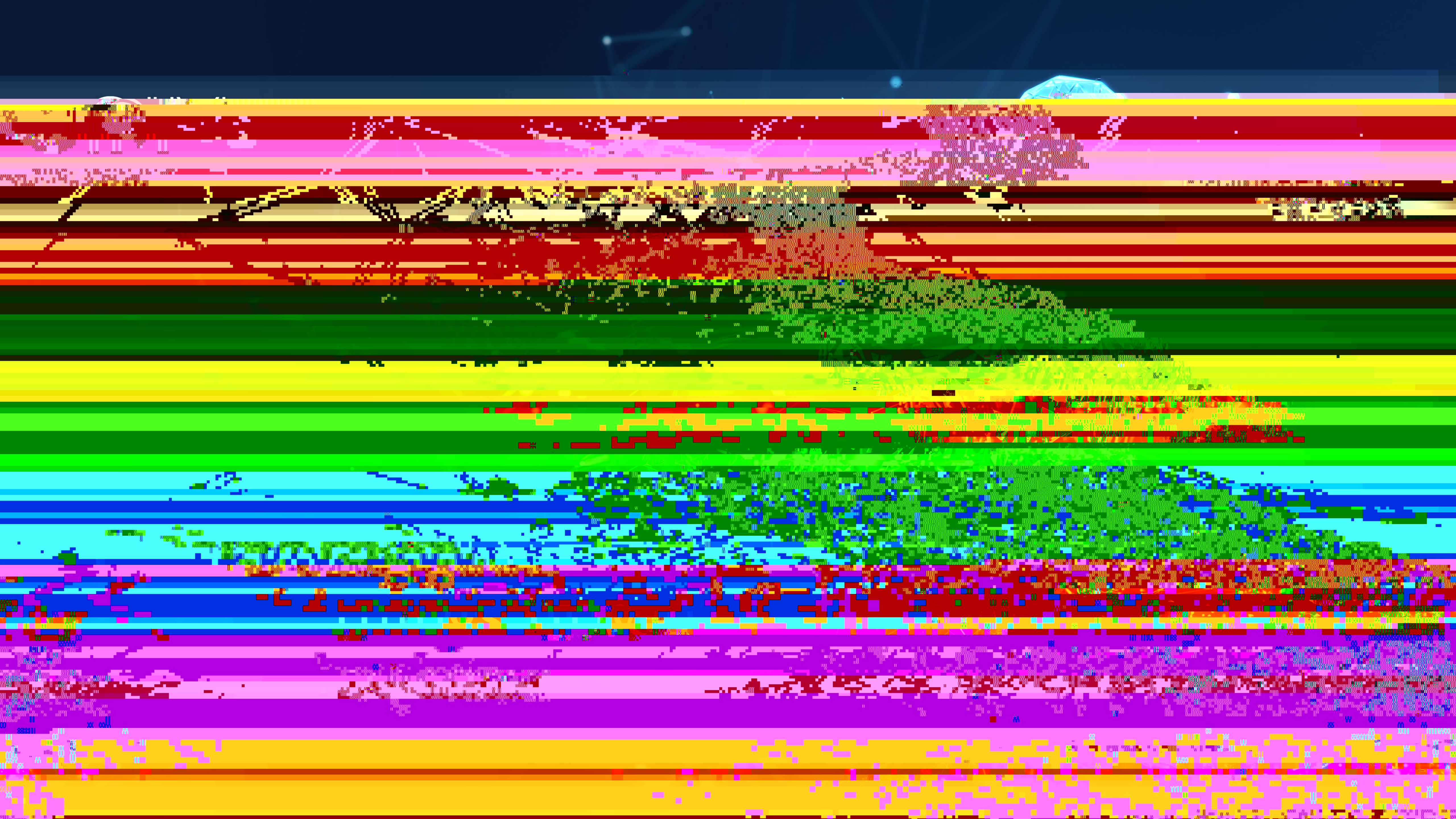
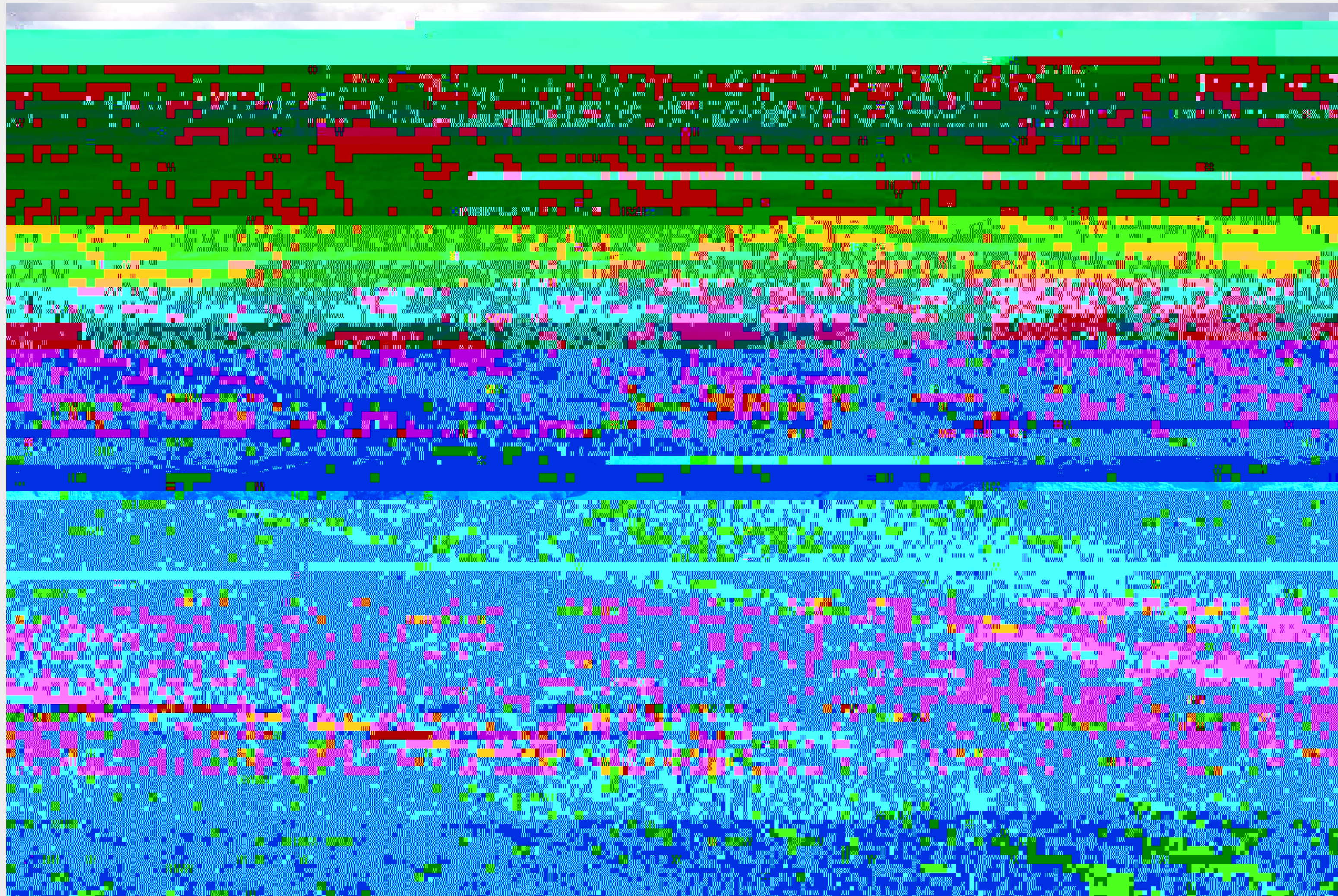






Prynhawn da (*Good afternoon*) from Wales



3 stages

3 underlying principles

C o m p e t i t i o n

r c t i o n m e s s a g e

And Band

Valuesm o e han er, edyping

- Eleæe o ræ
- Spis & insie
- Change percept o ns
- D g o o o d things
- Be amikablyWales



Context



5 year plan 2020 t 2025



Rec o - a v o l g e back



G o als

ECONOMIC GROWTH

ENVIRONMENTAL WELLBEING

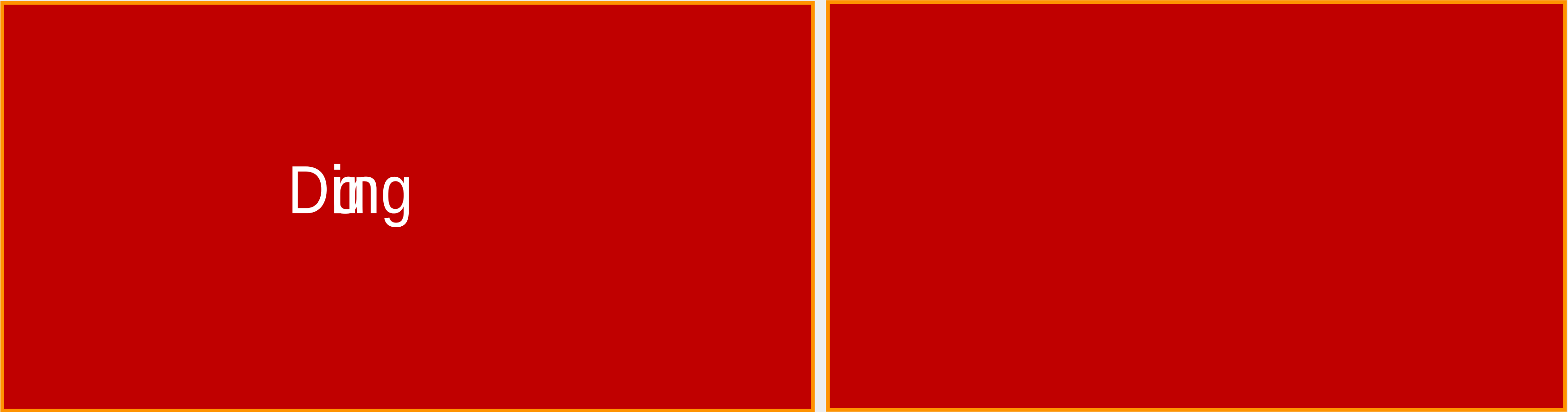
CULTURAL WELLBEING

HEALTH

Values



3 stages



Pre

- C o landscape
- Appr o ach
- Adiences

Main strategic challenges

v General brand -building

v Spend / Seas o Specialty

Cornerstones of the 5 year plan.

Ongoing product focus

v Landscape / cla / adventure

Three Cymru Wales brand pillars.

Market focus

v New UK (great Britain)

Growing the base.

v New t o (international Wales o national)

Ythough not new to UK

v The pe oWales (Pe Cymru) blf

v Values o env o lme

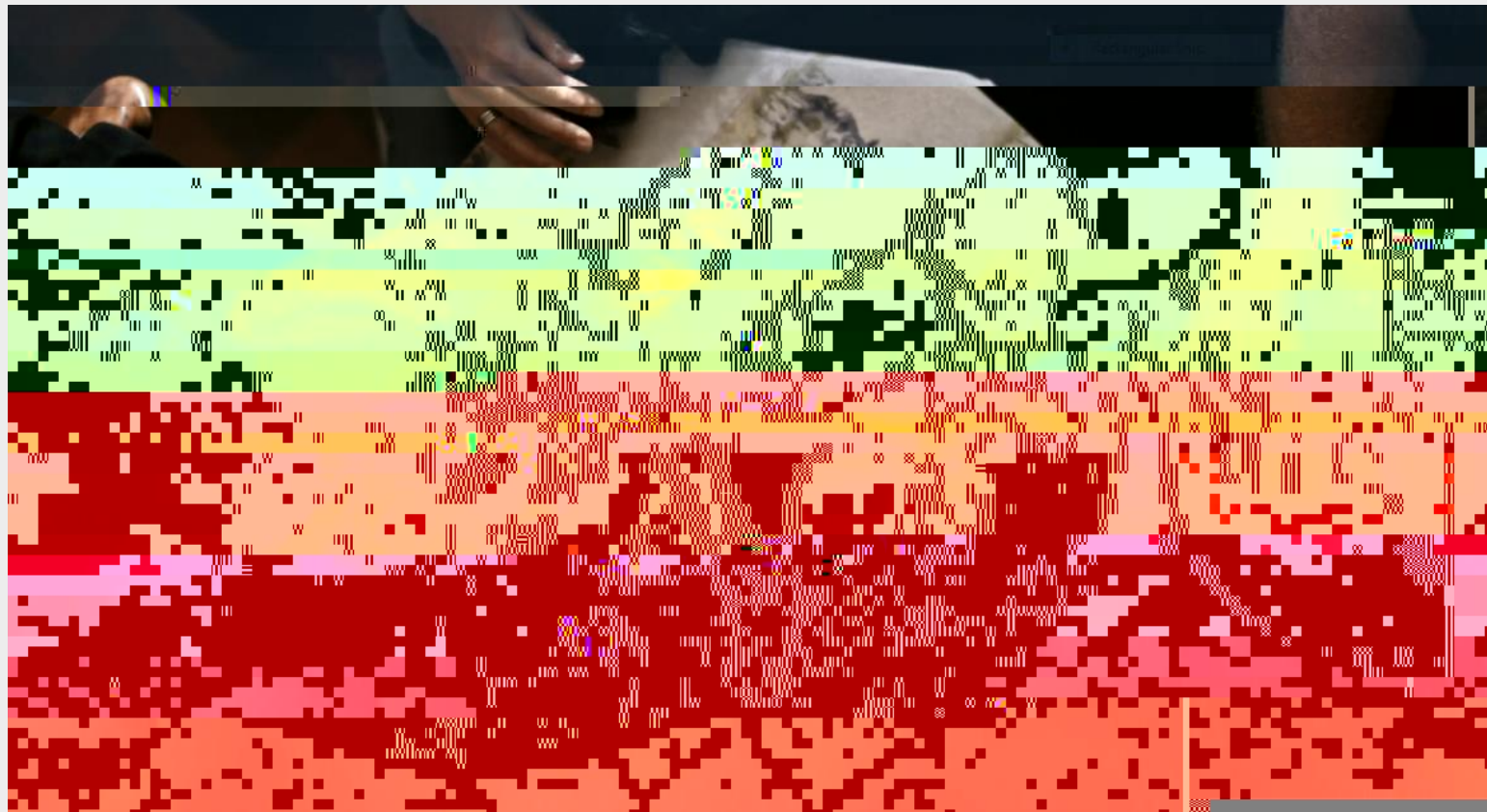
Wider market trends



Wider

Pre

Wales Year of Od 2020



Translation of data



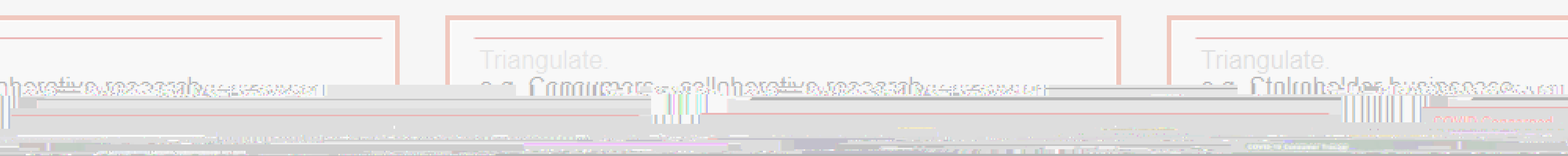












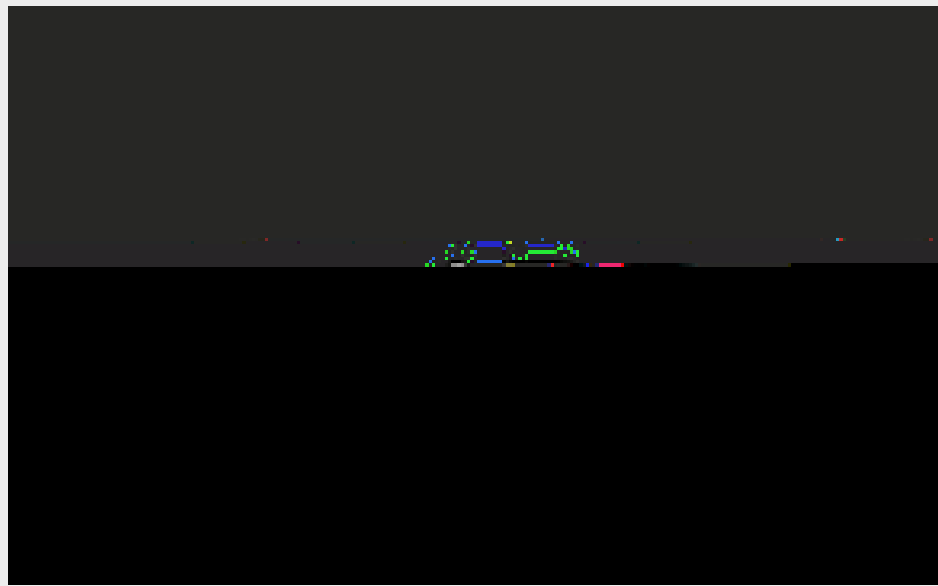
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And add public sentiment
What feels right at that point?

^ D Ç • Z] o] v P] • % μ • (Æ } u š } Ç μ š e / [u š } } • Æ š } P } } μ š U _
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Addo. My promise to Wales

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t o gehert o :

v Cae f o reach o her
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Add | Make y o pr o mist o Wa





- Content changes
 - Message changes
 - Accession numbers
- ^



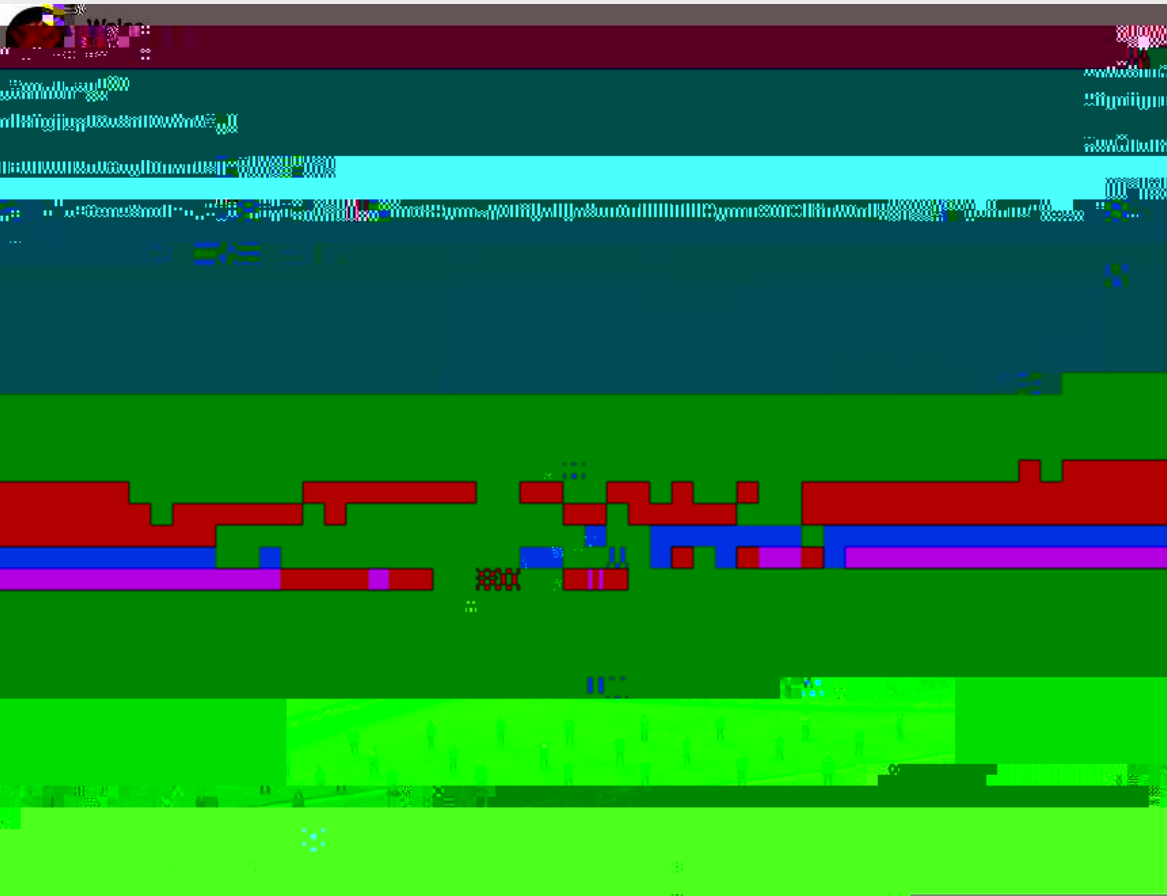
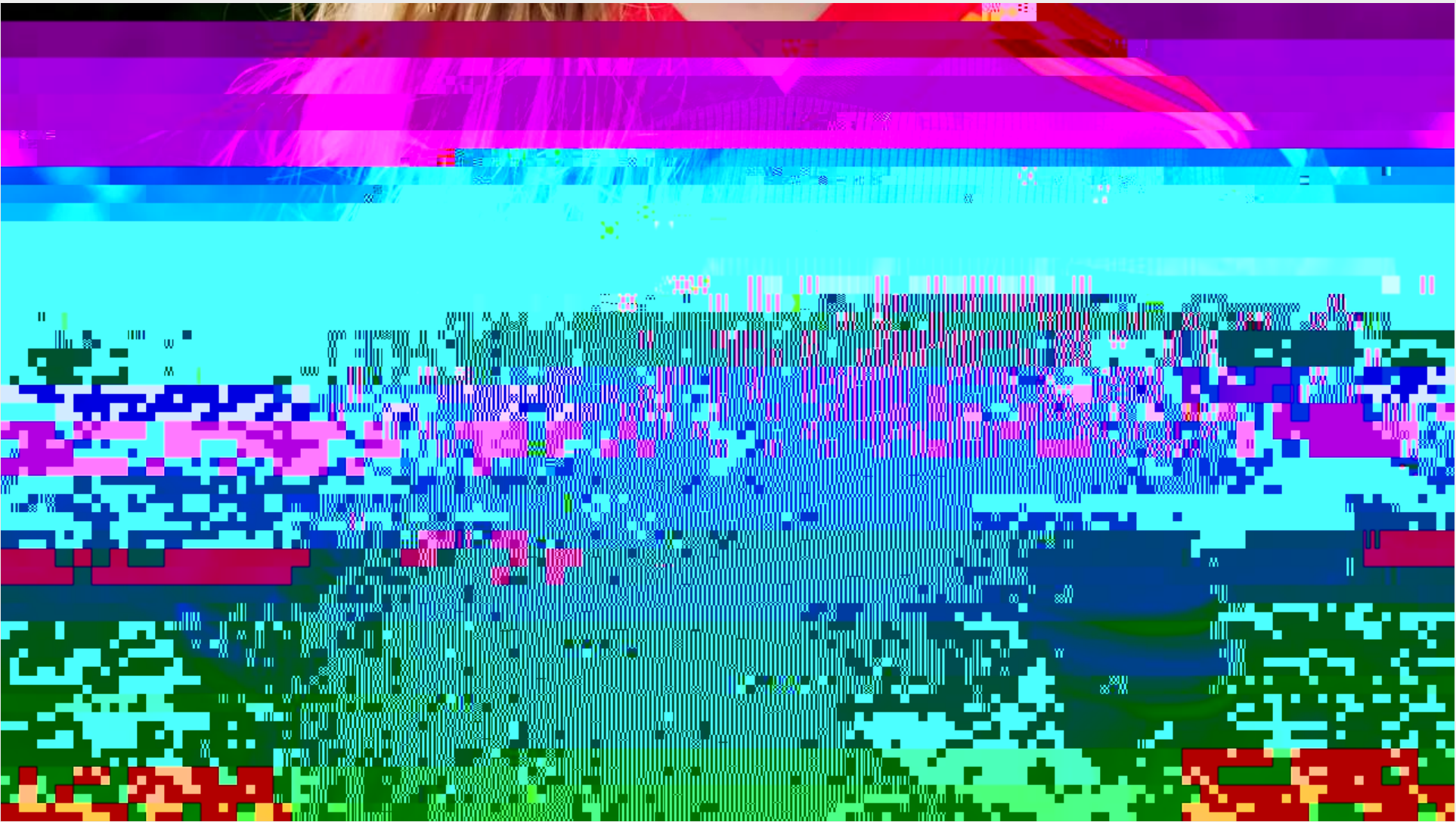


Across paid for digital and social, TV and OOH, with hospitality specific messaging.

- Over 8.3 million additional impressions
- Over 200k click-throughs
-



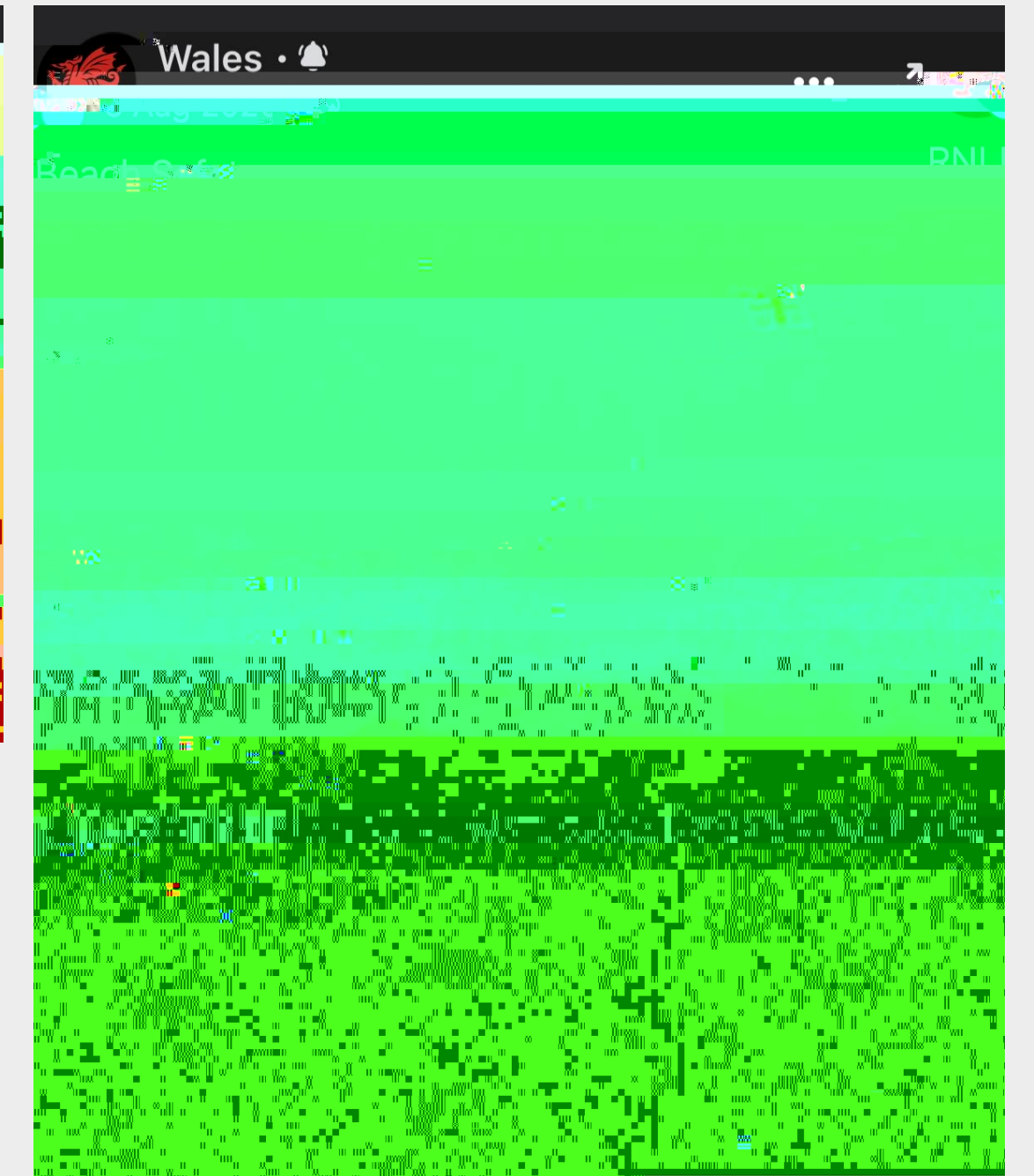
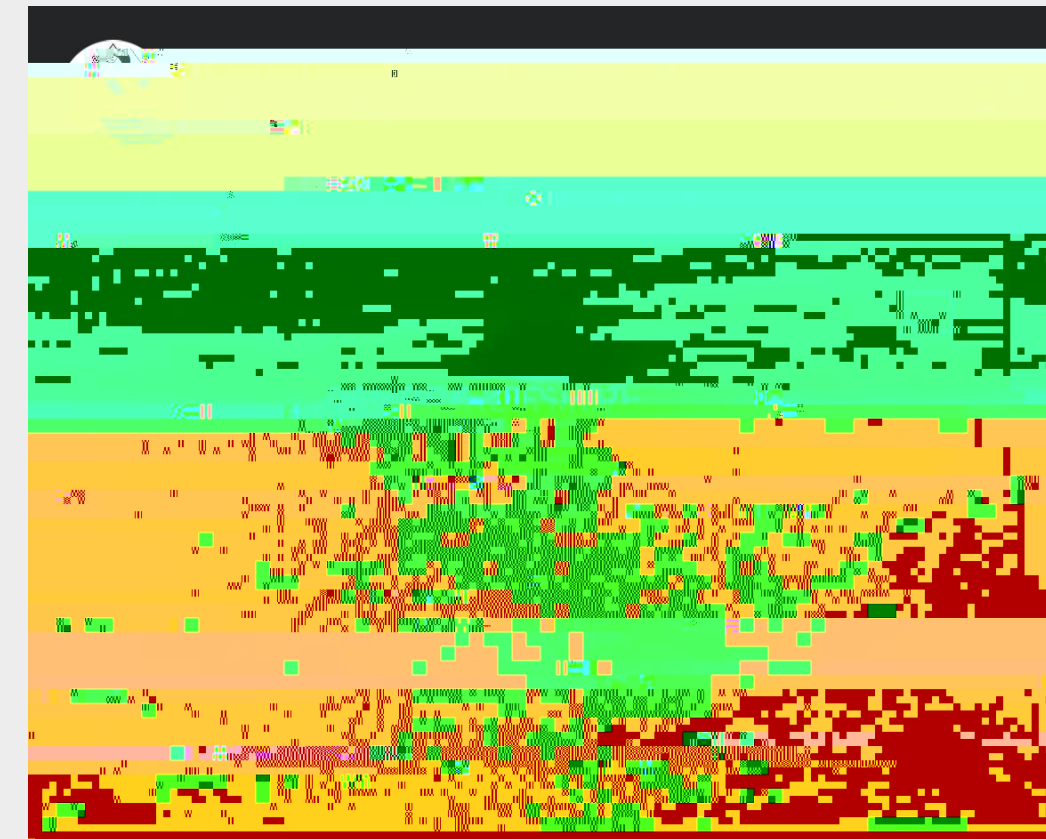
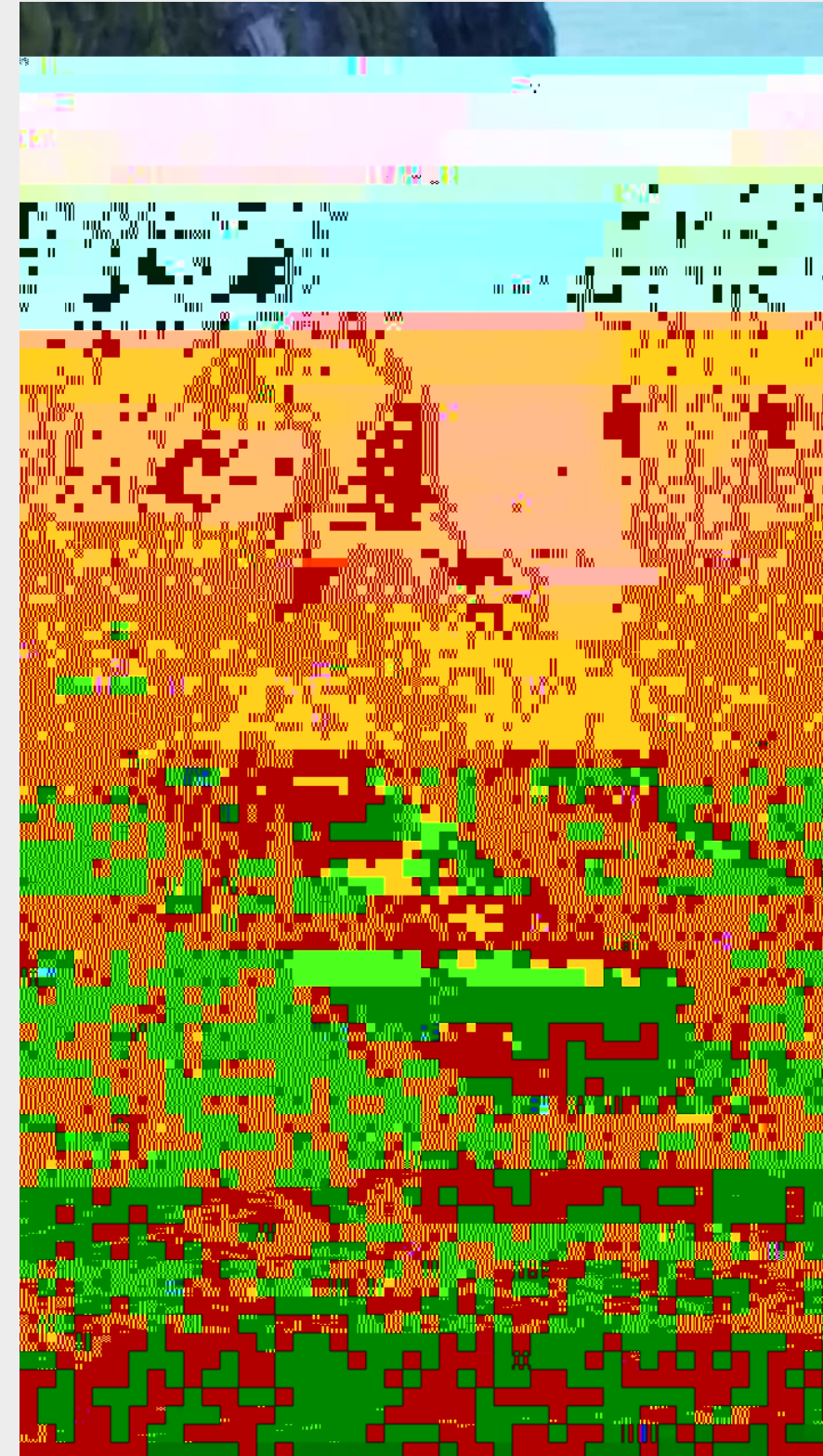
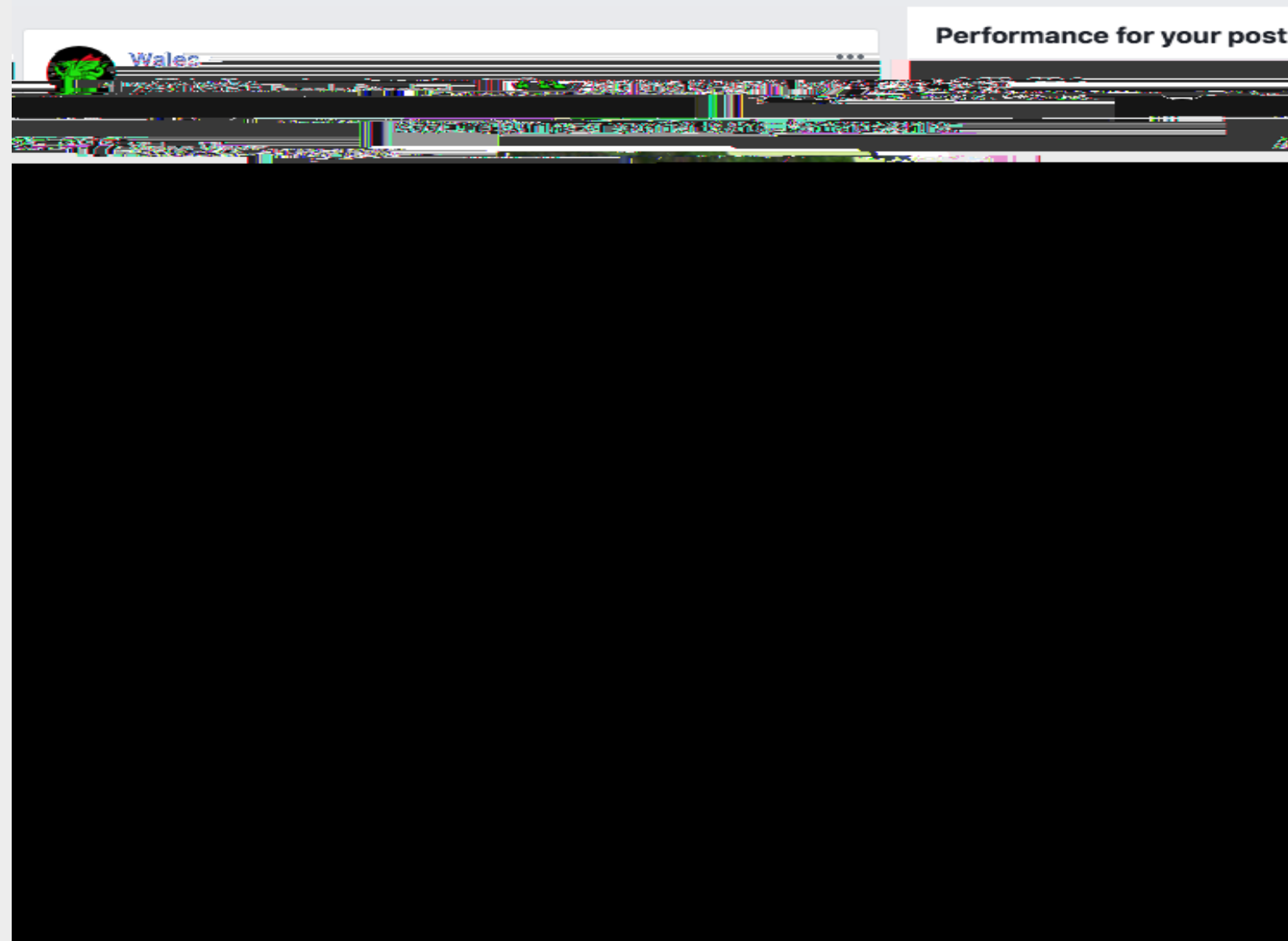
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[BSL National Anthem](#)

[@italies](#)

Yand eting t o peennial fav o ites o n s o



Keeping the em at am, friendly, and n Spp o tng paths



3 underlying principles

Knowing is not a matter of means really knowing

Competing is not a matter of experience

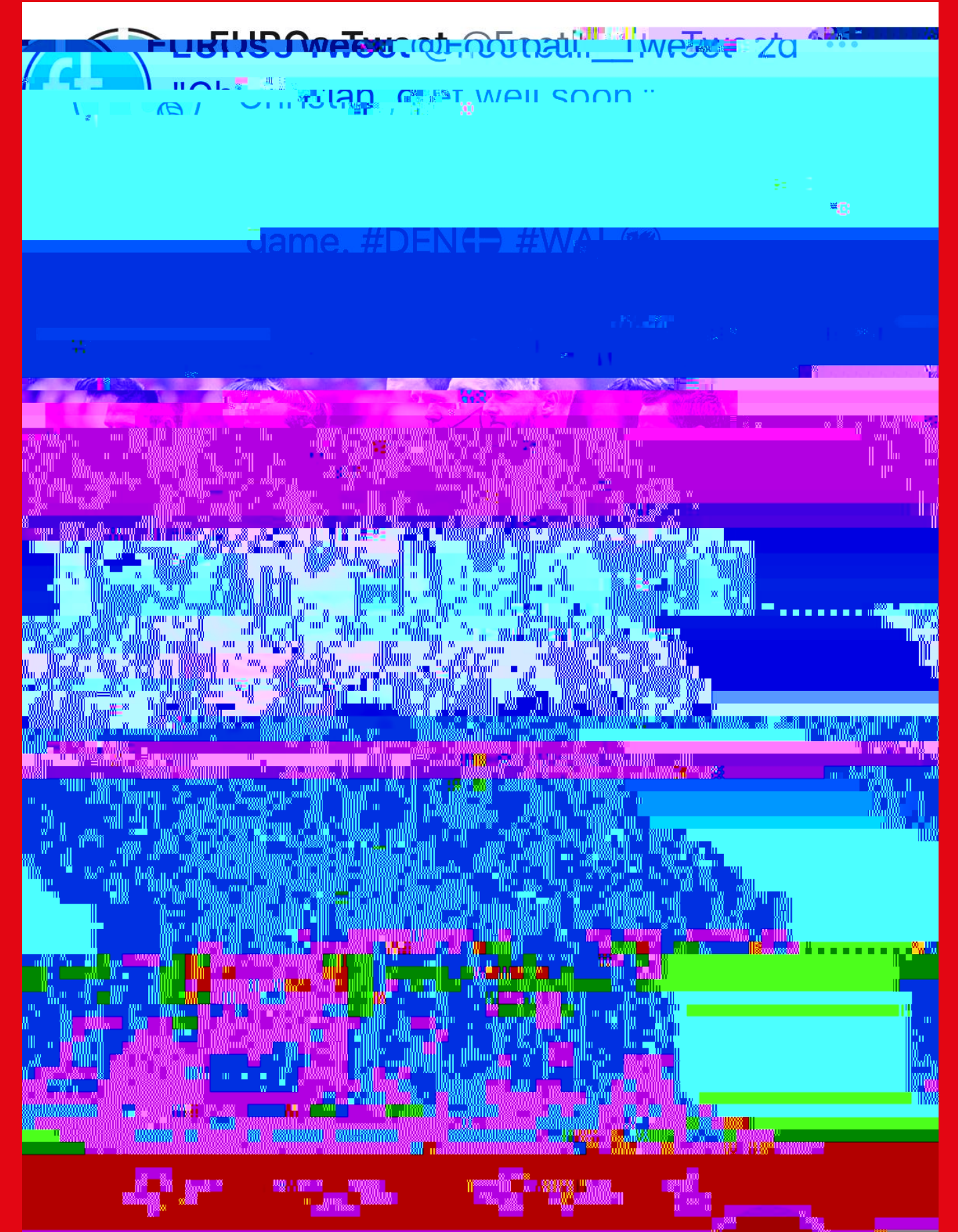
An agile approach is not a way to go

An agile approach to every



Public sentiment

What feels right at that patch in time?



Values



