



THE KINGDOM. WHERE IT ALL BEGINS.

Campaign Toolkit

Fife

THE CAMPAIGN & OBJECTIVE

THE KINGDOM. WHERE IT ALL BEGINS.

Welcome to Fife has launched the latest instalment of its successful tourism marketing campaign “The Kingdom. Where it all begins.” to inspire visitors to discover and experience all that the Kingdom of Fife has to offer.

The growing “Experience Economy” consumer trend highlights that visitors are looking for more than just a holiday or trip, they want to ensure that their money and time is spent on meaningful experiences that create lasting memories. This is something Fife can deliver in abundance and we will communicate this throughout our campaign.

Primarily targeting consumers in Scotland and North England through multiple formats both online and offline, the activity aims to increase visitors during the Autumn and Winter seasons to continue to support our local businesses at this time.

The campaign will continue to raise the profile of Fife as a destination of diverse experiences that will ensure visitors enjoy an unforgettable short break.

There are nine main campaign content themes:

- **Journeys Start**
- **Stories Await**
- **Coasts Call**
- **Nature Stirs**
- **Calm Commences**
- **Fairways Beckon**
- **Passions Spark**
- **Tastes Awaken**
- **Memories Linger**

CAMPAIGN MESSAGING



The campaign will communicate that Fife is a destination that provides stunning scenery, relaxing escapes, cultural attractions, outdoor activities, memorable events and excellent local food and drink. This variety of experiences provided by local businesses, along with the renowned Fife warm welcome, will ensure visitors enjoy a memorable break away.

The activity will lead with a new promotional film that will excite the viewer and connect with them on an emotional level to highlight that Fife can deliver what they crave from their holiday. The campaign will position Fife as a tourist destination that will fulfil their passions and needs along with a natural landscape and experiences that support their physical and inner wellbeing.

It will be a journey of discovery.



CALL TO ACTION

Start your journey of discovery today in The Kingdom, where it all begins.

Escape to Scotland's stunning east coast and make memories to last a lifetime in The Kingdom, where it all begins.

Relax and reconnect with yourself and loved ones on Scotland's beautiful east coast.

Fulfil your passions amongst our stunning natural landscape.

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CAMPAIGN ACTIVITY



The campaign will be activated via:

- Paid social media and digital advertising campaign: Meta, YouTube and Google
- Digital, social and print content campaigns with top lifestyle media titles
- Digital advertising partnerships with Expedia, Hotels.com and Tripadvisor
- Influencer activity with @charmingwanders and @highlands2hammocks

TIMINGS

Activity will run from **October 2025 - February 2026**

Images: Dhoom, Luigi Di Pasquale. Kingsbarns Beach, Luigi Di Pasquale



HOW TO GET INVOLVED



LET'S WORK TOGETHER

The best way to ensure Fife is high on the list of must visit destinations is to make a noise loud enough for people to hear. So, let's work together and join up our digital and social voices to promote our new campaign, and our beloved region, as far and wide as possible.

WELCOMETOFIFE.COM/THEKINGDOM

Our campaign landing page is the starting point for inspiration and signposting to help potential visitors plan their next break in The Kingdom of Fife. All campaign activity will be driving traffic to this landing page, so please promote it on your digital and social channels.

#KingdomOfFife

Please use the campaign hashtag on any relevant posts you make across your social channels during the campaign period. This will mean we can easily see your posts and share them across our channels, and we can make it easy for users to follow curated Fife content.

TAG US

Please tag us @welcometofife in any relevant social posts so we can share your posts across our channels. We have over 100k followers across our channels creating great exposure for you.

HOW TO GET INVOLVED

VIDEO ASSETS

- We've created a new campaign video that is available to download. Please download the video and share it on your social media channels.
- Alternatively, you can share the video from the @Welcometofife YouTube page or look out for us posting the video on our social channels and share our post.



[DOWNLOAD OR SHARE VIDEO](#)

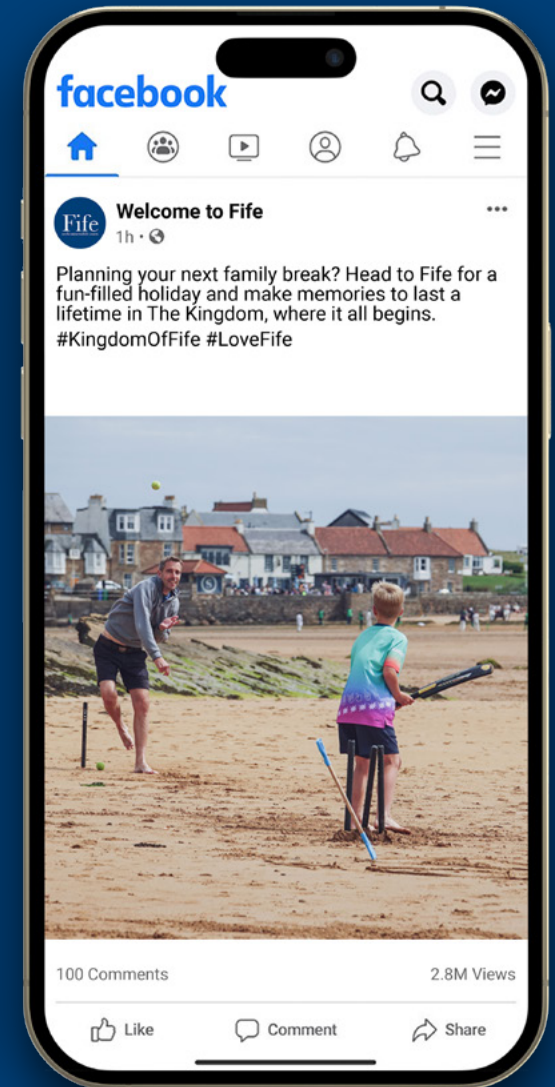
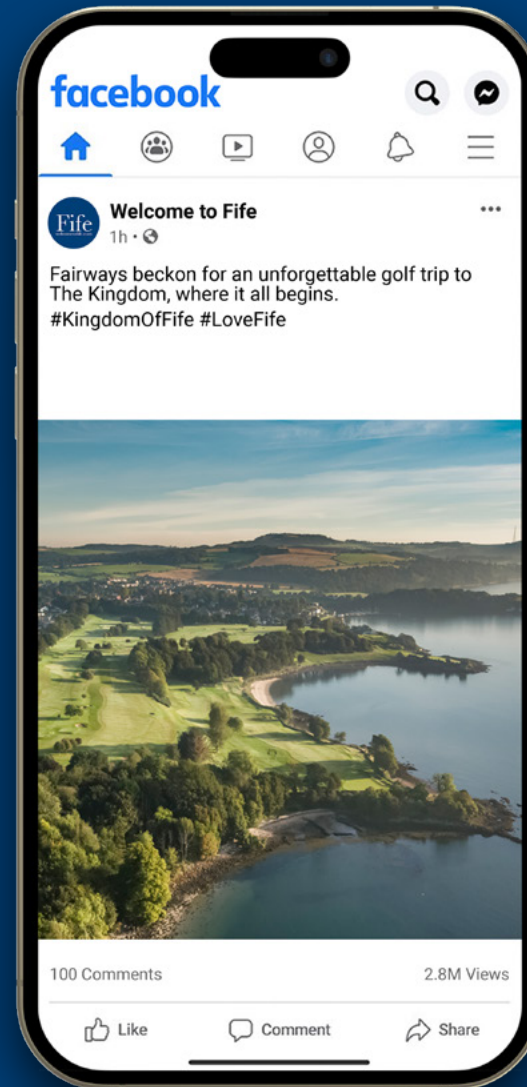
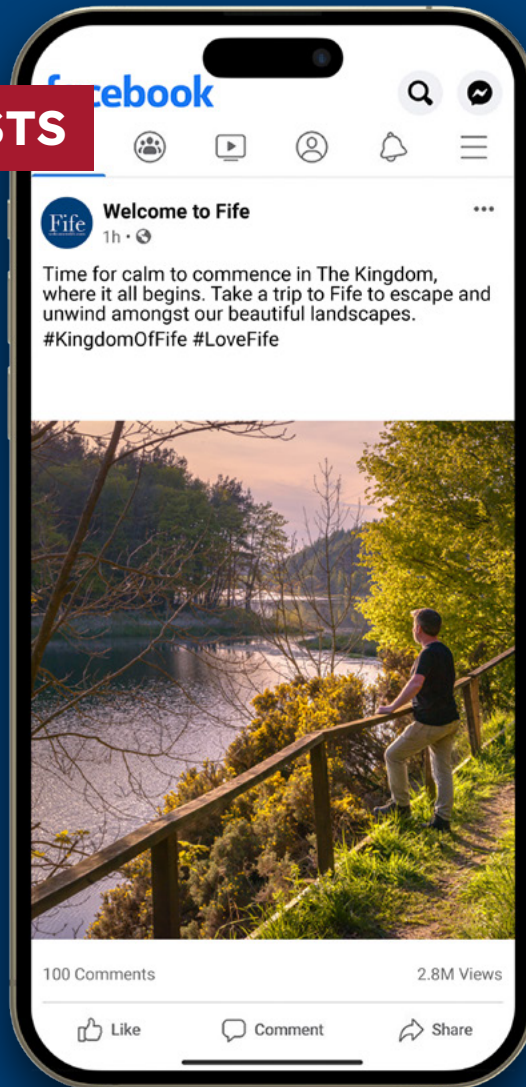
ONGOING SUPPORT

Beyond this campaign it would be appreciated if you could add a link to the homepage of our website welcometofife.com. If the link is created as part of the text, instead of writing the url, this is called a backlink.

If more businesses include backlinks to our website, search engines will place more value on it, and so it will be easier for people to find. This means more people will find out about Fife.

The better we work together, the better it is for all of Fife.

Example of a backlink: [Plan your escape to The Kingdom of Fife](#) on the stunning east coast of Scotland and make memories to last a lifetime.

EXAMPLE
SOCIAL POSTS

USING #KingdomOfFife

- Incorporating the campaign messaging into your social media content is easy, here are a few examples for inspiration.

**THANK YOU FOR
YOUR SUPPORT AND
HELP IN PROMOTING
THE KINGDOM OF FIFE**

[WELCOMETOFIFE.COM/THEKINGDOM](https://welcometofife.com/thekingdom)

