



# » **KNOW BEFORE YOU GO** »

CAMPAIGN TOOLKIT



**VisitEngland** want to help you prepare to welcome visitors back - to ensure tourism rebounds to once again be one of the most successful sectors of the economy.

This toolkit will provide you - our industry partners - with information and tools for how we can work together to build consumer confidence in travelling in England and distribute the benefits of tourism across the regions through our **Know Before You Go** campaign.



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# OUR APPROACH



## WHAT IS KNOW BEFORE YOU GO?

**Know Before You Go** is a simple and memorable phrase designed to encourage people to check details around their destination prior to travelling, in recognition that access to services and facilities could be restricted.

As an organisation, our aim is to embolden people and businesses to take responsibility for their travel in England. This will ensure that their experience

is as enjoyable as possible, while avoiding placing unnecessary pressure on regional attractions, services and health systems. To communicate this message effectively, we will take a cross-channel approach so that checking before travelling becomes the suggested norm for everybody.

The Know Before You Go message launches from Tuesday 23 June 2020, led by VisitEngland.

## WHY WE NEED TO BE IN IT TOGETHER

We need all of our industry partners, including you, to get behind the **Know Before You Go** message, and help us to restore consumer confidence and manage the spread and benefits of tourism across the country. We have just been through an unprecedented pandemic and now it is time to work together to unite **England** through recovery with one consistent voice and message.

By working together, we will increase the reach, awareness and impact of this message.

### Specifically, we will:

- Give confidence to your consumers that information is available to help them plan their travel.
- Aid reassurance to your local residents that tourism is not the enemy.
- Provide you with tools to adopt the **Know Before You Go** messaging and assets with practical tips and advice for your marketing activity.

# TOOLKIT ASSETS



# KEY MESSAGING

The **Know Before You Go** message is designed to offer you flexibility to apply to your own marketing activity and assets. We recognise that not all destinations and attractions will operate in the same way during recovery, and that there may be different restrictions in place - such as limits on capacity or reduced opening times.

The messaging is broad to encourage everyone to research places they intend to visit and find information about available services before they travel.

## For England activity, we will be using these two messages:

- **Know Before You Go.** It's time to explore your England. Check for restrictions at [visitengland.com](https://www.visitengland.com)
- **Know Before You Go.** It's time to enjoy England. Check for restrictions at [visitengland.com](https://www.visitengland.com)

## How you apply this message:

- Please apply the same messaging structure to your marketing assets. You can change England to the name of your business or destination and change the URL to your own website.

For example, **Know Before You Go.** It's time to enjoy **Manchester.** Check for restrictions at **[visitmanchester.com](https://www.visitmanchester.com)**

- Consider how your channels include supporting information. If you are signposting consumers to your website then ensure your website is updated with relevant details to enable visitors to get the information they need before they travel.

For example, do they need to pre-book tickets or can they just turn up? Have your opening hours changed? Are you serving food and drink? Which businesses in your city are open?

# UPDATE YOUR WEBSITE

Know Before You Go is about encouraging consumers to check before they travel so that they understand any restrictions that may be in place. We will be directing consumers to our website [visitengland.com](https://www.visitengland.com), which will act as a signposting tool pointing to local destination and national attraction websites.

To make the customer journey as simple as possible, please ensure that your own websites are updated with any information that the consumer needs to know before they travel or before they visit. Ideally this information will be available on your home page or clearly labelled and signposted from your home page.

Once the page on [visitengland.com](https://www.visitengland.com) goes live, if there is a more appropriate page you would like us to signpost to, please contact [content@visitengland.org](mailto:content@visitengland.org)

We welcome information from destinations advising on capacity and shifts in how busy areas of your destination are.

Please email: [destination@visitengland.org](mailto:destination@visitengland.org)

## Examples of information that visitors should know about in advance of visiting, include:

- Ticket information - do visitors need to book a ticket in advance? How do they book? What happens if they turn up without a ticket?
- Capacity - are you limiting the number of people allowed inside your venue at any one time? Is there a queuing system in place? If some areas are going to be busy can you suggest alternatives nearby?
- Cleanliness - are you offering additional hand washing facilities? Are toilet facilities available?
- Food & drink - is there any food and drink available for purchase?
- Car parking - is car parking available? Does it need to be booked in advance?

By making this information available in advance you will be helping to manage the expectations of visitors.

# AVAILABLE ASSETS

The following Know Before You Go assets have been created:

- 1:1 carousel social post
- 1:1 static social post
- 16:9 static social post
- 9:16 Instagram story post

These assets are ready to go for your use

**Download** campaign assets [here](#)

If you have any questions or require guidance, feel free to email [brand@visitbritain.org](mailto:brand@visitbritain.org)



Static image post  
1080 x 1080px



Static image post  
1920 X 1080px (16:9)



Static carousel image post  
1080 x 1080px  
Frame 1



Frame 2



Frame 3



Instagram story post  
1080 x 1920px (9:16)

# APPLY BRANDING TO YOUR CREATIVE

The following templates of Know before You Go branding is available for you to apply across your creative. This includes:

- Social
- Print
- Website or social media header

## Open template formats:

.PSD (Adobe Photoshop) .INDD (Adobe InDesign)

Download creative templates [here](#)

## Template Guidelines

- Do not place the sash on a similar coloured background; it should stand out on the composition and have sufficient contrast compared to the background colour.
- Do not stretch, alter or move the Know Before You Go (KBYG) lockup in any way. You can only edit the location information and the URL.
- For accessibility purposes do not resize the font below 12pt.
- Do not allow text elements to overlay or extend beyond the border of the KBYG sash.
- Do not change the colours on the KBYG lockup and sash.
- Do not alter the fonts used on the sash.
- Do not place the lockup on new shapes or change the position and angle of the sash.
- For compositions without imagery or other background elements a solid KBYG yellow background should be used.
- Primary yellow colour:  
Pantone 116C, CMYK 1, 21, 88, 0,  
HEX #fdcb27

» KNOW BEFORE YOU GO »

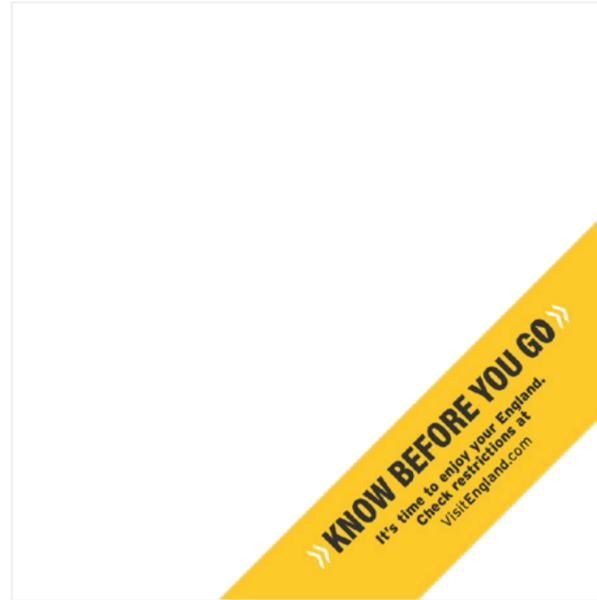
It's time to enjoy your England.  
Check restrictions at VisitEngland.com

» KNOW BEFORE YOU GO »  
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» KNOW BEFORE YOU GO »

It's time to enjoy your England. Check restrictions at VisitEngland.com

# HOW TO APPLY IT



**Step 1.** Choose the correct template size.



**Step 2.** For the copy line, you can change England to the name of your business or destination and change the URL to your own website. For example: Know Before You Go. It's time to enjoy Manchester. Check for restrictions at visitmanchester.com

The templates are provided as open files. If updating the copy line, use **Interstate** Regular/Bold if available to you or alternatively **Arial** as a secondary font option.



**Step 3.** Apply creative to appropriate images.

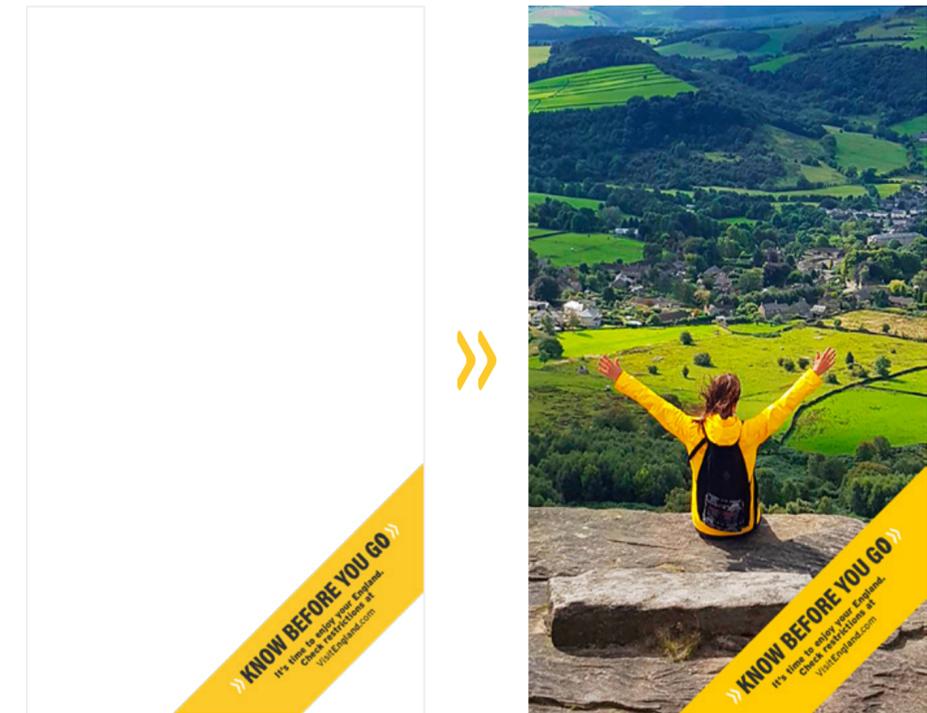
# SOCIAL MEDIA

Apply the Know Before You Go branding on social media posts. Templates are provided for:

- 1080 x 1080px static image post
- 1080 x 1920px Instagram story post
- 1920 x 1080px static image post



Static image post  
1080 x 1080px



Instagram story post  
1080 x 1920px (9:16)



Static image post  
1920 X 1080px (16:9)

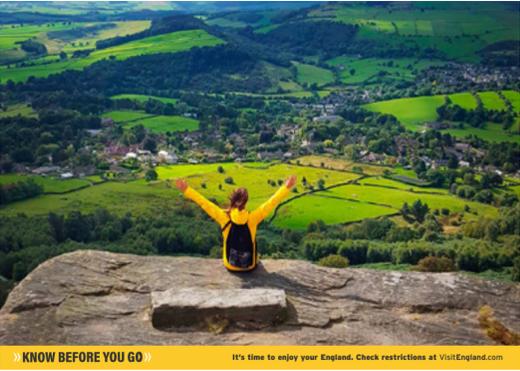
# PRINT

Apply the Know Before You Go branding on print adverts. Templates are provided for:

- Full-page advert
- Half-page advert



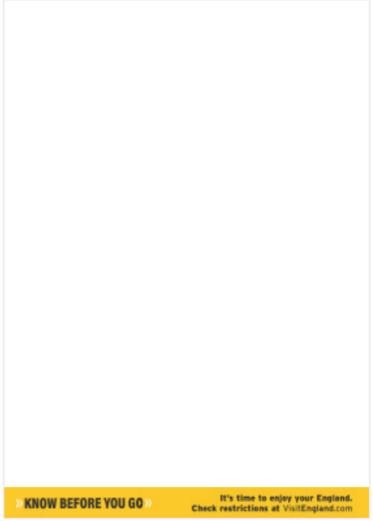
Half page print advert



Half page print advert



Full page print advert



Full page print advert

# WEBSITE AND SOCIAL HEADERS

Apply the Know Before You Go branding on website and social media headers. Templates are provided for:

- Website headers
- Facebook page headers
- Twitter page headers



# IMAGERY

We know that many of you will have beautiful images and B Roll video footage in your own image libraries. If you need to access additional images for trade, media and owned channel use:

- Register or login to **visitbritainimages.com**

During this recovery period, we suggest giving careful consideration to the type of images and video footage that you use.

## **Do:**

- Show happy, diverse, friendly people - single people, couples and small groups of friends - consider social distancing
- Use bright, vibrant, colourful images
- Ensure you own the image or have explicit permission from the photographer and people or places featured.

## **Don't:**

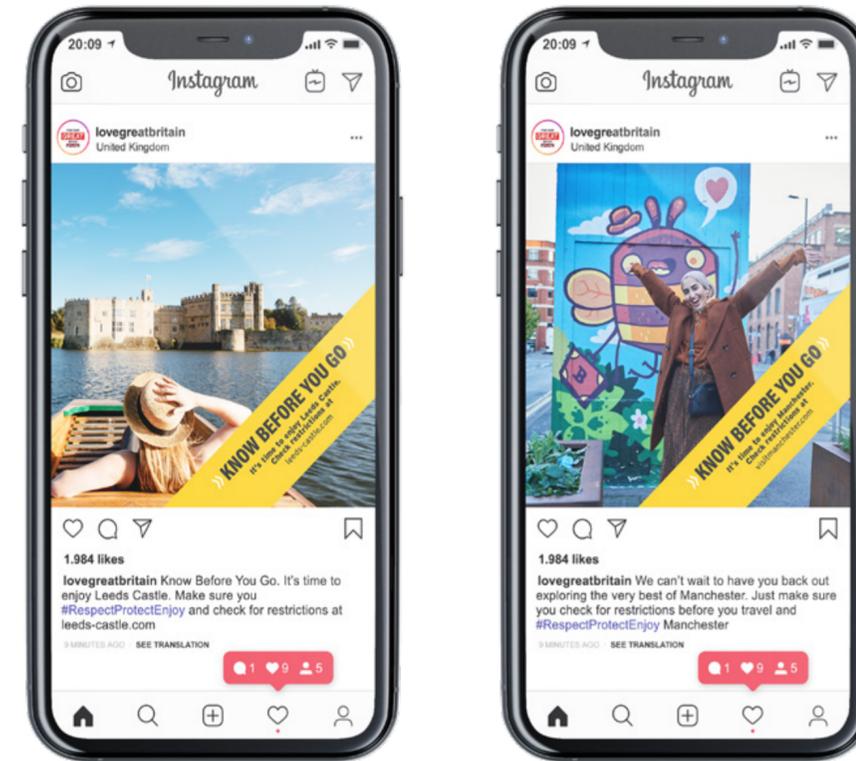
- Show large groups or crowds of people tightly packed together in a confined space
- Use images that you have copied from social or the web without the necessary permissions in place.

**GET  
INVOLVED**



## SOCIAL MEDIA POSTS

- Consider how you use your social posts to encourage your fans and followers to know before they go.
- Include bright and vibrant images (make sure you own the image or have explicit permission from the photographer) to capture attention.
- Within the copy, include practical information. Tell your followers when you're opening and what they need to know before they visit. For example, do they need to book tickets in advance? Have your opening hours changed? Is food and drink available?
- Remind your followers what makes your destination or business special.
- Encourage those who visit to share their experience with #visitengland - we always love to have a recommendation from friends!



### Suggested copy options:

#### Example 1:

Know Before You Go. It's time to enjoy <insert local area>. Make sure you #RespectProtectEnjoy and check for restrictions at <insert website>

#### Example 2:

Summer is upon us and <insert local area> is beginning to re-open. But before you start planning your next adventure, make sure you Know Before You Go. Check for restrictions at <insert website>

#### Example 3:

We can't wait to have you back out exploring the very best of <insert local area>. Just make sure you check for restrictions before you travel and #RespectProtectEnjoy <insert local area>

## #RespectProtectEnjoy

We know that many consumers will be eager to get out and travel as lockdown restrictions continue to lift. We want to work with you to encourage people to enjoy their new found freedom responsibly.

“Respect, Protect, Enjoy” is a message used as part of the Countryside Code and we have seen many destinations and organisations already adopting this message.

We will be encouraging responsible travel as part of our content by using the #RespectProtectEnjoy hashtag and we encourage you to do the same. Add this to your social posts and consider including this message in your own content.

For further reference, view the Countryside Code [here](#)

## PR & CONTENT OPPORTUNITIES

You can help us to inspire our audiences by sharing information and content for consideration and potential use on our consumer marketing channels. We are specifically interested in receiving details of:

- **Stories of people or tourism businesses that are adapting and / or innovating as they prepare to re-open.**
- **Day trip content ideas an hour or less from a major city, town or location** (e.g. walks, trails, stately homes, gardens, Instagrammable villages, lesser known locations etc.) Please provide a brief paragraph on the day trip and a web link to your destination/partner website.

- **News and major upcoming events** (including stand-out virtual experiences).

**Your content may be used to inform our social media and website content plan and used for proactive media pitching to UK media.**

Send to:  
VisitEngland - [press@visitengland.org](mailto:press@visitengland.org)

## WHAT ELSE CAN YOU DO?

We know that each business and destination is unique. The current situation means that you are opening at different times, you have different restrictions in place, and we're all doing our bit to work towards a new normal.

This toolkit is yours to use in a way that is relevant to and adds most value to your business or destination. You can apply the full messaging and branding, you can integrate the messaging into your own copy, or you can simply integrate into your social posts.

- Consider your own marketing collateral and channels and how you can partner with VisitEngland and add the Know Before You Go message and branding to your own materials.
- Can you add the message to your website? Can you ensure that your website is updated with the key information visitors need to know before visiting?
- Can you add the message to your social media posts alongside inspiring imagery?
- Can you distribute the message to your local PR contacts with stories of local businesses making exciting innovations as they begin to reopen as a means to show the value of tourism to local residents?

We hope that we have inspired you to help us distribute the Know Before You Go message.



» **THANK YOU** »