



3.6. Media

Homecoming Scotland 2014
An event for everyone right on your doorstep

EXECUTIVE SUMMARY



2014 has been one of the most important years in Scotland's recent history. From the huge international sporting events such as Glasgow's Commonwealth Games and The Ryder Cup, to the 700th anniversary of the Battle of Bannockburn, it certainly has been a memorable year. With the global spotlight fixed on Scotland, 2014 gave VisitScotland a massive opportunity to promote the country to the world and raise its profile as a must-visit destination.

The ambition was huge with the overarching objective to generate £44m economic impact for Scotland from 400+ HS2014 events. VisitScotland had a key role in ensuring success through raising awareness and inspiring visitors to join in.

By using a two-pronged strategic approach combining tactical promotion of events alongside a continuous visibility throughout 2014, VisitScotland was able to activate a multimedia campaign incorporating broadcast, print and online media, in tandem with sales promotions, to deliver fantastic results.

The campaign was hugely effective, contributing to 400 events rising to 1,049 with a record-breaking 2 million attendances across the year. As well as this, the bespoke TV ad was one of the highest recalled VisitScotland campaigns of recent times and the target for opt-ins was more than doubled.

MARKETING POSITION BEFORE THE MARKETING IDEA WAS DEVELOPED

Background

With the global spotlight firmly fixed on Scotland, 2014 gave VisitScotland a massive opportunity to promote the country to the world and raise its profile as a must-visit destination.

Building on the successes of Scotland's first Year of Homecoming in 2009, Homecoming Scotland 2014 (HS2014) extended the opportunities offered by the Commonwealth Games, Ryder Cup and other events by presenting a year-long, co-ordinated programme of events, designed to generate pride in the people of Scotland and welcome visitors from around the world in a celebration of Scotland's greatest assets.

The ambition was huge with the overarching objective to generate £44m economic impact for Scotland from 400+ HS2014 events throughout the year.

VisitScotland had a key role in ensuring the success of this year through raising awareness and inspiring visitors to join in. The marketing objectives for the domestic market (UK & Ireland) were:

- Deliver a year long multi-touch point strategy that inspires visits with a reach of 5m+
- Generate 22% awareness of HS2014 amongst a UK audience
- To ensure a lasting legacy for Scotland, contribute 14,000 new opt-in names to the VisitScotland customer relationship programme.



TWELVE MONTHS, HUNDREDS OF EVENTS

JANUARY



Big Burns Supper

FEBRUARY



Snowdrops Festival

MARCH



Glasgow International Comedy Festival

APRIL



John Muir Festival

MAY



Whisky Month

JUNE



Bannockburn Live

JULY



Return to the Ridings

AUGUST



Moffat Sheep Races

SEPTEMBER



The Forth Bridges Festival

OCTOBER



Highland Homecoming

NOVEMBER



MTV European Music Awards

DECEMBER



Ae Spark O' Nature's Fire

DETAILS OF THE NEW STRATEGY: WHAT WE DID AND WHY IT WAS INNOVATIVE (1)

The project was ambitious for Scotland and HS2014 needed to achieve significant cut through in a very noisy media environment. In terms of the domestic market, there were two strategies that the success of the campaign would be built on.

First: *Continuous Visibility*. The range of events was extensive with content to appeal to all. Consumers would have to be reminded and informed on a regular basis throughout the year that HS2014 and its events were happening.

Second: *Tactical Promotion*. With such a large volume and variety of events taking place, of course the focus was also on generating footfall at as many events as possible and communicating these to specific consumers.

Both approaches would require a high-level of audience targeting to ensure they delivered the most return for the budget, a budget that had to go a long way stretching across a 12-month campaign. Communications would be prioritised to a 2-3 hours drive time to ensure that those who were most likely to attend and engage were exposed to the campaign.

To implement these strategic pillars required a co-ordinated media strategy running across the year.



DETAILS OF THE NEW STRATEGY: WHAT WE DID AND WHY IT WAS INNOVATIVE (2)

Broadcast

Broadcast media would play a hugely important role in creating continuous visibility, allowing for a large scale of awareness over a long period of time.

A bespoke TV execution called '[Doorsteps](#)' was targeted solely towards Scotland, North of England and Northern Ireland to build on the halo effect of the national VisitScotland TV advertising campaign.

Going beyond TV spot advertising, VisitScotland also used content-led creatives on STV, Scotland's largest commercial broadcaster. These were 60 second mini-programmes featuring Islay and the upcoming Islay Malt & Music festival, as well as [Loch Lomond](#) [Highland Games](#) which promoted future Highland Games over the summer.

This was a first for both VisitScotland and STV.





DETAILS OF THE NEW STRATEGY: WHAT WE DID AND WHY IT WAS INNOVATIVE (3)

© Kenny Lam / VisitScotland

GIVING EVENTS THEIR PLATFORM

Building on this awareness generating approach, the second component of the media strategy, tactical promotion, allowed individual events to get their moment in the spotlight and acted as a response driver.

Radio

A year long radio campaign with Bauer Media was used to maximise this awareness. This was on-air and online throughout 2014 and allowed for regional targeting for specific events. It delivered prominent and continuous exposure in a cost-effective way.

DETAILS OF THE NEW STRATEGY (4):

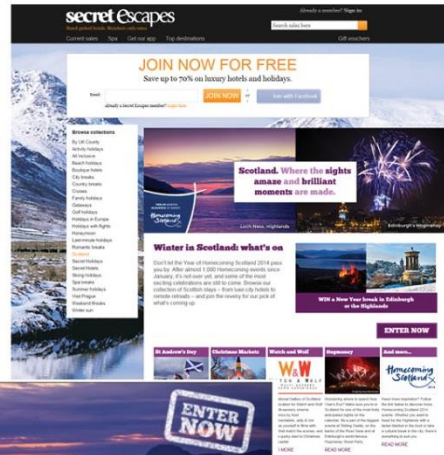
Press and Online

As well as this, there was an integrated schedule of press insertions, solus e-mails and online campaigns all working together to promote individual events during key consumer decision making timeframes. This ranged from Metro wraps, full-page and DPS ads, supplemented by solus e-mails to press databases.

Furthermore we utilised the likes of Secret Escapes to 'virtually' package up bespoke accommodation offers, events and other things to see and do – creating a really strong proposition for a winter break in Scotland. This campaign effectively dominated the Secret Escapes site for a month, supported by a specific Scotland hub hosted on their site. Additionally it leveraged the 1 million social media followers Secret Escapes have to create immediacy and encourage consumers to come to Scotland in the remainder of 2014.



secret
Escapes



MEDIA

Radio Online TV Press



METRO

THE SCOTSMAN

Scottish Daily Mail



MEDIA GROUP



DETAILS OF THE NEW STRATEGY (5)

Sales Promotion Partnerships

VisitScotland secured a number of partnerships with relevant consumer brands to extend the reach of the HS2014 campaign. These partnerships delivered brand alliance and created reach through their popular marketing channels.

Drambuie



Loch Fyne Seafood & Grill



Ness Clothing



Belhaven



Delia Online



Mackie's of Scotland



SALES PROMOTIONS

PLUS...

National Railcard

Barbour

Sheila Fleet

Border Biscuits

Evans Cycles

DEMONSTRATING EFFECTIVENESS:

WHAT WAS ACHIEVED? (1)



MOMENTOUS YEAR

After a momentous year, the HS2014 campaign for VisitScotland was a perfect reflection of the huge success, exposure and brilliant moments that Scotland experienced during a phenomenal 12 months.

It was a truly innovative approach involving a year long campaign of structured media placements to reflect a monumental programme of events.

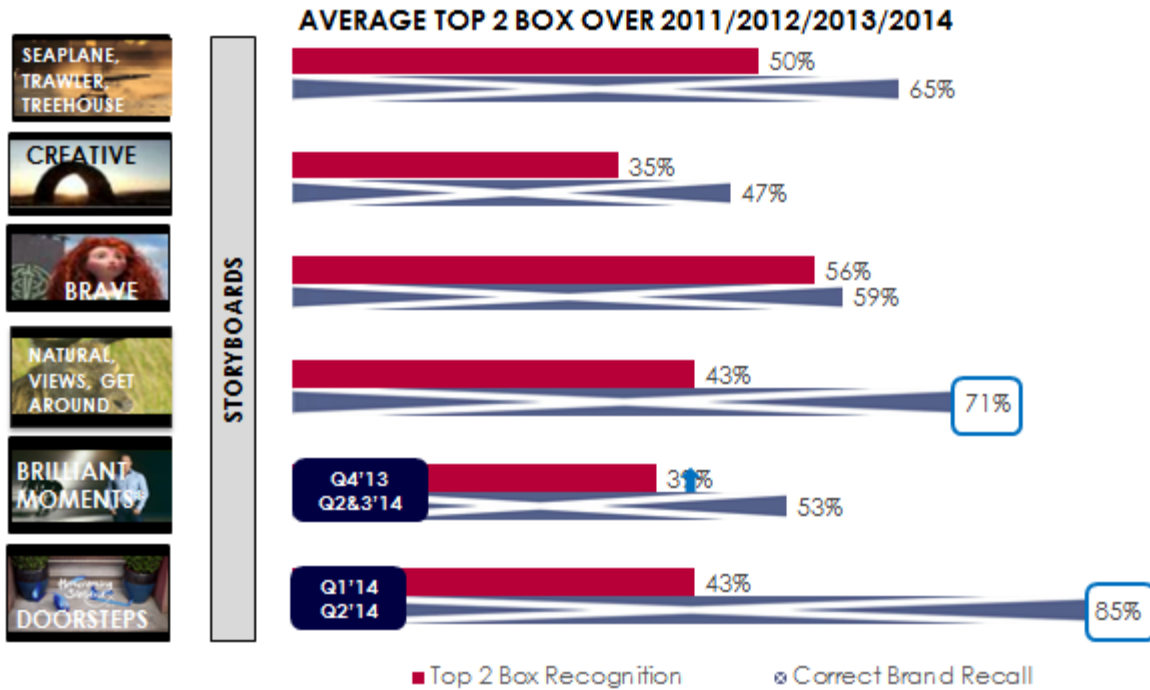
Sadly at the time of this submission, the economic impact study has not been published.

EVENT RESULTS

However what is encouraging to report is the events themselves were a great success across the board. What was originally hoped to be a programme of 400 HS2014 celebrations turned into 1,049 specific events by the end of 2014. The numbers grew and grew as the support for the campaign gathered momentum.

Additionally, a record-breaking 2 million attendance has been recorded at the 1049 HS2014 events across Scotland. The figure includes events such as Bannockburn Live, which attracted a capacity 20,000 crowd, plus Glasgow Film Festival, Perthshire Amber, East Neuk Festival and Scotland's Boat Show – all of which achieved record-breaking attendances during 2014.

Recognition across all ad storyboards (Q3 2014)



Despite the quarterly lift in storyboard recognition, Brilliant Moments remains a softer execution overall than some of the previous campaigns.

DEMONSTRATING EFFECTIVENESS (2):

AWARENESS

Awareness for HS2014 surpassed all expectations, with UK & Ireland reaching 34% by the end of the year – well-above the 22% original target.

In addition, the Doorsteps TV campaign had the highest brand recall – 85% - of any VisitScotland campaign run since 2011 and also increased actual consumer intent to visit from 27% to 35% - again taking it to the highest ranking of any VisitScotland campaign in the past 4 years.

EFFECTIVENESS (3):

REACH

Furthermore, the initial objective of 5m+ reach was surpassed, delivering a frequent and extensive reach of 19.7m.

ENGAGEMENT

Finally, there were 190,317 unique entries which drove 29,983 new contactable names. This is more than doubling the original target of 14k, allowing VisitScotland continuous dialogue with a truly engaged audience well beyond the Year of Homecoming Scotland 2014.



TESTIMONIALS

"Homecoming has been a huge success, bringing millions together in a joint celebration of all that is great about our country and showcasing all of our unique attractions and icons to a massive worldwide audience."

In 2014...we have seen a record breaking number of events and attractions right across the country joining the Homecoming celebration, extending the benefits of the Commonwealth Games and Ryder Cup across the whole year and boosting the tourism and wider economy."

Fergus Ewing, Minister for Tourism

"...without Homecoming Scotland creating the appropriate conditions for the three free events to take place outside the Scottish Capital these unique performances would simply not have occurred."

Brigadier David Allfrey, Royal Edinburgh Military Tattoo Chief Executive & Producer

"Homecoming 2014 marked a record breaking year for the Borders Book Festival."

Alistair Moffat, Festival Director, Brewin Dolphin Borders Book Festival

"Scotland enjoyed a breath-taking programme of more than 1,000 events in this incredible Homecoming year, touching every single corner of the country. I am unaware of any other country in the world our size which has delivered events on such a scale and with such prowess."

Mike Cantlay, Chairman of VisitScotland

ENDNOTES

i. *International Passenger Survey (IPS 2014) published by the Office for National Statistics/Great Britain Tourism Survey (GBTS) 2014, TNS*

ii. *Brand Tracking 2014, Ruby Cha Cha. Slight variation in sample means this isn't a direct comparison*

