


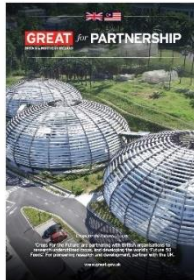


## GREAT's creative campaigns

Campaign Name and Visual Identity	Primary: sector pillar construct <i>What we want to be known for</i>	Secondary: sector pillar construct <i>Support the primary pillars</i>	Opportunistic pillar constructs <i>One-time campaign to drive awareness</i>	Benefit-led pillar: GREAT for Partnership <i>Bi-lateral relations</i>
				
Context	Main creative for promotional use, doesn't include the GREAT logo. Has been used since GREAT started.	Main creative for promotional use, doesn't include the GREAT logo. Developed over time to expand on primary pillars.	To keep consistency, one-off campaigns would use the main creative style. Driven by opportunities through VisitBritain originally.	Was first created as a patchwork as our existing pillars didn't fit the narrative. No guidelines were created initially, and it's grown in usage since.
Types of pillars/sectors	Business; Countryside; Creativity; Culture; Entrepreneurs; Technology; Innovation; Sport; Welcome	Adventure; Craft; Design; Education; Engineering; Fashion; Film; Healthcare; Invest; Luxury; Love; Literature; Music; Science; Research	Art, Downton, Mary Poppins, Bond, Football, London, Paddington; Rugby; Shakespeare; Tea	GREAT for Partnership; GREAT for Collaboration; GREAT for Growth*; GREAT for a Sustainable Future*
Audience	International: B2B, buyers, investors, NGOs, governments	International: B2B, buyers, investors, NGOs, governments	International and sometimes domestic: B2C	International: B2B, buyers, investors, NGOs, governments
Who uses the campaign	Cross-departmental (DIT, Defra), DIT international hubs, FCDO overseas, embassies, sector leads, partners	Cross-departmental (DIT, Defra), DIT international hubs, FCDO overseas, embassies, sector leads, partners	DIT international hubs, FCDO overseas, embassies, partners	Cross-departmental (DIT, FCDO), DIT international hubs, FCDO overseas, embassies, partners
How the campaign is used	Trade shows and exhibitions, large-scale events, printed collateral, social media images. DIT use as their promotional brand on brochures, invites.	Trade shows and exhibitions, large-scale events, printed collateral, social media images. DIT use as their promotional brand on brochures, invites.	Licensed images provides mainly from VisitBritain and assets created by GREAT HQ. Printed collateral and social media.	Brochures, reports, large-scale events, meetings
Challenges	Can be seen as a trade campaign rather than cross-departmental. Good for use as a template/structure. Could be less corporate and more flexible.	Used as commonly as primary pillars and have increased since GREAT started. Regular requests to add more pillar options, ends up diluting the UK's main strengths. However, provides consistency and structural policing to prevent too many variations.	Doing one-off campaigns is important for driving perceptions and offering something new. Taps into new audiences including B2C. Flexibility is required for differing messages, to have licenced imagery and to stand-out. Desire to reuse but are time-limited due to licensing.	Very popular pillars as can be perceived as approachable and human. Good for diplomacy and UK's relations. Was created secondary and rapidly, so requires thought on how it fits within the overall framework.

\* New campaign, work in progress

## Delivery Partners creative sub-campaigns

Campaign Name and Visual Identity	<p>VisitBritain</p> 	<p>Study UK – British Council</p> 	<p>Food is GREAT - Defra</p> 	<p>Ready to Trade - DIT</p> 
Context	<p>VisitBritain's creative highly features GREAT where our logo is integrated into theirs. Their creative also takes on similar pillar constructs.</p> <p>Find Your GREAT logo is used for tourism and Events are GREAT logo is used to promote the UK events industry.</p>	<p>Recently had a creative refresh where the Union Jack flag has been incorporated into the U. The refresh showcases real people as opposed to abstract and stock photography.</p> <p>The Study UK programme has a large international drive and is mainly featured at student fairs, award ceremonies and digital. The programme includes a GREAT scholarships programme that provides grants for potential students.</p>	<p>Uses our main creative, in most cases the delivery partner doesn't solely use the pillar e.g. GREAT HQ also use Food is GREAT outside of Defra.</p> <p>Food is GREAT promotes high-quality UK food products through trade and buyer events and experiential food tasting abroad. Both Craft is GREAT and Heritage is GREAT represent UK drinks products and accompany Food is GREAT.</p>	<p>Launched in February 2020 to coincide the UK officially leaving the EU and to promote that the UK is open for trade across the world. Was a large advertising campaign across billboards, digital and print.</p> <p>New visuals and a recent campaign so highly requested. Gives a modern take on GREAT and so becomes mixed with GREAT's main pillar creative.</p>
Audience	<p>Tourism Event organisers and businesses</p>	<p>Prospecting international students looking to study abroad</p>	<p>Trade and buyers, B2C international audiences on changing perceptions about UK food and drink</p>	<p>Trade and investors, international businesses</p>