

# The Daily Record's Moment

Breathing new life into a once-iconic Scottish brand.



{UNION}



**Précis.**

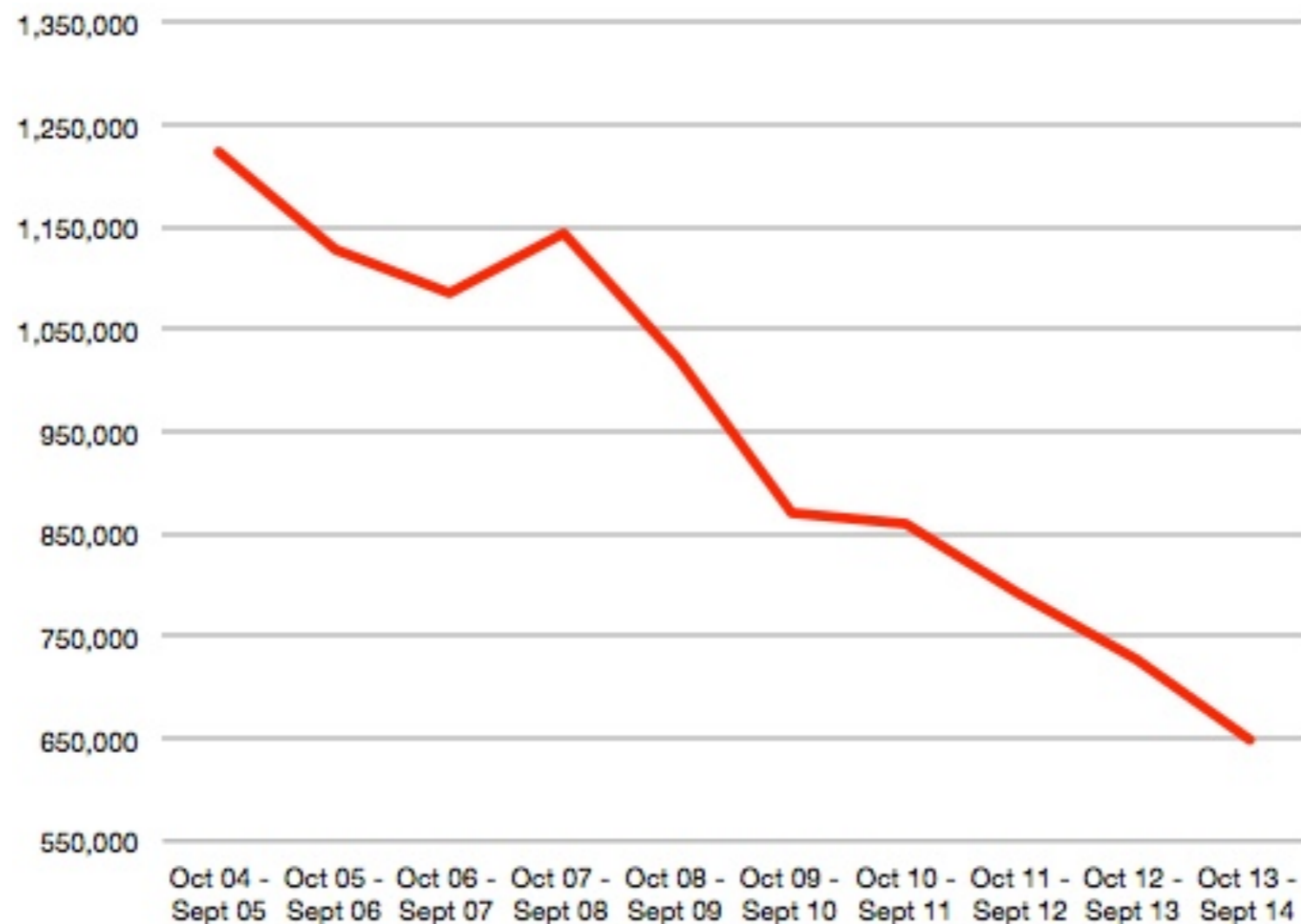
**In the face of plummeting readership of its newspaper and a lack of engagement with its online edition The Daily Record – a once iconic and treasured Scottish brand – reignited its relationship with the people of Scotland. ‘The Record of the Moment’ campaign delivered record-breaking online and social media engagement, a 12% positive shift in brand perception and a significant increase in print market share.**

# Part of Scotland's fabric.

With an explosion of fast, free and convenient digital news sources, it's no secret that printed press sales have plummeted. Traditional titles were slow to respond to the digital challenge of nimble newcomers, resulting in a double whammy of lower sales and readership of print, and lack of relevance and penetration of their online channels.

For The Daily Record, this problem was particularly acute.

Although it was still the nation's most read daily<sup>1</sup>, print sales were falling through the floor, dropping by almost half over a ten-year period.



*The Daily Record's plummeting print readership. Source: NRS, 2014.*

1. Audit Bureau of Circulation, March 7 2014.

# #notinterested.

And online, The Record didn't feature as a news source in OfCom's 2014 report on Scotland's consumption of online media<sup>1</sup>. Indeed, even the Evening Standard and New York Times pulled in more Scottish readers:

Title	Penetration
BBC website or app	65%
ITV or ITN website	2%
STV website or app	12%
Sky News website or app	11%
CNN website or app	1%
The Sun website or app	1%
The Daily Mail website or app	5%
The Daily Star website or app	1%
The Daily Express website or app	1%
The Daily Mirror website or app	2%
The Guardian/ Observer website or app	8%
The Independent website or app	3%
The Telegraph website or app	2%
The Financial Times website or app	2%
The Metro website or app	1%
The Evening Standard website or app	1%
The New York Times website or app	2%

The nation had clearly fallen out of love with what was once an iconic brand. It was time to remind the people of Scotland that The Daily Record still had a valuable place in their lives.

*"I get my news through Facebook. It pops up and it's The Independent, The Herald or the BBC News headlines...so I go and check them out."*

*"If something big happened local, I'd find it on STV before looking elsewhere."*

*"I wouldn't think to go to The Record online. STV will have it quicker."*

*"It's the BBC for news during the day. Force of habit."*

*Non-Daily Record readers on online sources for news.<sup>2</sup>*

# The Record's lost generation.

Established in 1895, The Record seems to have been part of the fabric of Scottish society forever. Which was its greatest strength.

But also its greatest weakness.

A strength because of the well of goodwill and positive nostalgia that existed towards the paper. And a weakness because it is not always easy to tell new things about the Daily Record. Scots had it pigeonholed as a daily - morning - newspaper.

Therefore it had a core following of loyal, traditional readers, brought up on a trusted diet of investigative news, sport and human interest with a Scottish slant. This was an ageing readership group, with majority of core readers over the age of 65<sup>1</sup>.

Generations X and Y were relating less and less to The Record. News was no longer consumed at the beginning and end of the day; people were 'always on' and looking for more frequent, real-time updates on the go via mobile, at their desk at work, and dual screening in the evenings.

These updates provided social currency and conversational gambits.

Indeed, according to YouGov<sup>2</sup>, only 77% of Millennials had read a printed newspaper in the last 12 months, compared to 86% aged over 35. In contrast, 34% more Millennials read a digital newspaper than those over 35. This differential increased for older groups, and was a trend that was widely forecast to continue over time.

The information sources for these younger groups were repertoire-based and, as highlighted previously, the list didn't include The Record.

What we didn't know was why The Record wasn't on their news radar.



*Millennials: the first 'digital' generation.*

# Finding the Record's place.

Research in the younger groups showed that the emotional relationship with the title was much weaker compared to the previous generations, and therefore brand salience was the key issue. Consistent themes emerged, illustrated by these verbatims:

*“Good for sport maybe? I’m not sure it’s that different to The Sun.”*

*“It’s all football isn’t it? Rangers and Celtic?”*

*“I just wouldn’t go there [The Daily Record], I don’t know why.”*

*Non-Daily Record readers / engagers on the brand.2*

There was a clear lack of awareness of the strength of The Record’s online offering which, we believed, was as good as any, and better than most.

The brand research also identified that, for the printed edition, The Scottish Sun was seen primarily as “*great gossip*”, but it was also sometimes considered dishonest and prone to exaggeration for effect. An opportunity for clear blue water.

Equipped with these insights, we established a need to create a campaign that affirmed The Record as part of the fabric of life in Scotland.

A campaign that would encourage the people of Scotland to embrace The Record as part of their everyday life - morning, noon and night. It needed to be seen as modern, relevant, and available in real-time. Everything that the audience - especially Millennials - is looking for today.

To do this we had to reinforce the brand’s offering: that the Record provided a spectrum of content, from sport and light-hearted content to considered comment and serious breaking news items that, combined, sets it apart from competitors. And we needed to capture the Record’s delivery: a uniquely Scottish, genuine and honest viewpoint.

And as digital natives, we needed to micro-target the ‘selfie generation’ through social media and influencer content.

## **Objectives were therefore:**

- Increase online engagement, especially amongst Millennials.
- Reinvigorate the relationship with Scots by reinforcing the Record’s important place in society.

# Finding our moment.

The resulting output was an integrated campaign:

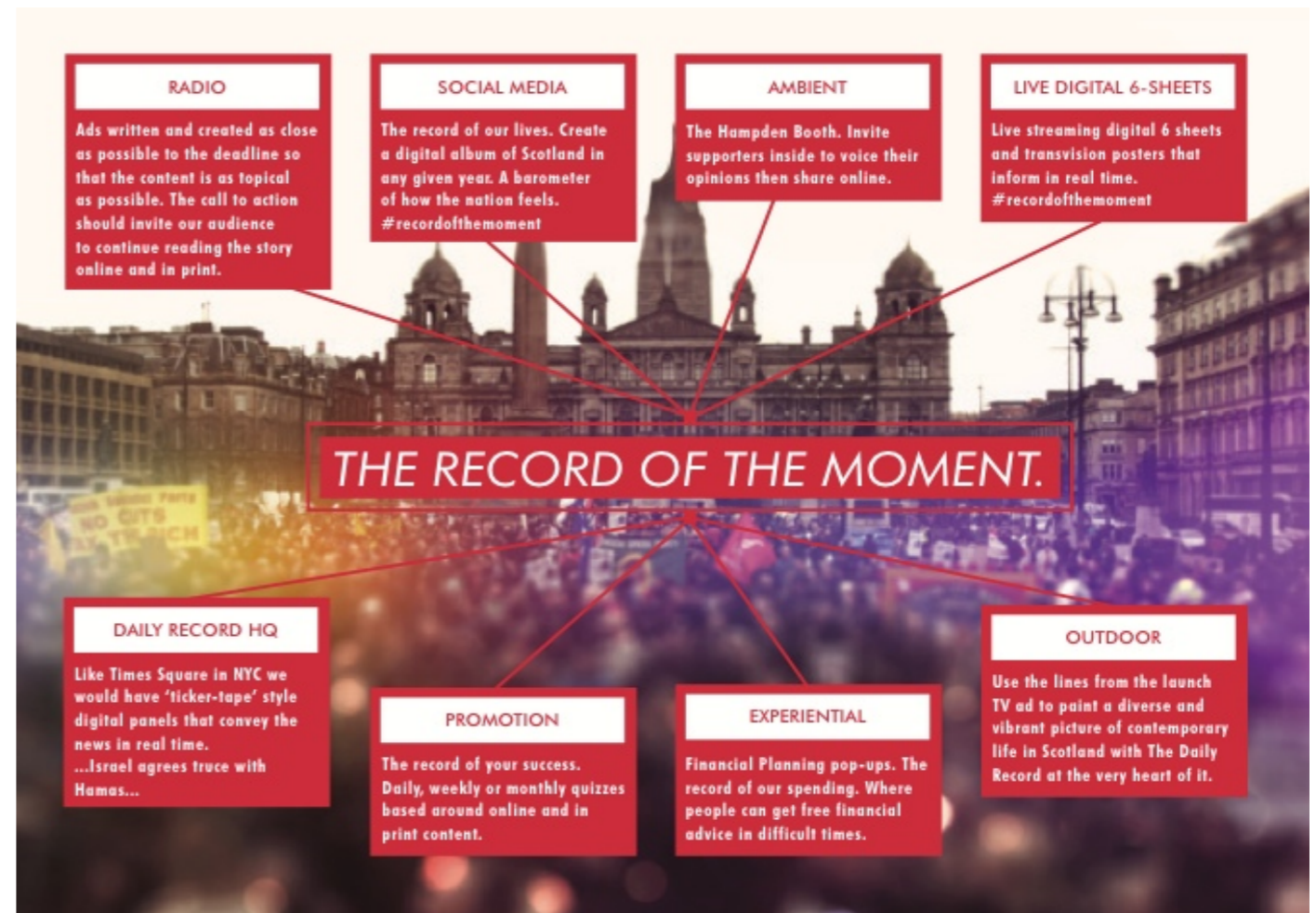
## THE RECORD OF THE MOMENT.

The campaign was built on the brand's rich and long-lasting relationship with Scotland. A relationship that covers the good times and the bad and all those in between.

‘Moments’ by definition mean “*points in time of significant value*”; and that’s what the Record delivers.

From the serious breaking headlines, to local user-generated content, ‘moments’ translated into content that was meaningful, heart-felt and relevant. It also allowed for the double meaning of the *audience’s* time spent engaging with the brand itself, be it a quick scan of the app on the bus, or a relaxing read of the paper over lunch.

The campaign spanned TV, press, field, experiential, digital outdoor, social media and trade. TV placements targeted under 45s at peak evening times to exploit dual screening. Print included numerous placements in commuter free sheet Metro to target the younger reader. And social media engagement again attracted a younger audience through page and promoted posts across Facebook and Twitter.



The original concept board for the campaign's various channels to market.

# The Record of the moment.

## TV

A 40" (and 20" cut-down to increase the OTS) commercial featured moments of our lives - some fun, some serious, some consequential, some not. But that's what makes us, and it's what makes The Record. Always there, always offering a considered, Scottish, point of view.

<http://www.dailyrecord.co.uk/news/scottish-news/record-moment-new-prime-time-tv-4332250>

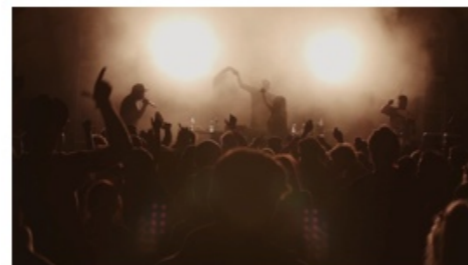
The creative built in digital engagement from the outset.

Script:

*"This is the Record of our love. The Record of our tastes. The Record of our lobster skins, and chances that we waste. The Record of our highs, the Record of our lows. The Record of a fiver off, and had-to-be-there shows.*

*The Record of our dreams, the Record of our hopes. The Record of that first "hello", sitcoms sport and soaps. The Record of our brilliance, the Record of our pain.*

*The Record of the moment. We do it all again.*  
[dailyrecord.co.uk](http://dailyrecord.co.uk)



The 40" TV commercial highlighted online and on-the-go channels. Tonally, a spectrum of emotions rooted The Record in today's world.

# The Record of the moment.

## Press

Captured emotional moments that Scots could be proud of.



## Social media booths

Campaign-branded photo booths were set up across Scotland at major events and high traffic locations. Consumers could get their photos taken, and share the branded images on Facebook and Twitter.

Events and locations included Scotland v England at Hampden, shopping centres, the Great Scottish Run and the 'Santa Dash' in Glasgow.



*Emmerdale's Chris Chitell using the social media booth after The Scottish Great Run.*

# The Record of the moment.

## Experiential

The Union's field marketing division, Union Connect, set up a female model enjoying a 'moment' in a bubble bath, whilst reading a copy of the Daily Record on Glasgow's Buchanan Street.

Set up on launch day, passers-by could engage with promotional staff, take 'selfies' with the model, and were incentivised to share 'their moment' engaging with the Daily Record by uploading their user-generated content via social channels using #ROTM.



*Union Connect's 'bath' experiential in Buchanan Street, Glasgow.*

# The Record of the moment.

## Social media advertising

The campaign launched with page and promoted posts on Facebook (ASU adverts) and Twitter, incentivising user generated content and engagement through #ROTM.



The Daily Record @Daily\_Record · Oct 27

Send us the best of your #Halloween costumes from previous years using #ROTM and we'll include them in our gallery!



The Daily Record @Daily\_Record · Nov 15

Scotland shined in victory last night. Did you watch the game? Share your favourite moments with us #ROTM.



The Daily Record @Daily\_Record · Oct 24

Send in your pictures if you are wearing pink for charity today using #ROTM and you could win £500



The Daily Record @Daily\_Record · Nov 21

It's Christmas light switch on this weekend. Share your local Christmas light pics with & you could win £500! #ROTM



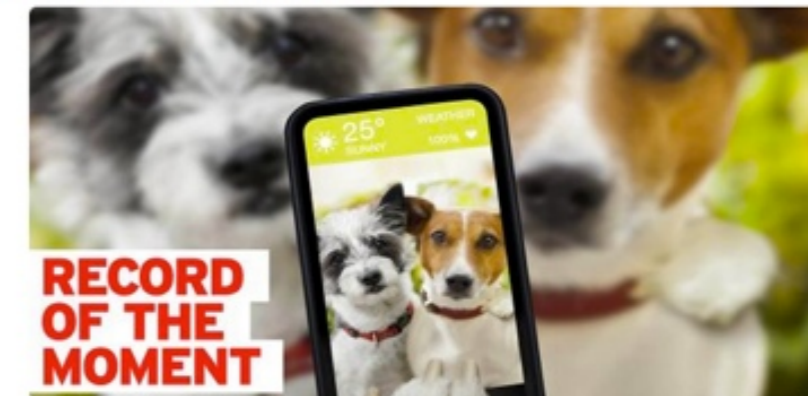
The Daily Record @Daily\_Record · Nov 18

We helped Gordon Robertson continue 70 years seeing Scotland v England. Use #ROTM to let us know your prediction



The Daily Record @Daily\_Record · Oct 29

Glasgow is Scotland's selfie capital, but we'd like to see your best selfies from across the country, use #ROTM



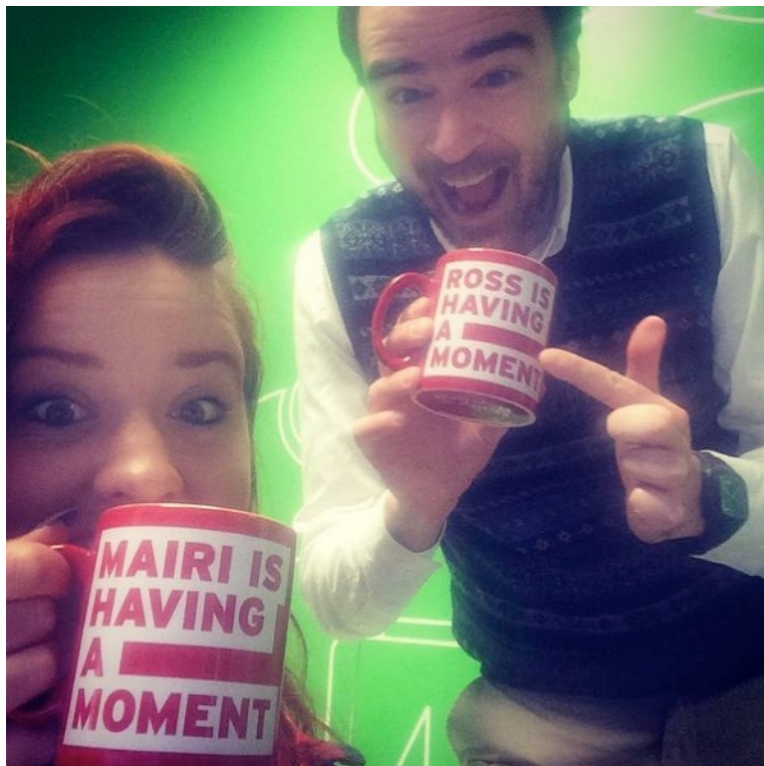
# The Record of the moment.

## Digital outdoor

The concept is now being stretched with Scotland's first-ever interactive digital 6-sheet. Installed in Glasgow's St Enoch Shopping Centre, the software will allow the public to opt-in for a 'selfie' to be generated and placed within a humorous mock front cover that they can then share online, all supported by campaign door and floor vinyls and posters in the centre.

## Trade

Activity was further promoted through trade activity with personalised 'having a moment' mugs sent to all agency buyers and local advertisers in Scotland.



*Daily Record's media buyers Carat, receiving their 'having a moment' mug.*



*A mock-up of Scotland's first interactive digital 6-sheet, for The Record.*

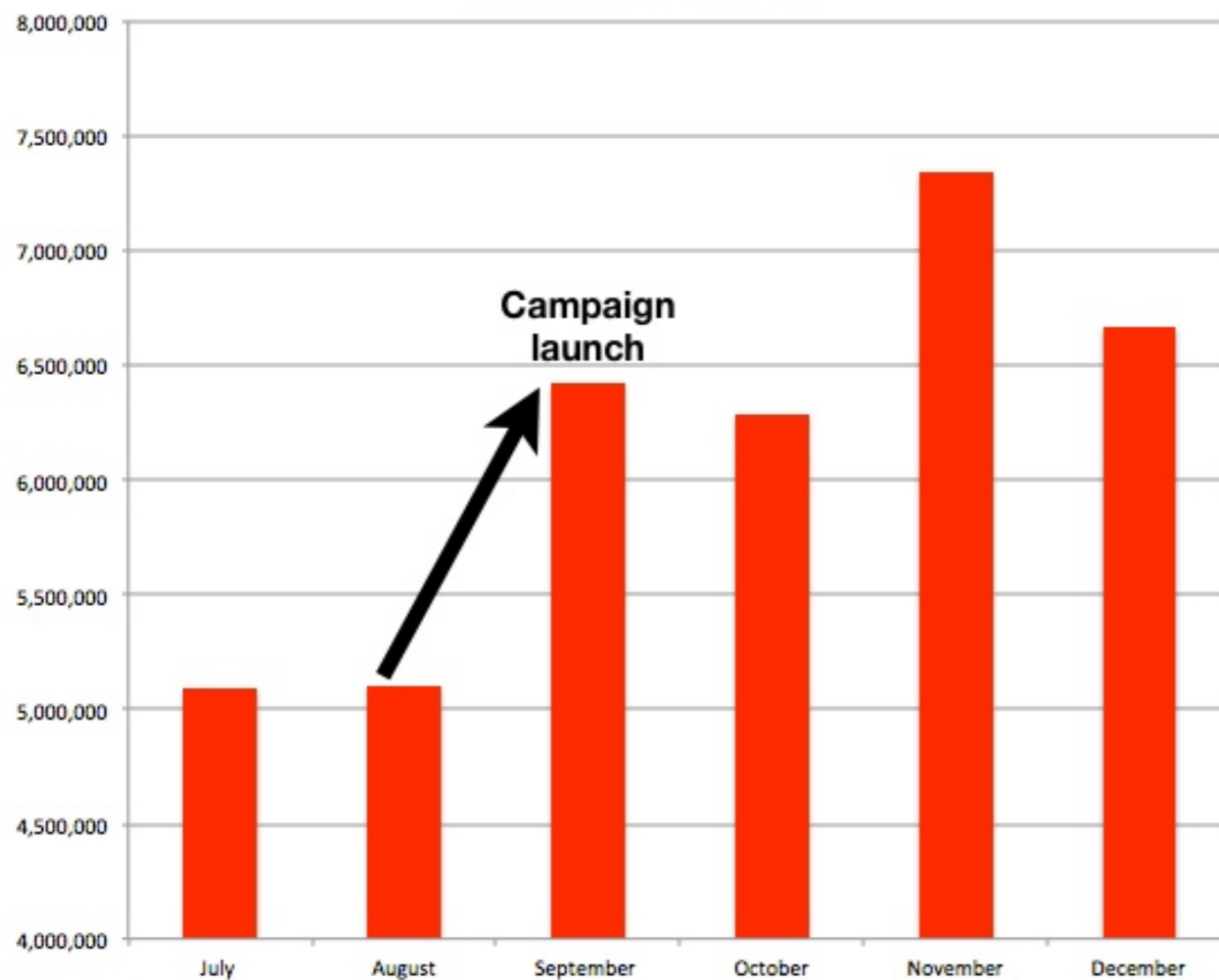
# Results: accelerated online consumption.

Revisiting the objectives, we urgently needed to strengthen the Record's decaying relationship with Scots by increasing online engagement - crucially amongst Millennials.

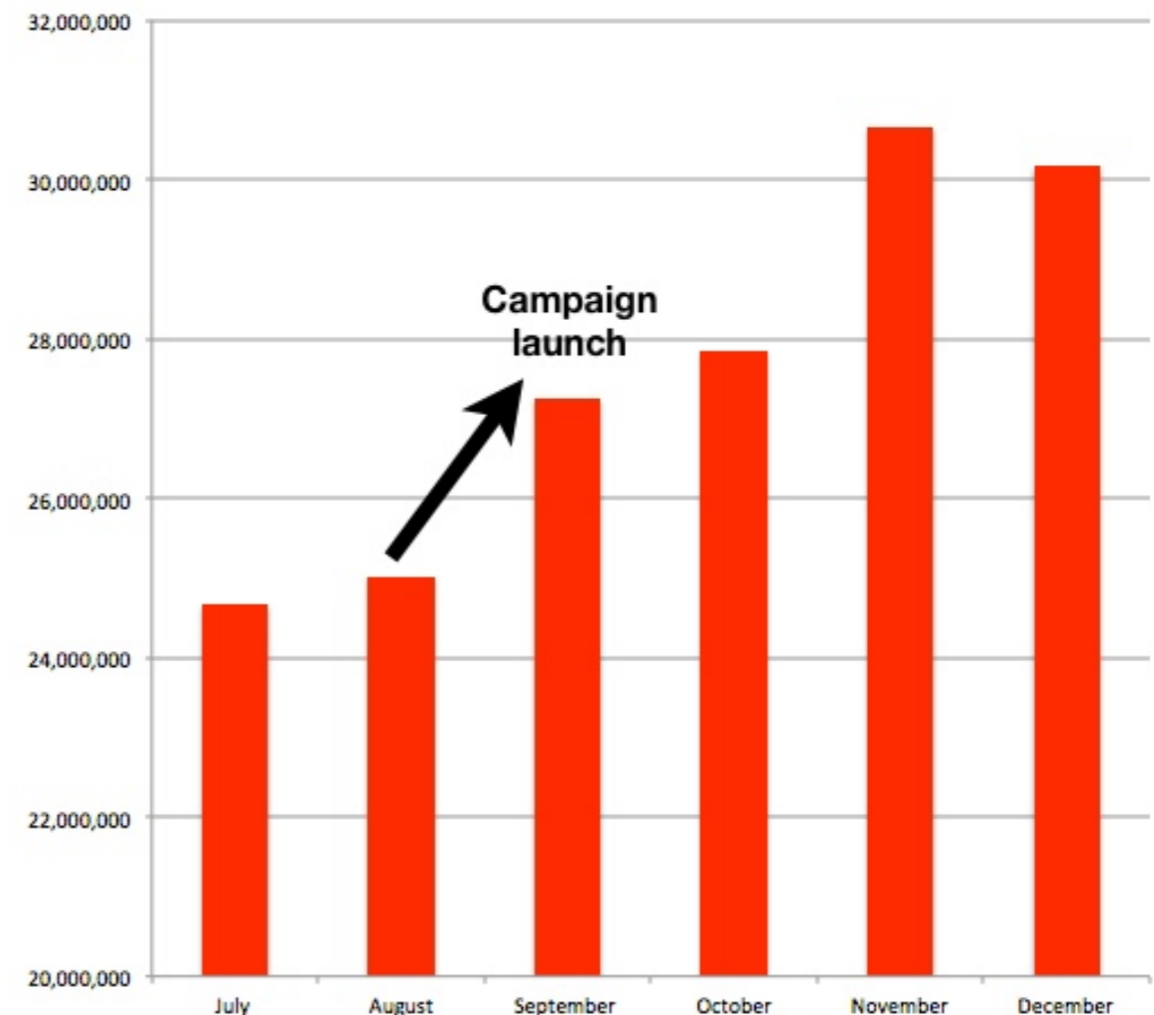
Google Analytics data showed an evident spike in traffic at the time of campaign launch, and **unique traffic grew at a faster rate** than the previous year (30% vs. 23%); both proof that the number of new users on dailyrecord.co.uk increased as a result of the campaign.

Further, **page impressions** on the website **grew at an even faster rate, nearly doubling** on the previous year (40% vs. 24%), with again a noticeable spike at campaign launch, proving that users were also engaging with the dailyrecord.co.uk content significantly more over the campaign period.

Unique Traffic 2014



Page impressions 2014

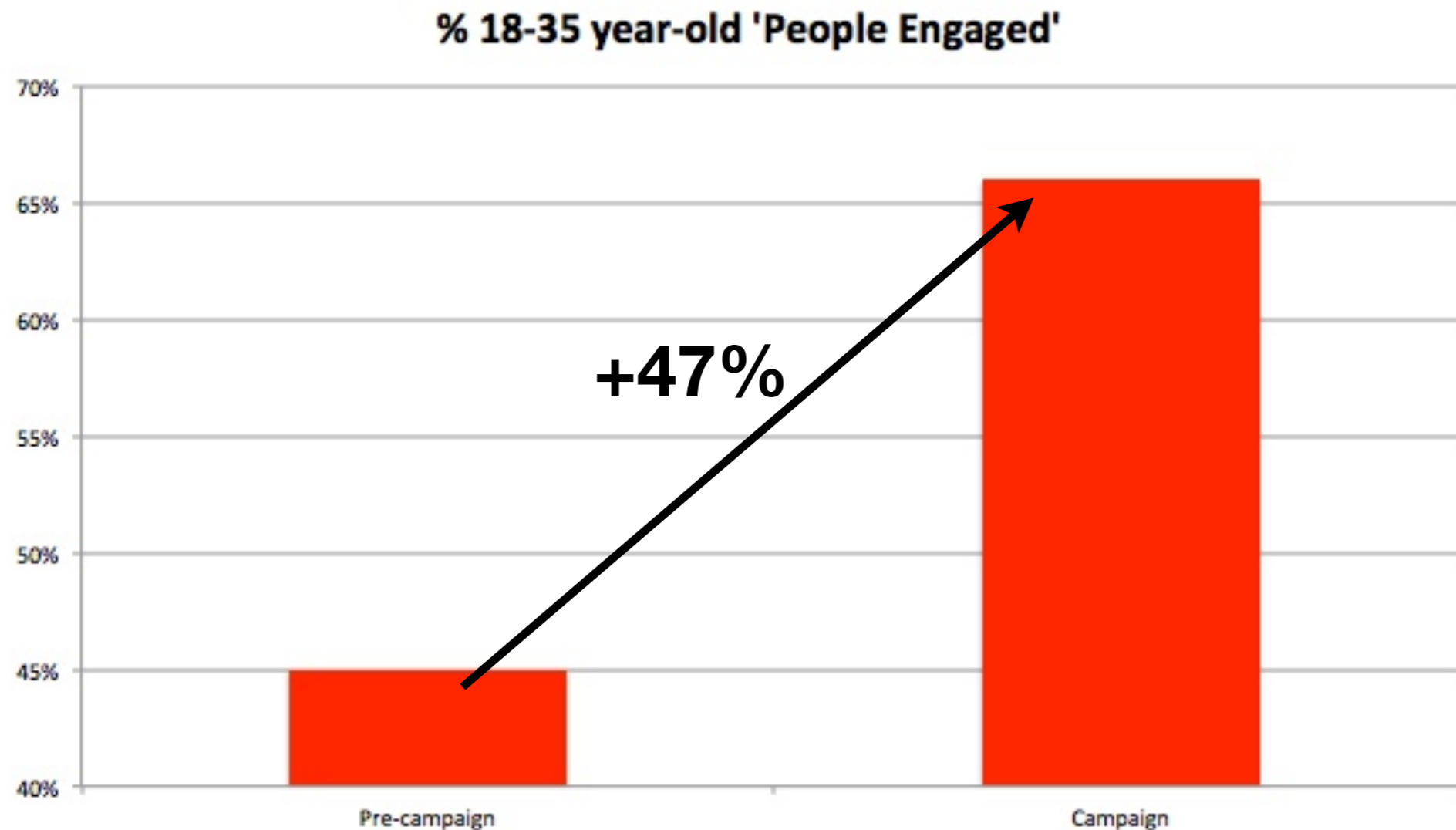


# Results: record-breaking Millennial engagement.

The paid-for social media element achieved **36,000 clicks**, **1,639 comments**, **621 page likes** and was shared **361 times**, showing not only were the audience engaged, but they were also happy to share the content within their social media circles.

It also generated **252 uploads** of user-generated content.

And as targeted, the engagement also came from a younger age group - the targeted Millennials - with an **+47% increase** in the number of 'People Engaged' in the age groups **18-24 and 25-34 years** compared to all paid-for social activity in 2014, pre-campaign.



# Results: record-breaking Millennial engagement.



Lisa McDonald @mcdonaldddd - Oct 29  
@Daily\_Record you've got to love a cereal killer... #ROTM



Expand



Claudia E H Smart @uglyhermandez - Nov 23  
@Daily\_Record #ROTM A wonderful day to cherish. Absolutely beautiful lightings.



James@drum @JamesWards1 - Oct 28  
@Daily\_Record My boy wanted to go out as a box of Tic Tacs #Halloween #ROTM



Rosalyn McAuley @rosalyn14 - Oct 27  
@Daily\_Record #ROTM the McAuleys, the Williams and the Cusicks  
#Halloween happy times 🎃 🎃



James Lloyd @CaptainJimDandy - Oct 29  
@Daily\_Record #ROTM



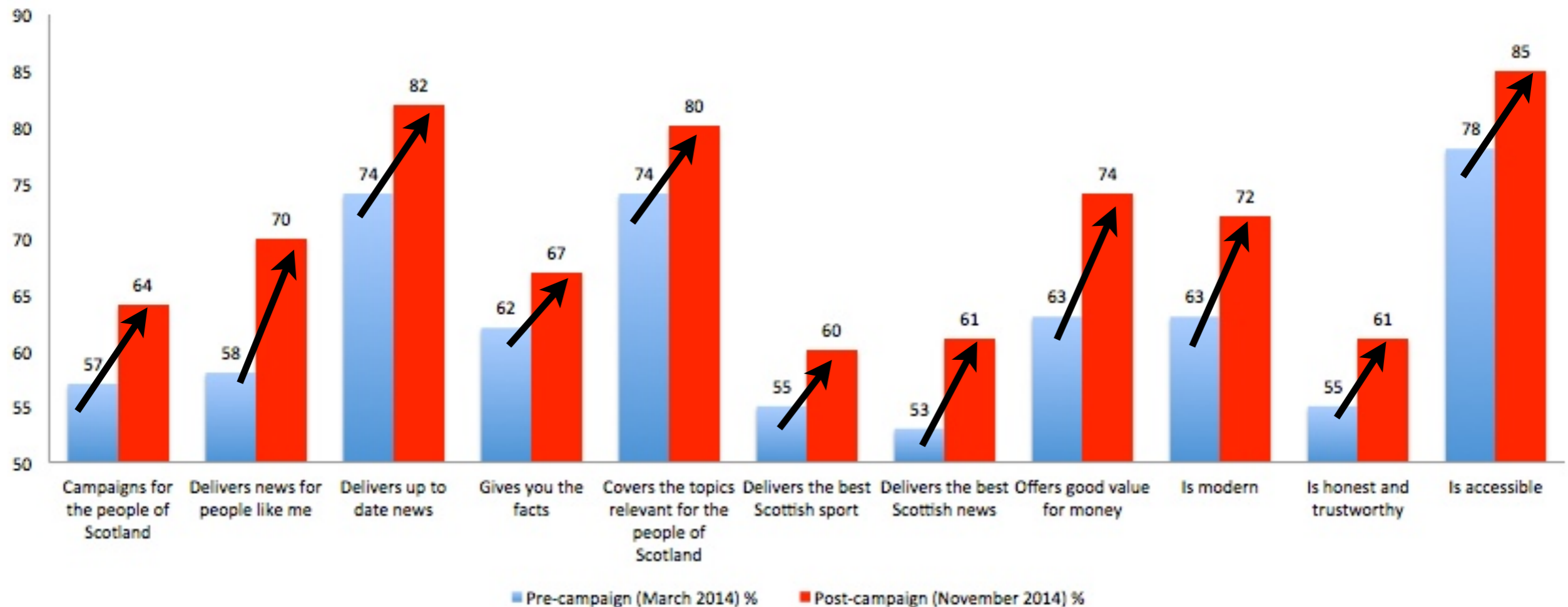
karen sargent @karensargent - Oct 29  
@daily\_record #ROTM



# Results: a relationship reinvigorated.

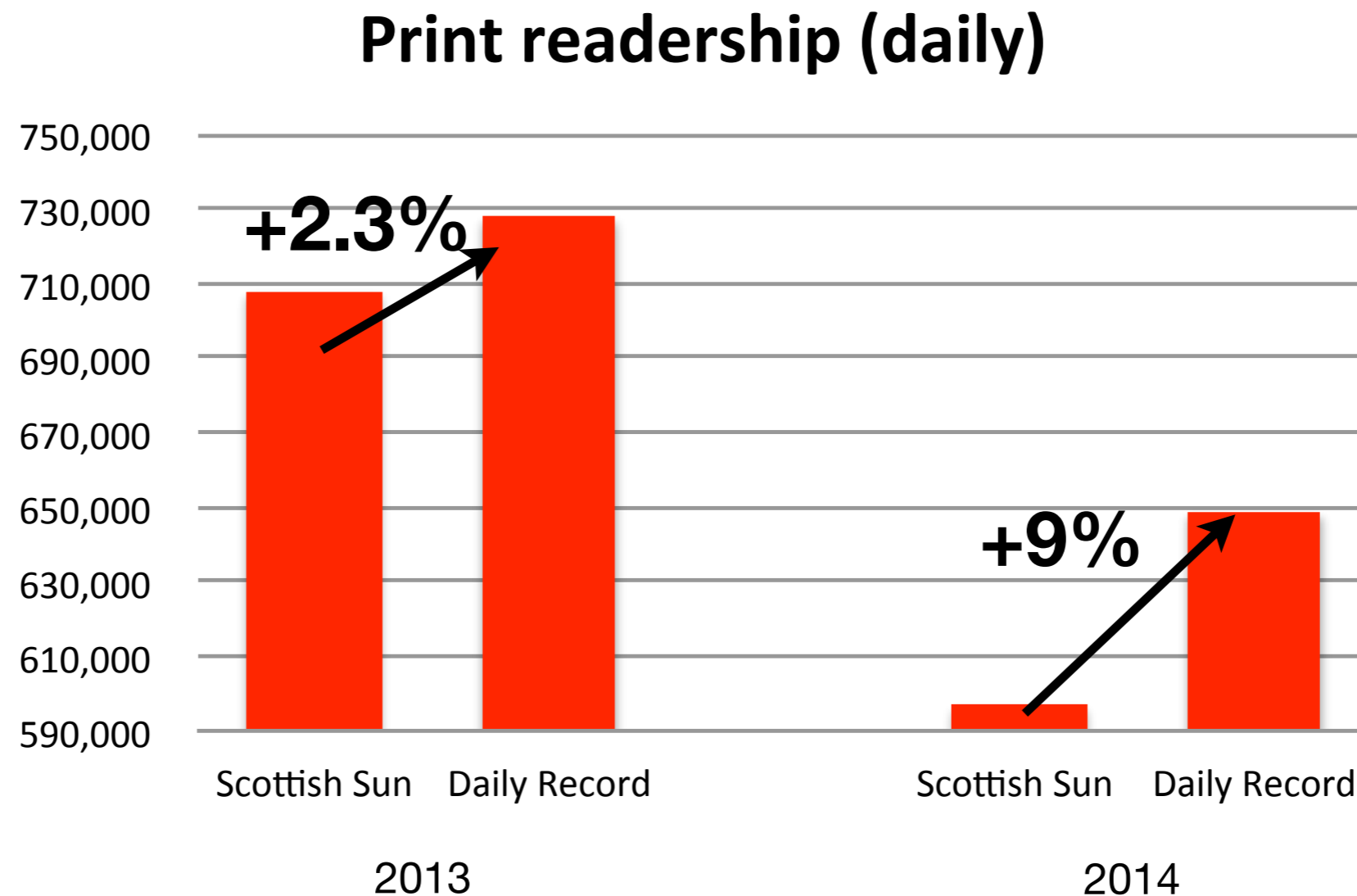
Our second objective was to reinvigorate the relationship with Scots.

Findings proved that respondents who were exposed to the campaign had **more positive perceptions of the Record, across ALL metrics**. Most notable was the 12% increase in the perception that the Record delivers news “for the people” - confirmation that the campaign resonated with the people of Scotland, that it was deemed as a brand dedicated and loyal to its audience.



# Results: a relationship reinvigorated.

Finally, for the print title, readership inevitably continued to decline, but it slowed as a result of the campaign in comparison to the competition. Indeed, the Record trebled the differential between it and The Scottish Sun, increasing its leading market share to **35%** from 34% pre-campaign.



# The moment that gave The Record a future.

This was an innovative and emotive campaign, that laid the foundations for a brighter future for The Daily Record.

The brand has begun to cement itself within the hearts and minds of the people of Scotland, and importantly with the ever-influential 'selfie generation'.

The printed press title may be on the path to extinction, but as a brand The Daily Record has just had a new lease of life.

