

Not Giving In

Stakeholder Toolkit



April 2021
We're not giving in.

We're not giving in.



Not Giving In

Marketing Campaign Overview

We've come too far.

We can see the light at the end of the tunnel.

We're not giving in now.

- From Thursday 1 April 2021, the Scottish Government is running a national communications campaign to help encourage compliance with ongoing guidance and restrictions as we roll out the vaccine and ease out of lockdown.
- The new campaign has consolidated 4 key intervention pillar campaigns: Post Vaccine compliance, FACTS, Test & Protect and Restrictions. These pillars all work together in order to suppress the virus and in this campaign we celebrate the resilience and defiant spirit of people living in Scotland in their fight against the virus.
- Ultimately, this campaign reflects a determined nation, resolute on beating this virus that has impacted everyone's lives so extensively over the past year.
- The campaign will be rolled out across Scotland and will include TV, Radio, Press, Digital, Outdoor and social.



Key messages

The unifying message running through both the overall narrative and the supporting pillar messages is:

“If we all play our part we can stop the spread of new infectious strains, to keep moving forward and get back together again. We’ve come too far.”

We’re not giving in.

Media Approach

Umbrella Message: "If we all play our part we can stop the spread of new infectious strains, to keep moving forward and get back together again. We've come too far. We're not giving in."

TV, RADIO

Post Vaccine Compliance	FACTS	Test & Protect	Restrictions
Radio	Radio	Radio	Radio
Digital	Digital	Digital	Digital
Outdoor	Outdoor	Outdoor	Outdoor

How Can You Support?

We would be grateful for your continued support by sharing the campaign film and relevant marketing materials across the 4 different pillars through your communication channels. There are several ways in which you can do this:

- You can share a **short video clip**, of the main TV campaign on your social channels.
- Show your support on social media with the **static social images** and **suggested text**.
- Include some **editorial text** on the campaign within your newsletter.
- Follow Scottish Government channels across **Facebook**, **Twitter** and **Instagram** to share and retweet content.
- All of the campaign assets within this toolkit and Dropbox are **available for your use and outlined for each pillar**.
- If there is anything else that you feel would be valuable in communicating these key messages please get in touch.

[Download assets here](#)



The Narrative

In this 60 second and 30 second film, we show the resilience and defiant spirit of people living in Scotland, in their fight against coronavirus. The scenes are honest and real – ones we all recognise and empathise with. It includes everyday folk following the rules and making the most of the situation. Ultimately it reflects a determined nation, resolute on beating this virus that has impacted everyone's lives so extensively over the past year.

60 second YouTube film



30 second YouTube film



Toolkit - Overarching messages

Headline

We're not giving in.

Text (longer)

If we all play our part we can stop the spread of new infectious strains. So we can keep moving forward and get back together again. We've come too far. We're not giving in.

Headline

We're not giving in.

Text (shorter)

If we all play our part we can stop the spread of new infectious strains, to keep moving forward and get back together again.

Post Vaccine Compliance

The Vaccine pillar includes radio, digital and outdoor.

Key Messages

- The covid vaccine is our best protection against serious illness, so it's great that so many people have had it.
- But, even after vaccination, we may still be able to pass on the virus.
- The vaccine protects you but may not stop you spreading covid to others.
- Until we're all vaccinated we all need to stick to the guidelines.

Social film and static:

I've had the vaccine:



Even after the vaccine:

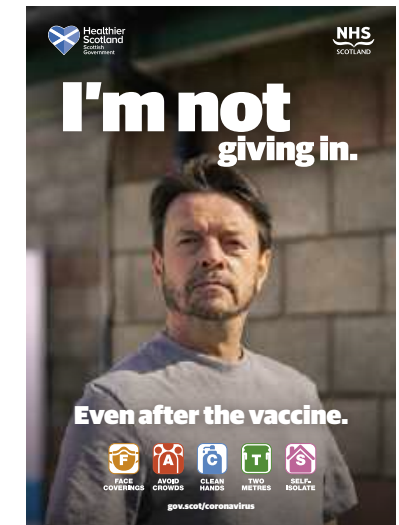


Posters:

I've had the vaccine:



Even after the vaccine:



Test & Protect

The Test and Protect pillar includes radio, digital and outdoor.

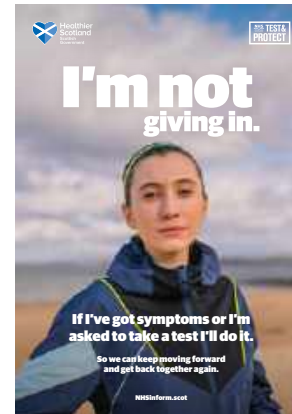
Key Messages

- We're moving in the right direction. But we know new coronavirus outbreaks can still happen.
- The best way to contain them before they spread is NHS Scotland's Test and Protect.
- The Protect Scotland app works in the background, helping to stop the spread of coronavirus. It's making a difference in Scotland. Download it now at [Protect.Scot](https://protect.scot).
- If you've got symptoms – or you're asked to take a test – it's really important you take it.
- If you're asked to take a test – for work, school or if the virus rate is high in your area – it's vital you do it.

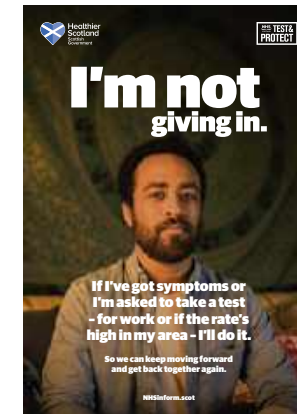


Posters:

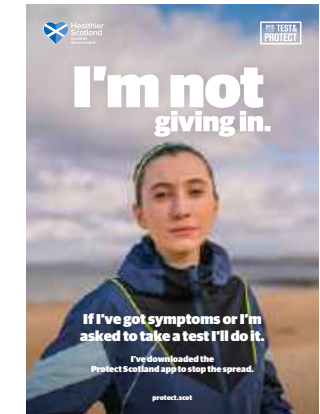
Symptoms:



Take a Test:

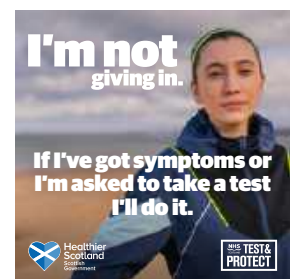


Download the App:



Social and digital:

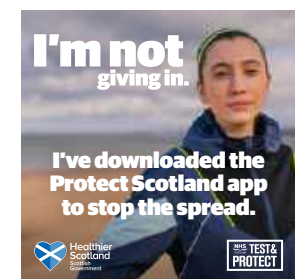
Symptoms:



Take a Test:



Download the App:



FACTS

The FACTS pillar includes radio, digital and outdoor.

Key Messages

- As the restrictions ease we all need to remember FACTS – face coverings, avoid crowds, clean hands, two metre distance, self-isolate.
- These actions reduce the chance of spreading the virus without knowing it and stop new strains taking hold.
- Even if you've had the vaccine, keep following FACTS.



FACE COVERINGS



AVOID CROWDS



CLEAN HANDS



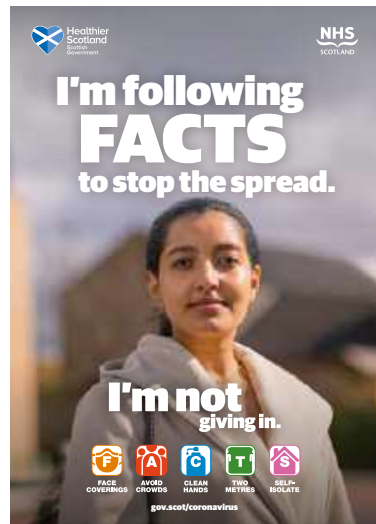
TWO METRES



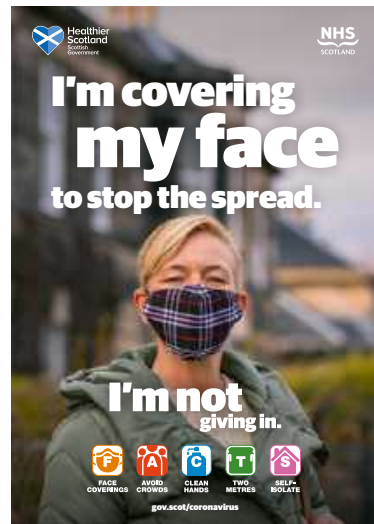
SELF-ISOLATE

Posters:

Overarching:



Face covering:



Avoid crowds:



Clean hands:



Two metres:



Social and digital:

Generic:



Avoid crowds:



Two metres:



Restrictions

The Restrictions pillar includes radio, digital and outdoor.

Key Messages

Phase 1 messaging: April 1 - 26 2021

- The guidance in Scotland is to stay local.
- Travel within your local authority is allowed.
- In mainland Scotland, 4 adults from 2 households can socialise outdoors and four 12-17 year olds from 4 household outdoors.
- But, to stop the spread, we all need to stick to the guidelines.

Further marketing materials for post April 26 2021 will be shared closer to the date.

Posters:

I stay local:



I limit how many people I meet:



Social and digital:

I stay local:



I limit how many people I meet:



Messaging to share in WhatsApp

Post Vaccine Compliance

The covid vaccine is our best protection against serious illness, so it's great that so many people have had it.

But, even after vaccination, we may still be able to pass on the virus.

We all need to keep playing our part – by sticking to the guidelines – to keep each other safe.

So we can keep moving forward and get back together again.

We've come too far. We're not giving in.

For more information go to gov.scot/coronavirus

Test and Protect

We're moving in the right direction.

But we know new coronavirus outbreaks can still happen.

The best way to contain them before they spread is NHS Scotland's Test and Protect.

It's making a difference in Scotland.

If you've got symptoms – or you're asked to take a test – it's really important you take it.

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For more information go to NHSInform.scot

FACTS

As the restrictions ease we all need to remember FACTS – face coverings, avoid crowds, clean hands, two metre distance, self-isolate.

These actions reduce the chance of spreading the virus without knowing it and stop new strains taking hold.

Even if you've had the vaccine, keep following FACTS.

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Restrictions

The guidance in Scotland is to stay local.

Travel within your local authority is allowed.

In mainland Scotland, 4 adults from 2 households can socialise outdoors.

Or 4 from 4 households if you're 12-17.

But, to stop the spread, we all need to stick to the guidelines.

So we can keep moving forward and get back together again.

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For more information go to gov.scot/coronavirus

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**For more information about
this campaign please contact:**

Becky Inglis

Scottish Government
becky.inglis@gov.scot

Hannah Ogg

Scottish Government
hannah.ogg@gov.scot

