



Introduction to Brand Scotland

Who we are

Brand Scotland is a partnership between seven public sector organisations, which exists to support the strategic development and delivery of Scotland's nation brand. The partnership promotes Scotland as a dynamic, fair, and inclusive country in which to visit, live, work, study, and do business - all of which are essential for economic growth.

The Brand Scotland strategic partnership consists of:

- Scottish Government
- VisitScotland
- Scottish Enterprise / Scottish Development International (SDI)
- Creative Scotland
- Highlands and Islands Enterprise
- Scotland Food and Drink
- Universities Scotland



Why advocacy for Scotland matters

We believe that great achievements are a result of great collaborations.

At the core of Brand Scotland's mission is the pursuit of shared goals, bringing people together to create something truly extraordinary.

Advocacy means endorsing and extending the reach of Scotland's message. It opens up vital new opportunities to make authentic and emotional connections with wider audiences.

It allows us to engage and equip others – helping them better understand our Scotland brand, what we represent and how we collectively work together to tell Scotland's story.

It's about the collective efforts to increase the impact of all our work.

Together we can maximise Scotland's potential and unlock opportunities through the following:



Build connection through real stories

Create advocacy and work together to sell Scotland to the world.



Strengthen our identity and reputation

Establish a clear proposition and identity to the world.



Leverage international networks

Activate the 'might of many'.





Our vision and purpose

Vision

For Scotland to be recognised as a leading global citizen and a **dynamic, fair and inclusive** country in which to live, work, study, visit and do business.

Mission

To stimulate **renewed and sustainable opportunities** for Scotland by building our global reputation.

Purpose

To **bring together Scotland's communications** to increase the **impact and effectiveness** of all our work.

Our strategic approach

Brand Scotland takes an **evidence-based approach** to ensure we tell a **consistent and unified story** about **'who we are'** as a nation at every single touchpoint.

Brand Scotland's two-pronged strategy uses evidence to show **Scotland's values, outlook and global ambitions**, and **emotionally connect through storytelling**, demonstrating how it feels to visit, live, work, study and do business with Scotland.



Show

To **show** our target audiences the benefits of Scotland by demonstrating our values, outlook and global ambitions.



Connect

To bring to life through storytelling the emotion of how it will **feel** to live, work, study, visit and do business with Scotland.



Scotland's brand story

We don't dream up stories about Scotland when we create content. We seek out real-life gems that already exist and share them with the rest of the world.

In our quest to show the world that Scotland is as innovative as it is culturally iconic, we've developed a brand story that acts as a golden thread to weave together a compelling collection of stories and paint a vivid picture of who we are for the rest of the world.

This is Scotland's story and we warmly welcome Scottish organisations, businesses and individuals to embrace it, building advocacy for Scotland amongst their audiences, both domestically and internationally.

It's about the collective efforts to increase impact and showcase that Scotland is where 'head, heart and spirit make good things happen'.

To download Scotland's brand book, visit:
[Brand Scotland - Brand Story Book](#)

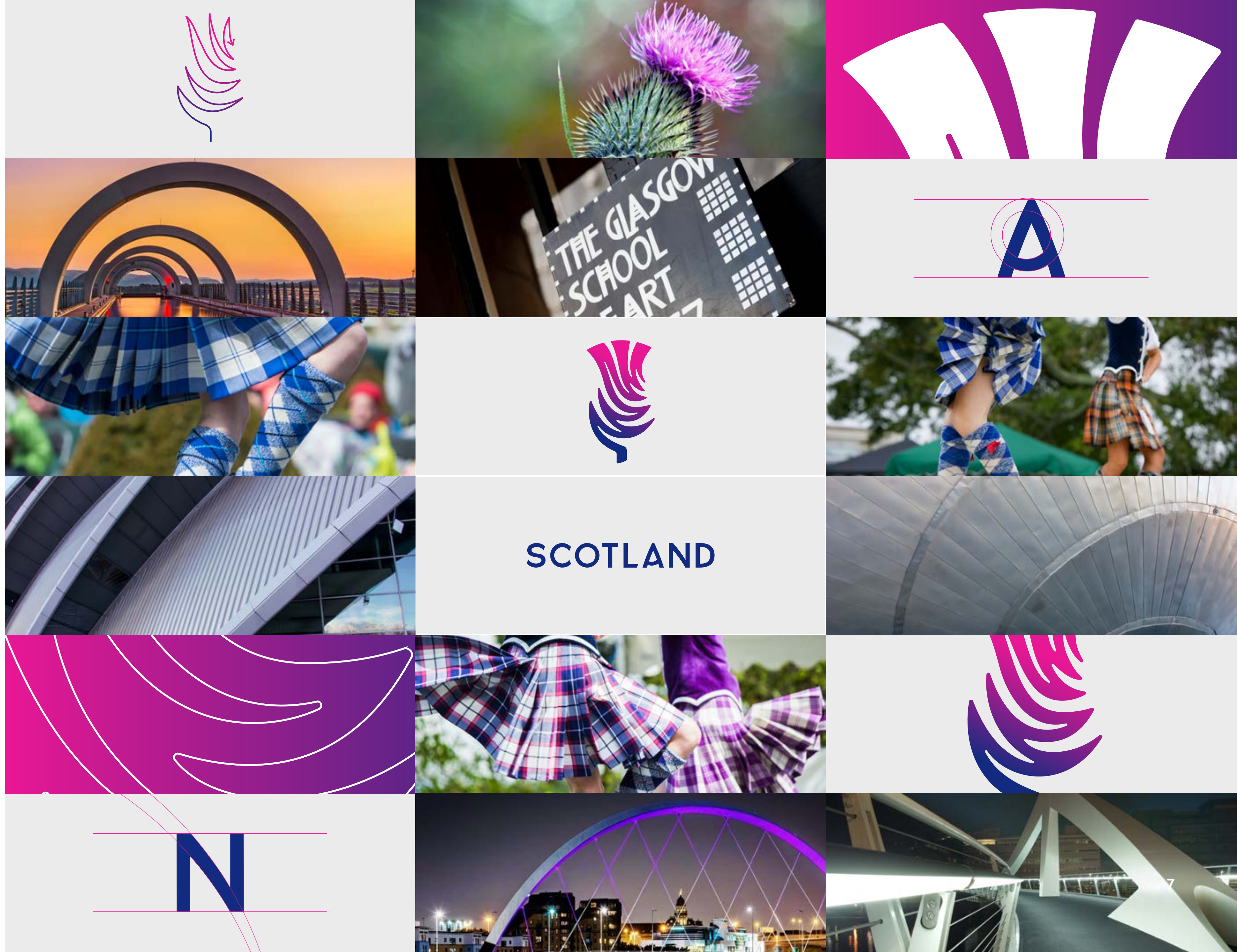


Brand marque

Scotland's single nation brand marque has been developed to be a strong and enduring emblem of Scotland, which all organisations can use to join up our collective approach to promoting and enhancing Scotland's international reputation.



To find out more on Scotland's visual identity and download the brand guidelines visit [the digital asset library](#).



Visibility of the Scotland marque

The Scotland brand marque has been showcased across multiple countries, including France, Germany, USA, China and UAE, covering global sporting events, international exhibitions, cultural showcases and receptions.

To download the Scotland marque visit: [Scotland's Brand Marque - Logo Pack](#).



Our channels

Website: Scotland.org

Social channels

 [@ScotlandisNow](https://www.facebook.com/ScotlandisNow)  [@ScotlandisNow](https://www.instagram.com/ScotlandisNow)

 [@Scotland](https://twitter.com/Scotland)  [@BrandScotland](https://www.linkedin.com/company/BrandScotland)

Brand Scotland utilises its well-established online channels to showcase Scotland to the world.

Now with over 200K followers with a vested interest in Scotland, we know our strategy is working through the response to the stories we share, and the significant growth across all our channels.

In 24/25 we reached 23.8 million people through our organic content, with an average of over 37K monthly engagements.



PERIOD

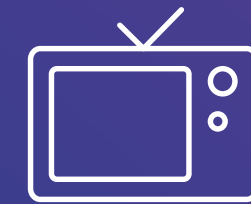
1 April 2024 – 31 March 2025

Scotland.org



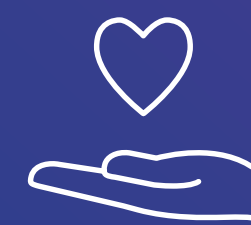
1.8 million

ACTIVE USERS



3.3 million

VIEWS



1 million

USERS GAINED VIA ORGANIC SEARCH

Brand Scotland social



200K

FOLLOWERS ACROSS INSTAGRAM, FACEBOOK, X AND LINKEDIN



37K

AVERAGE MONTHLY ENGAGEMENTS



23.8 million

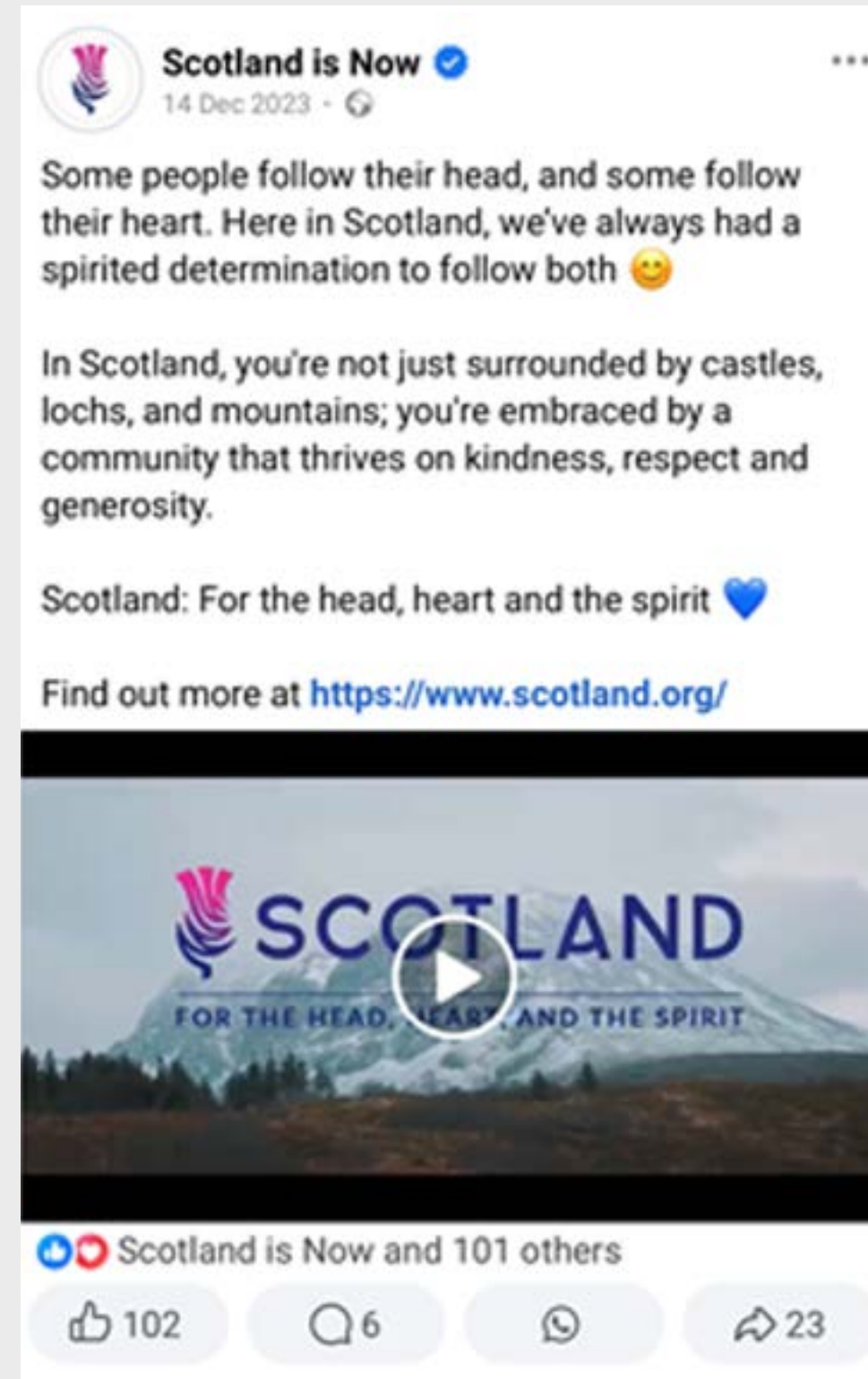
ORGANIC REACH

The numbers have been rounded to the nearest thousand

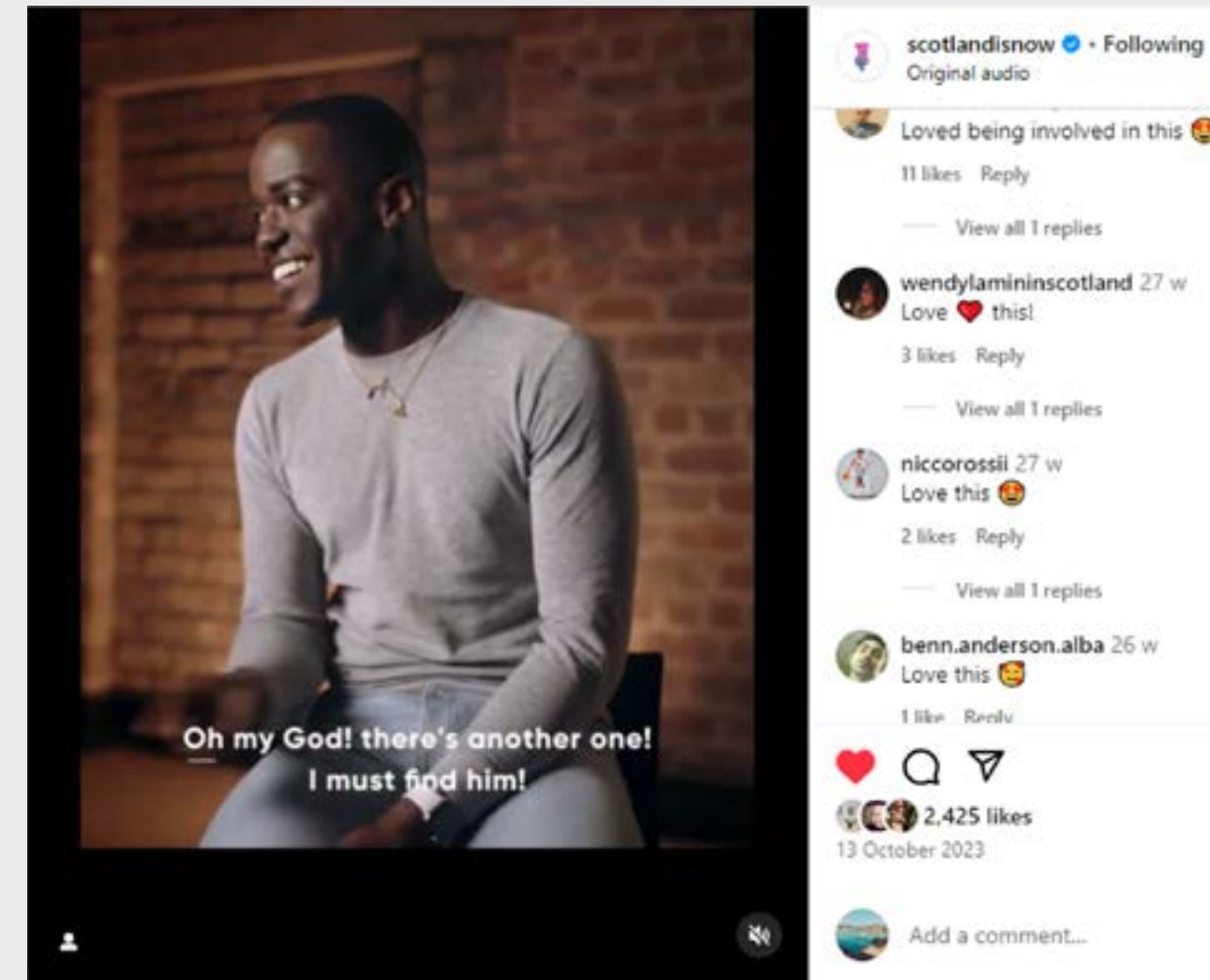
Our content

We **tell authentic stories**, of real people, about their experience of visiting, living, working, studying or doing business in Scotland. We **represent Scotland's many voices** honestly, being brave in celebrating the good as well as acknowledging the challenges we face.

We develop these stories through collaboration with partners to create engaging content that achieves exceptional results. Together we plan how best to tell the story and agree the right channels on which to share it, whether it's through a collaboration post with an influencer, or business profile on LinkedIn. Our goal is to help each other reach new audiences and increase meaningful engagements.



[Brand Scotland's hero film](#), showcasing head, heart and spirit in action.



[Stewart Kyasimire's documentary 'Proudly Black and Scottish'](#) brings together stories about what it feels like to be Black and Scottish.



Influencer partnership to share their unveiling of the baby box and what's included.



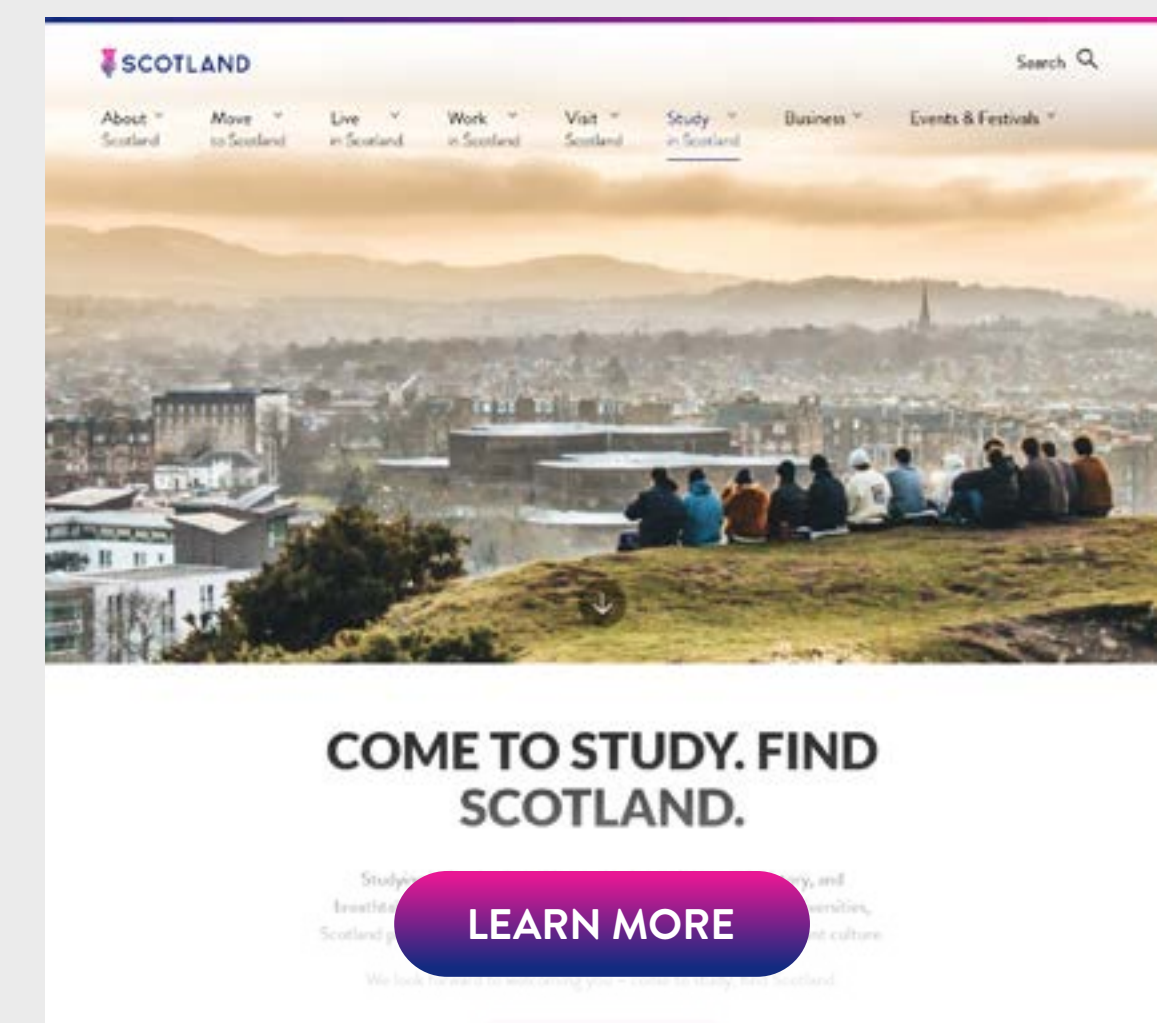
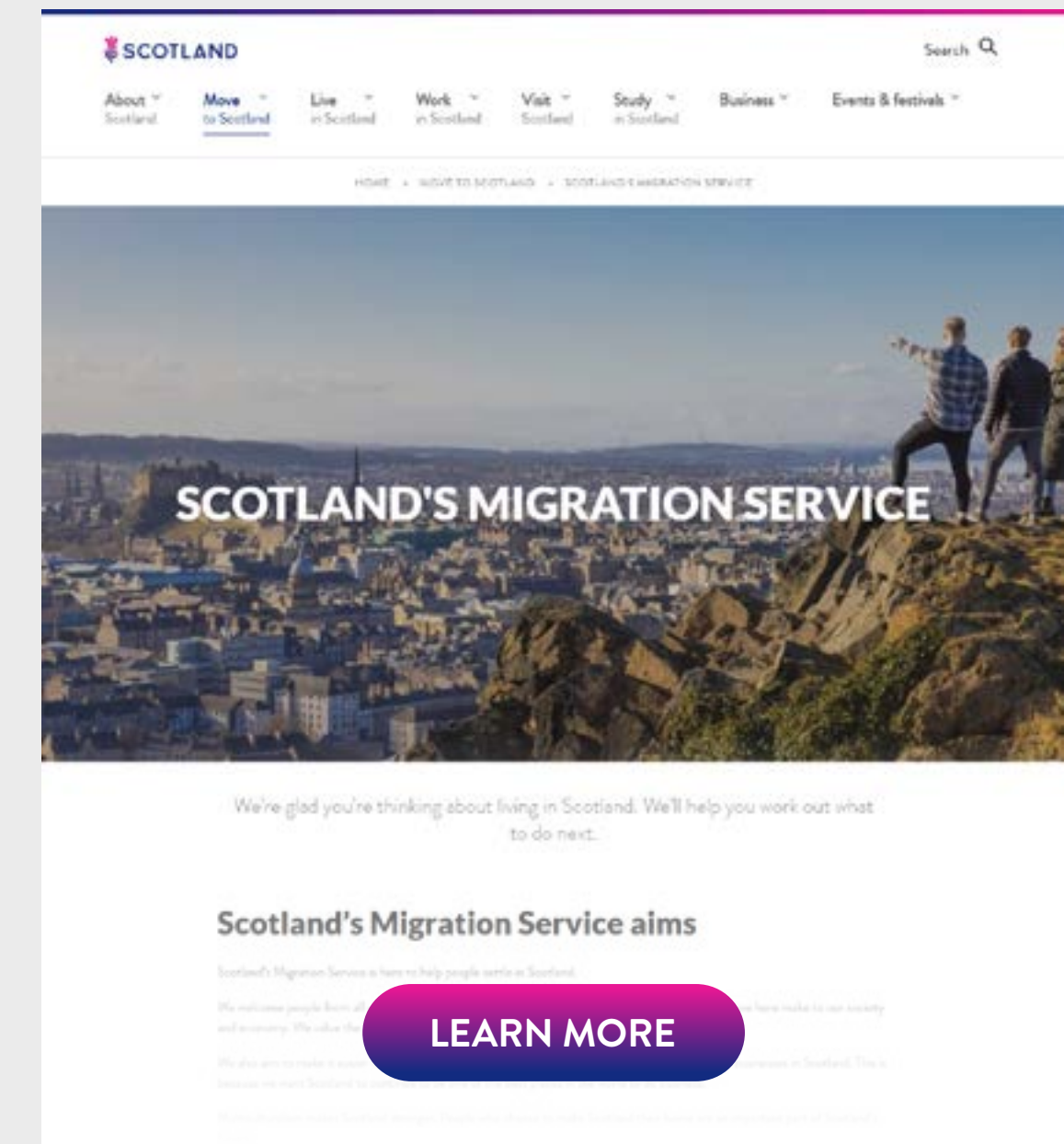
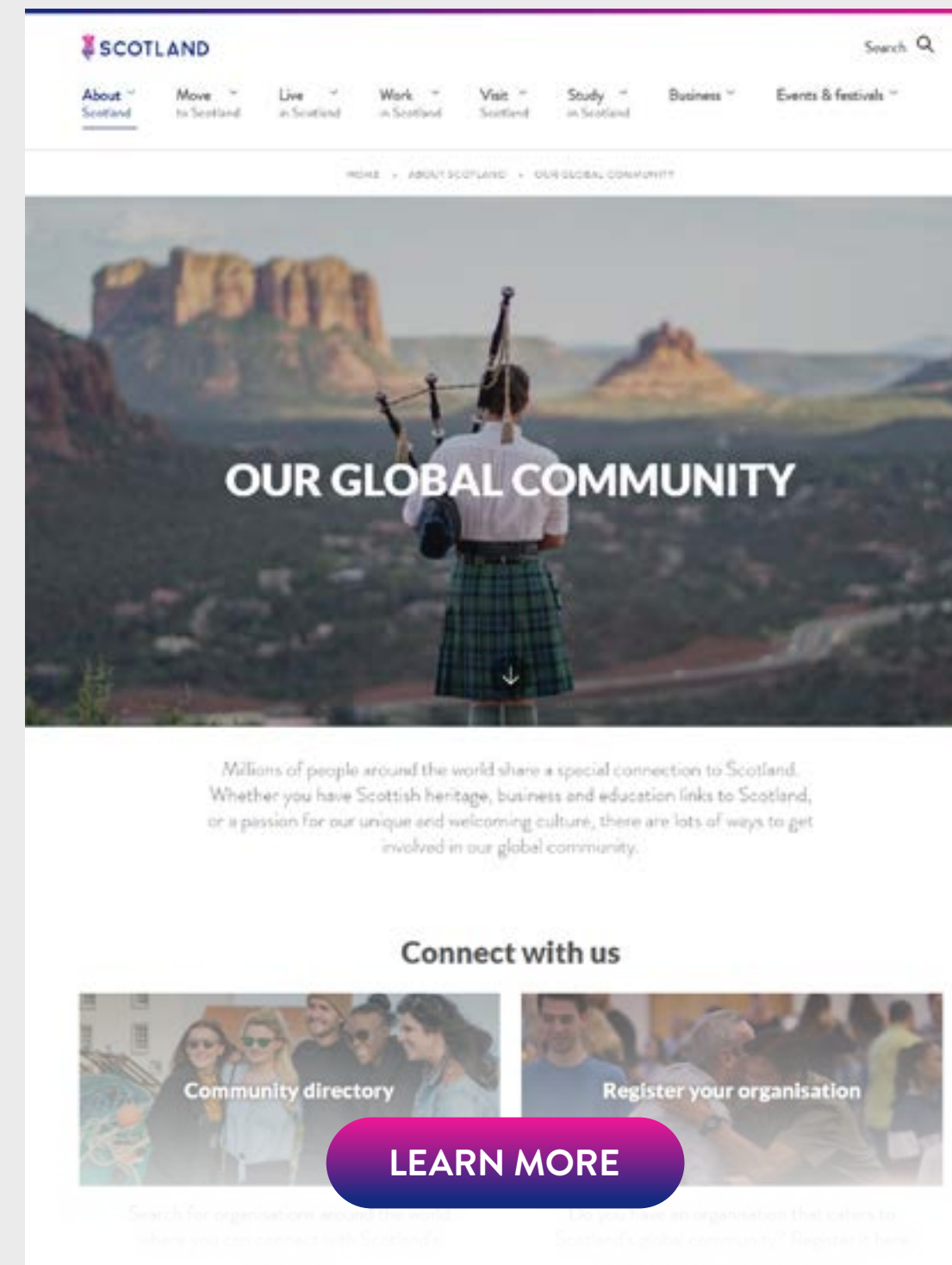
Scotland.org

Scotland.org is our gateway platform to welcome the world to Scotland. It's a single entry point for people considering Scotland as a place to visit, live, work, study and do business, and enables a path to conversion on partner sites based on user intent.

It provides proof of Scotland's progress, culture, people and society through authentic storytelling.

Scotland.org also supports the introduction of 'service-based' content, including [Scotland's Migration Service](#). It was designed to help people settle in Scotland, and make it easier for employers to hire international workers and for investors to set up businesses in Scotland.

'[Our Global Community](#)' is an online space for people with Scottish Connections around the world to build international connections, through signing up to our email outreach programme or exploring our Community Directory.



Global moments

In each calendar year, Scotland has a series of 'moments' which present unique opportunities to activate our brand strategy, both domestically and around the world.

They enable us to showcase who we are, create an emotional connection and inspire our target audiences to consider living, working, visiting, studying and doing business here.

Our brand story and strategy now enable us to harness Global Moments effectively and bring these to life with engaging creative hooks and tactics, under a single visual brand identity.

Working together enables us to truly capitalise on these moments and deliver a multi-layered programme of joined-up communications activity that pushes inspiration into consideration and action.



St. Andrew's Day

Burns Night

Tartan Day

Major Events: Edinburgh Festivals, UEFA Euro 2028,
Glasgow 2026 Commonwealth Games

Digital media library

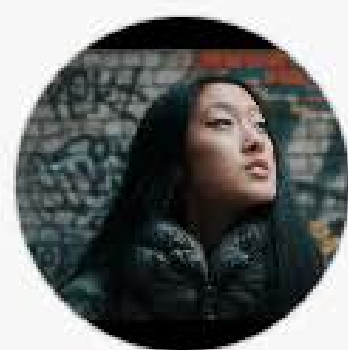
Brand Scotland has over 4,000 free-to-use assets housed on our [Scotland.org digital asset library](#). As well as our brand assets and associated guidelines, these include campaign materials alongside a wide range of imagery, infographics, animations, films, presentation templates and video call backgrounds, which are updated regularly and can be downloaded directly from the library.

For more information on how to use the digital asset library: [Brand Scotland Toolkit - Introduction and Guide](#)



BRAND SCOTLAND TOOLKIT

A wealth of resources including images, videos, infographics, brand guidelines and more so you can join us in promoting Scotland to the world.



Overarching Brand Campaign



Brand Guidelines



Destination Scotland



Burns Night



Scotland's Migration Service



GlobalScot Advocacy



Scotland is Open



Virtual Backgrounds



Live and Work



Visit



Study



Business - Trade and Investment



Scottish Cities



Culture



Creative Scotland Showreel 2024



Scottish Landscapes

Keyword Search [AND / OR]

Search for eg: Image

How Brand Scotland can support you



Enriching content with our free to use assets, **increasing reach and profile** through social partnerships.

Connection to **major calendar moments** when the global spotlight shines on Scotland.



Opportunity to **reach engaged, progressive international audiences** actively looking at and interested in Scotland.

Working together, we can **showcase who you are, highlighting your values** to a global audience.



Creating **authenticity to your storytelling** by aligning with the Brand Scotland narrative, showcasing who you are and enriching the collective voices of Scotland.





Collaboration in action – Scottish Rugby

Brand Scotland worked in partnership with Scottish Rugby in 2023 to co-develop a marketing campaign capitalising on Scotland's participation in the Rugby World Cup in France.

As the whole world geared up to enjoy seven weeks of elite sporting action, a unique opportunity opened up to harness these events and showcase Scotland to this international audience.

Scottish Rugby created a stirring hero film, reflecting our nation brand values and messaging, weaving the Scotland brand marque throughout. This helped position Scotland as resilient and unique, with a national team that embodies 'head, heart and spirit'.

Brand Scotland sourced a number of opportunities for the film and created a rugby-themed brand marque animation, played in France at outdoor fan zones, exclusive receptions and ministerial engagements.

We collaborated with the Brand Scotland partnership and Scottish Rugby in a paid social media promotion around tournament fixtures, reaching 540K people.

This was further supported through digital content featuring the Scotland squad and co-branded miniature rugby balls were distributed to school children across France.



Collaboration in action – The National Robotarium

Brand Scotland worked in partnership with The National Robotarium on an influencer project to highlight Scotland’s cutting-edge tech sector.

To showcase Scotland’s innovation in a surprising and unique way, we approached digital creator [Luisa Hendry, the Scottish Geologist](#) to film at The National Robotarium in Edinburgh.

The result was a truly authentic reel, showing enthusiasm, excitement and a genuine spirit around Scotland’s innovation. The reel was posted on Instagram, Facebook and LinkedIn and attracted engaged audiences from around the world.

Results

	Instagram	Facebook	LinkedIn
Reach	35,565	2,700	861
Video plays	55,600	1,330	774
Engagements	2,460	52	35





City Nation Place Awards

Best Communication Strategy

- 2024 - Winner
- 2023 - Highly Commended
- 2022 - Winner



The Nods 2020

Creative Client of the Year / Brand Scotland



Native Advertising Institute Awards

- **Native Advertising Awards 2024**
‘Best Series of Sponsored Videos’ - GOLD



UK Social Media Awards

- **Best Integrated Campaign 2019**
Brand Scotland (VisitScotland, Scottish Enterprise and Scottish Government collaborative initiative) - #ScotlandIsNow



Marketing Society of Scotland (Star Awards)

- **Digital Communication 2024**
Selling Modern Scotland to the World / Brand Scotland - GOLD
- **International Marketing 2021**
Europe, Scotland is right here with you / Brand Scotland - GOLD
- **International Marketing 2020**
Hey Europe, Scotland has a message for you / Brand Scotland - GOLD

We would love to hear from you and collaborate.

Please email:

BrandScotland@gov.scot

Thank you!



Contents

- 2 Who we are
- 3 Our vision and purpose
- 4 Our strategic approach
- 5 Scotland's brand story
- 6 Brand marque
- 7 Visibility of the Scotland marque
- 8 Our channels
- 9 Our content
- 10 Scotland.org
- 11 Global moments
- 12 Digital media library
- 13 How Brand Scotland can support you
- 14 Why advocacy for Scotland matters
- 15 Collaboration in action – Scottish Rugby
- 16 Collaboration in action – The National Robotarium
- 17 Success to date

