



**Brilliant
Ryder Cup
Moments**



Scotland. A land of #brilliantmoments.

3.6 Media VisitScotland & Sky Sports Brilliant Ryder Cup Moments

sky | MEDIA

Brilliant Ryder Cup Moments

MARKETING SOCIETY STAR AWARDS 2015

OBJECTIVES



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 hosting major events, increasing bookings of day trips, overnight stays, short breaks; and encouraging spend from visitors and locals.

The hosting of The 2014 Ryder Cup gave VisitScotland a fantastic opportunity to position Scotland as the world's number one golfing destination and reinforce Scotland, the Home of Golf. VisitScotland wanted to go further and build a legacy for years to come and embarked on a fantastic media partnership with Sky Sports in the summer approaching the tournament.

Objectives:

- Drive awareness and interest in the country's golf tourism product through a reach of 2m and generate 25k web visits.
- Support the brand position of *Scotland, the Home of Golf*, aiming to enhance an already high brand reputation by an additional 1%
- Ensure a lasting legacy for Scotland by contributing 4k new contactable names to the customer relationship programme, through 12k competition entries.

TARGET AUDIENCE



The target audience was obviously golfers but these were prioritised into the following:

- Golf Tourists – intimate groups, all about great value, quality experiences in a destination
- Activity Golfers – intimate groups and families, about beautiful environment with good value golf and other things to see and do.

OVERARCHING STRATEGY



The strategy was simple. It was to use the hook and prestige of Scotland hosting The Ryder Cup to showcase what Scotland as a tourism destination had to offer – first and foremost for golf, but also the many other complementary strengths such as spas, whisky, food, and wildlife.

Rich content, 3rd party endorsement and the ultimate Ryder Cup prize would be used to build a truly innovative, inspiring and engaging campaign that would raise the awareness of Scotland the Home of Golf, deliver additional economic impact for Scotland and generate data capture for ongoing communication post event.

SKY SPORTS MEDIA PARTNERSHIP



The Ryder Cup Marketing campaign was the largest golf campaign has VisitScotland undertaken and the breadth of activity from a year-to-go was extensive. This paper focuses on the domestic audience and a highlight media partnership with Sky Sports which delivered fantastic targeting, phenomenal results and over £600k IKS media value.

A 2-month partnership with Sky Sports allowed VisitScotland to tap into their prime golf audience during the summer when key golf coverage was taking place. At the centre of the campaign was the chance to win the Ultimate Brilliant Ryder Cup experience for 4 people worth approx £10k - including 4 rounds of golf, tickets to The Ryder Cup, bespoke club fitting and a behind the scenes tour, etc. This was further enhanced with 50 runners up receiving match day tickets.

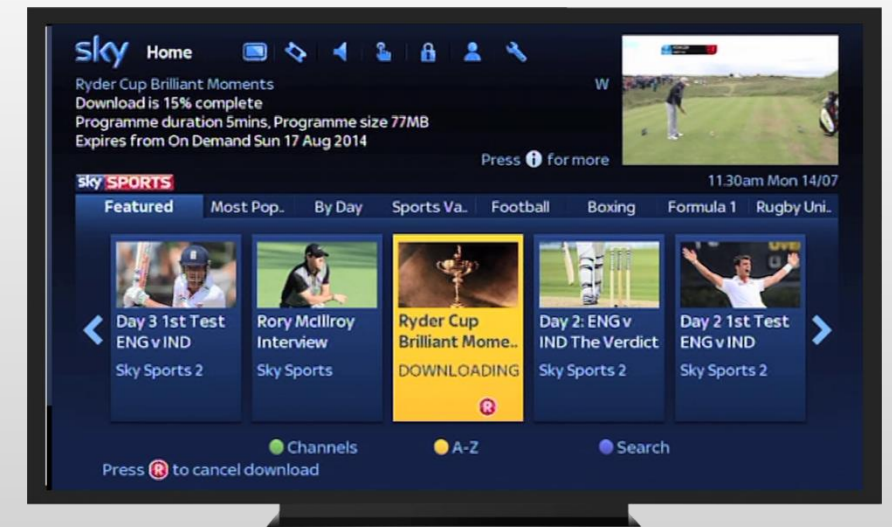
SKY SPORTS MEDIA PARTNERSHIP

The campaign was backed by highly credible golf commentators, David Livingstone (Sky Sports), Butch Harmon (US) and Colin Montgomerie (Europe) and consumers were invited to guess the ultimate brilliant Ryder Cup moment and enter the draw.

Using a multi touch point approach, this campaign achieved a huge reach and incorporated:

- 5 minute in-programme editorial features during live golf coverage
- Bespoke editorial on Sky Sports News channel on launch day
- Featured programme in on-demand, a first for Sky Sports
- Homepage takeovers and run of site display advertising on skysports.com
- Display ads on Sky Sports mobile app
- Feature as part of Sky Sports sponsorship of TalkSport breakfast and drive-time shows
- Social media placements

The main call to action drove consumers online to view the top 10 brilliant moments and enter the prize draw. Here consumers were presented with further inspirational messages about Scotland, including the celebrity nominated Ultimate 18 holes in Scotland and holiday planning information.





Help position Scotland as
the Home of Golf

[Watch campaign video summary
HERE](#)





Home page takeovers and run of site
– 6.6m impressions



Banner advertising
across Sky Sports
app - 6.7m
impressions

Results:

- 13.5m impressions
- 2.2m individuals reached (broadcast)
- 250,826 page views
- 54,573 unique visitors
- 4 min 23 secs dwell time
- 34,666 entries against a target of 12k
- 33,421 contactable entrants

sky SPORTS HD

TV



In programme features during live
golf coverage – 913k inds / 339k
ABC 1 Men / 34 spots

SOCIAL
MEDIA



Bespoke editorial on launch day -
1.6m inds / 585k ABC1 Men



First ever competition hosted via
'on demand' delivering 2000
weekly downloads.

MOBILE

RADIO



Additional talksSPORT promotion
reaching 1.5m listeners using
Scottish breakfast presenter Alan
Brazil and Sky Sports' drive time
sponsorship (1.3m)

PR



VisitScotland / Sky Sports launch PR
at the Scottish Open 2014

DEMONSTRATING EFFECTIVENESS:

This campaign was highly innovative, engaging and targeted, and consequently has delivered phenomenal results:

- Campaign reach and web visits
 - A reach of 2.2m Inds and 816,000 ABC1 Men - achieving 110% of target.
 - 12.5m online impressions across SkySports.com – an over-delivery of 2.5m (excludes HPTO)
 - 250,856 page views
 - 54,573 unique visits to the competition page, dwell time 4m 23s - 218% of target
 - 26,768 unique visits to the Scotland Ultimate 18 site, dwell time 1m 52s
- In 2012 and 2013 the average score for those agreeing with the statement 'Scotland is the Home of Golf' was already high at 66%, however in 2014 it grew to 71% against a target of 67%.
- Competition Entries
 - 33,666 entries, exceeding the KPI by 21,666 - 280% of target
 - 33,421 opt-ins (96% opt-in rate), exceeding the target by 29,421 - 835% of target

SUMMARY:

The UK & Ireland is Scotland's biggest market for 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. VisitScotland cannot compete at this level, however The Ryder Cup provided a huge opportunity to position Scotland as the world's number one golfing destination and reinforce Scotland, the Home of Golf.

The Sky Sports partnership was an innovative, inspiring and engaging promotional campaign that leveraged these opportunities to maximum effect and delivered fantastic results against KPI and IKS value in excess of £600k.

The content rich nature, celebrity endorsement, draw of a money can't buy prize package, attention grabbing broadcast and creative delivered fantastic cut through in an already noisy media environment. Furthermore accurate targeting, media planning and messaging ensured the reach achieved 110% of its target and 218% of the web traffic target. 280% of target entries were achieved delivering 835% of the data capture objective.

The post campaign additionality research is not available at the time of submission; however this campaign was a huge success and one that has definitely delivered legacy well beyond The 2014 Ryder Cup.



TESTIMONIALS

"Since 2012 we have enjoyed working with the Golf Team at VisitScotland to build a very successful, truly integrated partnership around The Ryder Cup on Sky Sports. Their collaborative and adventurous approach to partnership allowed us to create something really compelling to engage Sky Sports viewers across our different platforms. We hope to work with them again next year to continue to support the delivery of their Golf strategy"

David Shore, Head of Business Development, Sky Media

