

The Everyday Extraordinary

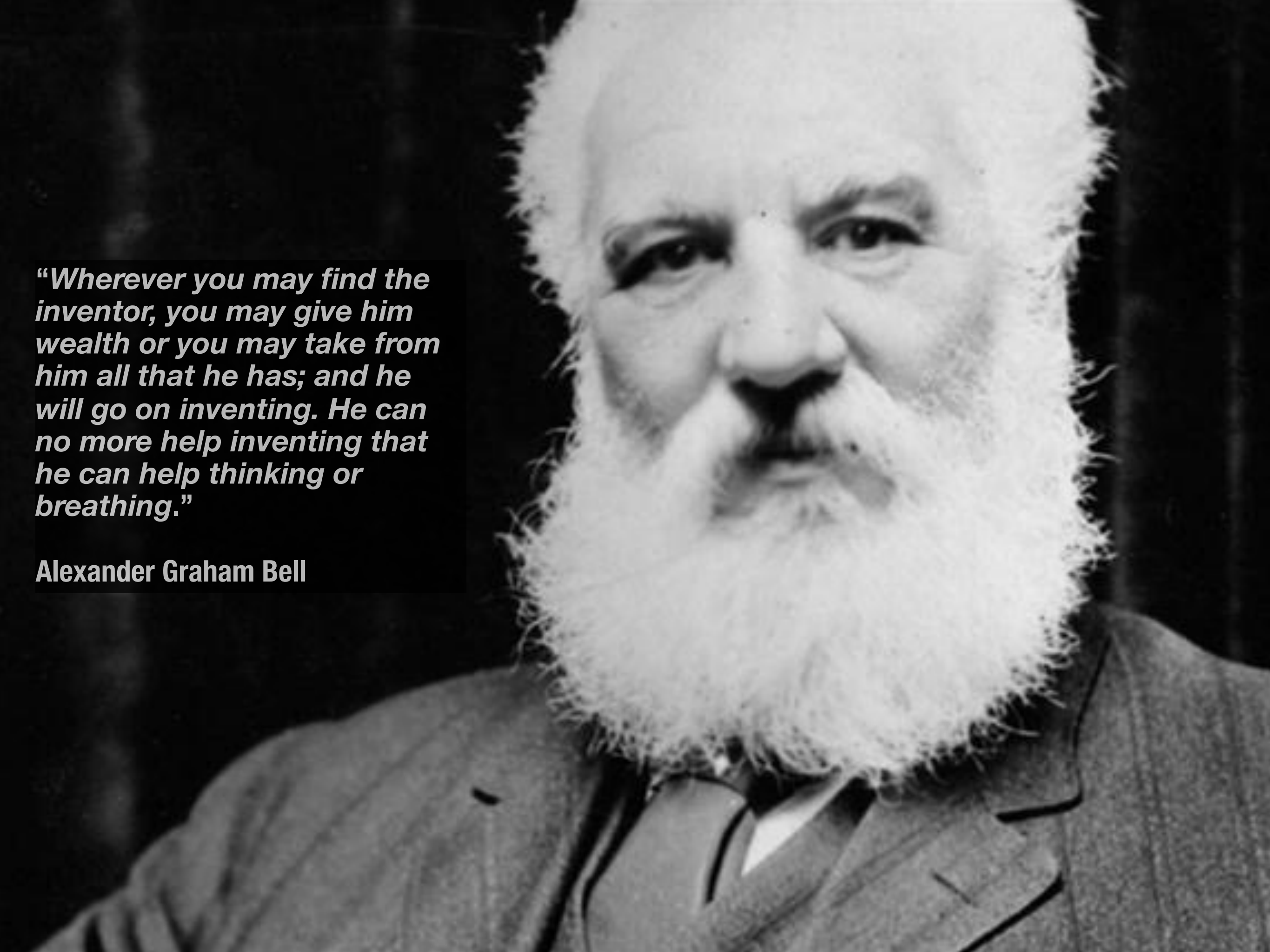
How sleeping on the job delivered record results for the National Library of Scotland.



{UNION}

“Wherever you may find the inventor, you may give him wealth or you may take from him all that he has; and he will go on inventing. He can no more help inventing that he can help thinking or breathing.”

Alexander Graham Bell



Executive summary.

The National Library of Scotland's winter exhibition 2013/14, *Wha's like us? A nation of dreams and ideas* provided a snapshot of the remarkable impact Scotland has had on the world through innovation, ideas and creativity. The Union were tasked with promoting the exhibition in a creative and memorable way to reflect its contents. The light-hearted and playful tone of the creative appealed to a wide audience outwith NLS' usual visitor group.

The centrepiece of our campaign was an oversized outdoor exhibition case in the heart of Edinburgh city centre showcasing a number of Scottish iconic inventions. This inventive approach, combined with more regular media, led to an **increase in target footfall of +66%** - making it NLS' most successful winter exhibition ever.



Collage of items from the exhibition: from Bond to bagpipes, marmalade to kilts.

Ambition and clarity of objectives.

As well as being a reference library, the National Library of Scotland is home to an exhibition space that showcases a variety of temporary exhibitions throughout the year. Their winter exhibition for 2013/14 was called *'What's like us? A nation of dreams and ideas'*.

Our challenge therefore was to market an eclectic exhibition of Scottish inventions that are still an essential part of our daily lives, from tarmac and tyres to golf and Grand Theft Auto. The scale of the fields, discoveries and practical applications covered by the exhibition was huge. However the budget was not.

The challenge was to develop a campaign that would generate maximum curiosity and visits on a total budget of just £20,000. We wanted to stop people in their tracks and get them heading towards the exhibition. To do this we had to disrupt Edinburgh residents' and visitors' exploration of both the city and social media with a thought provoking campaign.

The main objectives of the campaign were:

- Attract new markets outside this core audience of visitors
- Exceed exhibition footfall target of 25,000
- Inspire curiosity and participation in the subject matter of exhibition

"Where would we be without the telephone or the television or Dolly the sheep? What was the impact of the Scottish Enlightenment, of Scottish politicians and reformers?"

Why did the works of Walter Scott and Robert Burns delight readers around the globe? Why is our traditional clothing, food and drink so widely known?"

Introduction to 'Wha's Like Us?: A Nation of Dreams and Ideas. Exhibition at The National Library of Scotland.

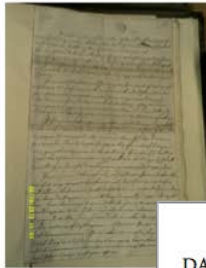







Strategic thinking and effective planning.

We were inspired by the nature of the exhibition that The National Library of Scotland team had curated. *Wha's like us?* was not a simple historical list but a stimulating exhibition that engaged and provoked, true to the spirit of the ideas and characters it featured. We based our thinking and creative development on this spirit.

The exhibition wasn't so much around breakthrough discoveries as it was about their adoption and ubiquity in lives around the world. Our Eureka moment came from the idea that people today take Scottish inventions and breakthroughs for granted, when in actual fact they shape the world we live in. They are all around us. Our proposition was therefore:

Scottish inventions in daily life: the everyday extraordinary

To communicate the scale of this we developed a creative brief based on 'missing inventions': what would life look like if these inventions didn't exist? How would you explain them (marmalade, the telephone, raincoats) to someone who had never seen them?

PHILOSOPHY	 <p>Cased objects - Letters of David Hume and Balfour of Pilrig, MS. 358 214-217 Dimensions of each letter 195x315 2 X (190x310)</p>	 <p>REPRO: Portrait of Hume</p>	
PHOTOCOPIER	NO OBJECT	<p>DANDY AND BEANO</p>  <p>- Case Objects - Copy of Beano and Dandy (one open, one closed) A4 approx (confirm sizes)</p>	<p>REPRO: Panel Image Beryl the Peril</p>
		<p>DECIMAL POINT</p>  <p>Case Object - Robdologie (open at table?) Bdg.s.48 280 x 185</p>	<p>REPRO: Panel Image - Cover of Minifici Logarithmorum 155 x 140</p> <p>-Napier's bones measuring device interactive</p>
PNEUMATIC TYRE	 <p>Cased object - On the road: the dunlop 5.1580 110 x 190 - small map</p>	<p>DESIGN</p>  <p>- Case Object Margaret Mackintosh design sheet A3 approx (confirm sizes)</p>	<p>REPRO: Panel image elevations + MM image</p>
		<p>ECONOMICS</p>  <p>Case Object - Letter of Adam Smith MS, 1005, ff 21-2 (195 x 260)</p>  <p>Case Object - Two Vols of Wealth of Nations (upright spine on) Bdg.m.38 94 x 290</p>	<p>REPRO: Panel Image Portrait of Adam Smith from Kay's for graphic panel.</p> <p>(other translations could be used for reader corner - MC TBC)</p>

The 'bible' of inventions that formed the basis of the exhibition.

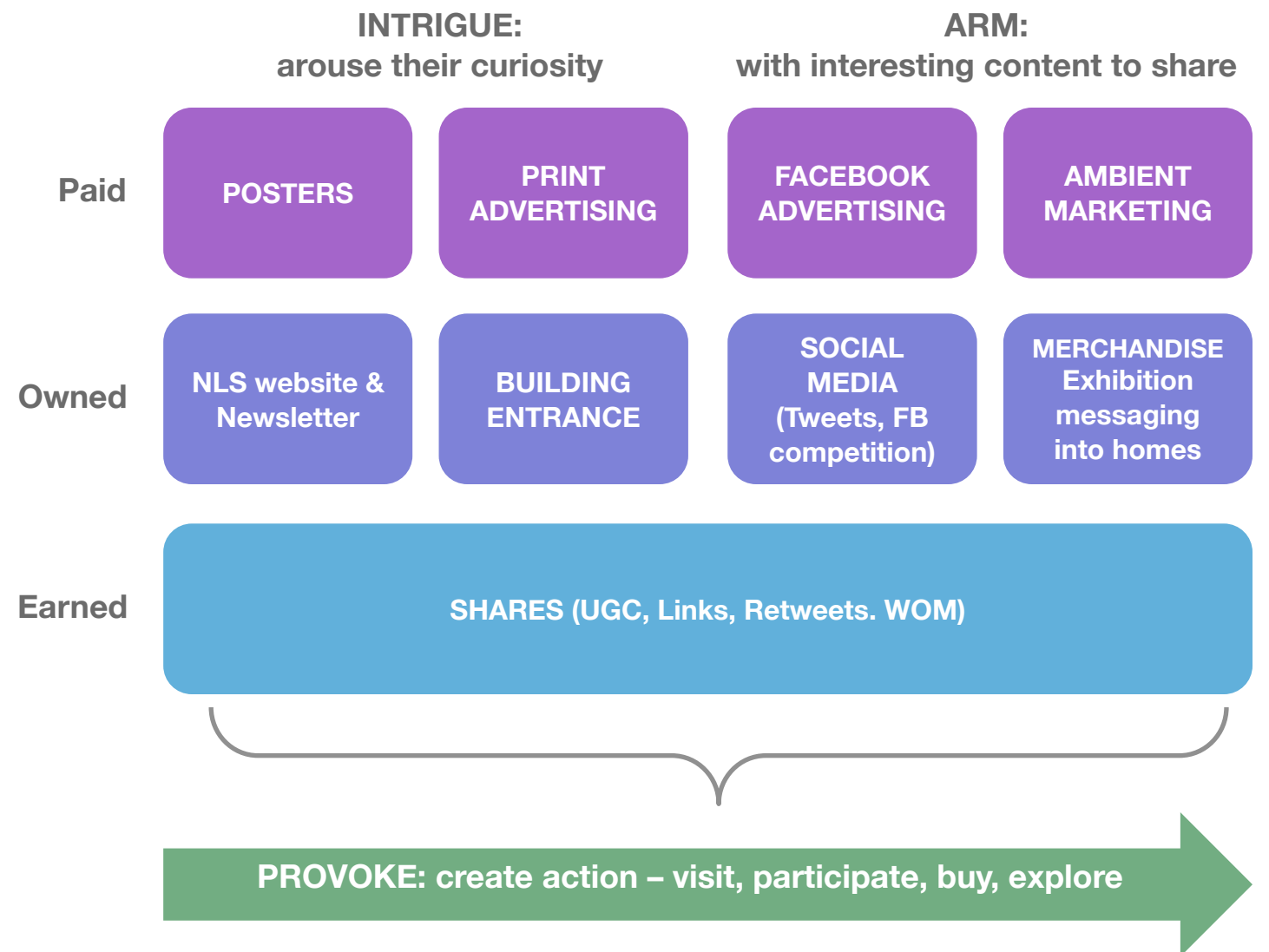
Strategic thinking and effective planning.

Communications Strategy

The communications strategy for this campaign needed careful thought to ensure most effective use of the available budget. As there was a small budget for paid advertising, the campaign was heavily reliant on owned and earned media to deliver its objectives.

Our communications strategy had three key elements: INTRIGUE, ARM and PROVOKE. We wanted to:

- INTRIGUE our audiences to find out more (on foot or online)
- ARM them with interesting content to share with friends, family and online audiences
- PROVOKE them to visit, participate, buy, explore.



Strategic thinking and effective planning.

A new invention required!

We needed the campaign to be bigger than the sum of its parts. That meant elements working together coherently, adding value to each other. Central to this was to develop an engaging creative idea to form the centrepiece of all activity, enhanced by a considered and structured content strategy to provide campaign longevity.

Our content framework integrated key strands of communication and helped us to target potential exhibition goers at the most relevant times:

- When they were out and about in Edinburgh city centre and looking for something to do
- Using Social media and making plans to catch up with friends or family in town

All communications contained 'onward links' inviting our audience to find out more. This took the form of the Library's address and website.



Princes Street Gardens - with its local and tourist traffic - was to prove pivotal. These are the shots from our recce.

Originality, creativity, execution and implementation.

We wanted to create a campaign which juxtaposed intelligent humour with everyday Scottish inventions to showcase just how many iconic inventions came from the Scots and appeal to a wide variety of people.

The resulting creative uses the language and words we associate with great inventors and creativity and describes in a light-hearted, playful and engaging way, everything from the humble biscuit to life-changing inventions like the telephone. We wanted to mirror the way an inventor might describe their inventions for the first time to somebody.

By taking this entertaining approach we made the subject come alive for a younger target audience.

Scottish Invention
circa
1937

A COLLECTION OF
COMIC CHARACTERS,
INCLUDING A
CACTUSVILLE COWBOY
WITH A PREDILECTION
FOR PASTRY
ENCRUSTED CATTLE.

DC Thomson publishes *The Beano* and *The Dandy*.

Wha's like us?
a nation of dreams & ideas
FREE EXHIBITION UNTIL 18 MAY 2014
GEORGE IV BRIDGE EDINBURGH EH1 1EW
www.nls.uk/exhibitions/whas-like-us

nls
National Library
of Scotland
Leabharlann Nàiseanta
ra h-Alba
www.nls.uk


Originality, creativity, execution and implementation.

Outdoor

Interior bus panels on key Edinburgh routes, digital 6 sheets and Streettalk phone kiosks selected based on their proximity to the exhibition targeted both residents and visitors.

Scottish Invention circa 1902

THE EVERLASTING GRAVITY-DEFYING IMP WITH THE ABILITY TO CONVERSE WITH MERMAIDS.



J.M. Barrie creates Peter Pan.


Wha's like us?
a nation of dreams & ideas

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Scottish Invention circa 1886

THE EMINENT HIGHLY EDUCATED VICTORIAN PHYSICIAN WOT HAS TWO RIGHT DIFFERENT PERSONALITIES.



Robert Louis Stevenson creates Dr Jekyll and Mr Hyde.

Wha's like us?
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Scottish Invention circa 1797

THE ULTRA HEAT-TREATED TRANSLUCENT FRUIT SPREAD WITH DICED CUBOIDS OF CITRUS PEEL.



Janet Keiller starts producing marmalade.

Wha's like us?
a nation of dreams & ideas

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Quick judge's quiz!

You're on to your ninth paper, the chocolate Hob Nobs have run out, and you've forgotten to Sky+ The Good Wife. So take a break and see if you can guess the Scottish invention from these four headlines.

Answers on the next page.

1. **The portable moisture repellent full body membrane with articulated sleeves.**
2. **Pressurised rubber hoop for the dampening of road surface anomalies.**
3. **The oven-dried carbohydrate and sucrose enhanced edible crust that has full cohesion when immersed in a heated liquid.**
4. **The genetically replicated grass powered wool manufacturing system.**

How many did you get (without peeking)?

<p>Scottish Invention circa 1823</p> <p>THE PORTABLE MOISTURE REPELLENT FULL BODY MEMBRANE WITH FULLY ARTICULATED SLEEVES.</p>  <p><i>Charles Macintosh patents the waterproof raincoat.</i></p> <p>Wha's like us? <i>a nation of dreams & ideas</i></p> <p>FREE EXHIBITION UNTIL 18 MAY 2014 GEORGE IV BRIDGE EDINBURGH EH1 1EW</p> <p> National Library of Scotland Leabharlann Nàiseanta na h-Alba www.nls.uk</p>	<p>Scottish Invention circa 1887</p> <p>THE PRESSURISED RUBBER HOOP FOR THE DAMPENING OF ROAD SURFACE ANOMALIES.</p>  <p><i>John Boyd Dunlop develops the inflatable tyre.</i></p> <p>Wha's like us? <i>a nation of dreams & ideas</i></p> <p>FREE EXHIBITION UNTIL 18 MAY 2014 GEORGE IV BRIDGE EDINBURGH EH1 1EW</p> <p> National Library of Scotland Leabharlann Nàiseanta na h-Alba www.nls.uk</p>	<p>Scottish Invention circa 1892</p> <p>THE OVEN-DRIED CARBOHYDRATE AND SUCROSE ENHANCED EDIBLE CRUST THAT HAS FULL COHESION WHEN IMMERSSED IN A HEATED LIQUID.</p>  <p><i>Alexander Grant invents the digestive biscuit.</i></p> <p>Wha's like us? <i>a nation of dreams & ideas</i></p> <p>FREE EXHIBITION UNTIL 18 MAY 2014 GEORGE IV BRIDGE EDINBURGH EH1 1EW</p> <p> National Library of Scotland Leabharlann Nàiseanta na h-Alba www.nls.uk</p>	<p>Scottish Invention circa 1996</p> <p>THE GENETICALLY REPLICATED GRASS POWERED WOOL MANUFACTURING SYSTEM.</p>  <p><i>Dolly the sheep is cloned in Scotland.</i></p> <p>Wha's like us? <i>a nation of dreams & ideas</i></p> <p>FREE EXHIBITION UNTIL 18 MAY 2014 GEORGE IV BRIDGE EDINBURGH EH1 1EW</p> <p> National Library of Scotland Leabharlann Nàiseanta na h-Alba www.nls.uk</p>
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Left to right: The Macintosh coat, the inflatable tyre, the digestive biscuit, Dolly the Sheep.

Originality, creativity, execution and implementation.

As any great inventor knows, it's not just about coming up with a great idea, but about how you apply that idea to make it work. We needed to make our very limited, budget work hard, so whilst embracing traditional media including press, digital six sheets, train panels, bus panels and interior branding we had to think outside the box.

And boxes were exactly where we ended up focusing the majority of our thinking and investment. Boxes of shortbread biscuits telling people how Scotland introduced that particular delicacy to the world, telephone boxes reminding people about Alexander Graham Bell and last, but by no means least - a huge perspex box which contained a variety of eye catching exhibits.

We positioned this box - an oversized display case that was the focal point for the campaign - in the centre of Edinburgh, right next to the Scott Monument, for maximum exposure.



Originality, creativity, execution and implementation.

Ambient

Our sleeping man in the box stopped hundreds in their tracks. (A Scottish doctor pioneered anaesthesia, in case you were wondering.)

The oversized exhibition case was displayed at the Scott Monument for three weeks for maximum exposure and displayed a series of Scottish inventions including Desperate Dan's favourite, cow pie, and a larger than life safe covered in fingerprints to illustrate forensics.

The box stood on a wooden base to replicate an exhibition case you might see in a gallery along with a wooden plinth to display the objects and a placard which used our creative style to describe each of the items.



This is Alfie. Alfie is one of our writers. In a selfless act of dedication to his art, to show the effects of chloroform he stayed up the night before his day in the box - to help him sleep through it. Unfortunately we hadn't factored in wee boys rapping on the perspex to see if he was real or not. He was all too real. In a performance worthy of BAFTA he managed to see through seven hours in three shifts - and ignored all the box rattlers.



Originality, creativity, execution and implementation.

Ambient

And that wasn't all. We even cloned a sheep in the agency's laboratory.

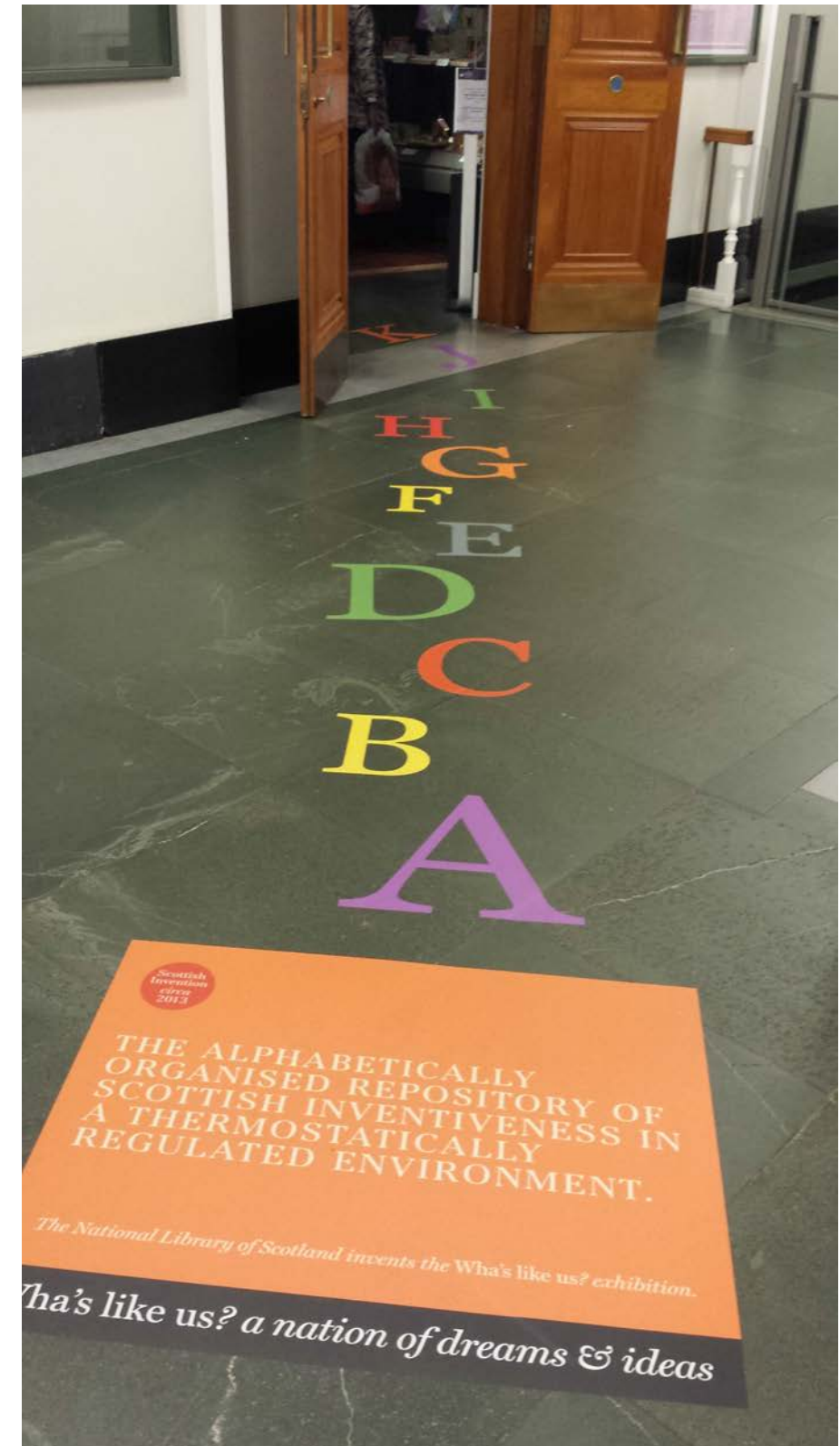
Our series of identical Dolly the Sheep posters were displayed in locations in central Edinburgh to catch the eye of passers by and highlight yet another pioneering discovery.



Originality, creativity, execution and implementation.

Interior branding

NLS interior branding included an A-Z floor vinyl leading visitors step by step in to the exhibition, wash room panels, pop up banners and interior panels.



Originality, creativity, execution and implementation.

Merchandise

The Union negotiated with leading brands for the supply of specially packaged products including shortbread and jars of marmalade (another Scottish invention) to the gift shop. So as well as a campaign that spread across a range of media we'd created a campaign that could be spread across toast. Surely another first for Scotland?

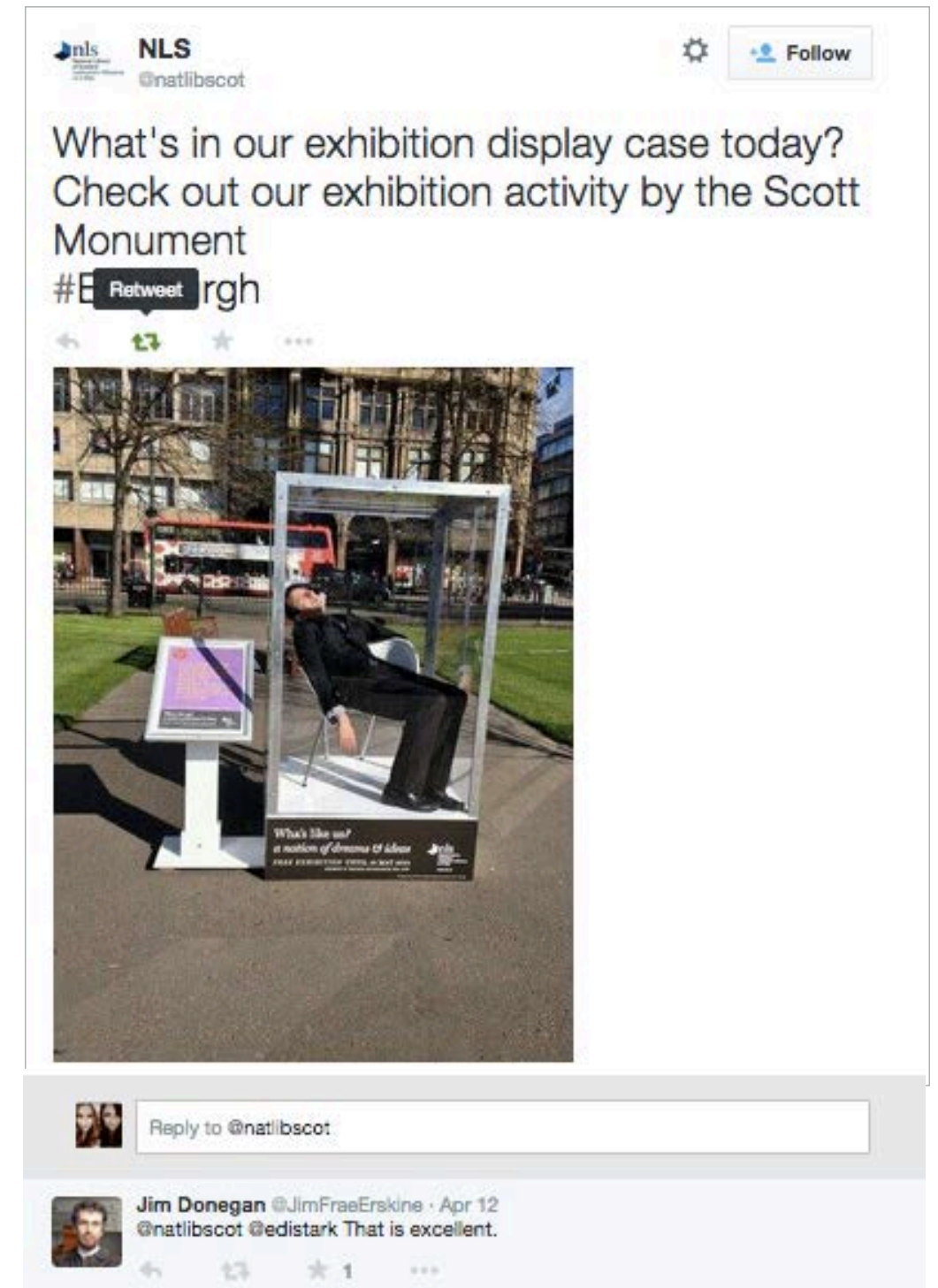


Originality, creativity, execution and implementation.

Social media

Social Media played a part in the campaign and helped generate a buzz around the exhibition. There was a great response to our giant exhibition case with high levels of engagements on social media platforms including Twitter and Facebook.

We know that the NLS core exhibition audience of affluent Edinburgh based over 50s are not typically active on Twitter, representing engagement from a new audience.



Originality, creativity, execution and implementation.

Social media

To further online engagement we launched a Facebook competition inviting people to 'be your own invention'.

Entrants were tasked with describing themselves or their friends in an inventive and creative way and uploading an image. The most inventive description won an iPad. Some examples of the entries are shown.



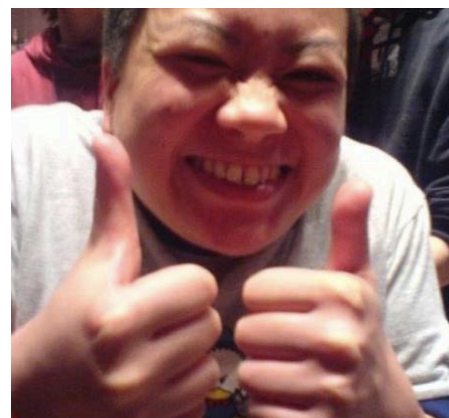
Toni Cameron

The short but sweet butter crisp pixie who loves a laugh



Sabrina Rossetti

The fiery Italian stallion with a passion for exquisite cuisine and expensive Pinot Grigio.



Wee Yinster

Fun Loving Film Geek With An Appetite To Match By Day. Cheeky Procrastinating Flirt By Night.

Who's like us?
a nation of dreams & ideas
AN A-Z OF WHAT SCOTLAND HAS GIVEN THE WORLD.

THE PORTABLE
MUSIC LIKE
REFUGEE TELL
YOUR HUMORS
WITH FULLY
ARTICULATED
SERVES

THE FLOPPY DISC
BURNER MOOD FOR
THE DARKENING
OF DEAR MURDER
ANNOYANCE

THE GENETICALLY
REPLICATED GRASS
POWERED WHEEL
MANUFACTURING
SYSTEM

THE REVERSE
ENGINEERING
CONCEPT
CONCEPT
CONCEPT
CONCEPT
CONCEPT
CONCEPT

Be inventive.

Here are some famous Scottish creations, described in the words of an inventor.
But how would an inventor describe *you*?

THE MOST INVENTIVE ENTRY WINS AN IPAD.

1 - Choose your colour.

The Lumber Kiln
THE LUMBER KILN
THE LUMBER KILN
THE LUMBER KILN
THE LUMBER KILN
THE LUMBER KILN
THE LUMBER KILN

The Long Lee
THE LONG LEE
THE LONG LEE
THE LONG LEE
THE LONG LEE
THE LONG LEE
THE LONG LEE

The Shorty McLeod
THE SHORTY MCLEOD
THE SHORTY MCLEOD
THE SHORTY MCLEOD
THE SHORTY MCLEOD
THE SHORTY MCLEOD
THE SHORTY MCLEOD

The Aye Frank
THE AYE FRANK
THE AYE FRANK
THE AYE FRANK
THE AYE FRANK
THE AYE FRANK
THE AYE FRANK

2 - Upload your picture.

3 - Write your name and invented description.
(Up to 140 characters)

4 - Submit your creation.

Record results.

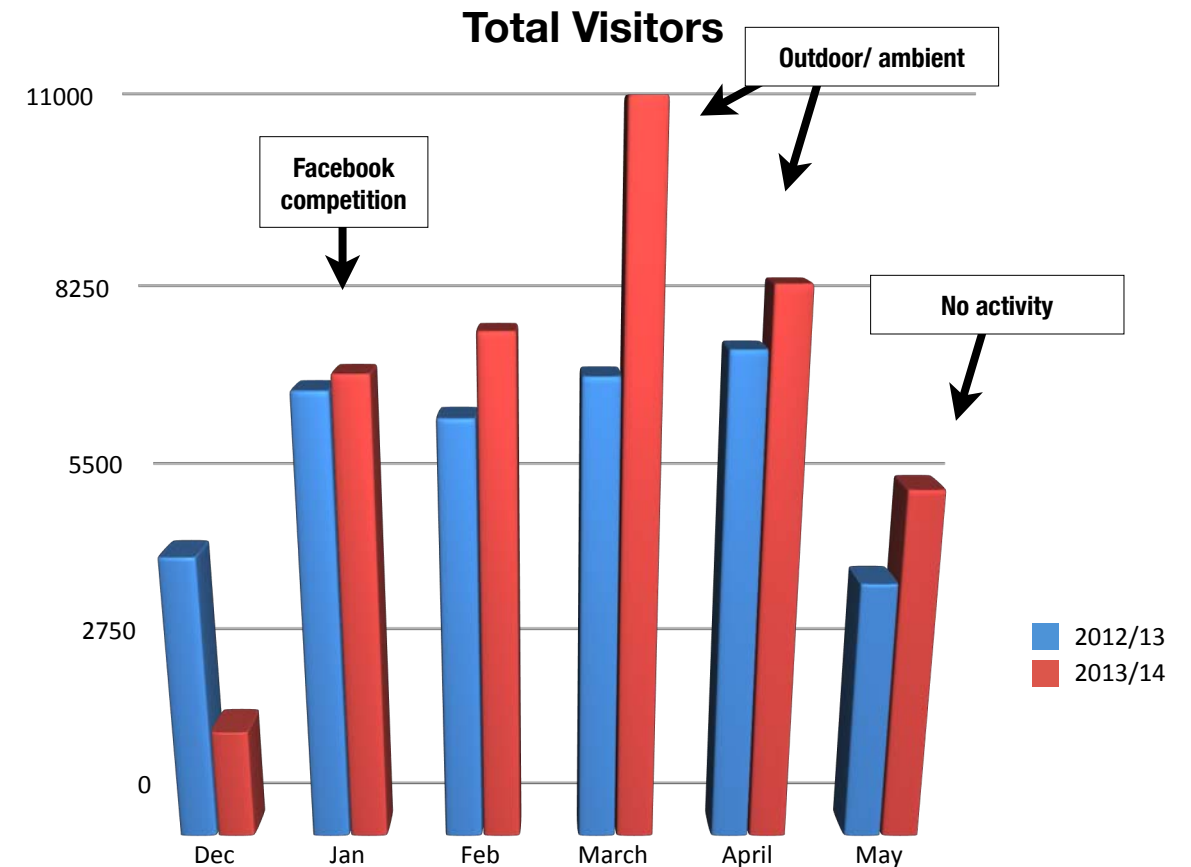
In the face of stiff competition from rival attractions we exceeded the target footfall by **+66%**, maximising our small budget. That was total of almost 42,000 people going through NLS's doors.

Visitor numbers increased by **+13%** compared to the previous year's exhibition and a **+57%** increase compared to 2010/11 against comparable budgets.

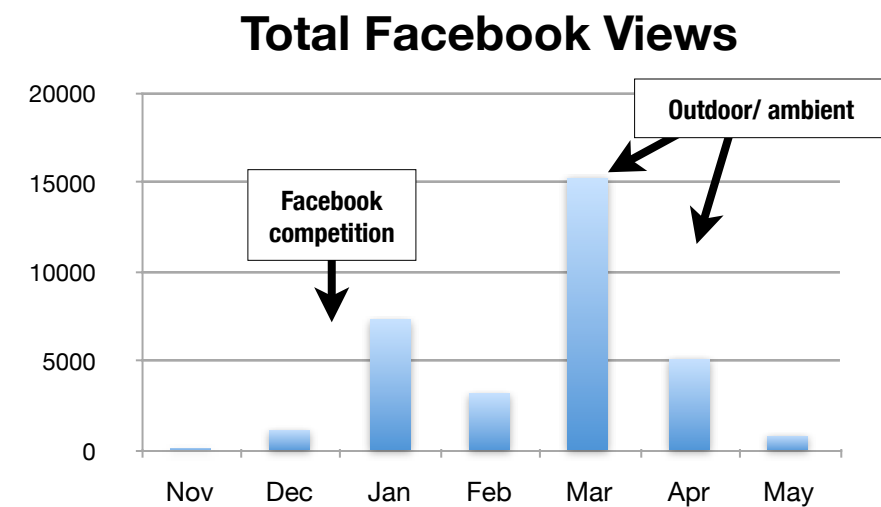
Spikes in visitor numbers can be seen during key campaign media bursts including the ambient activity.

The positioning of the box at one of the busiest areas of Edinburgh meant that it is was seen by many new audiences.

Total number of people reached and engaged with campaign content was a remarkable **31,847**. This surpassing objectives, and significantly more than the previous best. Shown opposite, the marketing activity had an obvious impact.



Visitor numbers show clear spikes against live activity.



Facebook views peak against the main activities.

Here's tae us.

Our challenge was to drive 25,000 visitors to the *Wha's like us? A nation of dreams* exhibition, attract a new audience to the Library, and encourage engagement with the exhibition content through the creative.

We exceeded these objectives and the target number of visitors by 66%, and created a new record for a winter exhibition.

Which goes to show that you don't need big budgets, just big ideas to showcase the everyday extraordinary.



The poster features a collection of colorful icons representing Scottish culture and history: a red tire, a yellow television set, a yellow circular logo with the text 'SWEETMEAL DIGESTIVE SWEETMEAL', a blue trench coat, a grey silhouette of a man smoking a pipe, a blue skeleton, a green bicycle, a purple jar of marmalade, a green ball, and a grey silhouette of a man smoking a pipe. The title 'Wha's like us?' is written in a large, white, serif font. Below the title, the subtitle 'An A to Z of what Scotland has given the world.' is written in a smaller, white, serif font. At the bottom, the text 'FREE EXHIBITION. 13 DEC 2013-18 MAY 2014' is written in a white, sans-serif font. In the bottom right corner, there is a small orange logo of two sheep facing each other.

Wha's like us?
An A to Z of what Scotland has given the world.
FREE EXHIBITION. 13 DEC 2013-18 MAY 2014