

WELCOME TO GREAT

BRITAIN





JOBS & GROWTH FOR BRITAIN

- A campaign to inspire the world to think differently about the UK in order to encourage audiences to visit, study, invest in and do business with the UK
- Operating in 144 markets, focusing on US, China, India, France, Germany, Brazil, Japan, the Gulf, Australia and Canada
- Launched in 2012 to capitalise on the Olympics
- Delivered substantial economic benefit to the UK economy to date
- Unifies the international promotional efforts of 20 government departments and related organisations
- In 2018/18, 1,419 GREAT branded events and activities took place in 200 locations around the world



SUPPORTED BY BUSINESS

- More than 410 active private sector supporters
- Private Sector Council
- Nearly £140m of cash and in-kind support
- 68 national & international awards





INDIVIDUAL SUPPORT

- More than 300 high profile figures from the worlds of business, sport and culture have supported GREAT





DRIVING POSITIVE PERCEPTIONS OF THE UK

- Around one in seven international companies recognise GREAT, with over a third (37%) stating that GREAT had made them more positive towards doing business with the UK
- 30% of companies that recognised the GREAT brand were '*likely to trade with the UK in the next three years*' compared to just 16% for 'non-recognisers'.
- 43% of companies that are either currently or considering doing business with the UK, and that recognise GREAT, stated that the campaign had positively influenced their decision.





INVEST: 'A land alive with opportunity'

- 25% of companies that recognised the GREAT brand were 'likely to invest in the UK in the next three years' compared to 16% for 'non-recognisers'.





TOURISM: 'I travel for ...'

- Tourism campaigns have driven record levels of tourism since 2013
- £850m secured from campaign since 2016

JE VOYAGE POUR
ME RESSOURCER



*Et vous, pourquoi
voyagez-vous?*

visitbritain.com

FIND YOUR
GREAT

BRITAIN



*DÉCOUVREZ VOTRE GRANDE-BRETAGNE

JE VOYAGE POUR
L'INATTENDU



*Et vous, pourquoi
voyagez-vous?*

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*DÉCOUVREZ VOTRE GRANDE-BRETAGNE



EDUCATION: 'Discover who you could become'

- 14% of potential students in India, Pakistan, Malaysia, Nigeria, Turkey, HK and China recognise campaign (+4%)
- £422m secured from campaign since 2012/13



留英校友

STUDY UK
DISCOVER YOU

GREAT
ENGLAND & NORTHERN IRELAND

听之听见

时间.



EXPORTING: 'If we can, you can'



**IF WE CAN
YOU CAN**

Join the thousands
of UK businesses like
Stitch & Story that
are successfully
selling overseas.
Visit great.gov.uk



HM

EXPORTING

London City Airport





PROJECTING SOFT POWER

- UK remains the leading 'soft power superpower'
- UK is respected, powerful, reliable, trustworthy, fair, welcoming and open
- Countries most favourably disposed to the UK were India, Nigeria, Mexico, Brazil and Indonesia with US and China mid-ranked
- Cultural ties were found to be especially important – there is a strong relationship between familiarity with the UK and favourability





THE VALUE OF CULTURE



SHAKESPEARE
LIVES IN
2016

ALL THE
WORLD'S
A STAGE

#shakespearelives



GLOBAL CHALLENGE FUND

- More than 63 markets received GREAT Challenge Funding in 2018





CRICKET IS GREAT

BRITAIN

MORGAN
16

ICC Men's Cricket World Cup
England

The birthplace of cricket welcomes the world's finest teams to compete in the ICC Men's Cricket World Cup 2019. For



Les Voisins
IN THE PAST AND THE FUTURE. TOUJOURS VOISINS.

☆☆☆☆ L'OFFICIEL

BUSINESS

BUSINESS IS GREAT
BRITAIN & NORTHERN IRELAND



COMING UP IN 2019/20

- Summer of Sport
- Europe Campaign
- UK-Japan Year of Culture & Rugby World Cup
- Red Arrows USA Tour
- Fashion Week
- Film launches: Downton, Bond & Star Wars



GREAT
BRITAIN & NORTHERN IRELAND

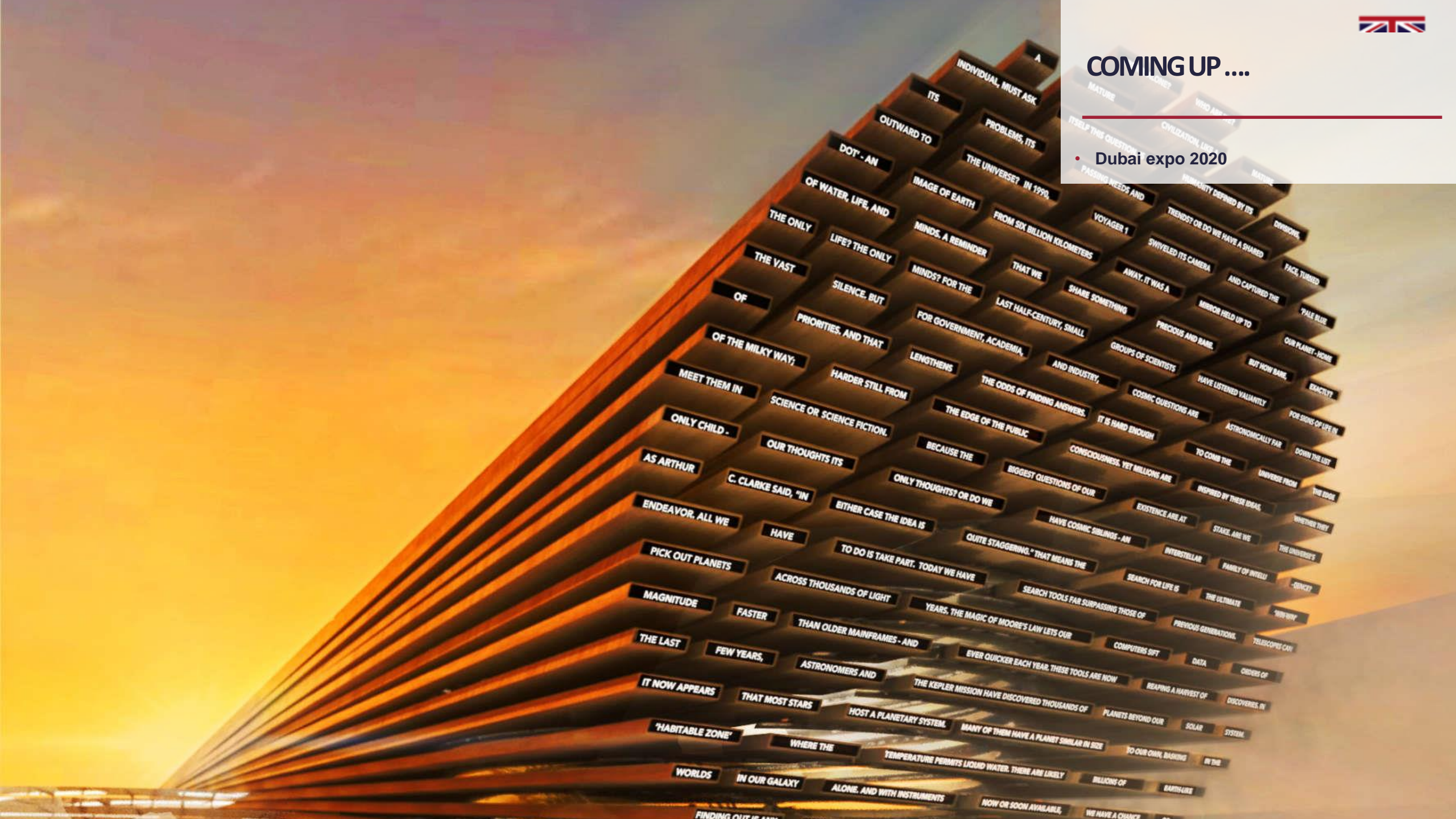
GREAT
BRITAIN & NORTHERN IRELAND

IBY...
ALLOWS
EROMATIC TEA
THE RED ARROWS



COMING UP

- Dubai expo 2020





INNOVATION IS GREAT

BRITAIN & NORTHERN IRELAND



McLaren 720S
www.great.gov.uk



TOGETHER WE CAN BE SO MUCH STRONGER

- GREAT acts as a credible nation branding umbrella
- But we need to broaden and deepen the UK's unique offer
- We share values: authentic, creative & welcoming
- We have access to HMG and the international network
- Join our campaign and let's get GREAT to work for you
- See you at the GREAT CLINIC!



Study in Glasgow,
your window
to the world



PEOPLE
MAKE
GLASGOW
HOME



THAT'S

GREAT

BRITAIN

