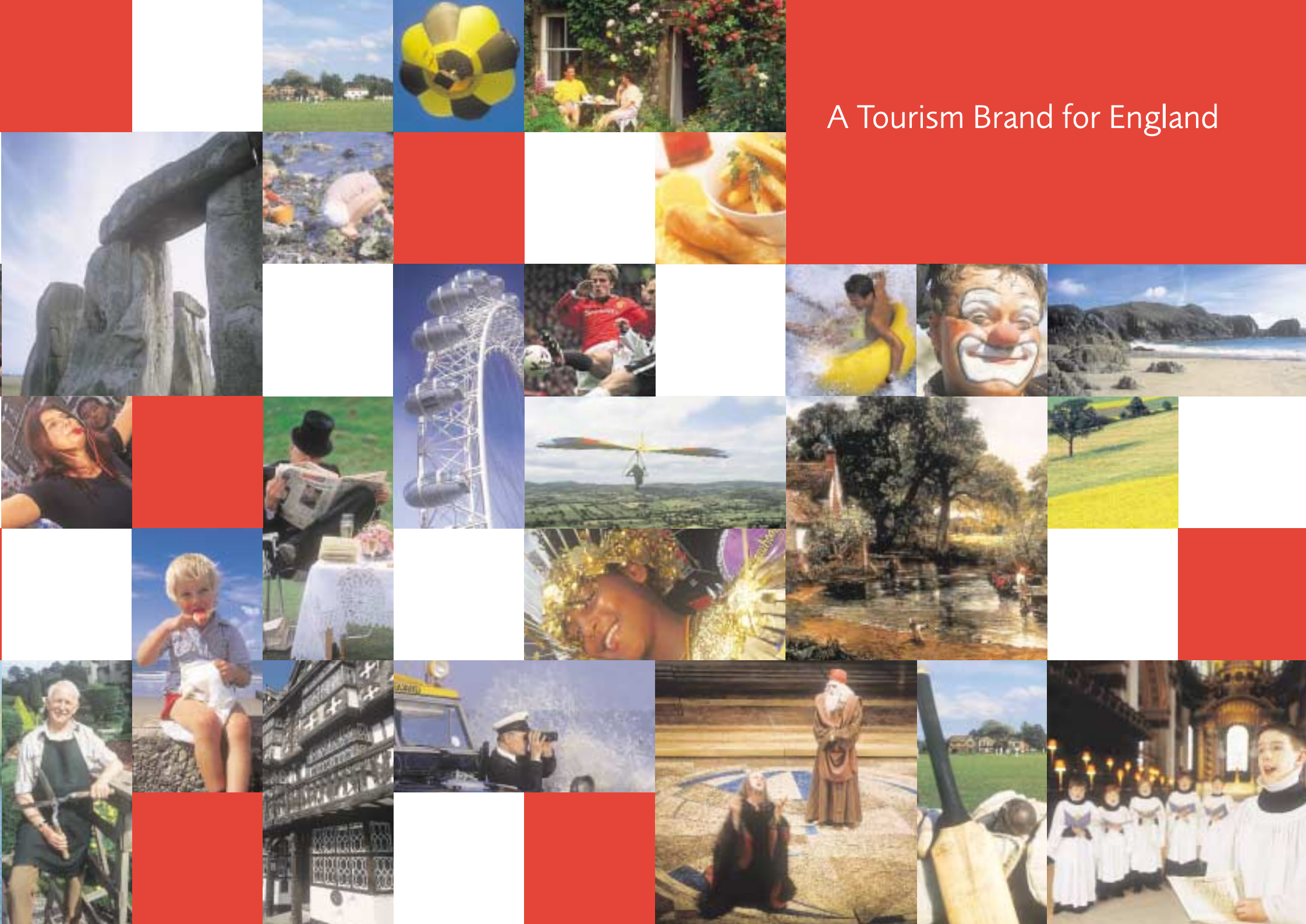


# A Tourism Brand for England



"The British Tourist Authority is delighted to have been able to contribute to the development of a brand for England and this guide will be an invaluable briefing document for all BTA staff concerned with co-ordinating England campaigns overseas."



Jeff Hamblin, Chief Executive, British Tourist Authority.



"There needs to be a symbol that gives expression to the diversity and distinctiveness of the English tourism brand and I fully support the work that has been undertaken to develop the England marque."



Peter Moore OBE, Managing Director, Center Parcs.



"This work will prove invaluable to us. The insight into current consumers' perceptions of England as a brand will greatly assist the way that we position our marketing."



Peter Chappelow, Chief Executive, Holiday Cottages Group.



"On behalf of the Regional Tourist Boards I am very grateful to the ETC for their work in developing the England brand, and believe that it will prove to be invaluable in helping to achieve our objectives of raising the awareness of England as a tourism destination and increasing our market share. The Regional Tourist Boards are now eager to take this work forward."



David Andrews, Chief Executive, Yorkshire Tourist Board.

"The task of establishing an identity for England is not an easy one. The English Tourism Council is to be congratulated on grappling with the problem of defining England's uniqueness and coming up with a workable tourism brand for England."



Roger Heape, Managing Director, British Airways Holidays.





England is one of the world's favourite holiday destinations, enjoyed by millions of people every year, both from overseas and from within Great Britain. There are countless reasons why people visit or stay in England, but one thing is certain - it is unique.

The English Tourism Council believes that the potential exists to harness England's unique qualities into a strong brand which can also be used to establish a visual cue for the country, clearly differentiating it from other tourist destinations.

With this in mind, the ETC has co-ordinated a brand development project, taking input from a wide range of organisations: the British Tourist Authority, Regional Tourist Boards, local authorities, national and individual operators and accommodation providers. Through extensive consultation

including consumer research, this team has developed a distinctive brand identity for England for use by the whole industry.

This brand guide provides a framework to help anyone involved in the promotion of England to use the brand to its full advantage,

enhancing at the same time their own marketing activities. We hope you'll join us in ensuring its success.



Alan Britten  
Chairman, English Tourism Council

# Brand Rationale

## What is a brand?

A brand is much more than just a marque. It's the way an organisation or company presents itself and how it's perceived by others, in other words, its reputation and what it stands for. Every element of that entity - from its people, its products or services, the way it treats its customers, its advertising and other marketing material - must portray a coherent and consistent message.

The long-term success of the brand depends on all these various elements working in harmony.

Many consumer orientated organisations such as Nike, Guinness and Cadbury's have long recognised the benefits of branding and spend considerable resources investing in their brands to achieve competitive advantage and to secure future success.

## Building brand loyalty

Branding doesn't apply simply to consumer products and services. Countries, like companies, can also benefit from developing positive brand images. It is, of course, a little different but can be equally beneficial. For example, Scotland and Spain have both invested considerable effort into defining and promoting their identities and have reaped the rewards. We believe that England has enormous potential to develop its own distinctive look and personality too.

We conducted extensive research in both the UK and US, talking to consumers from a variety of different sectors and target markets in qualitative group discussions. The aim was to find out what the elements of an England brand might be and whether consumers would respond positively if the industry chose to develop this brand. The results were illuminating. They have helped us, in collaboration with the tourism industry, Regional Tourist

Boards, the British Tourist Authority and local authorities, to establish a brand strategy for England and a marque that, when used on promotional literature, will act as a visual cue for the brand, reminding people of its values and the attractiveness of England as a holiday destination.

By using both the strategy and the marque whenever England is promoted, all parts of the industry can help establish a consistency of presence for England. This consistency, combined with the delivery of a quality experience, will help to create visitor loyalty thereby strengthening England's position in the marketplace.

The brand will also reinforce England's qualities and strengths. This is particularly important now when we need to alert potential visitors to the vibrancy of England's tourist offer and especially remind the domestic market of the many reasons to choose a holiday in England rather than spend their money elsewhere.



### **Who can use this guide?**

This brand guide has been put together to assist anyone working in the tourism industry from small businesses and national operators to local authorities, tourist boards, destinations and marketing consortia.

It explains what the England brand is about, i.e. what makes England unique and illustrates how you can use the England brand strategy and the marque to enhance your own marketing material and create the maximum impact. It is not always necessary to use the marque as everyone adhering to the strategy and talking about England in the same way will continually reinforce the England brand.

This brand guide provides an introduction for those interested in exploiting the brand. More information is available from the English Tourism Council and the Regional Tourist Boards in England who can provide advice and support in its implementation (see contact details on the inside of the back cover).

# Unveiling the Brand Strategy

Our research was crucial in helping us establish the England brand. It highlighted the fact that England is seen as a diverse country, rich with contrasts. We have strong traditions yet, by contrast, we're also progressive and mould-breaking. We can be very conventional, such as in our respect for traditional values, yet we're extremely tolerant of the unconventional. We are formal and conservative yet we have a wonderful sense of irony. Our landscape, too, is full of contrasts. For example, gentle rolling countryside and craggy mountainous terrain exist side by side.

For almost every quality that came out of the research, the opposite also holds true.

Put all of these contrasts plus many more together and what you'll find is what was encapsulated by the project as a 'rich tapestry of charming individuality' with all the contrasting elements interwoven into the fabric. It is this rich tapestry of contrasting elements which creates a truly enjoyable and rewarding emotional experience unlike any other for the visitor. This is what makes England truly unique as a holiday destination.

**From our consultation, research and analysis we have put together the brand diagram opposite to help explain England's brand values.**

The **'heart'**. A rich tapestry which is charmingly individual. This represents the essential spirit of the England brand and provides those who experience it with the feeling of enriching enjoyment, drawing them in at an emotional level.

The **'strengths'**. These are the qualities which define our uniqueness, e.g. beautiful countryside, contrasts in people and places. They are explained in more detail on pages 6 and 7.

The **'nature'**. This expresses the personality of England. England's nature is one of contrasts. For every trait that exists, the opposite is also true.

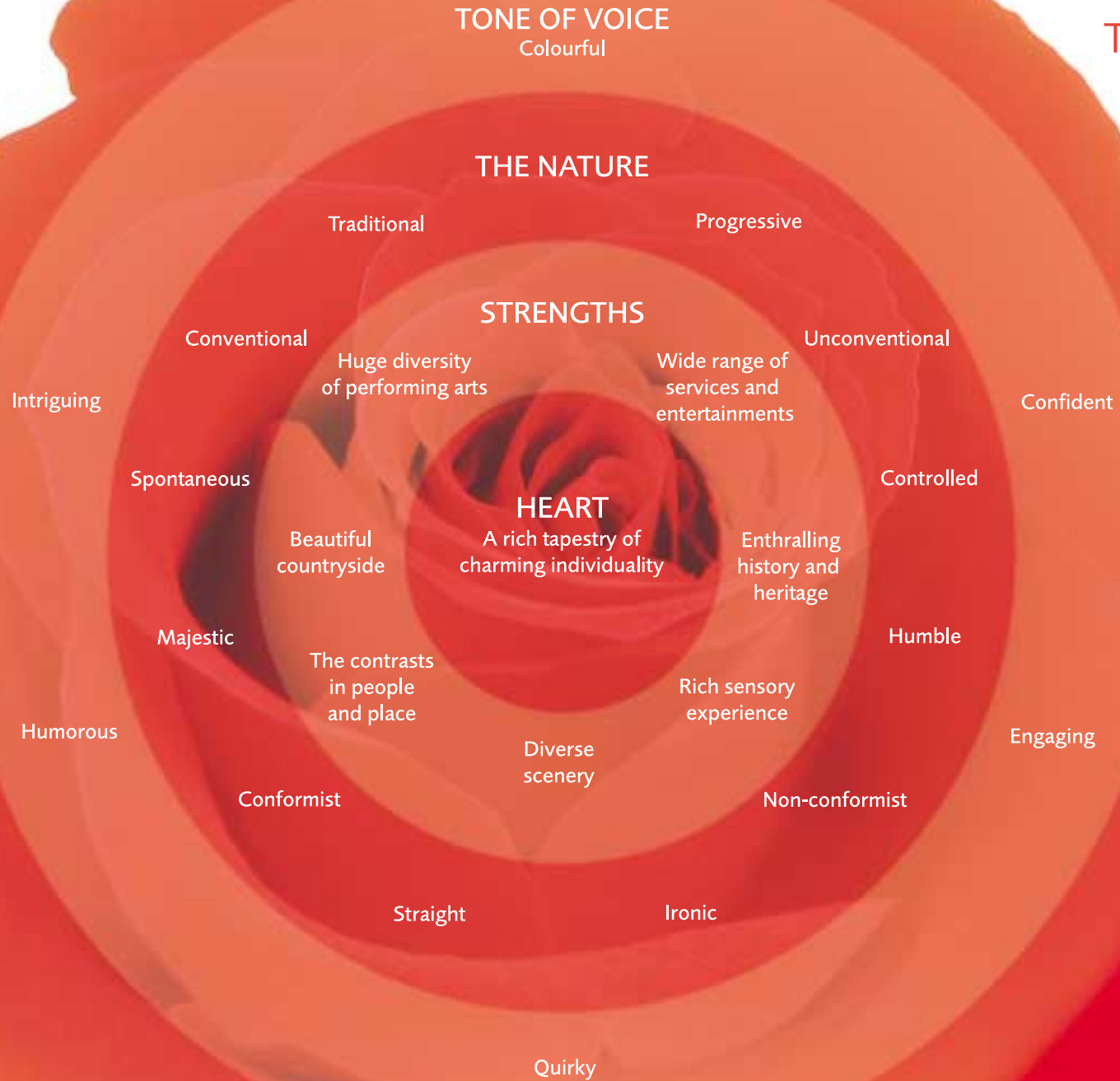
England is seen to be traditional on the one hand, yet progressive on the other; conventional yet also unconventional; controlled but spontaneous; majestic and also humble, conformist and at the same time

non-conformist; straight and even formal but also ironic and quirky.

It is important to remember that these seemingly opposing characteristics are to be found in one entity or brand and it is this complexity, interest and individuality which is central to the brand.

The **'tone of voice'**. This is how the brand should 'speak'. All communications should reflect this tone because they are an interpretation of the brand, expressing its nature and essence. Whatever piece of communication you produce it should always be colourful, engaging, confident, quirky, intriguing and where appropriate, humorous.

# The Brand Diagram





## The Strengths of the England Brand

These strengths express what is distinctive about England and also illuminate the contrasts and rich tapestry of charming individuality that is at the core of the England brand. These are the benefits of a holiday in England that you may want to use when talking about England in brochures, advertisements, articles etc.

- The enthralling history, heritage and ceremony have their roots in England's long and colourful past - from the Saxons through the Vikings, Romans and Normans, the Tudors, Edwardians and beyond into the present day.
- The beautiful and varied countryside ranging from the rugged mountain scenery of the Lake District and the gentle rolling hills of Devon to the dramatic Northumbrian coastline and the tranquil gardens of Kent.

- The wealth of well-preserved buildings and monuments from Stonehenge to country houses, castles to Victorian follies and tiny thatched cottages to simple, dry stone walls.
- The English have a great sense of humour in their appreciation of irony and the absurd. This is a national trait readily identifiable as quintessentially English.
- England has a wide range of contrasting architectural styles spanning hundreds of years from the Elizabethan houses of Stratford-on-Avon to the strikingly modern

splendour of the Lloyd's Building in London or the Tate Gallery in St Ives; from the 'dreaming' spires of Oxford to the Georgian splendours of Bath.

- There's a destination to suit everyone, busy vibrant cities such as Newcastle, Leeds and of course, London; lively seaside towns such as Blackpool and Newquay and rural villages with their churches, pubs and greens in places such as the Cotswolds and the Yorkshire Dales. Each has its own individual cultural identity, physical features, social activities, local food etc.



# The Strengths



- A diverse people - conventional city types, aficionados of street fashion, the county set, trendsetting clubbers, the various ethnic communities - a really colourful collection of individuals.

- England is one of the world's most celebrated exponents



of the performing arts. Visitors can choose from traditional Shakespeare at Stratford and the excitement of the West End theatre to regional theatre festivals like the Brighton Fringe Festival and the Aldeburgh Festival in Suffolk plus street theatre, avant garde dance and alternative comedy.

- It's relatively easy to get around the country as there is a good infrastructure of roads, railways and airlines. Also, because the country offers so many contrasting

destinations and landscapes relatively close to each other, visitors can get to see and do as much as they like.

- There are so many activities on offer, both to take part in and to watch. There's walking in the Mendips, painting in the Peak District, sailing in the Isle of Wight, surfing in Cornwall, horse riding in the New Forest, boating on the Norfolk Broads. For spectator sports, there's everything from tennis at Wimbledon and racing at Ascot to Formula One at Silverstone, cricket at Edgbaston and the London Marathon - and football just about everywhere.

# The Flag Marque



Research among consumers showed that the brand values for England could be encompassed in a marque. We have two component parts: firstly a flag marque, encapsulating the full expression of the essence of the England brand and secondly, a more succinct interpretation of this marque, a signature marque. These are both strong and visually linked images and the choice of which marque to use will depend on the selected medium. They will happily co-exist in the marketplace as each serves to reinforce the other, thus creating a powerful, memorable overall visual cue for the England brand.

The flag marque has been designed around four images arranged in a square shape, separated by a cross through the middle which reflects the flag of St George. To support the images we chose a classic typeface in red, a colour strongly associated with England.

Our research helped us to select four distinctive images and, combined, they sum up the core of the brand made up of the rich tapestry of diverse characteristics that stems from the people and the place.

**Heritage** - the image of the lion rampant reflects England's long and colourful history.

**Tranquility** - England's countryside, one of the most powerful and evocative perennial images we have.

**Culture** - the masks of comedy and tragedy illustrate our rich, theatrical heritage from pantomime to Shakespeare, musicals to fringe.

**Innovation and energy** - the 'energy rose' reflects the vibrancy, youth culture and innovation found in England.

## The Signature Marque



The more succinct expression of the marque (the signature marque) communicates the contrasting values of England: vibrancy, innovation and cultural life via the abstract 'energy rose' marque in contrast to tranquility and heritage, expressed by the softer green curves suggesting the calmer, gentler English countryside.

Both the flag and signature marques will serve to remind people of the England brand values and help to keep England top of mind as a destination.

Guidelines on how to use and reproduce the marques are available under separate cover (see contact details at the end of this guide). However, it is not always necessary to use the marque and on page 11 we show how the flag shape can itself be used in the design of promotional material to reflect the England brand values.

## Using the Brand Values

The success of the England brand will be dependent on everyone speaking with the same voice.

If the tourism industry consistently talks about England in the same way, it can make a real impact. The following guidelines have been developed for anyone promoting a product or destination in England to help ensure that every piece of communication, whether it be an advertisement, brochure, direct mail, website or PR, works hard to promote England.

## Expressing England in Words

The copy below is an example of how the spirit of the brand is used in a piece of introductory copy aimed at a youthful audience. It represents the way in which you may wish to set the scene when writing about your destination or product.

### **Chalk or cheese? It's your call**

Green and pleasant it may be but that's only part of the story. Visiting England could be quite an eye opener but a pleasant one. If you want the peace and tranquillity of the traditional English countryside, that's fine. It's easy to find but, if you want to test your mettle with some action sports or club the night away then you're also in the right place. It's your call!

A small country it might be but it's brimming with choice and opportunity. How about a castle before lunch, designer shopping in the afternoon, tea and cakes, catching some street theatre, a beer in the pub and then clubbing until breakfast – and yes the English breakfast is as good as it sounds. The people you'll meet will be as varied as the things to do. Who says chalk and cheese don't mix?

The brand diagram on page 5 will help you to check that your copy has all the right messages.

Nevertheless, we have put together a few examples which show how the spirit of the brand can be reflected through the use of various elements of the brand diagram.

Not all the elements have to be included in any one piece of communication but the spirit of the brand should always come through loud and clear.

### **From dreaming spires to millennium domes - there's nowhere quite like England**

*This line says England is traditional yet progressive and it refers to specific elements from the diagram. So, it accurately echoes the soul of the brand. The tone of voice is humorous, confident and engaging.*

### **England - where tradition never dies**

*This line implies nothing of contrast and while mentioning England's traditional values, implies that that's the only thing there is. The tone of voice is downbeat and dull.*

### **England - there's always something different around the corner**

*This line again indicates contrast. It is intriguing, quirky and confident in its tone of voice.*

### **England - always new and exciting**

*This line has the right tone of voice but only expresses one element of the brand, as it comes across as one dimensional and rather flat. There is no intrigue or contrast.*



# Expressing England Visually



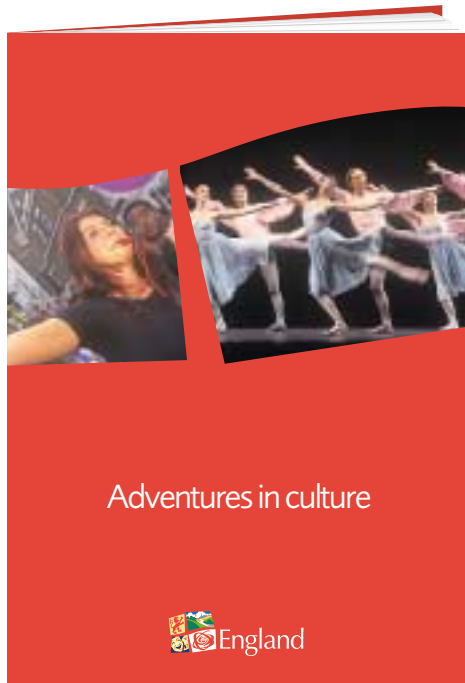
It is not always necessary to use the England marque to express the England brand. There are a host of visual images which can be used to reflect the England brand. The brand diagram (on page 5) will help you decide which ones to use. By presenting these images in a consistent way it will reinforce the England brand and communicate the heart of the brand – the rich tapestry of charming individuality. Here are a few guidelines as to how these images can be presented:

- create a patchwork of contrasting imagery, combining people, places, events etc – as on the front and back covers of this guide;
- juxtapose two or more contrasting images within the flag shape (reflecting the flag marque);
- use a single image with a verbal message, so that together they communicate contrast/individuality;

It is worth noting that cropping of images can play an important part in achieving the right, interesting effect.

There are some examples of how this can work in practical situations overleaf.

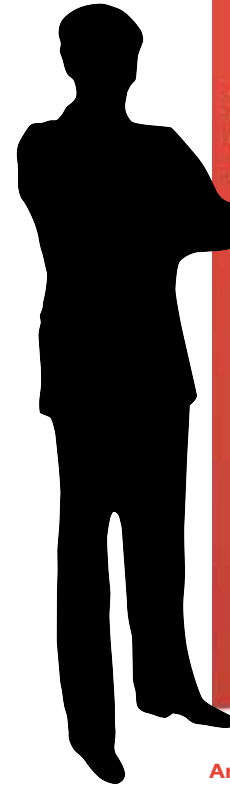
## Communications Aimed at the Domestic Market



Brochure cover for a city



Brochure cover for a country holiday



An exhibition screen for England's coastal destinations

### Expressing England to different audiences

The England brand will be used by a diverse number of groups, promoting an equally diverse number of destinations and products, e.g. resorts, walking holidays, farms and cities etc. But these examples show that no matter who your audience is or what aspect of England you are promoting, you can still be true to the England brand values.



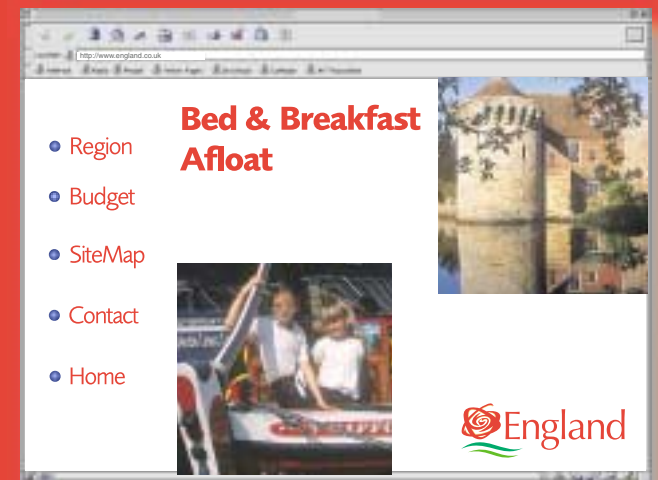
**A press ad for a specific type of holiday in England**

Specific destinations, whether a town, city or region and tourism operators can also use the England brand strategy. For example, the England marque can be used to support the destination, or commercial brand, in markets where knowledge of the geographical location of the destination



**A press ad celebrating a specific aspect of England's heritage**

or product is not good e.g. emerging markets. Also, the flag shape or elements of the flag shape can be used to frame contrasting images that not only reflect the heart of the England brand but also convey the strengths and the unique positioning of the particular destination.



**Website home page for water based holidays**

# Communications Aimed at an International Market



**A brochure cover for city breaks**

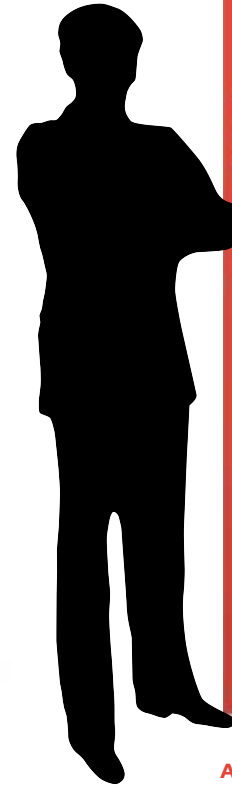
Research has shown that overseas markets (and segments within those markets) are motivated by different aspects of England. For example, more senior US tourists are highly motivated by the more traditional images of England such as the Royal Family, stately homes, tea and cricket, while in some European countries such as Italy, younger people will



**A brochure cover for a specific type of holiday in England**

primarily be interested in our pop culture.

To address these different markets, the industry will need to be familiar with research within individual overseas markets to establish where the emphasis should lie. However, it is important to remember that whichever



**A display stand for walking holidays in England**

way the brand is tweaked to respond to a different market, we must remain true to the essential message that England is a 'rich tapestry of charming individuality'.

The examples above show how you could present your marketing material in order to appeal to an older US market.





Far from the Madding Crowd

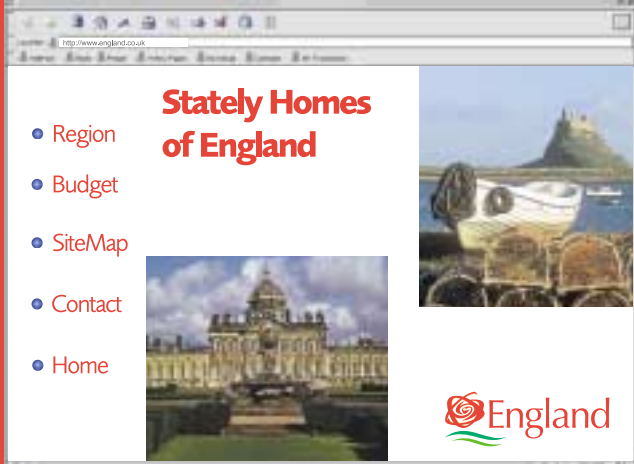


A press ad for a rural destination

City life - beautiful, majestic and occasionally ironic




A press ad for a city



Stately Homes of England

- Region
- Budget
- SiteMap
- Contact
- Home



Website home page for the stately homes of England

## Who is the English Tourism Council?



The English Tourism Council's role is to support and develop England's tourism industry in three core areas: quality, competitiveness and wise growth.

This initiative in defining a tourism brand for England - working in collaboration with the British Tourist Authority (BTA), Regional Tourist Boards (RTBs) and industry - and in developing this brand guide is designed to help anyone involved in the promotion of England.

Consistent use of the England brand will, in time, bring coherence to all communications resulting in far greater impact and, coupled with the delivery of a quality product, will increase England's competitiveness as a tourist destination in all markets.

## The Way Ahead

We hope this brand guide will serve to inspire and encourage expression of the personality of England through all forms of communication.

If you want to know more about the England brand and marque, and how to apply it, call the contacts below. We'll be happy to help.

### English Tourism Council

Jackie McGreevy  
Thames Tower  
Black's Road  
London W6 9EL  
Tel: 020 8563 3293 Fax: 020 8563 0302  
jmcgreevy@englishtourism.org.uk

### Yorkshire Tourist Board

Joanna Royle  
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York YO24 1GS  
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"The Tourism Management Institute, which represents the views of Tourism Destination Managers, recognises the value and the need to support the brand for England. This will undoubtedly assist us in both the domestic and overseas marketplace."

Paul Wright BEM, President, Tourism Management Institute.

"At last some serious attention and a vibrant identity for the unsung hero of British tourism. This initiative is particularly timely as, now more than ever, we need to encourage UK residents to choose the wonderful holiday destinations on their doorsteps rather than simply opting for trips abroad. I and all at Merlin are 100% behind ETC with this important work."

Nick Varney, Chairman and Chief Executive, Merlin Entertainments.



"In a fast moving world, with consumer choice at previously unimaginable levels, brands are vital to capture customers. This has been demonstrated in many other industries and English tourism needs to ensure that it can match these if it is to succeed. It will require all the various players in the industry to be committed to the development of and support for England, the brand, and the underlying brand values to ensure this success."

Colin Doyle, Company Secretary,  
Countrywide Holidays Association.



England





