

# Imagery

Adventure

## OLD COPY

1



*Woman on a day trip on the Welsh Highland Railway, Gwynedd, Wales, looking through a window Welsh Highland Railway, Gwynedd, Wales. Welsh Highland Railway, Gwynedd, Wales*

## NEW COPY

1



*Travel full steam ahead through the beautiful Welsh Highlands. Welsh Highland Railway, Gwynedd, Wales.*



# Imagery

Adventure

## OLD COPY

2



*Four people standing on Bidean Nam Bian, highest point in the former county of Argyll Glencoe, Scotland*

## NEW COPY

2



*Discover new heights and breathtaking sights atop Bidean Nam Bian, Scotland.*

### **Version 2**

*Discover new heights and breathtaking sights. Bidean Nam Bian, Glencoe, Scotland.*



# Imagery

Adventure

## OLD COPY

3



*Bristol International Balloon Fiesta,  
Bristol, England*

## NEW COPY

3



*Gaze up high as hot air balloons glide across the sky.  
Bristol Balloon Festival, Bristol, England.*



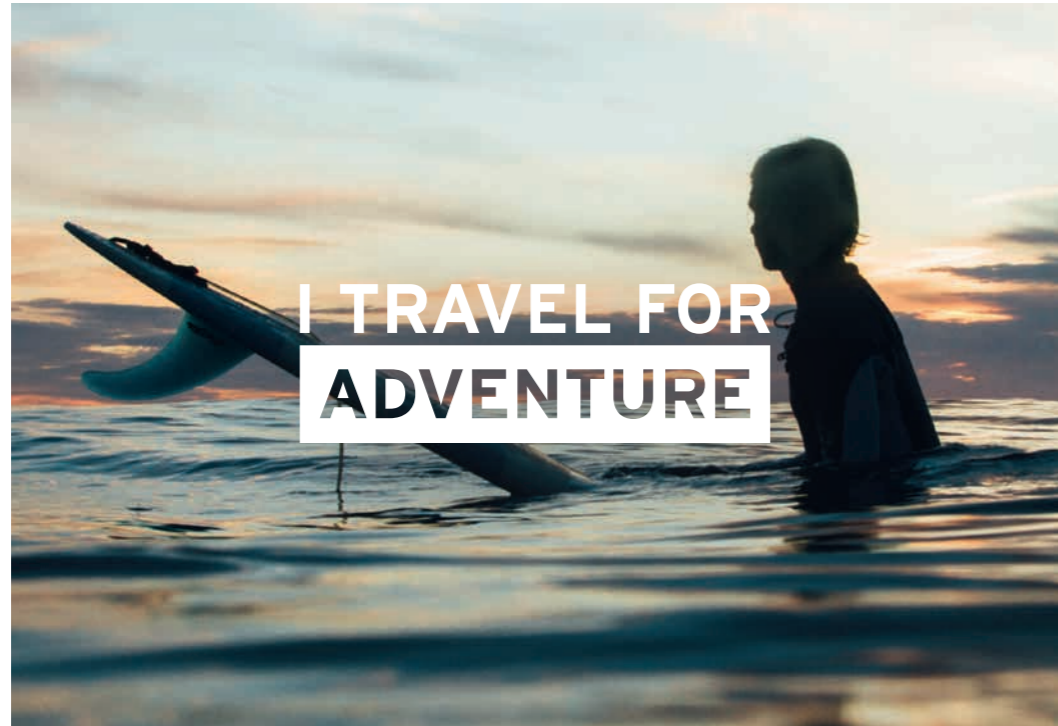


# Imagery

Adventure

## OLD COPY

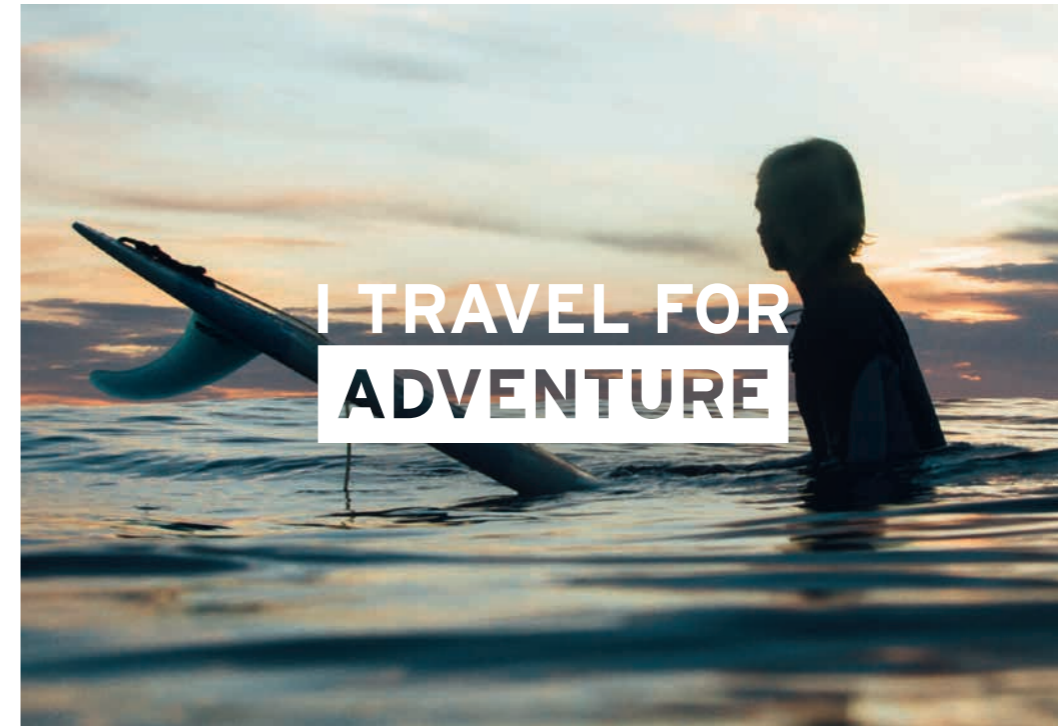
4



*Surfing at sunset, Woolacombe, Devon, England*

## NEW COPY

4



*Drift across Devon's divine waters with a spot of sunset surfing. Woolacombe, Devon, South-West England.*



# Imagery

Adventure

## OLD COPY

5



*A woman cycles along a Cornish beach with her surfboard Cornwall, England*

## NEW COPY

5



*The beach beckons. Cycle to the shore and ride the waves in Cornwall, South-West England.*





# Imagery

Adventure

## OLD COPY

6



*Angus Beardsmore, paragliding in Keswick, Cumbria, England*

## NEW COPY

6



*Fly free as a bird, paragliding over the spectacular Cumbrian countryside.*

### **Version 2**

*Fly free as a bird, paragliding over spectacular landscapes. Lake District, England.*





# Imagery

Food & Drink

## OLD COPY

1



*Close up of chef standing at counter, holding saucepan, dressing plate of food. Angels with Bagpipes restaurant, Edinburgh, Lothian, Scotland*

## NEW COPY

1



*Savour exquisite cuisine in Edinburgh's finest eateries. Angels with Bagpipes restaurant, Edinburgh, Scotland.*



# Imagery

Food & Drink

## OLD COPY

2



*Fisherman holding lobster and crab  
on a beach in Cromer, Norfolk, England*

## NEW COPY

2



*Dine on fresh fish caught by lovely local fishermen.  
Cromer, Norfolk.*

### **Version 2**

*Dine on succulent seafood caught by local fishermen.  
Cromer, Norfolk, England.*





# Imagery

Fun

## OLD COPY

1



*Two people zorbing, sitting in large plastic clear globes floating on the surface of Loch Ness. Flat calm water Loch Ness, Highlands, Scotland*

## NEW COPY

1



*Have a ball, with monster fun zorbing in Loch Ness, Scotland.*



# Imagery

Fun

## OLD COPY

2



*Festival goers. Friends at a music festival. Two friends, young woman with faces painted, competing for a pink ice cream in a cone. Laughing. Festival site.*

## NEW COPY

2



*Turn up the fun! Dance, sing and savour summer vibes at Britain's best music festivals.*





# Imagery

Fun

## OLD COPY

3



*BoomTown Fair is a music and arts festival held near Winchester in England*

## NEW COPY

3



*Boom! Soak up the festive fun at Winchester's enchanting and exciting BoomTown Fair.*

### **Version 2**

*Soak up the summer fun at Britain's enchanting and exciting festivals. BoomTown Fair, Winchester, England.*



# Imagery

Fun

## OLD COPY

4



*Two young people jumping on a beach East Lothian, Scotland.*

## NEW COPY

4



*Grab your friends and jump for joy on Scotland's best beaches. East Lothian, Scotland.*





# Imagery

Culture

## OLD COPY

1



*A graffiti artist at work during Upfest, Europe's largest Street Art and Festival, Bristol, England*

## NEW COPY

1



*Witness the walls come to life at Upfest street art festival. Bristol, England.*





# Imagery

Culture

## OLD COPY

2



*A group of Mods posing with their customised scooters near Ellesmere Port, The Wirral, England*

## NEW COPY

2



*Once a Mod, always a Mod. Uncover retro rides and 60s style. Ellesmere Port, The Wirral, England.*





# Imagery

Culture

## OLD COPY

3



*The Southbank Centre Christmas Market, on the background the London Eye, the Palace of Westminster and the Big Ben. London, England.*

## NEW COPY

3



*Soak up the scenery from the South Bank  
The South Bank, London, England.*



# Imagery

Culture

## OLD COPY

4



*Sky Garden the highest public garden offers breathtaking views over the city of London. A couple embracing on the viewing terrace. Sunset.*

## NEW COPY

4



*Head way up the Walkie Talkie to Sky Garden, where London's best views blossom.*

### **Version 2**

*Head to Sky Garden, where stunning views across the capital blossom. Fenchurch Street, London.*





# Imagery

Discoveries

## OLD COPY

1



*Roman Baths with Bath Abbey in the background, against blue sky, steam rising up. Bath, England*

## NEW COPY

1



*Submerge yourself in Bath's striking Roman architecture. Bath, England.*





# Imagery

Discoveries

## OLD COPY

2



*Bounce Below, Llechwedd Slate Caverns, Blaenau Ffestiniog, Gwynedd, North, Tourist Attractions*

## NEW COPY

2



*tep back in time to a rock revolution that shaped North Wales for generations. Llechwedd Slate Caverns.*

### **Version 2**

*Unearth top trampolining fun in fascinating settings deep underground. Llechwedd Slate Caverns, Gwynedd, Wales.*





# Imagery

Discoveries

## OLD COPY

3



*The Shambles is an old street in York, with overhanging timber-framed buildings, some dating back as far as the fourteenth century. Yorkshire, England.*

## NEW COPY

3



*Amble along The Shambles in York, back to a time of quaint timber-framed buildings. York, England.*





# Imagery

Discoveries

## OLD COPY

4



*Hiker walking on An Teallach, Scotland*

## NEW COPY

4



*Take on Scotland's An Teallach, one of Britain's most impressive mountains.*

### **Version 2**

*Conquer snow-capped mountains. An Teallach, Scotland.*





# Imagery

Discoveries

## OLD COPY

5



*Three friends enjoying views on Stanage Edge, Derbyshire*

## NEW COPY

5



*Take a peek at the vivid vistas waiting to be discovered at Stanage Edge, Derbyshire.*

### **Version 2**

*Gaze across gloriously vivid vistas. Stanage Edge, Derbyshire, England.*



# Imagery

Discoveries

## OLD COPY

6



*St Michaels Mount, Marazion, Cornwall, England*

## NEW COPY

6



*Hop on a boat or cross the cobbles to the imposing and inviting St Michael's Mount, Cornwall.*

### **Version 2**

*Hop on a boat or cross the cobbles to impressive St Michael's Mount. Marazion, Cornwall, South-West England.*





# Imagery

Discoveries

## OLD COPY

7



*Sunrise on Catbells mountain, The Lake District, Cumbria, England.*

## NEW COPY

7



*Witness scenery that makes you feel like the cat that got the cream.*

*Catbells Mountain, Lake District.*

### **Version 2**

*Uncover spectacular sights from magnificent mountain tops.*

*Catbells Mountain, Lake District, England.*



# Imagery

Stories

## OLD COPY

1



*Black Sheep Brewery, Yorkshire, England*

## NEW COPY

1



*Raise a glass to good times and great beer at Black Sheep Brewery, Yorkshire, England.*





# Imagery

Stories

## OLD COPY

2



*The Regent's Park Open Air Theatre,  
London, England*

## NEW COPY

2



*Experience a new stage for exciting theatrical  
performances. Regent's Park Open Theatre, London.*



# Imagery

Stories

## OLD COPY

3



*View from Calton Hill over the city of Edinburgh and the historic buildings at night, during the annual Military Tattoo. Fireworks in the night sky. Lothian, Scotland*

## NEW COPY

3



*Watch the Edinburgh Tattoo fireworks light up the sky from Carlton Hill, Lothian, Scotland.*





# Imagery

Stories

## OLD COPY

4



*Drifting out on the still waters to catch the first amber glow of the day's sun.  
Loch Garten, Abernethy Forest, Cairngorms National Park, Scotland*

## NEW COPY

4



*Marvel at the morning sun glistening on the serene waters of stunning Loch Garten.  
Cairngorms National Park, Scotland.*



# Imagery

Stories

## OLD COPY

5



*Mountain runner, Powys, Wales*

## NEW COPY

5



*The finish line never looked so good. Spectacular views at Powys, Wales.*

### **Version 2**

*Take a moment to appreciate awe-inspiring views. Powys, Wales.*





# Imagery

Stories

## OLD COPY

6



*Whitby Regatta, the fireworks celebrations at night over the historic town of Whitby and the harbour. Whitby, Yorkshire, England.*

## NEW COPY

6



*Embrace the excitement of Whitby Regatta and the spectacular fireworks over the harbour.  
Whitby, Yorkshire, England.*



# Imagery

Stories

## OLD COPY

1



*Wild red deer in the highlands. A deer with a set of antlers by a cabin in an eco lodge park.*

*Loch Ness, Highlands, Scotland*

## NEW COPY

1



*Nessie isn't the only animal you might meet in Loch Ness.*

### **Version 2**

*Get close to nature in Loch Ness. Loch Ness, Scotland.*





# Imagery

Unexpected

## OLD COPY

2



*Bristol International Balloon Fiesta, Bristol, England*

## NEW COPY

2



*See excitement levels rise at Bristol International Balloon Fiesta. Bristol, England.*





# Imagery

Stories

## OLD COPY

3



*Mayfield Lavender, Banstead,  
Surrey Downs, England*

## NEW COPY

3



*Bask in the beauty of Surrey's scenery.*

### **Version 2**

*Discover acres of aromatic lavender in the scenic  
Surrey Hills. Mayfield Lavender Farm, Banstead,  
Surrey.*





# Imagery

Unexpected

## OLD COPY

4



*Man enjoying the autumn sun in Surrey, England*

## NEW COPY

4



*Discover acres of aromatic lavender in the scenic Surrey Hills. Mayfield Lavender Farm.*

### **Version 2**

*Bask in the beauty of Surrey's scenery. Surrey, England.*



# Imagery

Relaxation

## OLD COPY

1



*A man diving into a lake, Lake District, England.*

## NEW COPY

1



*Dive right into a haven of peace and serenity.  
Lake District, England.*

### **Version 2**

*Embrace the chill and dive into invigorating  
waters. Lake District, England.*





# Imagery

Relaxation

## OLD COPY

2



*Canal boats & passengers Pontcysyllte Aqueduct  
Llangollen Canal  
Canals Water Transport*

## NEW COPY

2



*Take a tranquil canal boat crossing on the  
Pontcysyllte Aqueduct and enjoy breathtaking  
views.*

### **Version 2**

*Take a calm and tranquil canal boat crossing.  
Pontcysyllte Aqueduct, Llangollen Canal, Wales.*



# Imagery

Relaxation

## OLD COPY

3



*Skating on the road to Talisker Bay,  
Isle of Skye, Scotland*

## NEW COPY

3



*Roll along the road to relaxation to the sanctuary of  
Talisker Bay. Isle of Skye, Scotland.*





# Imagery

Relaxation

## OLD COPY

4



*A girl wearing black clothes and a head scarf stands on a rock near the Loch Awe with the Kilchurn Castle in the distance in the Scottish Highlands, Scotland.*

## NEW COPY

4



*Capture a castle (on your camera) at awe-inspiring Loch Awe. Kilchurn Castle, Scotland.*

