League, BAFTA, BBC and Shakespeare's Globe. By deploying our best British assets to build familiarity with the UK, our culture, and our values, we also build familiarity and favourability and trust. This in turn leads to return on investment and return on influence, enabling us to prepare the ground for future trade deals.

The GREAT Britain campaign is proud to serve the whole of the United Kingdom, celebrating the diversity of our exports, destinations and cultures. GREAT puts Scottish salmon in Japanese sushi, Welsh cheddar on French cheeseboards and Northern Irish gin on American bars. We inspire national pride and work to strengthen the union.

No location is out of reach; we have delivered GREAT activity from Mongolia to the North Pole, from Bolivia's salt flats to the International Space Station.

We see a world of opportunity facing the UK over the next few years, which GREAT can help deliver: from trade deals to strengthening our union; attracting investment to projecting British values. We have exciting plans and aspirations in support of manifesto commitments which we would like to share.



# How GREAT delivers

## Partnership is at the heart of everything we do.

We are supported by over 750 organisations and over 200 high-profile individuals who provide insight, advice, funding and value-in-kind contributions. We work every asset we have, calling on the generosity and national pride of our partners to support our messages.

## A globally recognised platform

GREAT enables the United Kingdom to speak with one clear voice. Sharing and amplifying the message that the UK is open, welcoming and connected. With an intelligent and carefully managed cross-government approach, we have developed an ecosystem which is agile and immediately deployable to areas of need. For example creating tactical events to support crucial stages of government contract negotiations, such as a government defence deal in Australia and a commercial mining deal in Chile.

### Tourism, Visit Britain

Targeting international tourists through "I Travel For", domestic tourists through "#MyMicroGap"; and business event organisers through 'Events are GREAT'



### Invest in GREAT, DIT

Targeting international investors through 'Invest in GREAT' and the GREAT Investors Programme

### GREAT Challenge Fund, FCO

Promoting education, tourism, trade and investment, and soft power through a global fund



### Exporting is GREAT, DIT

Targeting British SMEs to export overseas through 'Exporting is GREAT' and 'E-Exporting is GREAT'

### Education, British Council

Targeting international students through "Study UK: Discover You" campaign



### International Trade & Investment, DIT

Showing the world the UK is ready to trade as we leave the EU. Building on the global trade and investment campaign to attract overseas buyers and Foreign Direct Investment.

### Legal Services, MoJ

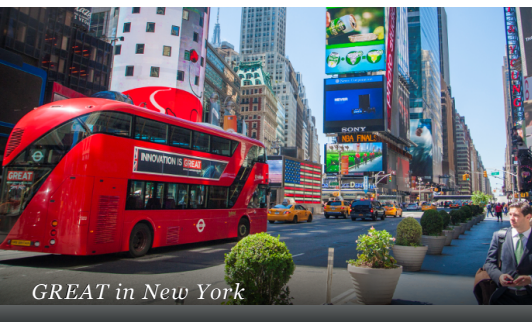
Promoting British legal services to international countries



### Food is GREAT, DEFRA

Promoting British food and drink exports to international buyers





## Power of soft power

**GREAT was launched to capitalise on the once-in-a-lifetime opportunities forged by the London 2012 Olympic Games. We continue to deploy our soft power assets to promote the UK as a destination where visitors, students, investors and buyers are welcome.**

We use the GREAT campaign to deliver the Global Britain framework; for example promoting climate change goals through collaborations with NGOs and BBC Planet Earth which will reach a crescendo in the build up to COP 26. Diversity and inclusion initiatives are key to this such as disability on fashion catwalks, and LGBTI promotion through Pride events.

We use iconic British cultural assets at our disposal to generate familiarity with the UK, reminding people what they love about Britain and Northern Ireland and in turn opening doors. GREAT took the Tardis to Shanghai and a London bus to Times Square. GREAT-branded trains have traversed Mongolia and iconic British cars have paraded under the Eiffel Tower. We've taken GREAT to the world and brought back quantifiable business leads with an ROI of 25:1.



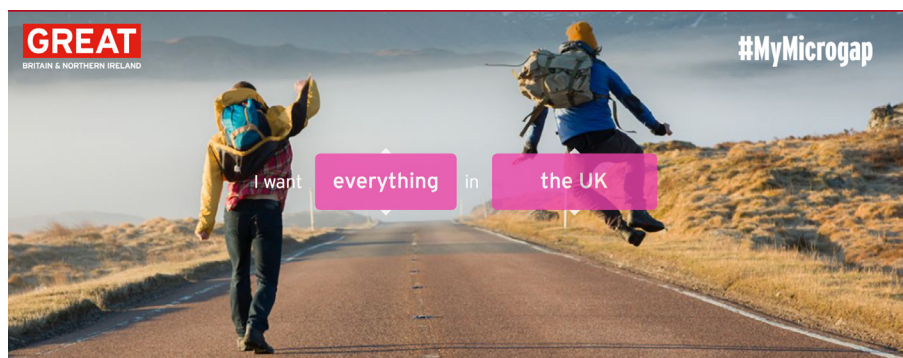


## A unified UK approach

**GREAT supports potential exporters ready to take the next step into international markets, encourages British people to get out and experience the best of the UK, and supports places like Salisbury when they need help.**

Through VisitBritain we promote brilliant staycations and microgap experiences through sophisticated digital marketing campaigns, such as our Scottish Highland campaign. Through Exporting is GREAT we support the 200,000 SMEs who believe they could export but currently don't, taking their goods to international markets with our mobile advisory Exporting trucks which travel the length and breadth of the country.

GREAT is also used strategically in the UK to support government initiatives such as the Industrial Strategy. For example we used the opportunity of a new McLaren factory opening in Sheffield to promote STEM education to young students.







## Promoting British education

Attracting the brightest students to British campuses is a core part of our work but we are also committed to taking the full breadth British education out into the world. Working across government, GREAT has committed through the Education Strategy to promote the breadth and diversity of UK education to international audiences, from early years through to higher education.

The UK is home to four of the top ten universities in the world and more than 450,000 international students studied at our Higher Education Institutions in 2017/18 but GREAT is ambitious to do more.

Working in partnership with the British Council, GREAT has delivered the Study UK: Discover You campaign, targeting student recruitment for British

universities from India, China, Malaysia, Indonesia, Turkey and Thailand.

Our ambition is to explore new and more ambitious higher education markets, such as Nigeria, Ghana, Kenya, South Africa as well as Pakistan and Bangladesh.

*“The UUKi International Graduate Outcomes Survey 2019, found strong satisfaction levels from international students graduating from UK universities, with 82% stating that their UK degree was “worth the financial investment” and over 80% stating that they would recommend studying in the UK. The survey also showed that 88% of graduates plan to visit the UK on holiday and 77% were more likely to do business with the UK in future.”*



## Driving trade

**We are a nation of farmers and pharmacists, managers and midwives, crafters and coders. We are also creators of the extraordinary, producers of world-leading consumables, tech whizz-kids and the home of innovation, the internet, Sherlock and Shakespeare. The world speaks our language.**

GREAT creates demand for British products, introduces British businesses to fulfil that need, and supports UK companies to take the leap into international markets. As we leave the EU, we are ready to shout to the world that the British are ready to trade.

The Exporting is GREAT campaign reaches UK businesses through media channels and roadshow activity using the Export Hub. In its first year the campaign generated a pipeline of £500 million in potential UK exports.

The UK government engages with devolved authorities and regional businesses to coordinate and collaborate on activity to promote produce from across the UK through the Food is GREAT campaign. The campaign uses influencer visits, in-country events, marketing, profiling on social media and British agricultural shows, and encourages Posts to use UK produce at their events.

The GREAT brand unites the UK's presence at key international events, such as New York's Designing Our Future event, COP 25 and the Dubai Expo, where content from locations, universities and businesses from across the UK set out our united offer to the world.

Dubai Expo





Cannes 2019.  
Here come the Brits.



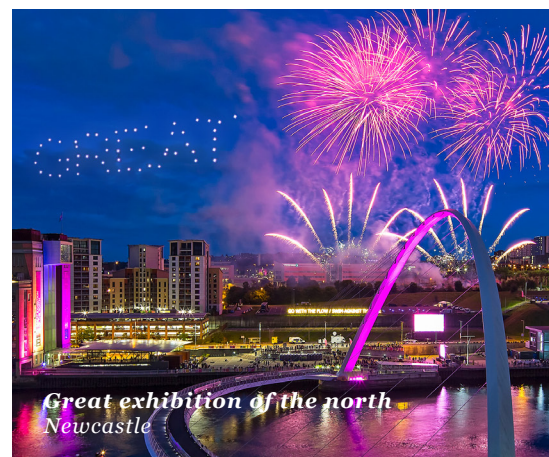
**CREATIVITY  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND  
UK ADVERTISING AT CANNES LIONS



*Food is GREAT  
Belgium*



*Victoria Beckham fashion show  
London*



*Great exhibition of the north  
Newcastle*

## Impact of GREAT

**GREAT delivers, and can prove it delivers.**

In 2018/19 the campaign supported 1,419 events and activities in 200 locations worldwide, and the campaign has won 68 international awards and commendations to date.

Research shows that GREAT has had a positive impact on the buying actions of the UK's international target customers. 30% of companies which recognise the GREAT brand were 'likely to trade with the UK' in the next three years, compared with 16% for those which do not. And 43% of companies considering doing business with the UK and recognise the GREAT brand stated the campaign had positively influenced its decision. The GREAT brand has been independently valued at £271 million.

For investment, since 2017 the campaign has generated 606 qualified leads. An estimated 130 are expected to land successfully, delivering an estimated capital expenditure of £49 million. Our exporting campaign delivered £97 million to the economy in 2018/19.

VisitBritain has secured over £850 million from its GREAT-funded tourism campaigns since 2016. For every £1 the UK government has invested in Visit Britain/Visit England for domestic and international marketing, a visitor spends £25 here in Britain. Tourism also acts as an enabler for investment in other industries, with people who have visited us 16% more likely to invest in British businesses.

On higher education, last year the GREAT/ British Council 'Study UK: Discover You' campaign secured £112 million in ROI.





## Currently planned for 2020

The GREAT Britain campaign has a powerful role to play in promoting the UK as a globally connected country that is open for business, visitors and students. It is a highly visible, trusted brand which is recognised across the world. The campaign is also a means by which we can underpin and strengthen the UK's global influence.

We are currently working on refreshing the GREAT brand to be more emotionally engaging, playful, visually dynamic as well as amplifying the union flag to be bolder and more confident.

These are a selection of the current planned activities either created or supported by GREAT.

### JANUARY

**Consumer Electronic Show** - Las Vegas  
**125th Anniversary of National Trust** - UK  
**Sustainable Fashion Event** - Germany  
**Africa Investment Summit** - UK  
**BETT Global** - UK  
**Arab Health** - Dubai

### FEBRUARY

**World Economic Forum** - Switzerland  
**Tech is GREAT Showcase** - Italy  
**London Fashion Week**  
**Philharmonia Tour** - Japan  
**Clean Growth GREAT Week** - Japan  
**Mobile World Congress** - Barcelona  
**Oscars Reception** - California & UK

### MARCH

**Green is GREAT Pavilion** - Taiwan  
**London Book Fair** - UK  
**Int'l Women's Day** - International  
**Healthy Ageing GREAT Week** - Japan  
**Designing our Future** - New York  
**MIPIM** - France  
**SXSW** - Texas

### APRIL

**Bond 25 Premiere** - UK  
**Expomin** - Chile  
**London Craft Week** - UK

### MAY

**Invictus Games** - Netherlands  
**Heathrow Summer Activation begins** - UK  
**Green Tech Festival** - Germany  
**Fashion is GREAT Event** - Slovenia  
**Africa Week** - UK  
**Cannes Film Festival** - France

### JUNE

**Cannes Lions** - France  
**Euros 2020** - Europe  
**London Tech Week** - UK  
**Queen's Birthday Parties** - International  
**Wimbledon** - UK

### JULY

**Farnborough Air Show** - UK  
**Olympics 2020** - Tokyo  
**The Golf Open** - UK

### AUGUST

**Edinburgh Fringe** - UK  
**Premier League** - UK  
**Paralympics 2020** - Tokyo

### SEPTEMBER - DECEMBER

**London Design Festival** - UK  
**London Design Biennale** - UK  
**Dubai Expo** - Dubai  
**T20 Men's World Cup** - Australia  
**COP26** - Glasgow

