

❖ BANK OF SCOTLAND
Great Scottish Run

Marketing Society Scotland Star Awards 2015
Category 3.5 – Communication – Event Marketing
Bank of Scotland Great Scottish Run 2014
Material_UK

MATERIAL



PRECIS

Bank of Scotland Great Scottish Run is Scotland's biggest mass participation event and is the country's premier road race. Thousands of runners have the opportunity to take to the streets of Glasgow to set their personal bests, run with friends and family or raise money for their chosen charity. 2014 marked the Bank of Scotland's 6th year of involvement and 5th as presenting partner of the Great Scottish Run working in partnership with Nova International and Glasgow Life. The Bank of Scotland have been instrumental in growing the weekend into an event for people of all abilities from elite athletes to first-time runners.



SETTING THE SCENE

- Scotland's biggest mass participant event
- Half Marathon and 10K distances. School events, Family, Mini and Junior events
- 3rd - 5th October 2014
- Glasgow City: George Square to Glasgow Green
- Event record entries for the Sunday and Saturday events
- Over 30,500 participants across 3 days of events
- 3 hours Live TV coverage on BBC2



THE OBJECTIVES

The Bank of Scotland are invested in the continued development of the Great Scottish Run through an increase in awareness and crucially to ensure that the event continues to have a positive impact on people; young and old, from the communities in which it does business.

- Continue to grow participation year on year (30,000 in 2014)
- To raise the profile of Bank of Scotland's sponsorship of the Great Scottish Run through comprehensive ATL campaigns and targeted PR
- Generate 6,000 messages of support through Great Wall of Support initiative
- Offer a platform to engage colleagues
- Provide opportunities and encourage participation of sport at all levels and all ages (particular emphasis on young people) from across Scotland.
- Raise £37.5k for the Bank of Scotland's charity of the year – Alzheimer Scotland

EXECUTION & EXPLOITATION

The activation of the Bank of Scotland Great Scottish is delivered by the Bank of Scotland's agency Material_UK, working in close collaboration with the Bank's in house sponsorship team and the key partner organisations to ensure a great experience for all involved.

In addition to naming rights, race weekend branding, printed marketing materials and online and email communications Bank of Scotland delivered a unique and innovative event by focussing on five key areas:

- Race Weekend Activation
- Young People Engagement
- ATL & Social Campaign
- Media Activity
- Colleague Engagement



RACE WEEKEND ACTIVATION

The Bank of Scotland Marquee again took centre stage within the finish area at Glasgow Green for runners and their supporters to visit post-race. Entertainment and activities arranged in and around the marquee to enhance visitors experience included: A 100m sq Great Wall of Support screen featuring runners times and messages linked to their timing chip; Bank of Scotland Midnight League football activity; Personal best and Time clock souvenir photo opportunities on a large screen for the first time and ambassador athlete meet and greet. This year the marquee had all 4 internal walls fully branded with striking BoS related imagery.

In order create a carnival atmosphere at both the start and finish lines on Saturday & Sunday BoS commissioned race giveaways in the form of branded message banners and pens that allowed supporters to write and display their own messages to runners, BoS branded helium balloons and thundersticks.



YOUNG PEOPLE ENGAGEMENT

Bank of Scotland continued their partnership with Glasgow Life's 'Get Ready to Run' programme in 2014. This initiative was introduced to extend the reach of Bank of Scotland's involvement with the event by preparing school pupils in the lead up to the Schools Challenge with in-lesson training plans and advice.



ATL & SOCIAL CAMPAIGN

For the 2014 event the Bank of Scotland introduced a never seen before 'Great Wall of Support'. Personal messages of support could be submitted online and were displayed to runners during the race. Using cutting edge technology that recognised the runner's timing chip, messages were displayed when runners approached the Great Wall. The activity was supported and boosted by national radio partnership with Bauer running throughout September.



MEDIA ACTIVITY

Sunday Mail/Daily Record were selected by Nova as print partners of the event with Clyde 1 selected as radio partner of the event as per the previous year.

In order to ensure a strong media hook Bank of Scotland signed up Commonwealth Games medalists Eilidh Child and Euan Burton as ambassadors for the event. Eilidh and Euan conducted pre event interviews in the Sun and Scotsman respectively to promote registration as well as starting the senior races on the Sunday. Both made public facing appearances in the Bank of Scotland marquee at Glasgow Green and were interviewed for the BBC broadcast at the start and end of the show.

For the Junior event, Commonwealth Games Gold medalist Ross Murdoch was invited to start a number of the Junior and Toddler Dash races as well as take part in medal presentations.



COLLEAGUE ENGAGEMENT

In line with previous years BoS staff members were offered free or discounted places to take part in the race and raise money for the bank's charity of the year. In addition to this staff members were invited to meet in the St Vincent Street Office pre-race where they received a good luck speech from senior executives, took part in a mass warm up and got to meet race ambassador Eilidh Child.

Four colleagues were given the role of finish tape holders; two for the 10K and an additional two for the Half marathon race. Colleagues also took part in key photo calls and press announcements.



EVALUATION

PARTICIPATION

- 2014 again marked the largest entry for the event with over 30,000 people participating over the course of the weekend. The split was: Bank of Scotland Schools Challenge: 3,400; Bank of Scotland Junior Races (including Family Mile and Toddlers Dash): 4,000 (up 33% on 2013); 10K and Half Marathon Races: 23,300 (up 13% on 2013).
- Bank of Scotland Great Scottish Run remains the largest mass participation sporting event in Scotland.

AWARENESS

- Over 13,000 online posts to the 'Great Wall' initiative.
- External facing poster in 52 branch sites
- Event broadcast live on BBC2 (400k peak audience with 3.7% share in 2014)
- 102 branded press articles

EVALUATION (cont.)

BRAND ADVOCACY

- 75% of Scots and 4 in 5 Bank of Scotland customers are aware of the Great Scottish Run
- 72% positive sentiment regarding the Bank of Scotland's sponsorship of the event

CHARITY OF THE YEAR

- Over £70k raised for Alzheimer Scotland

COLLEAGUE & YOUNG PEOPLE ENGAGEMENT

- 400 colleagues signed up to participate across the weekend.
- Over 3,000 young people took part in the BoS Junior Races. Furthermore 4,000 entered the Family Mile and Toddlers Dash (up 33% on 2013)
- Participating colleagues raised over £60k for charity of the year.

