



**Project brief:** GREAT campaign brand refresh 2020  
**Briefed by:** Danesha Mistry, GREAT HQ

**Budget:** up to £200,000 (including VAT)  
**Length of work:** 2 months from November 2020

### **Background**

The GREAT Britain campaign is the UK government's international marketing campaign, working across 22 government departments and organisation. Present in 145 countries, the brand drives jobs and growth by encouraging people to trade, study and visit the UK. Multiple high-profile partners and individuals have dedicated their time to support the campaign, including Premier League, BBC Studios and BAFTA. GREAT has successfully amplified the best of the UK under a single brand.

### Our challenge

When GREAT officially launched in 2012, the visual identity was fit-for-purpose as the UK celebrated the attention brought by the London Olympics and Paralympics. Over time, *the brand has grown and stretched* to cover broader campaigns and scenarios than was originally anticipated. How the brand is applied in certain campaigns such as VisitBritain differs to when applied elsewhere, like Ready to Trade.

In its 9th anniversary, *the brand is ready for an evolution*, bringing along the successes it has achieved so far and moving forward to where the UK should be in the future. *The UK has a new position in the world* due to recent changes in its environment and requires a brand identity that showcases its strengths and global leadership. This will require bringing a modern and dynamic look to the brand, taking note of everything that is loved about the UK and encouraging new and existing audiences to consider us.

### GREAT 2025 Strategy

The GREAT team have commissioned a strategy project for the campaign for the next five years. The first stage (completion by end of October) will summarise key insights relating to perceptions about the UK. The second stage (completion by end of November) will develop and test several hypotheses to inform the strategy. These will focus on prioritisation (countries, sectors, audiences), campaign objectives and what GREAT should stand for as a brand.

### **What we are looking for**

- A *new brand identity* for the campaign, which will culminate in a brand look and a detailed set of brand guidelines, with a range of assets under a brand toolkit to begin executing the new brand
- An identity that has a strong core, but that can be locally adapted to suit different perspectives. Establishing GREAT's brand codes and its distinctiveness that can be applied flexibly across scenarios but still recognisable
- A brand built for digital-first application
- A brand that can encompass a vast range of demands that all represent the UK, from tourism to education, whilst remaining consistent
- A brand that can be flexible within a complex network that requires multiple messages; application for various types of events (e.g. a HMTC speech versus a trade exhibition stand); can be delivered by teams who have limited design resources
- A proposal on how to embed the identity and roll out across government, taking into consideration the complexity of how the brand is used and limited design resource across the network
- A series of knock out activations that would bring the new identity to life and will be a brilliant promotion of the UK internationally, both big and small

### **What we are not looking for**

- An advertising campaign as this is for a new brand identity
- An identity that replaces our existing brand rather than an evolution
- An identity that requires highly skilled design work that will be challenging to reproduce within an in-house and local level situation
- An identity that doesn't make the most of the content from GREAT's partners such as images, videos, campaign opportunities and copy
- Focussing more on UK domestic

### **Considerations**

- How can our brand embrace British heritage, but reflect a modern UK?
- What are the UK's best assets and how do we make the most of them?