

MediaCom crowdsources the best of Britain for new travel campaign

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VisitBritain works with Genero to produce a number of short films

In a first for the organisation, **VisitBritain** has crowdsourced original film content to feature in the second phase of its international **Sounds of GREAT Britain** digital marketing campaign.

VisitBritain and MediaCom Beyond Advertising have worked with crowdsourcing company **Genero's** global network of filmmakers to produce a number of short films reflecting the variety of sights, sounds and experiences on offer across Britain. The aim of the films is to deepen the story around the locations and themes featured in VisitBritain's digital 'Sounds of GREAT Britain' campaign launched earlier this year.

The winning films are now featuring on [VisitBritain's Lovewall](#) and will be shared via social and digital channels, as well as being seeded via Unruly. The films will be distributed across all global markets, with a bespoke end frame for each language and region.

Currently live on VisitBritain's YouTube page, the overall winning film, Quintessentially, is a whistle stop tour along the Poppy Line, a beautiful and quaint Steam Railway running along the stunning North Norfolk Coast. The scene is set by the wild coastlines, charming towns and magnificent heritage sites.

Tom Curtis, Head of MediaCom Beyond Advertising UK said: "What we aimed to create with this activity was a diverse selection of authentic and personal experiences reflecting different areas of the country. Crowdsourcing through Genero was a perfect way to do this. There's a lot of talent out there."

Darren Khan, MD of Genero said, "Genero has enabled VisitBritain to source a huge range of content that truly showcases what is GREAT about Britain."

Phil Taylor, Head of Marketing at VisitBritain, commented: "We need to help potential visitors visualise themselves in Britain, make an emotional connection, and move closer to making that holiday booking. The aim of Sounds of GREAT Britain is to get the world thinking and feeling differently about Britain. With Genero's help, these eclectic films will take the consumer a step further on that journey."

