



SCOTLAND IS NOW

FROM:

Multiple brand personalities,
outdated technology,
independent direct channels &
pockets of expertise



Visit

Work

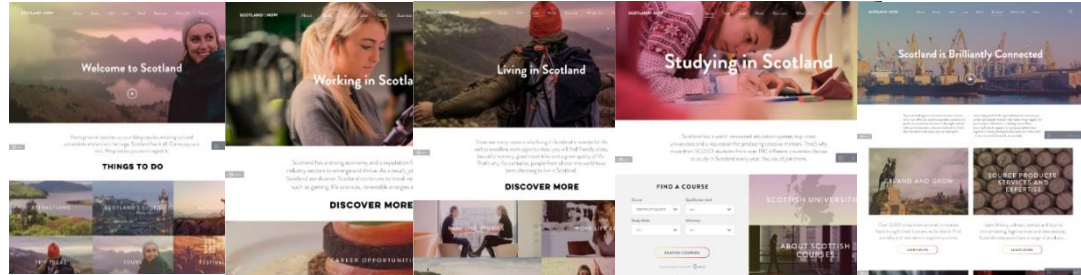
Live

Study

Invest

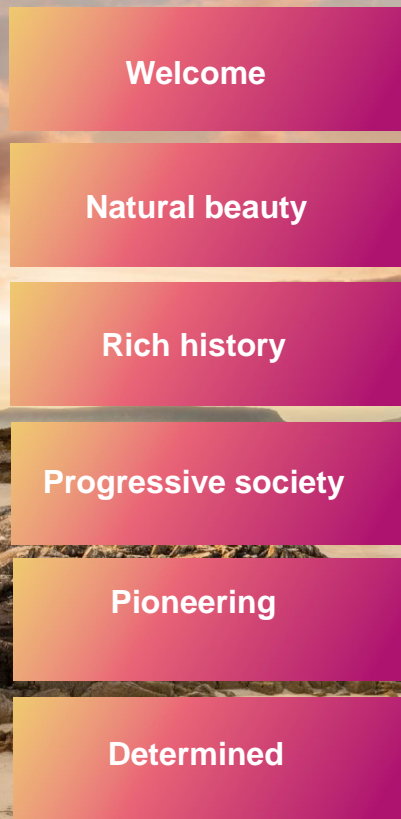
TO:

One differentiated Scotland story,
integrated digital infrastructure,
multi-channel partnerships &
shared centre of excellence

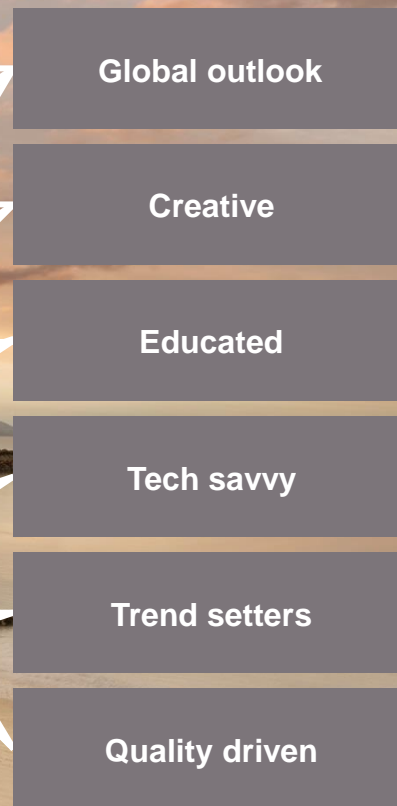


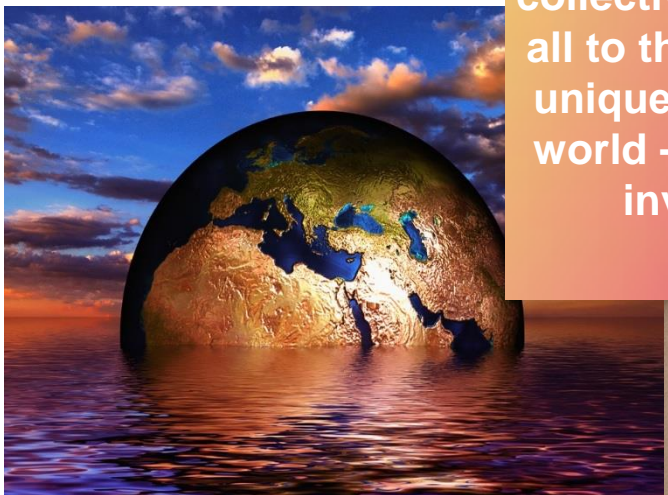
**DRIVE INVESTMENT, DISCRETIONARY INCOME,
ECONOMIC IMPACT AND LONG TERM REPUTATION**

Ownable national attributes



Target audience attributes





A new national brand for Scotland is a collective and collaborative opportunity for all to think about how to communicate the unique value of our “Scottishness” to the world - to encourage people to live, work, invest, study and visit right now.





#SCOTLANDISNOW

Bringing it to life

#SCOTLANDISNOW

PEOPLE FILM - VISIT

Set in and around the Scottish Borders, this short film features two Scottish icons of the fashion world and explores their links to the Borders and what makes it such an inspirational part of the world.



MARK HOGARTH

(CREATIVE DIRECTOR AT HARRIS
TWEED HEBRIDES)



ANNA FREEMANTLE

(DIRECTOR OF EDINBURGH
INTERNATIONAL FASHION FESTIVAL)

KEY DISCUSSION THEMES:

How the Scottish borders plays a significant role in the Scottish Fashion world with most of the wool produced on the Isle of Harris, shipped to the Borders, then back again for weaving into Harris Tweed, before it's ready for the world.

How Heriot Watts School of Textiles and Design is set in the heart of the luxury textiles industry and how the beauty of the Scottish Borders inspires students and visitors alike. Plus Anna being an industry specialist on the MSc International Fashion Marketing course.

The Border's tradition of creativity that includes Sir Walter Scott who called Abbotsford House on the River Tweed – his fount of inspiration.

KEY LOCATIONS:

In a modern working mill in Selkirk.

Around Abbotsford House, the home of Sir Walter Scott.

Heriot Watt School of Textiles in Galashiels.

PEOPLE FILM - INVEST

PETER PLATZER

**CEO
SPIRE GLOBAL**



KEY DISCUSSION THEMES:

Why he chose Scotland for the European HQ of his nano satellite company.

How the space industry requires the top 1% of the talent pool and how Scotland delivers these high calibre candidates.

How Scotland offers a quality of life worth relocating for - great culture, food, people.

KEY LOCATIONS:

Around Spire's Glasgow R&D centre, showing actual satellites being built.

Glasgow Science centre and other city locations to give a flavour of the city.



**NOW YOU CAN CROSS
THREE CENTURIES
OF SCOTTISH INGENUITY.**

The Firth of Forth now boasts three breathtaking bridges built between 1882 and 2017, with the new Queensferry Crossing now the tallest in the UK.

#SCOTLANDISNOW



**SCOTLAND.
PROUD TO HAVE THE BEST
LGBTI RIGHTS IN EUROPE.**

According to ILGA-Europe's annual review, Scotland is the best country in Europe for LGBTI equality.

#SCOTLANDISNOW





IT'S TIME TO START YOUR FIRST-CLASS EDUCATION IN SCOTLAND.

Five of Scotland's universities have been ranked among the top 200 within The Times Higher Education rankings.

#SCOTLANDISNOW

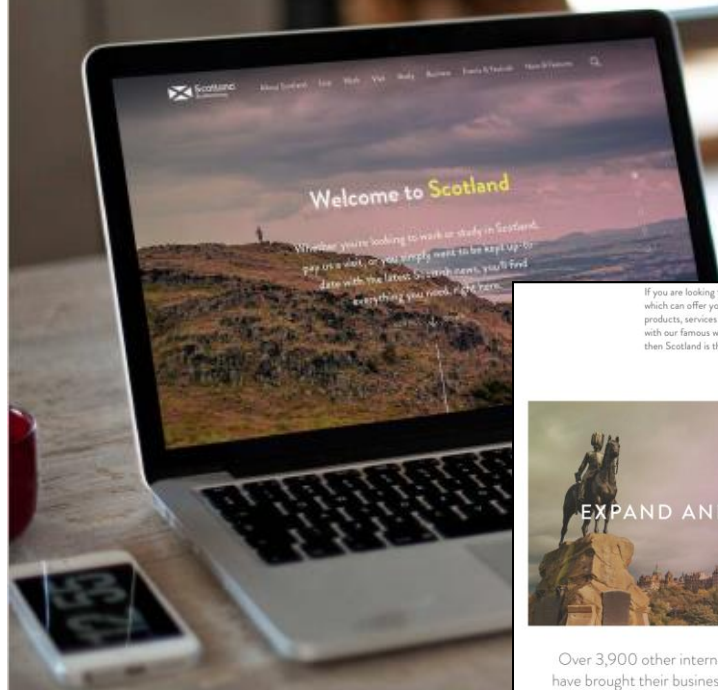


THE BEST PLACE IN EUROPE TO START A TECH BUSINESS RIGHT NOW.

European Business Magazine has named Edinburgh the best European city for technology firms to relocate.

#SCOTLANDISNOW

scotland.org



If you are looking for a fantastic business location which can offer you specific expertise, connections, products, services or locations at the right cost (all with our famous warm welcome included for free), then Scotland is the place you are looking for.



EXPAND AND GROW

Over 3,900 other international companies have brought their business to Scotland. Find out why and how we can support yours to

[LEARN MORE](#)

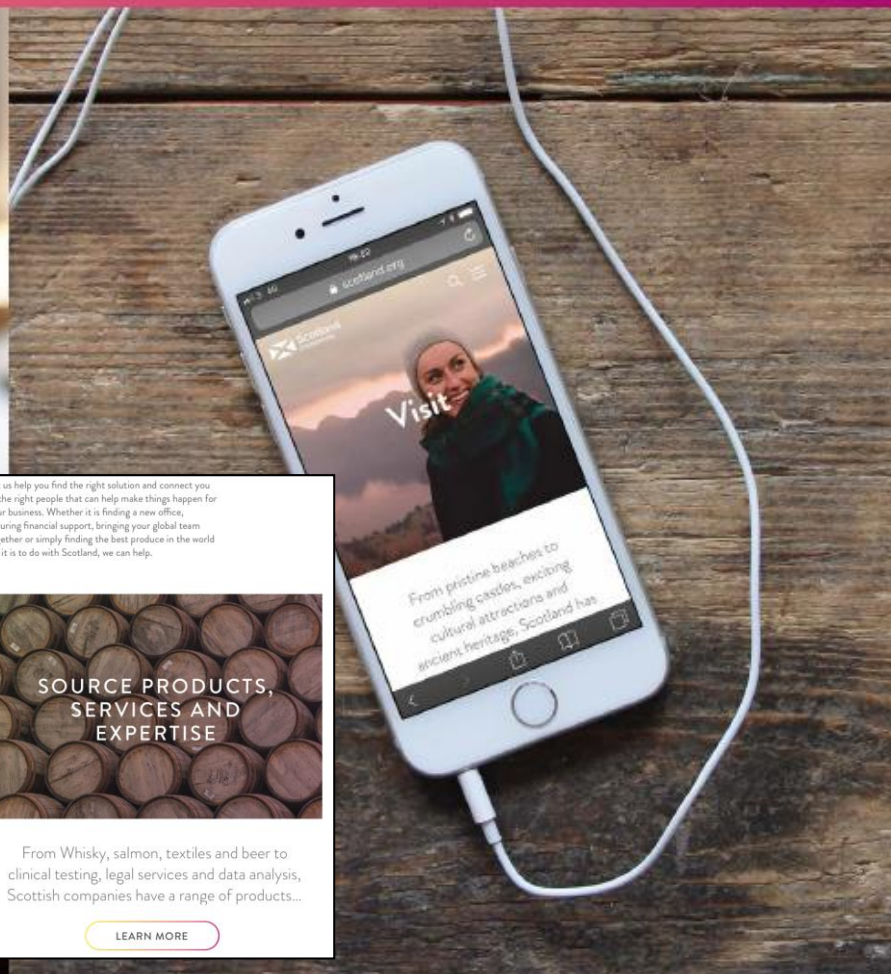
Let us help you find the right solution and connect you to the right people that can help make things happen for your business. Whether it is finding a new office, securing financial support, bringing your global team together or simply finding the best produce in the world - if it is to do with Scotland, we can help.



SOURCE PRODUCTS, SERVICES AND EXPERTISE

From Whisky, salmon, textiles and beer to clinical testing, legal services and data analysis, Scottish companies have a range of products...

[LEARN MORE](#)



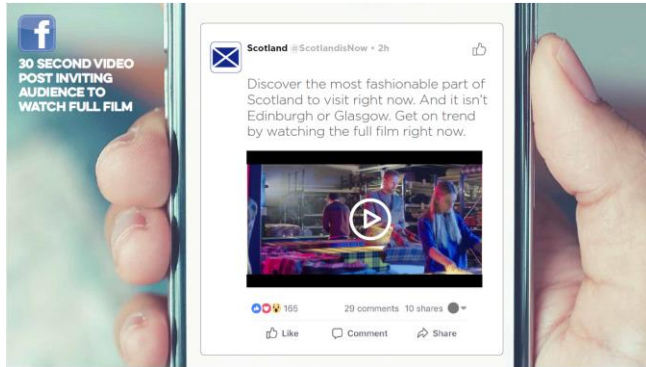
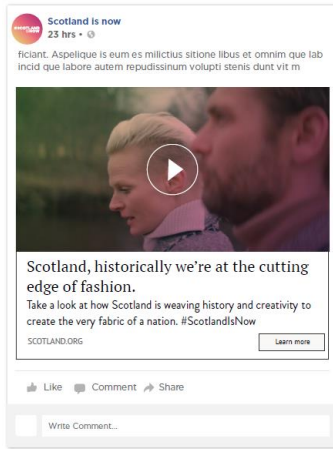


Engaging Scotland's Business Community



Develop and support the One Scotland 'sales force' so that partners across industry, the public sector and academia have the right information and support to communicate Scotland Is Now and specific propositions.

Social media messaging

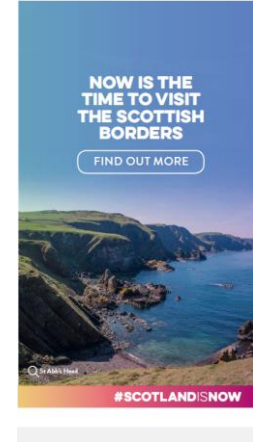


Watch and see why Scotland is very on trend



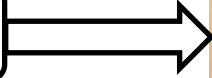
From the rolling hills and moorland in the west to the gentle valleys and picturesque Benwickshire coastline in the east, it is easy to see why Sir Walter Scott was so enamoured with this peaceful region that he chose to build his beloved house, Abbotsford here.

10 ten places to visit in the Scottish Borders



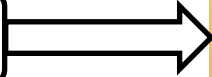
How can you get involved?

Join the conversation



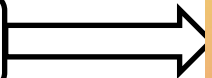
Let us know how you are engaging with the campaign by using #ScotlandisNow

Share our films



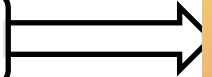
Share the brand and people films on your website, customer newsletters or across your social media channels

Review the toolkit



Register for free images and content on our digital media library designed to make it as easy as possible to promote Scotland is Now

Share on social media



Share the brand and people films on your website, customer newsletters or across your social media channels