

Botanic Lights: Night in the Garden

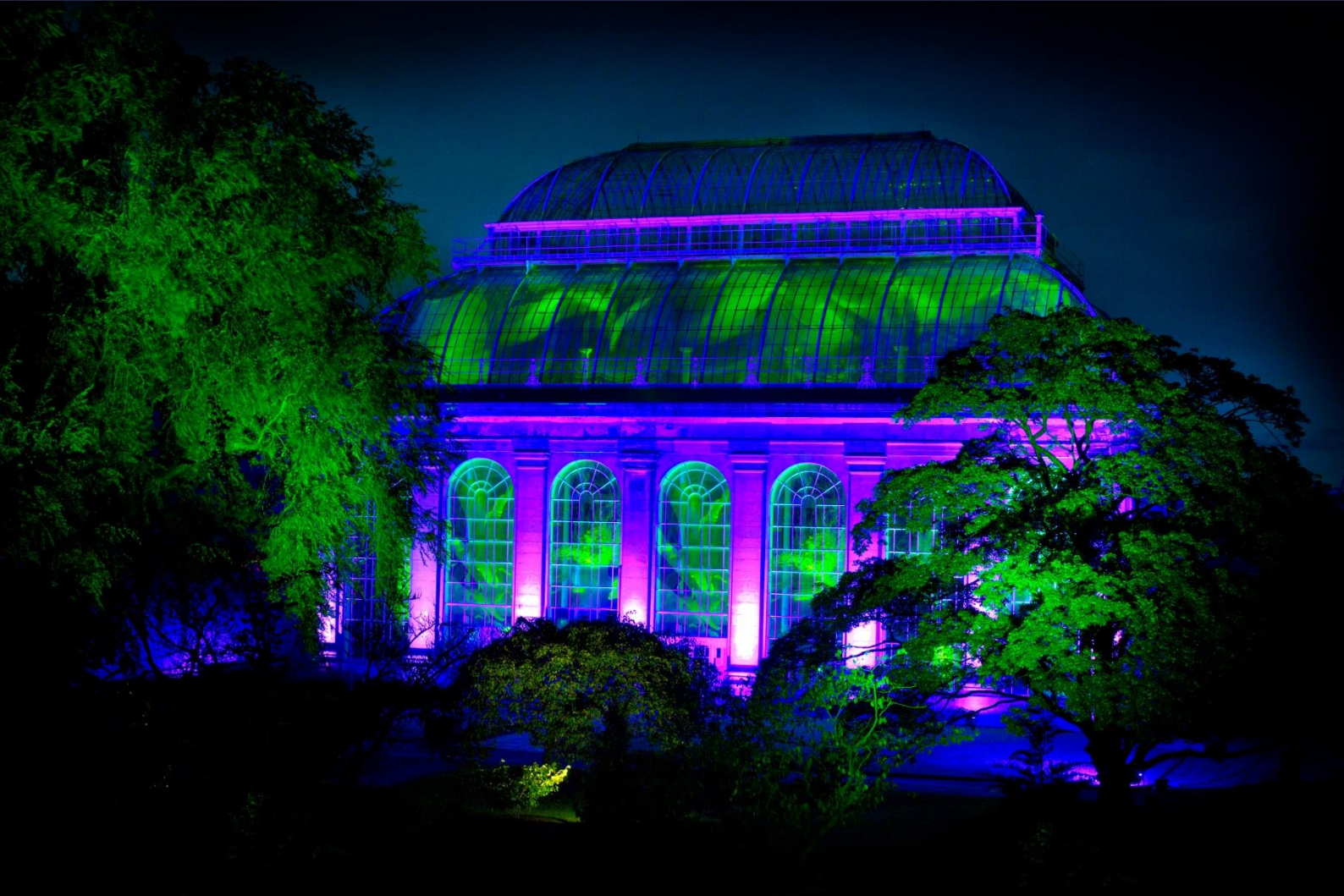
30 October to 23 November 2014

Royal Botanic Garden Edinburgh

Marketing Star Award

Communication

3.5 Event Marketing



People love the Royal Botanic Garden Edinburgh. It's a national treasure, they say. Folk also like twinkly lights and going out at night. So, by creating Botanic Lights: Night in the Garden we thought we might be onto a winner.

Our market research also told us that there was a strong demand from visitors to experience the Garden after opening hours.

So, Botanic Lights: Night in the Garden was born. It ran every evening except Mondays from 30 October to 23 November from 5pm to 10pm – a brand new event on the Edinburgh winter calendar.

Our enthusiasm was contagious and when we shared our vision we got welcome support. The event became part of Homecoming Scotland 2014 with more backing from players of People's Postcode Lottery and the Garden's exclusive caterers Sodexo Prestige.



Produced by



In association with

Edinburgh Napier
UNIVERSITY



Black
Light



Supported by



From our perspective, this wasn't just a light show. It was a chance to market the Royal Botanic Garden Edinburgh to a new audience and highlight the Garden's world-class living collection of plants and trees.

Light artist Malcolm Innes, said: "The Garden at night is already a magical place, as some of the recognisable features softly merge into the darkness. It is this reality that we will be manipulating to create installations that span the range from grand spectacle, through romantic and beautiful, to mysterious and tiny."

It was this subtlety of approach that gave Botanic Lights: Night in the Garden its USP.



Aglow with ambition

We thought about what success might look like and came up with these objectives:

1. To attract 16,000 visitors to the Garden
2. To raise £20,000 for the Royal Botanic Garden Edinburgh, a Scottish charity and public-funded organisation, to fund even more of our important work in international plant research and conservation
3. To heighten the profile of the organisation

These three objectives mirror the key aims of our Marketing and Communication Strategy: To increase visitor numbers; generate income and raise profile.

Mother Nature played a part in making the event truly memorable with clear nights and a full moon (see below).



The advertising budget was small (£20,000) but we were nimble with our media buying and consistent with our design. A mix of full page and front page ads inspired advance ticket sales. By the time the event began on 30 October, we had sold over 10,000 tickets.



THE SCOTSMAN

Royal Botanic Garden
Botanic Lights

Night in the Garden

30 Oct - 23 Nov

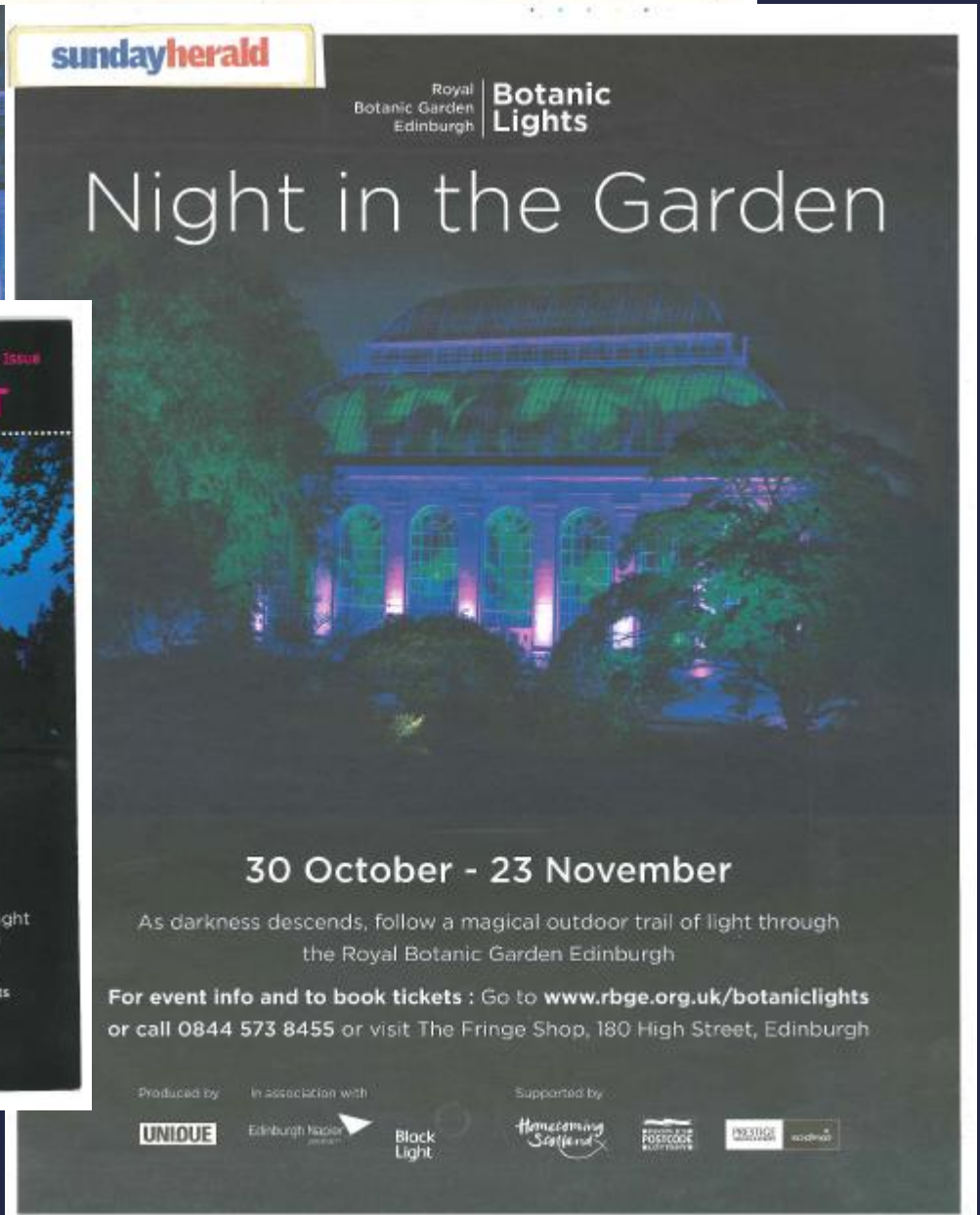
As darkness descends, follow a magical outdoor trail of light through the Royal Botanic Garden Edinburgh

To book tickets :
www.rbge.org.uk/botaniclights
0844 573 8455
 The Fringe Shop,
 180 High Street, Edinburgh

Produced by **UNIQUE** In association with **Edinburgh Fringe** **Black Light**

Supported by **Homecoming Scotland** **Edinburgh** **WOMEN**

The Royal Botanic Garden Edinburgh is a charity registered in Scotland (SC017611).

sundayherald

Royal Botanic Garden Edinburgh | **Botanic Lights**

Night in the Garden

30 October - 23 November

As darkness descends, follow a magical outdoor trail of light through the Royal Botanic Garden Edinburgh

For event info and to book tickets : Go to www.rbge.org.uk/botaniclights or call 0844 573 8455 or visit The Fringe Shop, 180 High Street, Edinburgh

Produced by **UNIQUE** In association with **Edinburgh Fringe** **Black Light**

Supported by **Homecoming Scotland** **Edinburgh** **WOMEN**



AUGUST/ SEPTEMBER 2014 Issue

TRINITY SPOTLIGHT

Coming Soon

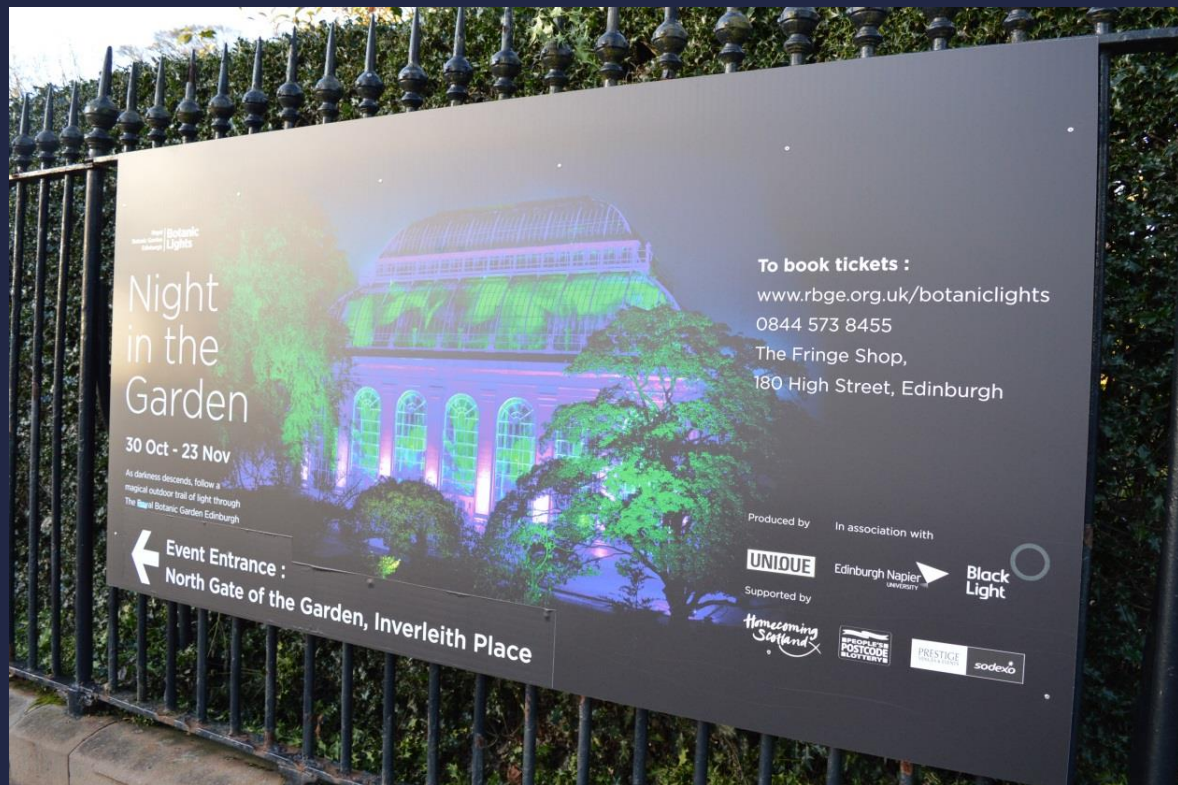
Night in the Garden

As darkness descends, follow a magical trail of light through The Royal Botanic Garden Edinburgh
 30 October to 23 November

For event and ticket info visit www.rbge.org.uk/botaniclights

Royal Botanic Garden Edinburgh | **Botanic Lights**

We made full use of the Garden's railings to capture people's imagination. Nearly 20% of attendees surveyed afterwards said these boards were the means by which they found out about the event.



Our communities on Facebook and Twitter embraced the event from the start and loved the first images we posted. Pictures and videos shared of preview night reached 58,688 and 44,256 fans, our biggest reach on Facebook ever. Over a quarter of event attendees found out about the event via social media.



Royal Botanic Garden Edinburgh

August 19 · Edited ·

This November, we'll be opening after dark with a magical light event called 'Night in the Garden'. As darkness falls, you'll be able to follow a magical trail of light through the Royal Botanic Garden Edinburgh. Some of the Garden's favourite features, like the Pond and the Victorian Palmhouse, will be used as the backdrop for extraordinary light effects. Our partners are Unique Events, Black Light and light artists Malcolm Innes and Euan Winton from Napier University

Tickets will be going on sale from www.rbge.org.uk/botaniclights



20,872 people reached

Like · Comment · Share



Royal Botanic Garden Edinburgh

Posted by RB GE · November 7

It's nearly the weekend! Looking forward to a busy - but magical - Night(s) in the Garden [#botaniclights](https://twitter.com/botaniclights). Don't forget to wrap up warm if you're visiting us!

Images by Lloyd Smith. (4 photos)



Royal Botanic Garden Edinburgh added 7 new photos.

October 29 at 6:00pm · Edited ·

It's showtime!!! It's the media preview tonight then Botanic Lights is open to the public from tomorrow. Here's a sneaky peek of the show.

With tickets selling fast we would advise you book in advance to avoid disappointment. Please note that Saturday 1 November is now completely sold-out.

www.rbge.org.uk/botaniclights... See more photos



Royal Botanic Garden Edinburgh

October 30 at 10:28am · Edited ·

After a fantastic preview night, [#botaniclights](https://twitter.com/botaniclights) Night in the Garden opens to the public tonight!

Here's a wee video and preview from STV Edinburgh who came to see the show and find out what the first visitors thought.

www.rbge.org.uk/botaniclights



In the night garden: Botanics get bathed in 'starlit glory'

As the night descends, the Botanic Garden transforms with new light installation Night in the Garden.

EDINBURGH.STV.TV | BY PAMELA TULLOCH

44,256 people reached

Boost Post

Like · Comment · Share · 213 · 4 · 199

58,688 people reached

Like · Comment · Share · 903 · 85 · 454

A little help from our friends and partners including Edinburgh Castle, The Fringe, VisitScotland, People's Postcode Lottery, Enjoy Edinburgh, Marketing Edinburgh and Edinburgh Spotlight also went a long way.

Edinburgh Castle
November 19

Check out this great photo from our friends at Royal Botanic Garden Edinburgh as part of their 'Botanic Lights' event series. Lloyd Smith framed us perfectly!



Unlike · Comment · Share

22 Shares

Royal Botanic Garden Edinburgh, Teresa Chapman, Nema Almuhaidri, Tartan Careers and 227 others like this.

Top Comments

Enjoy Edinburgh
October 31

The Royal Botanic Garden Edinburgh has opened its gates after hours for a limited time only for the Botanic Lights, and if their images are anything to go by, it's not to be missed!

<http://thisisedinburgh.com/whats-on/night-in-the-garden-at-the-royal-botanic-garden-edinburgh/>

#thisisedinburgh (7 photos)



Like · Comment · Share

336 Shares

Nanoy Lawrence, BeatKat Bee Bop, Ola Skibińska and 1,551 others like this.

Top Comments



Edinburgh Festival Fringe shared Royal Botanic Garden Edinburgh's post.

October 30 at 11:44am

#botaniclights at Royal Botanic Garden Edinburgh opens tonight!
www.rbge.org.uk/botaniclights



Royal Botanic Garden Edinburgh added 7 new photos.

It's showtime!!! It's the media preview tonight then Botanic Lights is open to the public from tomorrow. Here's a sneaky peek of the show.

lights: Night in the Garden is
<http://visit.sc/1zmaz4C>



to Chibi,

347 Shares

Top Comments

People's Postcode Lottery shared a link
October 29

LAST CHANCE to win a family pass for a magical night out at Royal Botanic Garden Edinburgh on Friday November 14th! The competition ends today at Noon. Don't forget to share so your friends can get in to win too! Good luck, everyone.



Win a Magical Night Out
ngx.me


Win a family pass for a night out at Royal Botanical Garden Edinburgh's

Like · Comment · Share

M Umair Khalid, Catherine O'Neill, Dean Cornell and 14 others like this.

We stayed in touch with our email database of 17,000 and what an engaged lot. Open rates for emails about how to book tickets averaged 34% with click rates at 12.5%.


An email to the Garden's Friends was opened by 47% of recipients . While, an email to 2,149 attendees who opted to take part in our customer survey was opened by a whopping 63% - 952 folk completed the survey, providing invaluable feedback.




Royal Botanic Garden Edinburgh
rbge.org.uk

[Web Version](#) | [Update preferences](#) | [Unsubscribe](#) | [Like](#) | [Tweet](#) | [Forward](#)


Night in the Garden - Friends' Night on Wednesday 29 October






Royal Botanic Garden Edinburgh
rbge.org.uk


Tickets selling fast for our magical light event






Royal Botanic Garden Edinburgh
rbge.org.uk


Tickets now on sale for our magical light event



This unique event, at the Garden, is for outdoor



See it




Information
For Friends
To book: Fringe & Botanic
Images &

Botanic


Botanic Lights: Night in the Garden - Thursday 30 October to Sunday 23 November

Excitement is growing for **Night in the Garden**, the Botanic's first ever outdoor light experience. The magical event featuring a combination of light and nature will use some of the Garden's favourite features as the backdrop for extraordinary effects. Come and watch 'the sun' set inside the Palm House, see a host of sparkling lights suspended over water and enjoy enchanting illuminations that bring the indoors outside. Follow the one kilometre route full of light and shadow, and see the Botanic like you have never seen it before, with interactive stations and a few unexpected surprises.



Night in the Garden has been created by the Botanic, Edinburgh-based Unique Events and Black Light in association with Scottish light artist Malcolm Innes and his colleague Euan Winton from Napier University.

Buy your tickets today



Make sure you don't miss out on this special family event. Go online and book your tickets today. Adult tickets cost £12.50 while tickets for children (aged 4-15) are just £6. An online booking fee applies. Children three years and under go free, as do essential carers.

[Buy tickets here](#)

Images by Lloyd Smith

Royal Botanic Garden Edinburgh

Botanic Lights




Botanic Lights: Night in the Garden Customer Survey

You kindly agreed to take part in our customer satisfaction survey when you booked your tickets to see Botanic Lights: Night in the Garden. Your feedback is very important to us in deciding how we move forward with our light event. Therefore, we would be so grateful if you could complete our [online survey here](#).


It should only take you a couple of minutes to complete. If you do so, you will be offered the chance to enter our prize draw to win one of two £25 cash prizes. The closing date for completing the survey is midnight Monday 8 December. All responses will be treated confidentially in accordance with the Market Research Society Code of Conduct.

We hope you enjoy those unusually intricate pictures of Botanic Lights: Night in the Garden taken by **Anna Henly Photography** - award winning commercial, portrait and wildlife photographer.

Thank you!
The Botanic Lights Team



We created a bespoke online presence for the event on our website rbge.org.uk, from August to November, to market the concept and to sell tickets.



Royal Botanic Garden Edinburgh | **Botanic Lights**

The Gardens | **What's On** | About Us | Support Us | Education | Science

[Home](#) » [What's On](#) » [What's On](#) » Botanic Lights

Botanic Lights


Night in the Garden

October 30 - November 23

As darkness descends, follow a magical trail of light through the Royal Botanic Garden Edinburgh.

Take a path illuminated by fantastic effects and experience the unfamiliar sights and sounds of the Garden after dark. A new and unique event for all the family.

Royal Botanic Garden Edinburgh | **Botanic Lights**



Book Tickets


Night in the Garden is now SOLD OUT .

Book Online

To book by phone call **0844 573 8455** (open 10am-6pm Mon-Sat, closed Sunday).

The Box Office, North Gate at the Botanics, Inverleith Place. Open from 4.30pm every day of the event for pre-paid ticket collection and ticket sales, subject to availability.

The Story of Night in the Garden



Learn about the inspiration behind our Botanic Lights show. The Story of Night in the Garden is [here](#) for you to read.

Plus, map of the route is available [here](#).

Warming mulled wine, beers, hot drinks and snacks are available at the Terrace Café in the Botanics.

Night in the Garden

Listings information we sent out was picked up far and wide, even by Hello magazine ...



STORY

GALLERY

Tweet 0

Share 0

+1 0

Pin it

What's on in the UK: Things to do in the next week

14 NOVEMBER 2014

Whether you're looking to for a spectacularly stunning light display in Scotland or want to cosy up in the heart of the capital while pretending you're in a Scandinavian ski lodge, **HELLO! Online** has something for you to enjoy during the next week across the United Kingdom.

Sunday 16 November: Night in the Garden, Royal Botanic Gardens

As darkness descends on Edinburgh's Royal Botanic Gardens, you can follow a magical trail of light, experiencing some of the Garden's favourite features, like the Pond and the Victorian Palm House, which have been turned into the backdrop for extraordinary light effects.

See rbge.org.uk/ for more information



Ticket sales really started to hot up once the media preview took place.

The event generated this coverage:

Two TV broadcasts on BBC and STV

Two radio broadcasts on BBC and Radio Forth

45 press articles (print)

34 digital media articles (web-based)

27 journalists attended the event



There was an enormous online buzz.

Our digital marketing campaign achieved the following:

Increase in visits to the Garden's website of 64 per cent
14% growth in RBGE Facebook fans from 21,000 to 24,000
24 Facebook posts resulted in 11,406 likes
13 tweets and 61 retweets were sent by RBGE



At the end of the day, people seemed to love it.

The event attracted 23,076 visitors over 23 nights and many nights sold out.

It resulted in the busiest November the Garden since records began, dating back to 1901.

As a consequence, visit figures for the Royal Botanic Garden Edinburgh in the calendar year of 2014 reached 806,810, the highest level since 1998



Even the Garden's badgers popped up to take a look.

They were spotted by a number of visitors and staff during the event.

There are around 20 badger setts in the Garden so we made sure the lights were out by 10pm so as not to disturb them.



In turn, the press loved the badgers.

Their story appeared in many papers including the Scottish Daily Mail, Sunday Post and Edinburgh Evening News, inspiring badger spotters everywhere.

Scottish Daily Mail

Scottish Daily Mail, Monday, November 3, 2014

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Page 29

Blackout for badgers will be light relief

Light fantastic: The garden's historic glasshouses will be lit up for the event



Night life: Badgers are usually left alone

By George Mair

THE outdoor lighting festival at Edinburgh's Royal Botanic Garden will have the plug pulled at 10pm every night - in case it upsets the badgers.

The curfew was imposed to protect the nocturnal creatures from being frightened by the lighting and the thousands of visitors expected to attend.

Experts say the badgers are unused to being disturbed after the gates usually close at 6pm.

David Knott, curator of living collections, said: "Although we deal primarily with plants, we also have an obligation to the animals in the garden."

"There are a number of badger setts. Normally they have quite a sheltered existence after the gates shut, so having hundreds of people walking through for a light event is probably quite a shock for them."

Botanic Lights Night in the Garden, until November 23, is the first time that visitors can experience the gardens after dark since they opened in 1820.



Flot of colour: Plants at Botanic Gardens will be seen in a new light

Lights, Garden – Action!

In its first year, Botanic Lights: Night in the Garden achieved its objectives and delivered these results:

21,231 tickets sold out of an available 23,680

14 out of 23 nights completely sold out

23,076 attendees at the event, including carers and under-3s

1,000 visitors per night on average

952 completed our customer survey providing invaluable feedback

£200,000 net revenue

£56,000 in sponsorship and funding

£20,000 raised for the Garden to fund its important conservation work

