

# Imagery

Adventure

## OLD COPY

1



*A rock climber considering descent,  
Cow & Calf Rocks, Ilkley Moor, Yorkshire.*

## NEW COPY

1



*Dare to conquer Yorkshire's craggy cliffs.  
Cow & Calf Rocks, Ilkley Moor, Yorkshire, England.*



## OLD COPY

2



*Sand yachting, blokarting, land yachts, lined up at low tide on the causeway to the historic house on the rocky outcrop of St Michael's Mount at Marazion Bay in Cornwall, England.*

## NEW COPY

2



*Set sail to the historic house on majestic St Michael's Mount.*

*Marazion Bay, Cornwall.*

### **Version 2**

*Set sail to the historic castle on St Michael's Mount. Cornwall, South-West England.*



## OLD COPY

3



*Wild camping on Glyder Fach summit. Two tents with lights inside. Snow on the ground. The Milky Way in the sky, Snowdonia, Wales.*

## NEW COPY

3



*Swap creature comforts for cosy camping and stunning stargazing in Snowdonia.*

*Glyder Fach summit, Snowdonia.*

### **Version 2**

*Swap creature comforts for camping on snow-capped mountains. Glyder Fach summit, Snowdonia, Wales.*



# Imagery

Adventure

## OLD COPY

4



*Hiking the Skye Trail with Trotternish Ridge beyond, Isle of Skye, Scotland.*

## NEW COPY

4



*Hike alongside a canvas of heavenly views that fill the sky.*

*Skye Trail with Trotternish Ridge beyond, Isle of Skye, Scotland.*

### **Version 2**

*Hike alongside a canvas of simply stunning scenery. Skye Trail, Isle of Skye, Scotland.*



# Imagery

Adventure

## OLD COPY

5



*A cyclist in the Vale of Belvoir. Pool of sunlight and overhanging trees, Leicestershire, England.*

## NEW COPY

5



*Jump on your bike and cycle through the British countryside at its best. Vale of Belvoir, Leicestershire, England.*



# Imagery

Adventure

## OLD COPY

6



*St. Ives surfer Jayce Robinson made the journey to Porthtowan on a balmy autumn day. The waves here*

*break over golden sand and can often be tubular depending if the conditions are right. Cornwall, England*

## NEW COPY

6



*Ride the waves in Cornwall's supreme surfing seas. Porthtowan, Cornwall, South-West England.*



# Imagery

Food & Drink

## OLD COPY

1



I TRAVEL FOR  
FOOD & DRINK

*Star Inn, Yorkshire, England*

## NEW COPY

1



I TRAVEL FOR  
FOOD & DRINK

*Dine on food that's out of this world, but created  
at the Star Inn, Yorkshire, England.*



# Imagery

Fun

## OLD COPY

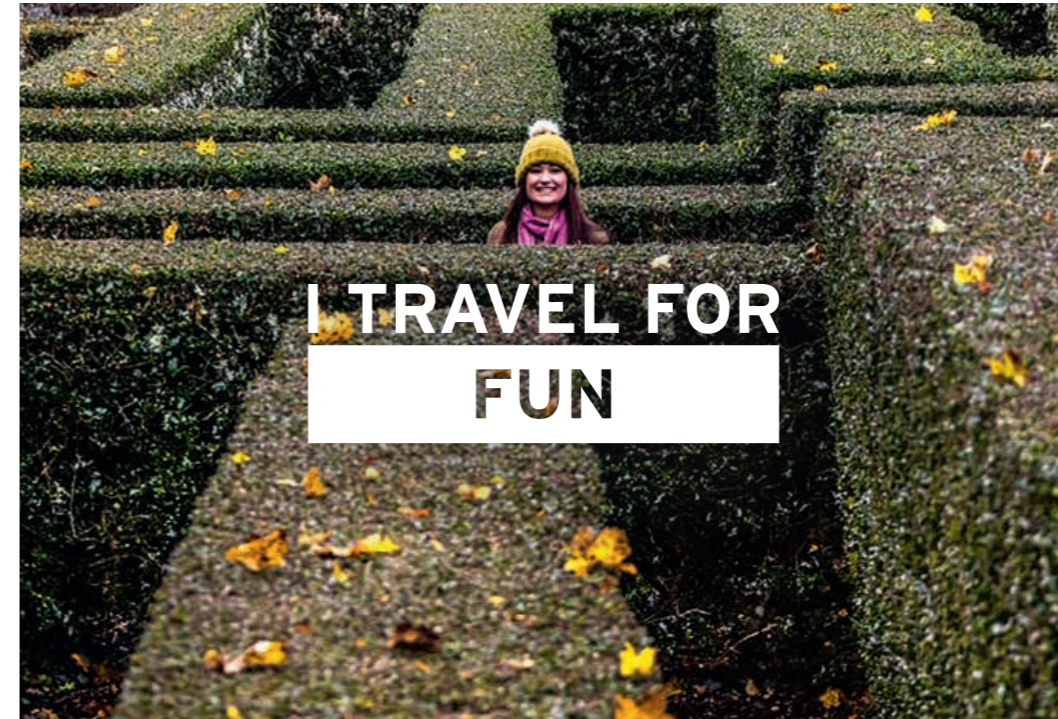
1



*Cawdor Caste, a 15th century private fortress, built by the Thanes of Cawdor around a medieval tower house. Woman exploring the maze. Cawdor Castle, Highlands, Scotland.*

## NEW COPY

1



*Get lost in medieval history (and hopefully not the maze) at Cawdor Castle, Scottish Highlands, Scotland.*





# Imagery

Fun

## OLD COPY

2



*Rear view of two men jumping with joy on a country road in Glen Coe, Scottish Highlands, Scotland.*

## NEW COPY

2



*Take the road less travelled and explore scenic sights. Glen Coe, Scottish Highlands, Scotland.*



# Imagery

Fun

## OLD COPY

3



*Couple jumping on a lawn by the moat at Leeds Castle near*

## NEW COPY

3



*Treat the family to fun and adventure at beautiful Leeds Castle, Kent, South-East England.*



# Imagery

Fun

## OLD COPY

4



*Windsurfing and Kite surfing at St.Michaels Mount in Cornwall. An islet with a historic fortified house. A sportsman on the water, on a surfboard holding the control bar of a red kite canopy. Marazion, Cornwall*

## NEW COPY

4



*Try to stay standing while windsurfing and kitesurfing. St Michael's Mount, Cornwall.*

### **Version 2**

*Keep your balance while kitesurfing at St Michael's Mount. Cornwall, South-West England.*



# Imagery

Culture

## OLD COPY

1



*Winter sunset over Westminster Bridge and Parliament Buildings, London, England.*

## NEW COPY

1



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

### **Version 2**

*Picture parliament differently. Westminster Bridge and Houses of Parliament. London, England.*



# Imagery

Culture

## OLD COPY

2



*Street performer performing to a crowd on the street, during the Edinburgh festival. Edinburgh, Scotland.*

## NEW COPY

2



*Join the fun-filled streets of Edinburgh for an array of arts and culture.*

*Edinburgh Festival, Scotland.*

### **Version 2**

*Watch awesome acrobats and skilled street performers captivate crowds. Edinburgh Festival, Scotland.*



# Imagery

Culture

## OLD COPY

3



*The Red Arrows aerial display team flypast over Buckingham Palace on a royal occasion and crowds in the Mall, London, England.*

## NEW COPY

3



*Celebrate a royal occasion with the Red Arrows zooming overhead. Buckingham Palace, London, England.*



# Imagery

Culture

## OLD COPY

4



*Street performer at the Edinburgh Fringe Festival.  
A living statue, a woman in a hooped petticoat and wig.  
Edinburgh, Scotland.*

## NEW COPY

4



*Spot the weird and wonderful at Edinburgh's fan-filled  
Fringe Festival.*

### Version 2

*Spot the weird and wonderful at Edinburgh's fun-filled  
Fringe Festival. Edinburgh Festival, Scotland.*



# Imagery

Culture

## OLD COPY

5



*Goodwood Revival festival, Goodwood Circuit near Chichester, West Sussex, England.*

## NEW COPY

5



*Satisfy your need for speed and rediscover classic cars at Goodwood Revival festival.*

*Goodwood Circuit, Chichester*

### **Version 2**

Satisfy your need for speed and rediscover classic cars. Goodwood Revival festival, Chichester, South-East England.





# Imagery

Discoveries

## OLD COPY

1



*Stargazing at Snowdonia International Dark Sky Reserve, Llyn Mymbyr, Snowdonia, Wales.*

## NEW COPY

1



*Spot a shooting star while stargazing in Snowdonia. Snowdonia International Dark Sky Reserve, Wales.*



# Imagery

Discoveries

## OLD COPY

2



*Photographer Anthony Roberts, Polzeath Beach, Cornwall, England.*

## NEW COPY

2



*Go in search of the perfect seaside photo opportunity. Polzeath Beach, Cornwall, South-West England.*



# Imagery

Discoveries

## OLD COPY

3



*Matt Swain male walker standing admiring the view from the Cannon rock on Tryfan. Tryfan is a mountain in the Ogwen Valley, Snowdonia, Wales.*

## NEW COPY

3



*Venture to the most rewarding vantage points. Cannon Rock on Tryfan, Snowdonia, Wales.*



# Imagery

Discoveries

## OLD COPY

4



*Man standing at basalt pinnacles called The Old Man Of Storr on the Trotternish Peninsula overlooking the Sound of Raasay, Isle of Skye, Scotland, UK.*

## NEW COPY

4



*Say hello to The Old Man of Storr.  
Trotternish Peninsula, Isle of Skye, Scotland.*



# Imagery

Discoveries

## OLD COPY

5



*A couple enjoying a day out at Kynance Cove.  
Standing on top of the cliffs, holding hands.*

## NEW COPY

5



*Enjoy a romantic stroll on top of the cliffs.  
Kynance Cove, Cornwall, South-West England.*



# Imagery

Stories

## OLD COPY

1



*People paddling Indian canoes on the calm waters of a loch. Scotland.*

## NEW COPY

1



*Paddle peacefully on Scotland's laid-back lochs.*

### Version 2

*Paddle peacefully on Scotland's laid-back lochs. Loch Beinn a' Mheadhoin, Glen Affric, Scottish Highlands, Scotland.*



# Imagery

Unexpected

## OLD COPY

1



*A bagpiper in costume riding on a unicycle along the cobbled streets of Edinburgh, with flames coming out of the pipes. Edinburgh, Scotland.*

## NEW COPY

1



*Scotland's capital is full of character and full of characters.*

*Edinburgh, Scotland.*

### **Version 2**

*Uncover a capital city full of character and characters. Edinburgh, Scotland.*



# Imagery

Unexpected

## OLD COPY

2



*Man stood on camper van taking a selfie on the shore of Loch Ness in the Scottish Highlands.*

## NEW COPY

2



*Take a selfie with Nessie at Loch Ness, Scotland.*

### **Version 2**

*Take a selfie with Nessie. Loch Ness, Scottish Highlands, Scotland.*





# Imagery

Unexpected

## OLD COPY

3



*Wild camping on Glyder Fach summit. Two tents with lights inside. Snow on the ground. The Milky Way in the sky, Snowdonia, Wales.*

## NEW COPY

3



*Pitch up, get cosy and marvel at the mystery of the universe.*

*Glyder Fach summit, Snowdonia.*

### **Version 2**

*Pitch up on the peak of Glyder Fach mountain and marvel at the star-filled sky. Glyder Fach summit, Snowdonia, Wales.*



# Imagery

Relaxation

## OLD COPY

1



*Woman relaxes in a punt at Leeds Castle, Kent, England*

## NEW COPY

1



*It's all calm at the castle, meandering around the moat. Leeds Castle, Kent, South-East England.*

