



# The Britain Brand

Public Diplomacy Strategy Board

7th February 2003



## Branding Britain

- Why are we developing the Brand
- What the consumer said
- How are we taking this forward

● To enhance the position of Britain in an increasingly competitive world

● To create a dynamic, forward thinking destination brand that will engage the consumer.

## Why - Emotional Engagement



**WHY**

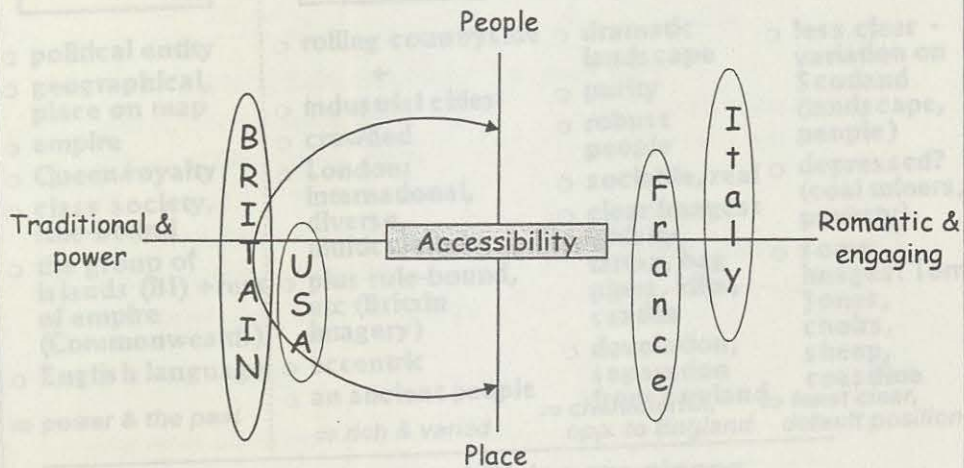
Building on what already exists in the minds of the consumer

## Branding Britain



- To enhance the position of Britain in an increasingly competitive world.
- To build core values for Britain highlighting the regional diversity of the destination brands.
- To create a dynamic, forward thinking destination brand that will engage the consumer.

## Why - Emotional Engagement



Building on what already exists in the minds of the consumer

## Current understanding of Britain



# WHAT

Britain is often viewed as a country with a rich cultural and socio-political position of influence-making it more deeply rooted than merely just a place.

'Devotely Britain'

## Overall perceptions of Britain & components



Britain	England	Scotland	Wales
<ul style="list-style-type: none"> <li>○ political entity</li> <li>○ geographical, place on map</li> <li>○ empire</li> <li>○ Queen/royalty</li> <li>○ class society, rule-bound</li> <li>○ the group of islands (BI) + rest of empire (Commonwealth)</li> <li>○ English language: ⇒ power &amp; the past</li> </ul>	<ul style="list-style-type: none"> <li>○ rolling countryside +</li> <li>○ industrial cities</li> <li>○ crowded</li> <li>○ London: international, diverse, multicultural</li> <li>○ plus rule-bound, etc (Britain imagery)</li> <li>○ eccentric</li> <li>○ an ancient people ⇒ rich &amp; varied</li> </ul>	<ul style="list-style-type: none"> <li>○ dramatic landscape</li> <li>○ purity</li> <li>○ robust people</li> <li>○ sociable, real</li> <li>○ clear images: whisky, tartan, bag pipes, kilts, castles</li> <li>○ devolution, separation from England ⇒ character, opp. to England</li> </ul>	<ul style="list-style-type: none"> <li>○ less clear - variation on Scotland (landscape, people)</li> <li>○ depressed? (coal miners, poverty)</li> <li>○ some images: Tom Jones, choirs, sheep, coastline ⇒ least clear, default position</li> </ul>

England, Scotland and Wales are places while Britain is more an idea

## Current understanding of Britain



- Stability
- integrity
- substance
- composure
- structure
- safety
- Britain is often viewed as having a powerful cultural and socio-political position of influence-making it more deep rooted than merely just a place.

'Distinctly Britain'

## Authentic & Traditional



### COMPELLING IDEAS

- recognisable Britain, tradition
- classic, correctness, civil
- rhythm of life ( eg tea time)
- eccentricity
- indulgent, pampered, premium
- food important in holiday
- golf appealing ( esp. USA, Jap)

⇒ *fascinating*

(esp Japan, China; less France)

### PITFALLS

- exclusive:
  - incomprehensible rules
  - class ridden, formal
  - expensive
- static, the past
- nothing new, clichés - dull
- reinforces stereotypes

⇒ *unwelcoming*

(esp W.Europe)

The stereotype

## Inspiring - Landscapes to literature



### COMPELLING IDEAS

- genuine, raw essence:
  - ancient culture
  - beautiful landscape
  - timeless
- literary tradition: wisdom, depth
- very relaxing: calm, peaceful, rejuvenation, personal

⇒ *freedom & fulfilment*

(esp Japan fem, Germany older)

### PITFALLS

- isolation, loneliness
- dull, not enough for a holiday
- Above all it has to say Britain
- not for families
- overclaim (esp France)

⇒ *limiting*

(esp France, Germany younger)

Sense of nation more than holiday

## Participating in everyday Britain



### COMPELLING IDEAS

- welcoming, inclusive, relaxed ("geselecht" Neth)
- inexpensive
- sample real Britain: pub, gardens, B&B, etc
- British rhythm of life
- depth, repeat visit
- on your own terms, easy
- for anyone: singles, family, etc

⇒ *inclusive & real*

(esp older)

### PITFALLS

- Sounds great but are the British really that welcoming
- requires language skills (China, France) - onus on you
- unbelievable - not the British character
- Needs to be different from home - concentrating on what makes the everyday experience unique

⇒ *If it isn't different from home it's not a holiday*

Engaging with the people

## "Confidence - so much to do!"



### COMPELLING IDEAS

- choice & variety:
  - active & calm, city & rural
  - ancient & modern, night & day
- excitement, energy, 24h
- meeting the people, inclusive: appeals to youth, families, older visitors
- good for repeat visitor

⇒ *new Britain*

(esp France)

### PITFALLS

- superficial:
  - pretending to be America
  - not calm, composed, British
- brash, frantic, exhausting
- unbelievable, eg surfing
- be careful your not trying to hard to be like other destinations

⇒ *above all be yourself*

(esp older)

Great..... but is this really Britain

## Fit with Britain / components

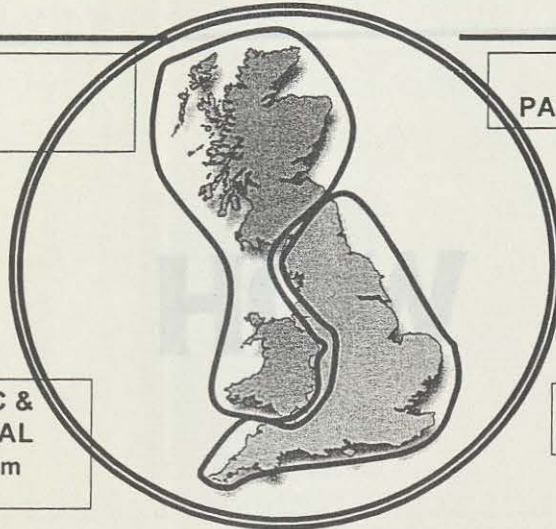


**INSPIRING**  
- landscape  
- mystery

**PARTICIPATING**

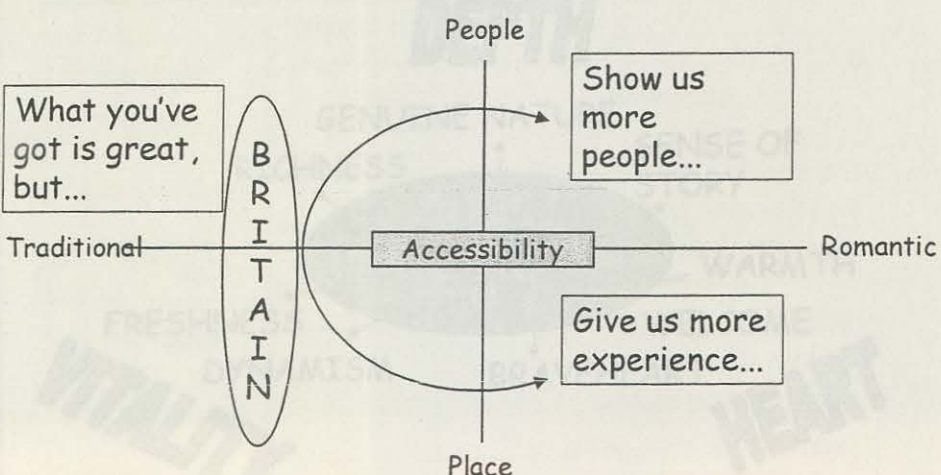
**AUTHENTIC & TRADITIONAL**  
- class system  
- rules

**CONFIDENCE**



Engaging with people is what they wanted

## The potential customer.....





## Brand Expression

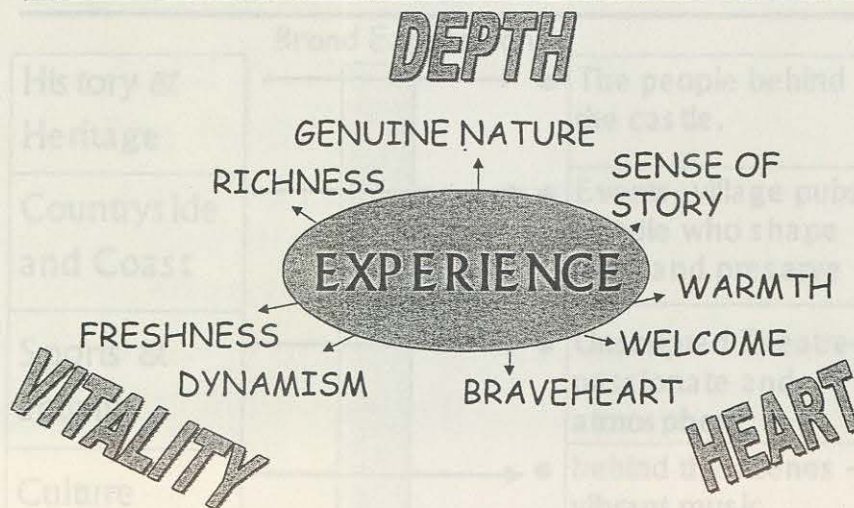
• The brand isn't just delivering the product, it's how you express it.

# HOW

• To achieve emotional engagement.



## Brand Expression



## Brand Expression

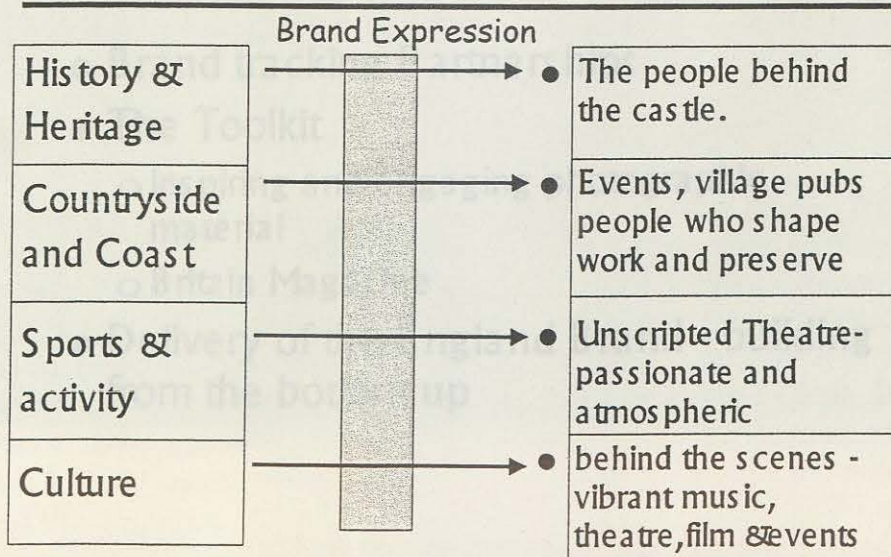


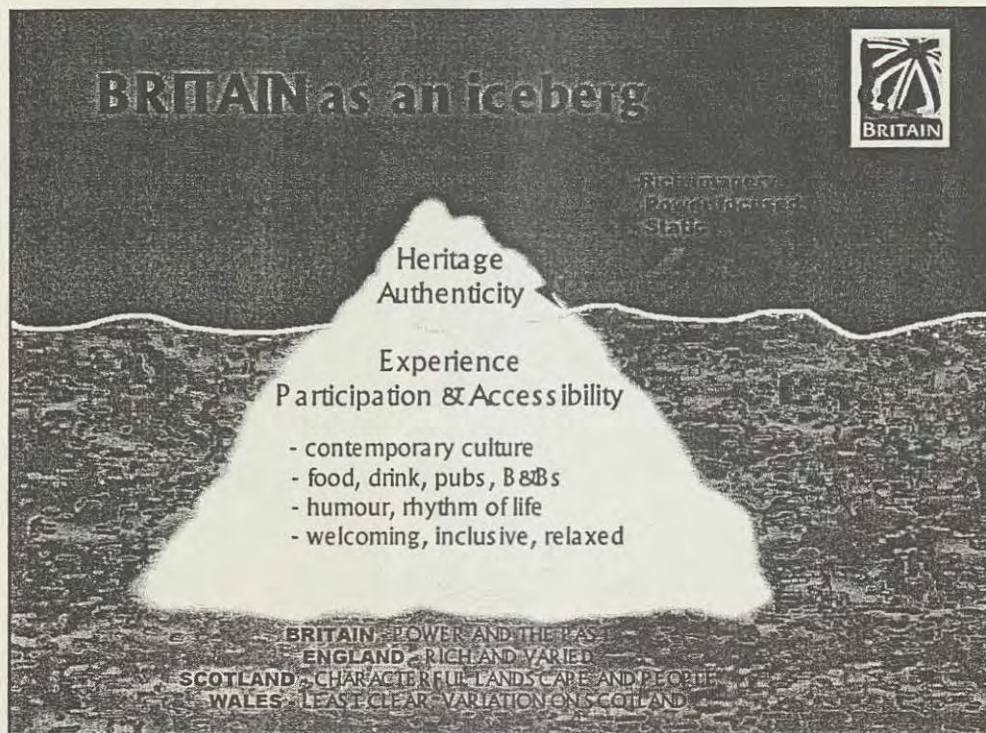
- The brand isn't just delivering the product, it's how you express it.



- To achieve emotional engagement.

## Product Expression





## Next steps



- Brand tracking Partnerships
- The Toolkit
  - inspiring and engaging photographic material
  - Britain Magazine
- Delivery of the England Brand - building from the bottom up