

VISITSCOTLAND PRESENTS

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A

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**PERFECT**

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DAY

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## Capture a perfect day on film.

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### Background Overview

What people want from a holiday is as eclectic as what they eat for breakfast. It can be anything from checking out hot local gigs to losing mobile phone reception. However, what unites the traveller is the quest to make the very most of each holiday experience.

Scotland's national tourism agency, VisitScotland understands this need and has created a marketing campaign called A Perfect Day to show just how much accessible variety there is to see and do in Scotland during the Spring and Summer months, so visitors can enjoy the best holiday experience imaginable.

At this time of year, Scotland enjoys the most hours of daylight which is very handy given the range of world-class events and festivals from Easter through to the August bank holiday weekend. While UK visitors form Scotland's largest visitor market, there are many locations and activities still waiting to be discovered including uninhabited islands, the world's only malt whisky trail, sunken battleships and ancient moments that pre-date Stonehenge. Familiar locations may also hold hidden attractions. Visitors to any of Scotland's cities could pack a wet suit in with their designer shades or their hiking boots in with their high heels as all six cities have world class adventure sports no more than a 45 minute drive away.

### The Brief

Tourism marketing takes many forms but the power of the moving image has proven to be potent and can stimulate positive action from the would-be visitor. We are looking for you to capture A Perfect Day on film that will effectively engage one or more identified audience groups in the UK and Ireland and encourage them to visit Scotland.

### The Red Carpet Reward

The impact of film is arguably at its finest on the big screen. Commended entrants will secure the creative opportunity of a lifetime: a premiere of their winning entry at the 64th Edinburgh International Film Festival in June 2010.

### Target Audience(s)

The content of your film must appeal to one or more of the audiences below.

**Young Domestic Explorers:** These thrill seekers are either just starting off on the career ladder or have young families. They are in their 20s and 30s, so while they adore Scotland's breath-taking scenery, they look for great deals and extra value to ensure they make the very most of their trip. They live for their holidays, love visiting Scotland and want to soak up as many adventures as they can with their family or friends. They love a bit of everything and can find castle tours as fascinating as indie music festivals or the latest adventure sports. Can you excite them?

**Southern Travel Junkies:** These trend-setters (late 20s to late 40s) work hard and want to play hard. They live in London and the South of England and pride themselves on keeping their finger firmly on the pulse of everything cool. They love an adventure and want to beat their friends on discovering the latest craze, chicest boutique hotel or hippest festival hang-out. The world is their oyster and

they enjoy lots of trips each year. They haven't been to Scotland before but they've heard that Edinburgh is cool and reckon they will definitely 'do' the festivals at some point.

**Mandatories:**

Tone: Must convey positive and inspirational messages that will engage potential visitors as part of a tourism marketing campaign.

Genre: Any genre which reaches the target audiences and conveys the desired tone is appropriate. This could include action, adventure, animation, biography, children's films, commercials, comedy, documentary, drama, musical, music videos, road films, romance or something completely different - the possibilities are endless.

Length: Between 30 seconds and 10 minutes.

Format: Needs to be digital and of suitable quality for cinema viewing.

Content: Wherever your creativity takes you. If you wish to feature a sound track, recognisable locations or people, please make sure all necessary permissions are received and recorded.

Films must incorporate the 'A Perfect Day' logo into the end frame.

**Some Links**

You can see our 2009 creative online here:  
[http://perfectday.visitscotland.com/flash/pd\\_base.swf](http://perfectday.visitscotland.com/flash/pd_base.swf) .

Edinburgh International Film Festival Website:  
[www.edfilmfest.org.uk](http://www.edfilmfest.org.uk).

**Deliverables, Artwork and Additional Information**

For guidance on how to submit your work please adhere to the main deliverables information at  
<http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at  
<http://student.aisforawards.org>