

Wiltshire Brand Positioning



In This Document

Here we outline our final recommendations for the brand framework for the Wiltshire destination brand. They should be considered along with the insights and evidence gained through the brand audit and stakeholder research and supplied in previous documents. Creative examples and toolkit to follow.

Specifically the recommendations cover:

- Brand Narrative
- Brand Architecture
- UK proposition
- International Proposition
- Product Values
- Personality Values
- Brand Map
- Strapline
- Photography
- Tone of Voice
- Product and Experiences



The Idea

Timeless

Timeless builds on powerful truth about Wiltshire. No other place in England can make such a strong case. Timeless is about history and provenance – time and place. And literally ‘it’s time free’, a place which calms, revives and is full of magic and wonder.

Timeless



The Narrative

Timeless - Narrative

Somehow time has more meaning in Wiltshire. It's a magical place where you feel close to the land and the sky. Here you can touch the past. Sit on the downs at sunrise or sunset. See how the light changes the mood of the land. Wonder at the ever changing big sky and imagine others admiring this same spectacle for thousands of years. It's easy to understand why the ancient Britons believed this place was special and still today Stonehenge is a magnet to people from all over the world.

History in Wiltshire is not just ancient. Here you can wander through time. The Romans, Normans and Saxons have all left their mark. You can touch manor houses, castles, churches and Salisbury Cathedral is home to the charter which helped to shape the law in England and beyond, the Magna Carta.

Perhaps it's this connection with the past which helps us appreciate time in the present. So when you visit just press pause and let time stand still. You'll feel unhurried. Wiltshire is calming, comforting, refreshing. It puts back what the everyday takes out.

The Wiltshire countryside alters with the changing seasons and that's what makes you feel so connected not just to nature but to time itself. Wiltshire is timeless wonders , timeless pleasures and timeless places.

Wiltshire. Welcome to timeless.

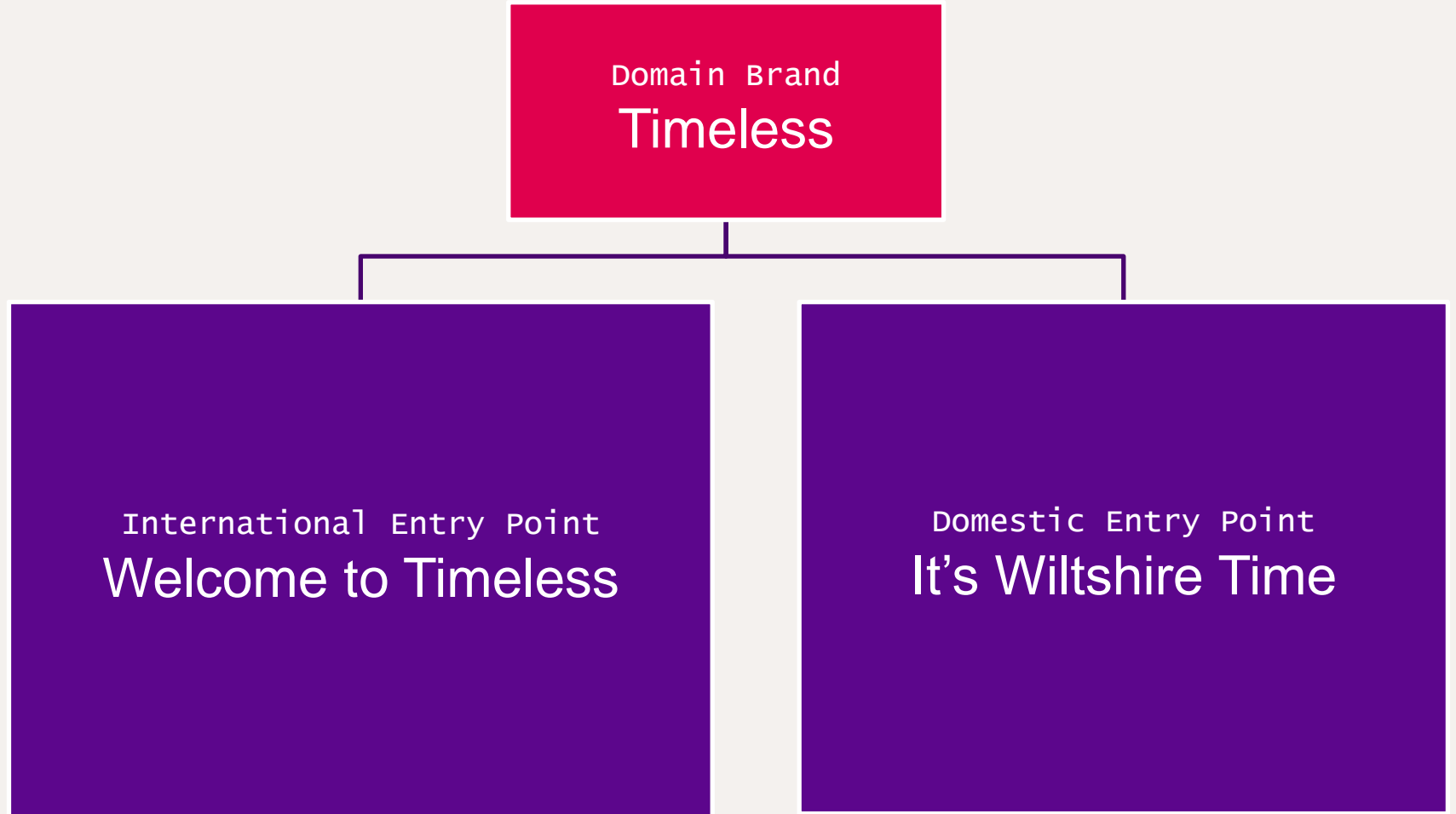
Brand Architecture

Timeless is the central idea for Wiltshire.

The way we apply it changes depending on the audience.

For international audiences we highlight the metaphorical associations of timeless – classical, historical, with provenance. Time and place. This is underpinned by the rational support of a concentration of character and history in one county.

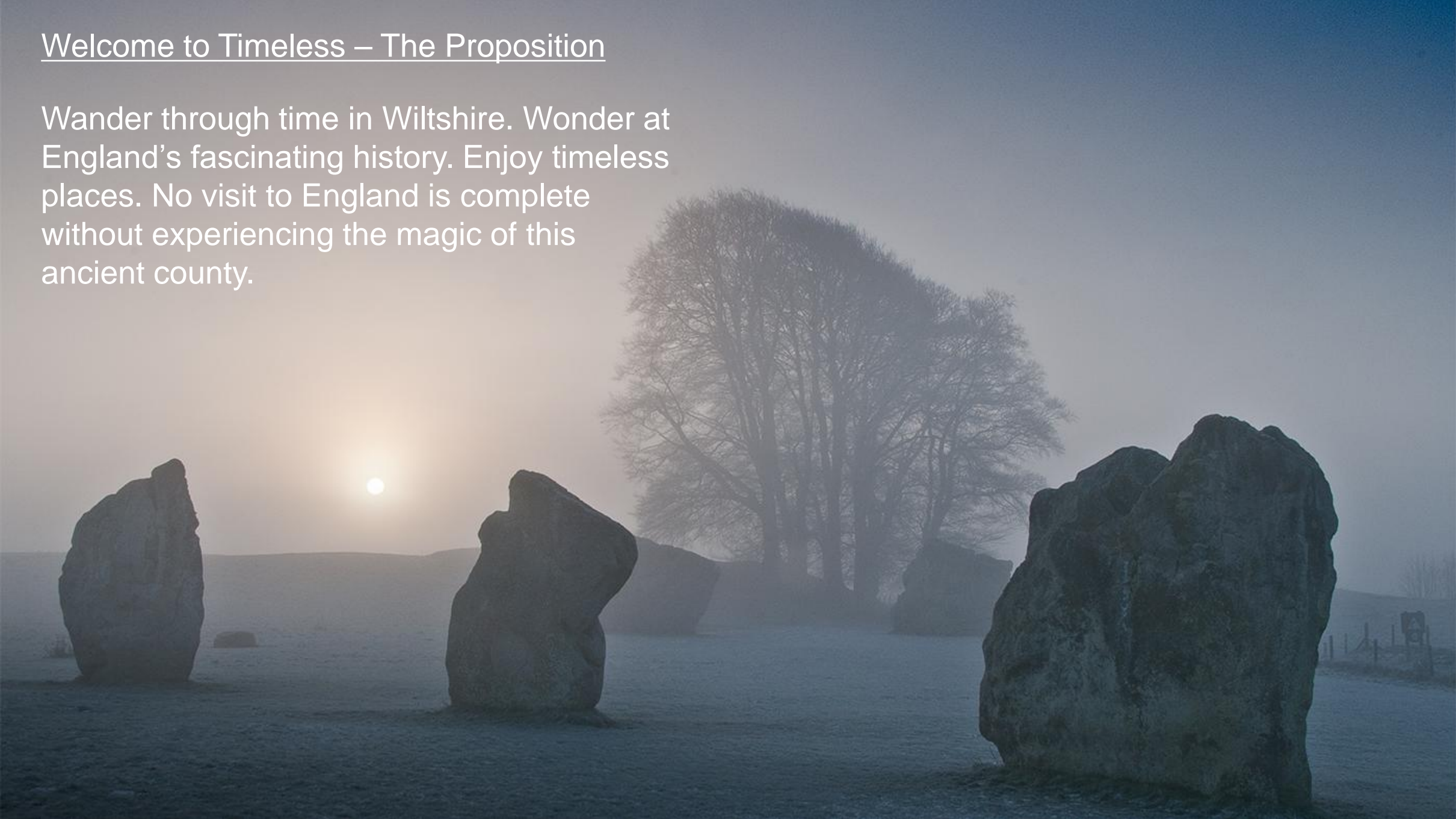
For domestic audiences the focus is on the literal suggestions of timeless, time free, unhurried and the feelings of calm and refreshment this brings. This is supported by the rational benefit of proximity.



International Proposition

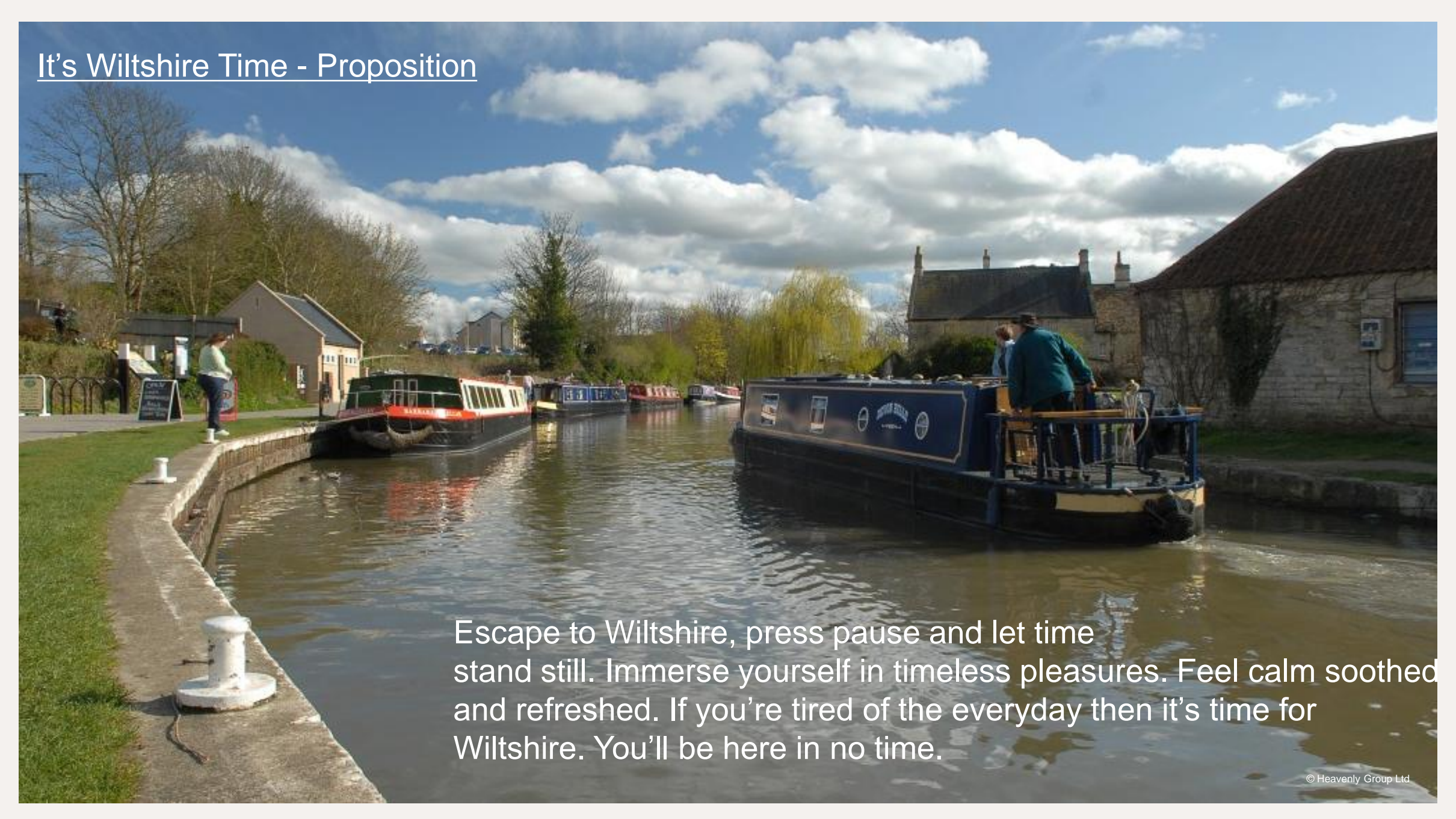
Welcome to Timeless – The Proposition

Wander through time in Wiltshire. Wonder at England's fascinating history. Enjoy timeless places. No visit to England is complete without experiencing the magic of this ancient county.



UK Proposition

It's Wiltshire Time - Proposition

A scenic view of a canal in Wiltshire. In the foreground, a blue narrowboat with 'WILTSHIRE BOATS' written on its side is moving along the canal, with a person in a blue jacket standing on its deck. To the left, a red and white narrowboat is moored at a stone bank. A person in a green jacket stands on the grassy bank near a white mooring post. The canal is surrounded by lush greenery, trees, and traditional stone buildings under a blue sky with scattered white clouds.

Escape to Wiltshire, press pause and let time stand still. Immerse yourself in timeless pleasures. Feel calm soothed and refreshed. If you're tired of the everyday then it's time for Wiltshire. You'll be here in no time.

Product Values

Product Values

Magical

Wiltshire fascinates. It's full of wonder. Our magic is natural. It's drawn others to the area for centuries.

Elemental

Wiltshire is atmospheric. Here you feel closer to the land, the sky and the forces of nature.

Original

Images and stories that have helped shape England. Authentic and individual experiences

Personality Values

Personality Values

Calming

Soothing, comforting, refreshing.
The perfect antidote to overcrowded
cities. Wiltshire gives back what life
takes out.

Engaging

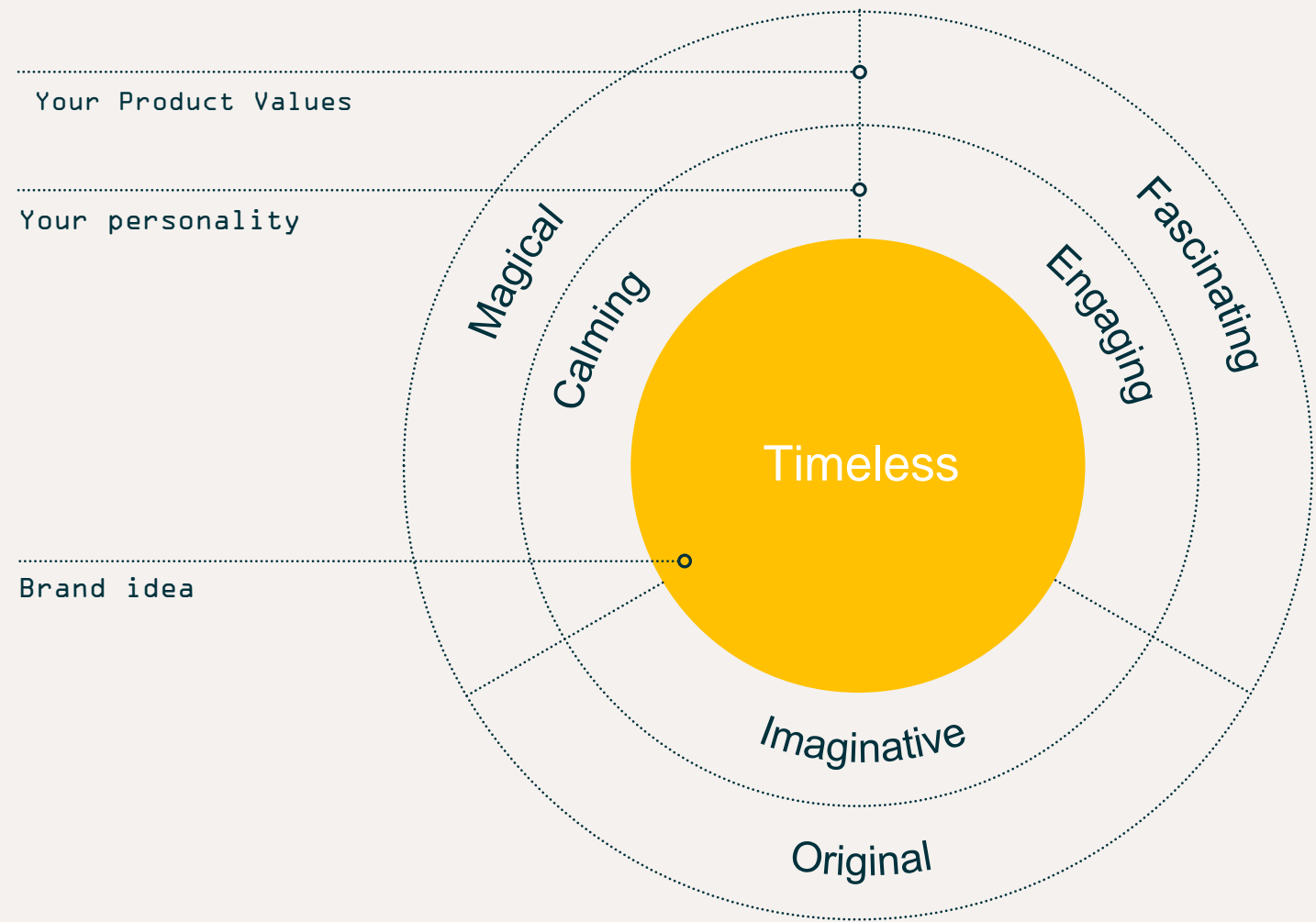
Human and humorous. Open and
welcoming.

Imaginative

Creative and resourceful. We
stimulate ideas and take people away
from the everyday.

Brand map

Potential Brand Map



Straplines

Timeless– Recommended Lines

- Wiltshire. Welcome to Timeless
- It's Wiltshire Time
- Time for Wiltshire
- Wiltshire. Press Pause

Products and Experiences

Products and Experiences

- Products and experiences in Wiltshire can be grouped in 4 areas:-
 - Timeless Wonders
 - Timeless Pleasures
 - Timeless Places
 - Timeless Nature

Timeless Wonders

The magic and fascination of iconic locations such as Stonehenge, Avebury and Salisbury Cathedral, Castle Coombe, Lacock, Caen Hill, White Horses



Timeless Pleasures

A picnic in the country. A canal boat on the Kennet and Avon. A cycle ride on the Marlborough downs and through Savernake forests. A glass of local ale. Locally sourced food and drink. Our arts and culture, festivals and events.



Timeless Places

The England you love – bustling market towns, village greens, country houses, churches and cathedrals, gardens, independent shopping and welcoming pubs



Timeless Nature

Big skies, rolling downland, areas of outstanding natural beauty, WHS, flora and fauna, wildlife, natures bounty.



Photography

Timeless Nature - Photography

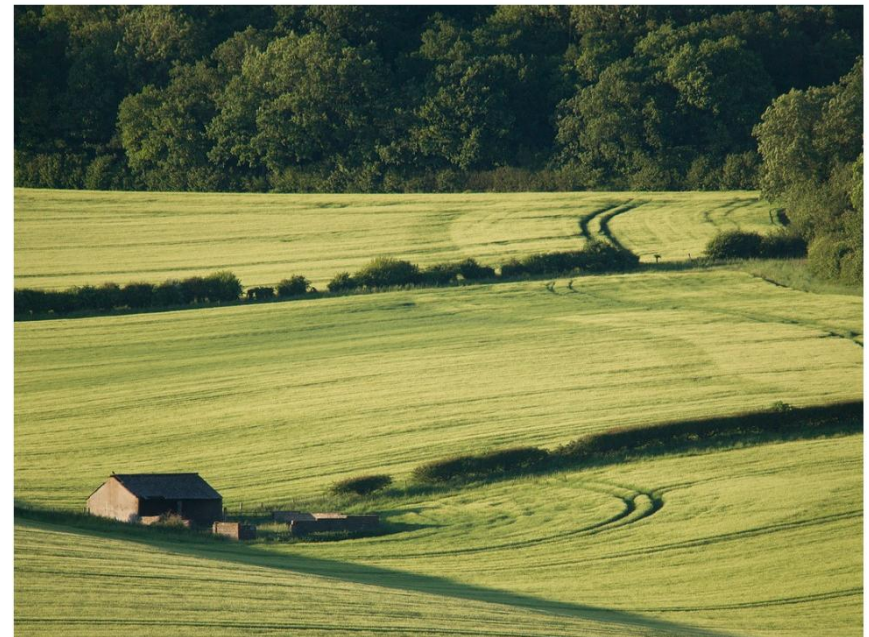
Captures the changing mood and texture of the land and sky.

Creates mood and atmosphere.

Big Skies. Contours of the land.

Gentle tones.

Create seasonal portfolios.



Timeless Wonders - Photography

Mood and magic.

Iconic sites.

Dawn and dusk for heightened atmosphere.



Timeless Places - Photography

Introduction of people into quintessentially English settings.

Heightened colour.

Avoid content which is time/period specific.



Timeless Pleasures

Emphasis on people enjoying themselves in Wiltshire landscapes and townscapes.

Use images that encourage immediacy of travel.

Composition depends on the “pleasure”. Singles – watching sunrise, couples – walking hand in hand in country park, families - picnic, - groups - chatting in a beer garden, enjoying arts, events, activities, shopping etc.

People shown should be natural, never posed.



Tone of Voice

Tone of Voice

Wiltshire's tone of voice reflects our calming, engaging and imaginative personality. Where appropriate it should also echo the magical, fascinating and original aspects of the products and experiences in Wiltshire. Tone should help encourage immediacy of visit.

- Calming – Wiltshire doesn't shout. We speak with a confidence which reassures and inspires visitors. We use language which reflects the soothing and refreshing nature of the County.
- Engaging – Our language reflects the charm and appeal of the County. We use gentle humour and stories to draw people in. It should use real anecdotes and examples to evidence the promise.
- Imaginative – We seek to fire the imagination. We conjure images which fascinate and often create a sense of wonder and magic. Our style should reveal the creativity and inventiveness of the Wiltshire people.
- We should not resort to destination marketing clichés. We don't feature long lists. Our copy should be concise, to allow the photography to exhibit our timeless nature, wonders, experiences and places.

Example use of Tone of Voice

Anytime is Wiltshire time, but 2015 is particularly special. It's 800 years since the signing of a document which helped to shape the law in England and beyond, the Magna Carta. The finest original version is found at Salisbury's magnificent Cathedral. More recent history is remembered in September as Salisbury Wings week marks the 75th anniversary of the Battle of Britain.

Wiltshire has been a special place for a very long time. Thanks to discoveries last year by archaeologists working in Amesbury are now able to trace the county's history back to 8820BC. Making this magical Wiltshire town the longest continuous settlement in Britain. Wiltshire is a never ending story. Come today and you can walk through time. You can touch and feel the past

Our World Heritage sites stand testament to the ages. Stonehenge and Avebury have a magnetism that have drawn people to them for centuries. But history in Wiltshire is not just ancient. The Romans, Normans and Saxons, all have left their mark on our countryside and towns.

Perhaps it's this connection with the past which helps us appreciate time in the present. So when you visit you can press pause and let time stand still. You'll feel unhurried. Wiltshire today is calming comforting, refreshing. A weekend here enjoying our arts and culture, food and drink, shopping and nightlife, attractions and welcome, will help put back what the rest of the week has taken out.

All this, yet only an hour and a half, or less, from London.

Wiltshire is timeless wonders, timeless places and, timeless pleasures. Now it's your time to come and see us. It's time to write your chapter in Wiltshire's never ending story

Heavenly[✦]