

Partner with VisitAberdeenshire

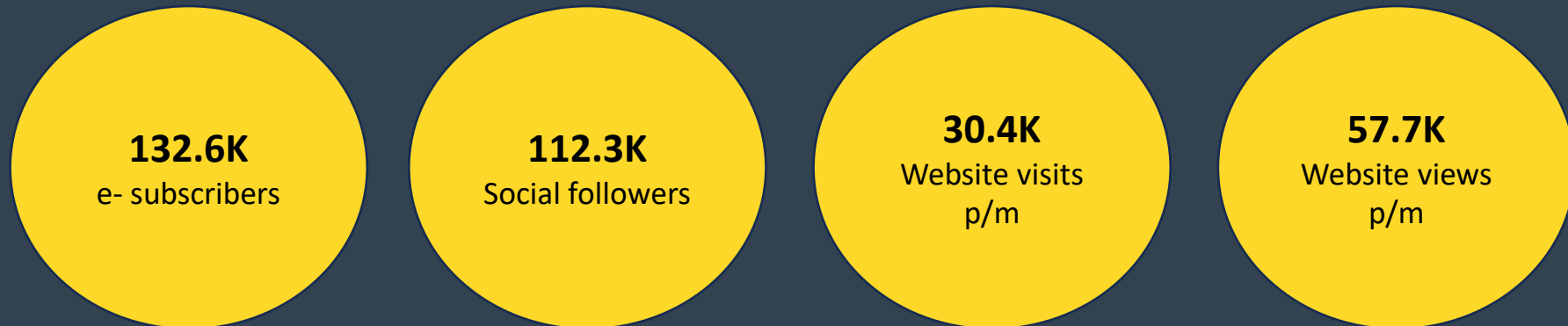


About VisitAberdeenshire

VisitAberdeenshire is the official tourism organisation for Aberdeen and Aberdeenshire, connecting visitors with the landscapes, culture, heritage and experiences of Scotland's North-east.

As a trusted not-for-profit, we create targeted marketing campaigns that drive demand, inspire visits and support the region's visitor economy.

Our partnerships give businesses the opportunity to reach people actively planning their next trip and put your brand at the heart of their experience.



More reach. More visibility. More opportunity.

Put your business in front of potential visitors by partnering with VisitAberdeenshire on our seasonal destination marketing campaigns.

Our campaigns combine **VisitAberdeenshire's trusted brand, destination expertise and wider media investment** to inspire people to visit, stay longer and spend more across Aberdeen and Aberdeenshire.

As a campaign partner, your business benefits from being part of this wider activity, with your partnership investment working alongside VisitAberdeenshire's campaign media budget.

And we manage it for you. From campaign planning and creative development to paid media, optimisation, competition activity and reporting, our team takes care of the campaign delivery from start to finish.

Why partner with VisitAberdeenshire?

Build brand recognition

Associate your business with the VisitAberdeenshire brand and reach audiences already looking for inspiration and reasons to visit the region.

Reach targeted audiences

Benefit from our planned campaign activity across paid, owned and earned channels, targeted at key visitor markets.

Amplify your investment

Your partnership investment works alongside VisitAberdeenshire's wider campaign media budget, giving your business a presence within a coordinated destination campaign.

Generate leads

Partners can benefit from leads generated through campaign activity where participants have explicitly opted in to receive communications from their business.

Take the work off your hands

Our marketing team manages the campaign from planning and creative through to media buying, optimisation, competition activity and performance reporting.

Partnership tiers



Headline partner | £10,000+ investment

For businesses looking for the highest level of campaign visibility, brand exposure and engagement.

Campaign exposure

- Prominent partner status throughout the campaign
- Inclusion across relevant paid campaign activity
- Dedicated Meta advertising featuring your business or offer
- Partner logo/name included in relevant campaign creative and digital assets, where format allows
- Priority inclusion in VisitAberdeenshire-owned content supporting the campaign, where appropriate

Website presence

- Featured partner placement on the campaign landing page
- Featured business/offer/event on visitabdn website for duration of the campaign

Competition & lead generation

- Opportunity to contribute a prize or offer to the competition
- Access to campaign leads where participants have explicitly opted in to receive communications from your business

Reporting & insight

- Full campaign performance report
- Campaign insights and recommendations
- Opportunity to include three questions in the post-campaign evaluation survey

Supporting partner | £5,000+ investment

For businesses looking for campaign exposure and association with a major destination marketing campaign.

Campaign exposure

- Inclusion in selected paid campaign activity
- Inclusion in selected VisitAberdeenshire-owned content supporting the campaign, where appropriate

Website presence

- Partner placement on the campaign landing page
- Featured business/offer/event on visitabdn website for three weeks

Competition & lead generation

- Opportunity to contribute a prize or offer to the competition
- Access to campaign leads where participants have explicitly opted in to receive communications from your business

Reporting & insight

- Campaign performance report relevant to your partnership
- Key reach and engagement results

Associate partner | £2,500+ investment

For businesses looking to gain visibility through campaign activity and benefit from association with VisitAberdeenshire.

Campaign exposure

- Inclusion in selected campaign activity
- Brand/name inclusion within selected supporting digital assets, where appropriate

Website presence

- Partner listing on the campaign landing page
- Featured business/offer/event on visitabdn website for one week

Competition & lead generation

- Opportunity to contribute a prize or offer to the competition
- Access to campaign leads where participants have explicitly opted in to receive communications from your business

Reporting & insight

- Summary campaign report highlighting key reach and engagement metrics

Campaign management



Expert marketing. Fully managed.

Your partnership is fully managed by the VisitAberdeenshire marketing team.

We oversee:

- Campaign strategy and planning
- Creative development and campaign setup
- Paid media planning, buying and optimisation
- Audience targeting
- Competition and lead-generation activity
- Partner liaison and coordination
- Campaign reporting and performance analysis
- Post-campaign evaluation and insights

You bring your business and your offer. We bring the audience, campaign expertise and the marketing delivery.

*Specific placements and volumes are subject to the campaign media plan, creative formats and available inventory.
VisitAberdeenshire will agree campaign activity with partners in advance.*

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