THE STORY OF A NATION

To promote British goods, services and investment opportunities, the UK’s Department for International Trade (DIT), which encourages global decision-makers to forge UK partnerships, commissioned BBC StoryWorks to bring the ‘Why the UK?’ narrative to life, gaining share of mind at key moments.

A creative approach to trade

Inspired by the way literature has told the British story of ingenuity and resilience for centuries, the team created illustrated tales that explored key themes for two important events: the Commonwealth Heads of Government Meeting (CHOGM) and the G7.

Compelling delivery

Highlighting women’s empowerment and equality, and the future of automation and AI, the stories were supported by longer-form articles about global trade and how British companies deliver innovative solutions.

The campaign included:

- 2 short stories
- 20 illustrations
- Physical copies
- Social media amplification

A very happy ending

The campaign increased awareness of DIT with an uplift of 45% in terms of overall familiarity (amongst the BBC audience) and an increase of 117% in the likelihood of considering DIT. Unique users recorded were 5% above target and dwell times for both stories exceeded two minutes.

Click to discover more and view the work