

# Scotland®

November 2003

‘ BRAND NEWS’



## A MESSAGE FROM THE CHIEF EXECUTIVE

There have been a number of changes recently, the main one, of course, is that we are now fully in the private sector - a company limited by guarantee - owned by and run for the benefit of members.

We are in the process of reissuing license agreements to reflect our change in status away from Scottish Enterprise – this is being done on a renewal month basis, so don't worry if you haven't received yours yet, it just means we haven't covered your particular renewal month.

As part of a much more focused approach to our marketing plan, we have been stepping our one-to-one visits with members. Marla Cunningham, our new Business Development and Marketing Manager, is also helping with this exercise so if you get a call from Marla please give her your support. The main thing is we want to hear from you - what you **are** getting out of Scotland the Brand, and what you **want** to get out of Scotland the Brand - until we do get round everyone, please don't hesitate to get in touch on any subject.

Finally, we are now gearing up for our first AGM, Conference, Dinner, Awards and Ball on Sunday 30th November. It's going to be a great event so make sure you get your booking form in.

Many of you who came up for renewal in September will know that we launched our new fee structure and benefits package. The feedback overall has been excellent and I am delighted to welcome Scottish Power and the Clydesdale Bank as our first two Vanguard members. We also have a few more in the pipeline and I have been extremely encouraged from the support that I and my fellow board members have had as we present our vision to many of the top companies and influencers in Scotland.

Chief Executive



## STAMPS ITS MARK ON CATALONIA!

The Scotland with Catalunya tourism and trade programme took place in Barcelona between the 18<sup>th</sup> - 21<sup>st</sup> September 2003. This Scottish Executive initiated programme aimed to build upon the Co-operation Agreement signed between the Scottish Executive and the Catalan government in November 2002.

Scotland the Brand played a key role in two major events – the Gala Reception and Scottish Square

**Gala Reception** - The “great and good” of Catalan society were invited to a private function held in the prestigious Drassanes Maritime Museum. This reception showcased the best of Scottish food and drink and culture. The food was prepared, cooked and presented by the Scottish Junior Culinary Team, headed up by Executive Chef Tony Jackson. The evening also showcased Scottish textile and design, with a fashion show using garments from Scotland the Brand's 2003 Style Scotland student design competition and additional garments from the students of Cardonald College.

**Scottish Square** - An outdoor consumer event held over the weekend of 20-21 September, the “Scottish Square” formed the centre-piece of Scotland's involvement with the Merce Festival activities. Funded and organised by VisitScotland, a showcase of “the best of Scotland” was created featuring food and drink, music, textiles, arts and crafts - all packaged together in a 400m<sup>2</sup> marquee at Moll de la Fusta, a waterfront location at the foot of the main Barcelona thoroughfare, La Rambla.

Scotland the Brand played a key role in the sourcing, organising and sampling a range of Scottish food and drink - and were on hand to do the sampling – with 40,000 people over the 2 days it certainly was an experience!!

## SCOTLAND WITH CATALUNYA IN NUMBERS:

- 750 attended the Gala Reception
- over 40,000 attended the Scottish Square
- 27,000 units of Scottish food and drink were sampled.
- £30,000,000 spent by Spanish tourists in Scotland every year

## WELCOME AMBASSADORS FOR SCOTLAND



We would like to welcome and introduce our first Vanguard members:

**Scottish Power** and the **Clydesdale Bank**



Other new members are: Clothing by Design – our first Business Start Up category, Harbour Inn, Hebridean Seafood, Ortak, and the Water Tower Restaurant.



## THE BRAND

### ST ANDREWS DAY CONFERENCE AND GALA DINNER

**SUNDAY 30<sup>TH</sup> NOVEMBER, 2003**

The theme of the conference will be “Working Together for Scotland” and we will have a number of speakers to discuss the current and prospective position of Scotland within the framework of the Scotland the Brand vision. Our keynote speaker is Creenagh Lodge of Corporate Edge – responsible for major national branding initiatives including New Zealand and Ontario, and of course the international Project Galore work on Scotland.

#### PROGRAMME:

1300 hrs:	Lunch
1400 hrs:	Scotland the Brand AGM / Conference
1800 hrs:	Drinks Reception
1900 hrs:	Fireworks Display
2000 hrs:	Gala Dinner
	Scotland the Brand Ambassador of the Year Awards
	Live Music and Dancing

*Till the wee small hours*

**VENUE: ST ANDREWS BAY HOTEL**

**GALA DINNER: BLACK TIE DRESS CODE**

**BOOK A TABLE FOR YOUR COMPANY TODAY!  
PHONE 0141 566 6600! (DISCOUNTED RATES FOR  
SCOTLAND THE BRAND MEMBERS)**

#### **FUTURE EVENTS...PROMOTE YOUR PRODUCTS!**

Register your interest to participate in the following up coming events:

**BURNS NIGHT DINNER AND RETAIL PROMOTION –  
JANUARY 2004**

**CONSUMER CAMPAIGN – DEMAND THE BRAND –  
PRESS AND RADIO**

**TARTAN WEEK USA –SCOTTISH VILLAGE - NEW YORK  
AND CHICAGO – MARCH / APRIL 2004**

Call Marla on 0141 566 6600 to find out more

#### **PROMOTING THE BRAND**

##### **SCOTLAND ON SUNDAY**

Scotland the Brand (StB) will be promoting the Scotland mark along with its members in a 92-page full-colour promotional supplement to appear in **Scotland on Sunday on the 16<sup>th</sup> of November**. Targeting ABC 1 & 2's across Scotland, this will become the absolute guide to Christmas. Scotland the Brand will front a whole section dedicated to 'A Taste of Scotland'. Reaching more than 300,000 adults in Scotland, the ideal platform to promote Scotland the Brand and its members' products.

##### **AMEX TRAVEL AND LEISURE AND FORTUNE MAGAZINE**

An innovative marketing opportunity has been developed by Scotland the Brand in partnership with the US's leading consumer business and travel magazines: Travel + Leisure and Fortune.

Timed to promote Tartan week, at the beginning of April 2004, Scotland – The Brand of Distinction will appear as a special advertising section within the March Editions of Travel + Leisure and Fortune Magazines, 850,000 total subscribers.

This integrated communication will reach over 1.8 million of the US's most affluent and well-employed travellers.

See the website for more details of the above promotion.

#### **ADDING VALUE TO YOUR BRAND**

As our member numbers increase, so they diversify. From food to tourism, and textiles we now cover most industries - the opportunity to work together for a more successful Scotland has never been better.

Feedback suggests that our campaigns work and you will see from upcoming promotions that we are always working to get you noticed. From the exposure of appearing in National Press Campaigns to the chance to network with others in the community, we strive to keep you at the top your game.



Scottish Beef



Tourism



Scottish Cashmere

**“SALES WENT UP BY 30%. THERE WAS NO OTHER REASON FOR THIS SUCCESS THAN THE STB/REAL RADIO CAMPAIGN...”** *(Jim Fleming of Calder Millerfield)*

*Post campaign analysis following the StB Grab a Grand Campaign*

#### **CONTACT US**

**FOR MORE INFORMATION PLEASE CONTACT US BY  
PHONE OR CHECK THE WEBSITE.**

**SCOTLAND THE BRAND**

**PHONE: 0141 566 6600**

**WWW.SCOTLANDTHEBRAND.COM**