

20
21

PUT DUNDEE  ON YOUR MAP

Branding Toolkit

CONTENTS

WHAT IS IT.....	3
TARGET AUDIENCE.....	4
LOOK & FEEL.....	6
GET INVOLVED.....	9
HOW TO.....	10
TYPEFACE.....	11
RESOURCES.....	12
SUCCESS.....	13



WHAT IS IT?

A multi-agency campaign promoting the city as a visitor destination as restrictions ease following the Covid-19 pandemic. It highlights the city's cultural and leisure attractions, using digital and traditional media, and aligns with the tourism and culture recovery strategies.

Aims

To put Dundee front-of-mind during 2021, a year in which it is expected that many will explore their home countries for holidays amid ongoing concerns about foreign travel. The campaign reminds travellers that Dundee is the current UK Staycation City of the Year, and has world-leading attractions including V&A Dundee. It is the opening phase of a prolonged marketing effort, with a particular focus on longer stays, as the city's visitor economy rebuilds following the pandemic. Areas of focus include culture, design, leisure and retail, outdoor activities and family fun.

The campaign messaging using the tagline Put Dundee on Your Map, encouraging would-be visitors to come to the city during 2021. The initial phase is focused on holiday planning, recognising the current travel restrictions. The campaign aims to complement the existing One City, Many Discoveries brand, and uses elements of the distinctive spark design in its assets.

TARGET AUDIENCE

While everyone is welcome, there are a number of key audiences who we are targeting as part of the Put Dundee On Your Map 2021 campaign.

Food Loving Culturalists

Seeking combined food and culture experience. Not afraid to try new things and look for places to enjoy great food and drink.

Curious Travellers

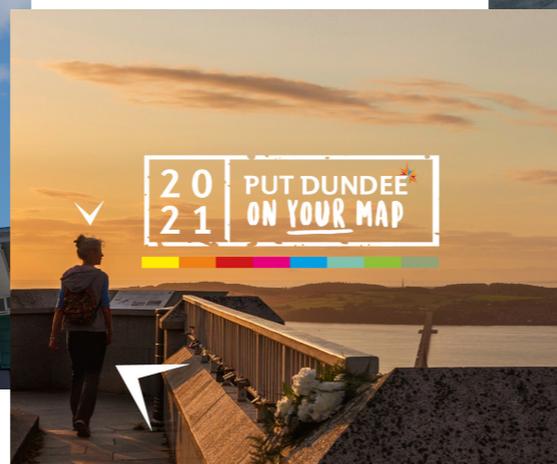
Bucket list tickers. Shy away from the mainstream, prefer authentic and road-less-travelled experiences.

Adventure Seekers

Enjoy both outdoor and cultural activities. Limit pushers and off the beaten track wanderers.

Additional Audiences

Families and couples under 35 without dependants. Abundant coast and surrounding countryside appeal to these travellers who look for varied experiences not far from home.

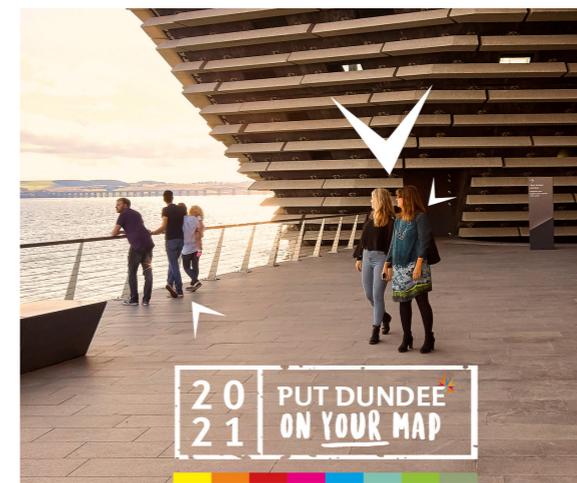


20
21

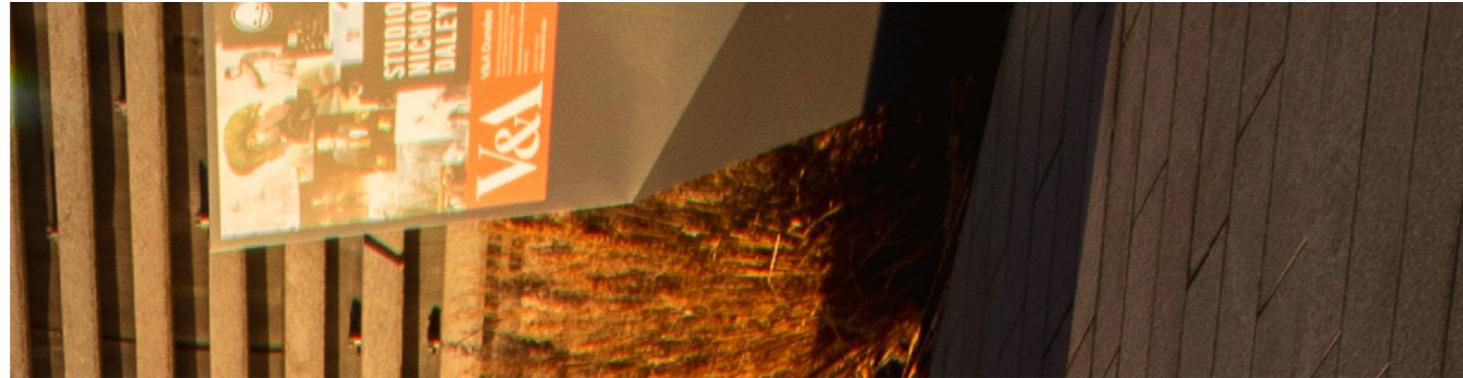
PUT DUNDEE ON YOUR MAP

The campaign has been designed by leading agency Punk, in conjunction with members of the Tourism Leadership Group and with funding from Dundee City Council. It is designed to work across digital and traditional media, including print and radio, with a geographical focus on Scotland. Style and form are nuanced to appeal to our audiences and work comfortably alongside Only in Scotland and Dundee, One City, Many Discoveries. It's visually engaging, flexible and fun. There are key messages around Dundee's recent accolades as a visitor destination and its easy accessibility for Scottish travellers. Key repeated phrases include **world class** and **staycation**, and partners are encouraged to use these in their own marketing.

The campaign reflects the [Dundee narrative](#) which has been agreed by local tourism industry stakeholders.



LOOK & FEEL



Marketing of Dundee in recent times has reflected a confidence and sense of fun appropriate to a city which has made the “coolest” list of some of the world’s best-known titles. This campaign takes on that same feel, echoing the vibrancy of the city’s offering with a visually engaging campaign that complements the energetic Dundee narrative.

Bold colours and sweeping views mix with more intimate scenes, from the joy of the penguins, lemmings and DC Thomson character statues to the chic corners of the local nightlife. The typeface used also suggests a youthful sense of freedom and fun, and you’ll notice the well-recognised One City, Many Discoveries “spark” has been deconstructed and used as arrows to created focal points while simultaneously honouring the brand relationship.

SOCIAL

Facebook and Instagram have the same 1080 x 1080p dimensions. So both platforms are covered in this creative. These are some carousel examples.



SOCIAL

Facebook and Instagram have the same 1080 x 1080p dimensions. So both platforms are covered in this creative. These are some static examples.



GET INVOLVED

Strap line Logo



Incorporating the One City, Many Discoveries Dundee strap line logo and adding year, frame and new typeface gives the campaign a fresh new look that still complements its predecessor.

In vector form it can be applied to photographs. There are some guidelines below on how this should be done for the most effective and cohesive design.

Brand Assets



By breaking the spark logo apart, the brand assets can now be used as pointing arrows. Useful for pointing out attractions, tourists, buildings, statues and drawing attention to smaller objects in large photographs.

HOW TO



DO

- Place on least 'busy' area.
- Point multiple arrows at focal point.
- Focal points: tourists, attractions, statues & architecture.

DON'T

- Place logo close to, or over brand assets.
- Place over 'busy' areas.
- Point arrows at arbitrary objects.
- Change typeface/proportions or colour.

TYPEFACE

Four fonts have been selected to represent this campaign. They reflect the style and feel of the campaign: fun, open and free.

SUNRISE INTERNATIONAL DEMO

Sweaty Belvin

Sweet Cupcake Demo

Gotham book

**IN ADDITION TO JAM JUTE AND JOURNALISM
THE CITY IS ALSO KNOWN FOR THE VIEW**

*In addition to jam, jute and journalism
the city is also known for the view*

**In addition to Jam. Jute and Journalism
The city is also known for the View**

In addition to jam, jute and journalism
the city is also known for the view

RESOURCES

Hashtags #PutDundeeOnYourMap
#DreamNowVisitLater
#VisitDundee2021

Website www.dundee.com/visit2021

Assets [Flickr](#)

SUCCESS

Putting Dundee front-of-mind with Scottish travellers planning holidays at home, and converting interest to bookings and visits.

Success is... A campaign which has good recognisability and high levels of engagement across platforms.

Success is... Marketing activity which is embraced by organisations and operators across the city, and reflected in their own materials.

Success is... Encouraging people to put Dundee on their map in 2021, and turn day trips into longer stays.