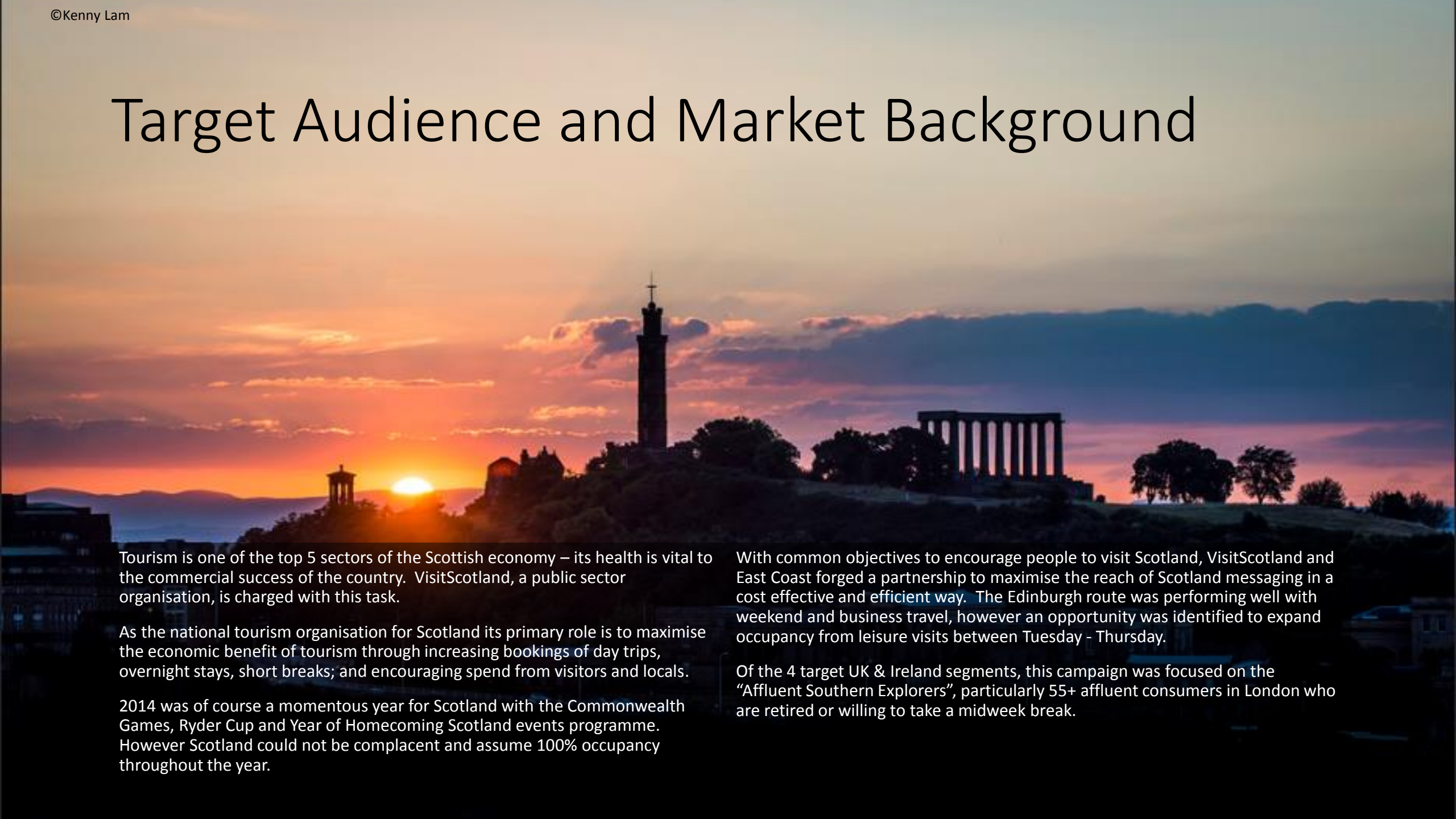


Marketing Society Star Awards 2015
3.6 Media

VisitScotland & East Coast “Getting passengers on-board”



Target Audience and Market Background



Tourism is one of the top 5 sectors of the Scottish economy – its health is vital to the commercial success of the country. VisitScotland, a public sector organisation, is charged with this task.

As the national tourism organisation for Scotland its primary role is to maximise the economic benefit of tourism through increasing bookings of day trips, overnight stays, short breaks; and encouraging spend from visitors and locals.

2014 was of course a momentous year for Scotland with the Commonwealth Games, Ryder Cup and Year of Homecoming Scotland events programme. However Scotland could not be complacent and assume 100% occupancy throughout the year.

With common objectives to encourage people to visit Scotland, VisitScotland and East Coast forged a partnership to maximise the reach of Scotland messaging in a cost effective and efficient way. The Edinburgh route was performing well with weekend and business travel, however an opportunity was identified to expand occupancy from leisure visits between Tuesday - Thursday.

Of the 4 target UK & Ireland segments, this campaign was focused on the “Affluent Southern Explorers”, particularly 55+ affluent consumers in London who are retired or willing to take a midweek break.



Objectives

- Provide consumers with a wealth of ideas and inspiration around visiting Edinburgh & Lothians travelling with East Coast
- Achieve 20k visits to landing page
- Achieve 10k data captures
- Generate incremental leisure revenue from joint activity which would contribute to £160m additionality target for UK & Ireland.
- Work with industry and where possible secure income contribution to expand the reach of the campaign.

Strategy

The strategy was simple, to encourage and entice target consumers to visit Scotland through an informative and inspiring promotional campaign. However it was also key to generate engaged contacts that would generate short and long-term bookings for East Coast.

Rich content would be used to communicate why Edinburgh and why now, particularly new ideas or hidden gems that would appeal to repeat visits as well as new. It would also aim to generate immediate action and data capture through an exciting prize package to be won and appealing train fares to take advantage of, whilst building a longterm value.



Campaign

We identified key media that would allow an engaging platform for promotional content and achieve coverage amongst the target audience in the London area: Classic FM and the Telegraph.

These partnerships allowed us to showcase the “hidden gems” that could be discovered in Edinburgh – from quirky cafes, unexpected viewpoints to lesser known attractions. This included tie-ins with several high profile ambassadors that were the perfect fit for our audience.

On Classic FM we worked with the Royal Scottish National Orchestra and gave them the opportunity to discuss their favourite things about the city, including concert venues, walks and spots for afternoon tea

With The Telegraph, local Michelin-starred chef Tom Kitchin discussed his favourite places to eat in the city catering for all tastes and budgets.

In addition to this, Edinburgh Festival veteran Nicholas Parsons profiled with great enthusiasm the winter festivals that take place in Edinburgh outside of the all-consuming globally renowned Fringe Festival in August – giving consumers a flavour of what takes place in Edinburgh during the other 11 months of the year.

Campaign



This fantastic content was broadcast and displayed using on-air trails, online and in-print advertorials that allowed for much more in-depth insights into what Scotland has to offer through a trusted platform.

Finally, to ensure we created immediacy, engagement and data capture, consumers were:

- Invited to enter an amazing competition offering an all-expenses paid trip to Edinburgh with travel provided by East Coast.
- Provided with an attractive promotional fare to book now.
- Presented a tie-in with special offers such as a 2-for-1 discount at the temporary Ming exhibition at the National Museum of Scotland in Edinburgh. In this way, we were able to promote over 30 attractions tailored to our audience identifying key interests such as food & drink, art & culture and heritage.

London to Edinburgh 19 trains a day
in as little as 4hr 21mins

Book now
T&Cs apply

FEEL AT HOME
EAST COAST

CLASSIC *fm*

THE WORLD'S GREATEST MUSIC

Listen

ON NOW Classic FM Drive - John Brunning >

Email the show or Text 61812

HOME RADIO MUSIC NEWS DISCOVER COMPOSERS ARTISTS HALL OF FAME CONCERTS/EVENTS WIN SHOP Search

Edinburgh.
Where experiences are always First Class

Win a luxury break to Edinburgh

Discover Scotland's culture and history with our two night luxury break to Edinburgh. Enter now for your chance to win.



Edinburgh's city centre offers some great attractions but behind the city's most iconic sights is a treasure trove of hidden gems.

From secret gardens and tranquil parks to architectural treasures and enigmatic castles, take a trip off the beaten path and discover a side of the city that you've never seen before.

So how would you like the chance to win the perfect discovery break thanks to [VisitScotland](#) and [East Coast trains](#)?

This is your chance, for you and a friend, to win a brilliant break to Edinburgh where you'll travel in style, First Class, from London

Like 14
Tweet 3
+1 0
Share 17

Now Playing on Classic FM

NOW Organ Concerto in F major
HWV.295 (2)
George Frideric Handel

17:04 Symphony No.5 in C minor Opus
67 (1) >
Ludwig Van Beethoven

16:47 Piano Concerto in G major Opus
1 No.3 (1)
Jan Ladislav Dussek

The Classic FM Playlist

London to Edinburgh
19 trains a day
in as little as
4hr 21mins

Book now
T&Cs apply

FEEL AT HOME
EAST COAST



Dear George,
Discover iconic sights and
hidden gems

CLASSIC *fm* VIP

HOME MUSIC NEWS COMPOSERS ARTISTS PICTURES WIN SHOP

Enjoy a brilliant autumn break for two in Edinburgh

**Edinburgh. Step
off a train and into
a fairytale.**

Spot hidden gems in Edinburgh



Scotland. A land of brilliant moments.

Edinburgh: Where you can discover 70 acres of autumn moments in the Royal Botanic Garden or go underground and explore hidden streets from the 17th century.

Edinburgh's city centre offers some iconic sights, but off the beaten track there are many unsung attractions to explore. From secret gardens to architectural treasures, discover a side of the city that you've never seen before.

With East Coast trains you can travel in style from London to Edinburgh in just over four hours. So sit back, relax and enjoy your journey to Scotland.

Win now!

Discover Edinburgh's hidden gems with a luxury break

Win a brilliant break to Edinburgh and travel First Class from London King's Cross to the Scottish capital with East Coast trains.

You'll stay for two nights at the luxurious Hotel du Vin on a bed and breakfast basis and we'll also include a Historic Scotland Explorer Pass and £500 spending money.

Enter below before 23:59 on Tuesday 7th October 2014 for your chance to win.



Enter now and win >

Visit
Scotland

Scotland.
A land of
brilliant
moments

Hidden Gems Insert

Edinburgh. Where experiences are always first class.



Scotland. A land of brilliant moments.

EAST COAST



Edinburgh. Sample traditional fayre with a modern twist.



Food and Drink

Scotch Whisky Experience, Edinburgh A visitable history of the spirit of whisky, the Scotch Whisky Experience is home to a replica distillery, an award-winning restaurant and an impressive collection of more than 300 single, malt, grain and blended Scotch whiskies. In the style shop, use the interactive flavour map to find your perfect whisky or 'pick and mix' miniatures to create your unique tasting pack.

The Kitchen, Leith Just around the corner from the Shore in Leith, the Kitchen is one of five Michelin star restaurants located in Edinburgh. Owner Tom Kitchen's philosophy is 'from nature to plate', taking the highest quality ingredients from Scotland's rich natural larder and transforming them into phenomenal British-European dishes. Sample the three course set lunch from £28.50.

Heads and Tales Edinburgh - You've tried Scotch whisky, but what about the gin? Tucked underneath the Rutland Hotel in the West End, Heads and Tales is a stylish bar owned by the life-based Spencerfield Spirit Company, the makers of Edinburgh Gin. Their ample menu includes a range of Scottish spirits while the bar itself features two working stills, aptly named Flora and Caledonia.

Edinburgh's Pubs and Bars - A Story to Tell Packed full of character and fascinating tales, Edinburgh's pubs have certainly got a story to tell. Try the Sheep Head Inn in Duddingston, the oldest pub in the city, once a firm favourite of monarchs and poets. For further stories and inspiration visit: www.scottishpubsandbars.co.uk



From sea to plate, we've got our own take on fast food... Make the short trip to the seaside town of North Berwick, East Lothian, to sample its fresh and delicious seafood. You'll be surprised just how quickly your driver comes from source to plate!



Taste Our Best A reliable and authoritative guide to eating out in Scotland. You will be assured of a quality experience in businesses that have this award and you will have the choice of sampling Scottish food and drink on the menu.

The Telegraph

Edinburgh. Where experiences are always first class.



WIN A LUXURIOUS BREAK FOR TWO. Enter at www.telegraph.co.uk/visitscotland

In association with VisitScotland and East Coast trains

As an Edinburgh lass, food and whisky writer **Annabel Meikle** was presented with the task of following her city's food trail and coming up with gastronomic gems. The result is a variety of great venues that showcase Scottish produce, create a memorable experience and offer exceptional service

A very tasty city with a bountiful harvest

In Scotland we have an amazing wealth of produce and the country is gaining a reputation as a destination to which to enjoy locally sourced and well prepared food. You could even harvest some of the finest food, such as the famous Scottish produce, create a memorable experience and offer exceptional service.

VisitScotland has recently launched a new quality assurance scheme called Taste Our Best which recognises excellence in the food and drink industry. These awards, Edinburgh has a diverse variety of venues that showcase Scottish produce, create a memorable experience and offer exceptional service, all of which will be highlighted in 2015.

My first experience on the food trail was at the Royal Botanic Garden, where the Royal Botanic Garden is a beautiful place to visit. It is a place where you can enjoy the beauty of the garden and the city.

As I enjoyed my experience and the Royal Botanic Garden, I was inspired to explore the city's food trail. I was inspired to explore the city's food trail and to discover the hidden gems of the city.

Edinburgh is a city of many hidden gems. It is a city where you can enjoy the beauty of the city and the food. It is a city where you can enjoy the beauty of the city and the food.

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Travel to Edinburgh with East Coast trains and you can enjoy a luxurious experience on the train. It is a city where you can enjoy the beauty of the city and the food.

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Edinburgh. Where you'll feel a million miles from the city, in the heart of the city.

WIN A LUXURY AUTUMN BREAK ENTER NOW ▶

Edinburgh is full of hidden gems that can make your trip from London as unexpected as it is relaxing. Just beneath the city's famous Royal Mile lies The Real Mary King's Close, a warren of hidden streets, frozen in time since the 17th century. From the Royal Botanic Garden, an incredible 70 acre park just a mile from Edinburgh Castle, to Rosslyn Chapel, the fifteenth century church featured in the Da Vinci Code, just outside the city, Edinburgh is full of well-kept secrets. You can win a luxury break to Edinburgh courtesy of VisitScotland and East Coast trains. Enter the competition today for your chance to enjoy a two night break, staying at the Balmoral Hotel with First Class return train travel from London, a three day Historic Scotland pass and afternoon tea for two at The Scottish National Gallery of Modern Art.

Travelling to Edinburgh with East Coast trains is the perfect way to start and finish your break. A journey time of just over four hours from London, city centre to city centre. Treat yourself to First Class travel, where you will enjoy complimentary food and drink, free Wi-Fi and extra legroom. Let your break begin the moment you board the train.

HIDDEN GEMS



DISCOVER THESE HIDDEN GEMS RIGHT NOW BY CLICKING ON THE IMAGE.

Download your free Edinburgh Hidden Gems Guide. Discover the secrets everyone's talking about, from Mary King's Close, a warren of underground streets beneath the famous Royal Mile, to the sleepy harbour village of Crாமond.

Scotland. A land of brilliant moments. Visit Scotland logo.

*Terms and Conditions apply. Open to UK, CI, IoM and ROI residents 18+. Draw closes for all receipt of entries 28/10/14. Limited to one entry per person. No purchase necessary. Prize for 2 people includes 3 night stay at Castletown House, Kirkcubright, 2 day bike hire at The Break Pad, Kirkcubright and entry to Caerfaverock Castle. Prize must be taken before 30/04/14. Click above to enter and for full terms and conditions.

Promote: VisitScotland, Edinburgh EH6 6JH



For the cheapest prices, book in advance at eastcoast.co.uk

Results

The results for this campaign have been fantastic, exceeding all targets:

- Web traffic target exceeded achieving 338% of the original pre-campaign target.
- 137% of the opt-ins target.
- Post campaign research indicates the predicted impact on the Edinburgh midweek economy of the campaign is £1,565,802 of additional economic benefit from this campaign alone. The contributed economic impact percentage was far greater than the VisitScotland spend.
- We also experienced a 50% rise in visits to Edinburgh content on visitscotland.com in comparison to the same time period in 2013 (unique page views from those in London) and Edinburgh related search key words from London audience were higher during the campaign period than searches from anywhere else in the UK (including key Scottish markets).
- Much greater scale to activity by developing and generating income from strategic partners to expand the reach of the VisitScotland's core campaign.



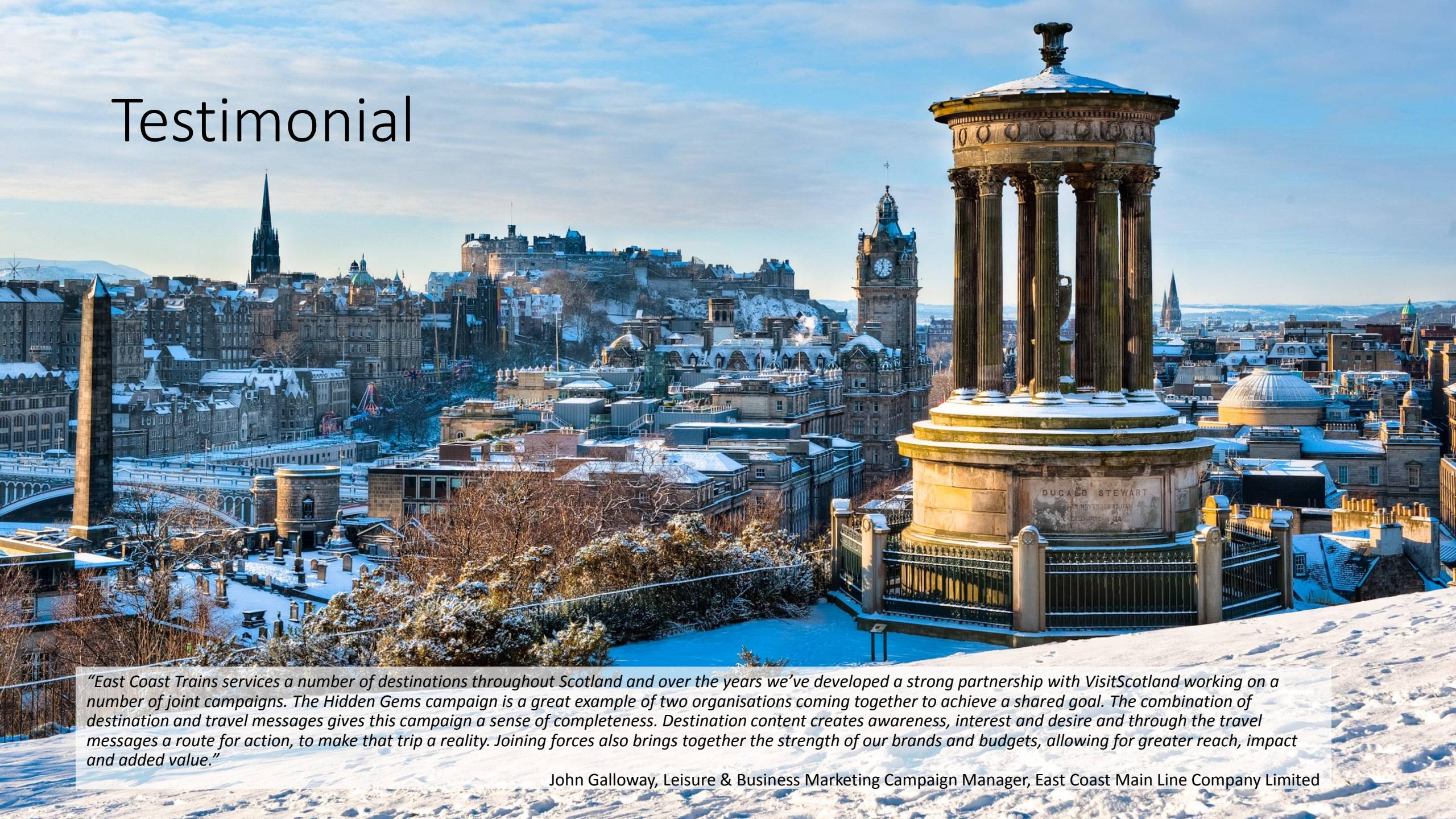
Summary

The UK & Ireland is Scotland's biggest market in terms of visits and total spend but Scotland faces competition from domestic, European and worldwide destinations, and operators who spend an estimated £1bn on advertising aimed at UK consumers. 2014 was also a particularly noisy media environment with the Commonwealth Games, Ryder Cup and 1000+ Homecoming Scotland 2014 events taking place.

This VisitScotland / East Coast partnership overcame these challenges and achieved significant cut through. The campaign shows a huge amount of innovation, whilst delivering fantastic results, £54k IKS media value, and clearly demonstrating the cost effectiveness of joint promotional campaigns where the objectives are so clearly aligned.

The campaign combined the use of really rich content about the destination, 3rd party endorsement, promotional fares and entry to attractions, and truly aspirational competitions. All of which ensured a positively engaging campaign. And the results were fantastic, generating £1,565,802 of additional economic benefit, 338% of the web traffic target, 137% of data capture target and demonstrable increase in London web visits and searches for Edinburgh on visitscotland.com.

Testimonial



"East Coast Trains services a number of destinations throughout Scotland and over the years we've developed a strong partnership with VisitScotland working on a number of joint campaigns. The Hidden Gems campaign is a great example of two organisations coming together to achieve a shared goal. The combination of destination and travel messages gives this campaign a sense of completeness. Destination content creates awareness, interest and desire and through the travel messages a route for action, to make that trip a reality. Joining forces also brings together the strength of our brands and budgets, allowing for greater reach, impact and added value."

John Galloway, Leisure & Business Marketing Campaign Manager, East Coast Main Line Company Limited