

How The Lane helped CalMac Come Home (And turn the tide).

A paper by The Lane.



CATEGORY
Tourism. 4.5

AUTHOR
The Lane

Introduction.


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This paper will demonstrate how The Lane helped Caledonian MacBrayne (CalMac) piggyback on a core international tourism initiative by Scotland's tourism authority, VisitScotland, called '**2014 Year of Homecoming**' to directly affect its own ticket sales.

It did so by unearthing a truth, that Scots feel guilty about not having visited the islands, and it used this creative thought to dramatise the benefits of finally putting to bed a Scottish '**bucket list**' objective for many people.



Using a variety of digital marketing channels to support traditional media it drove over **118,000** user sessions onto CalMac's main website.

The result was **£633,000** in directly attributable ticket sales, on a total spend of only **£103,284**, with the campaign realising a return on investment of **£6.73** for every marketing **£1 spent**. In fact, attributable sales were probably much higher as many bookers would have returned on separate sessions to the ticketing site.



If not now, when?

In this Year of Homecoming, what better time to discover more of your own country? Don't wait any longer, visit comehomewithcalmac.co.uk

  **Caledonian MacBrayne**
Hebridean & Clyde Ferries
Come home with CalMac

Context.

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CalMac is the major operator of passenger and vehicle ferries, and ferry services, between the mainland of Scotland and 27 island routes on Scotland's west coast. CalMac operates a high quality service, focusing on customers' needs and comfort.

In 2014 VisitScotland promoted an international **'Year of Homecoming'**, Scottish tourism's 'umbrella' brand platform that was used to celebrate the best of Scotland and position it both nationally and internationally as a dynamic nation and a world class tourism destination for Scots at home and abroad.

With more than 1,000 events across the country it showcased Scottish art, culture, food and drink, nature, activities, history and ancestry. The Scottish Islands had a clear role to play in this.

This short video encapsulates VisitScotland's vision for the year. http://youtu.be/HCVt_ieLDmg

With such a single-minded focus and commitment CalMac saw this as an opportunity to get across the message that Scots living in Scotland were largely remiss in visiting the Islands.

Indeed our research even threw up the insight that people actually feel guilty about the fact that such a significant part of their cultural heritage has, for many, simply passed them by.

This was the core insight that drove our creative strategy.



Objectives.

CalMac was looking for a 2014 campaign with clear commercial imperatives and so this demanded a highly focused customer acquisition strategy.

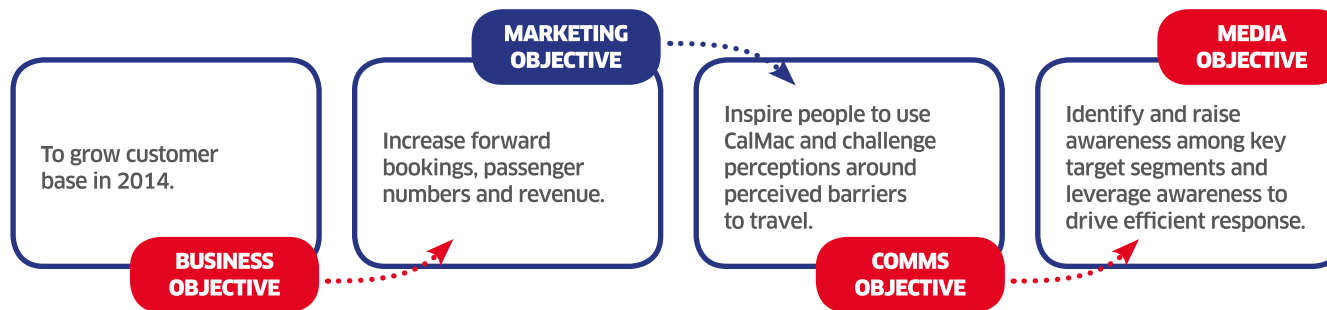
As stated in CalMac's initial brief:

- **The campaign will focus on inspiring travel to the Clyde and Hebridean islands throughout the Year of Homecoming 2014 and showcasing the wealth of great opportunities and attractions available in the islands**
- **The campaign should tie in with the main themes and aspirations of Homecoming 2014 and recognise that other main events such as Glasgow2014 and the Ryder Cup will also provide opportunities to engage travellers**
- **The campaign will span 2014 and have three distinct seasons - early spring, summer and autumn, promoting CalMac's range of travelling opportunities from day trips, short breaks to longer Island Hopping holidays:**
 - **Spring – Campaign to position the islands as aspirational destinations to visit within Scotland as part of the Year of Homecoming**
 - **Summer – Campaign to promote short breaks, day trips and Island Hopping visits**
 - **Autumn – Campaign to inspire travel to island events and activities around school holidays**
- **Increase forward bookings and passenger numbers, through the shoulder months as well as the summer peak**
- **Increase revenue throughout 2014**



Objectives.

The business strategy is encapsulated below.



The call to action was specifically to drive potential travellers to both the main CalMac website and the campaign microsite for conversions.

Clear barriers to using CalMac had to be overcome:

- **Pricing is very variable across routes and some are more favourable than others. But generally consumer perceptions are that ferries and Island accommodation are expensive**

- **Poor perceived connectivity of journey (when travelling on foot or by public transport)**
- **Often customers are unsure of the specific ports/areas we travel from and specific destinations we travel to. We often encounter the question "How do I get to... Mull?"**
- **Awareness about what the islands themselves have to offer, problems with quality and quantity of accommodation, or simply because other holiday destinations offer a more attractive proposition**

- **Most people are unaware of the day trip/ short break offers CalMac provide and where to travel from**
- **Weather can be particularly inclement, making perceptions of the comfort of crossings daunting**

It was our view that we had to address pricing, timing and the quality of the experience at island destinations in the campaign.

(There wasn't much we could do about the weather.)

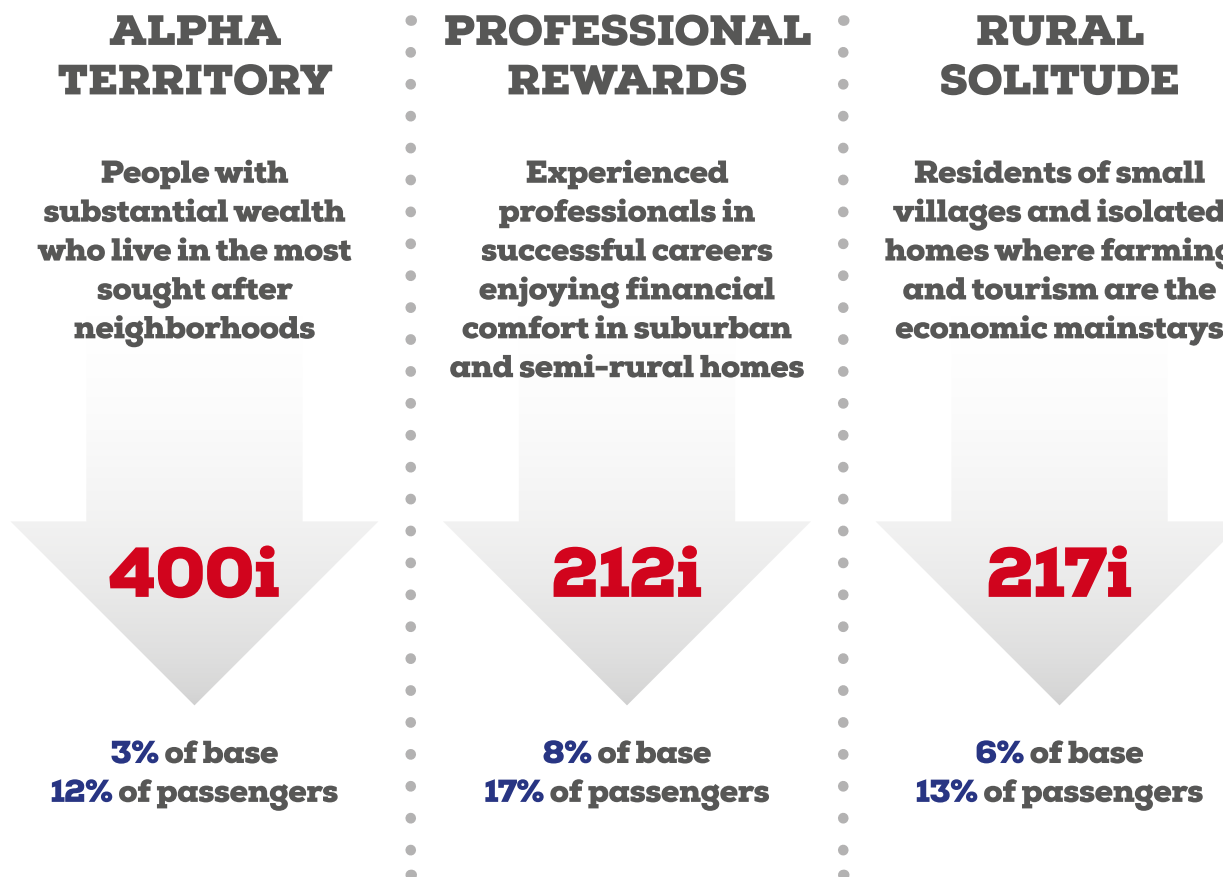
Nevertheless, the campaign could clearly demonstrate, through breathtaking views, that the journey was as much a positive part of the experience as the destination itself.

Target Audience.

The primary target was ABC1 25 year old + Scots living in Central Scotland indexing highly on the high income Mosaic Groups opposite. These made up **42%** of CalMac's existing customer database.

- **Alpha Territory indexed at 400 in terms of likelihood to consider an island break**
- **Professional Rewards indexed at 212**
- **Rural Solitude indexed at 217**

But the audience also included secondary and tertiary audiences of people living in England (especially the expat Scots community), the USA, Canada, Australia and Eire who could see online marketing, as well as advertising, whilst in the country for events such as The Ryder Cup and Commonwealth Games.



The campaign insight.

Our campaign idea was based on the fundamental human truth people **spend their lives putting things off.**

Although Scots, whether living at home and abroad, have real pride in their country, many are not seasoned island travellers and harbor a secret guilt that they have never visited some of the more inaccessible parts of the country, particularly the Western Islands of Scotland where CalMac provide lifeline services and tourist access.

So we built our campaign around the thought that.
“One day I’ll go there... one day.”

Using The Year of Homecoming as the catalyst, we posed the simple question

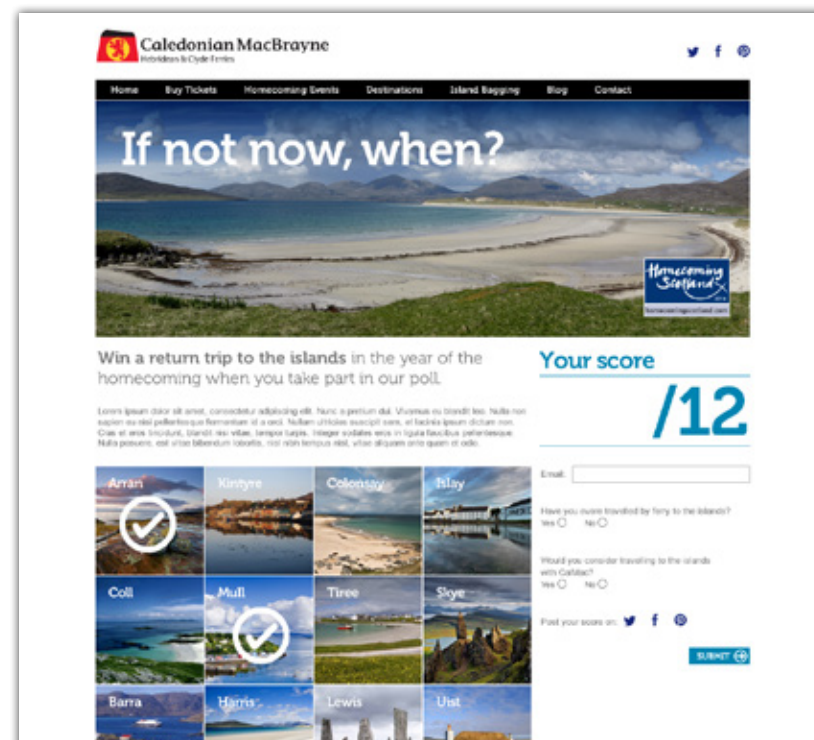
“If not now, when?”

Because with all that is happening in the Scotland during 2014, there really has never been a better time to discover/rediscover more of your own country. And CalMac is uniquely placed to help you **“Come home.”**

“Come Home with Calmac” was born.

This thought was then exploited by identifying trigger points in the short trip and away-day break decision making process when tailored messages could cut through and have an impact.

State	Customer action	How the campaign will target this behaviour
Not actively looking	Killing time on social / news / email / lifestyles sites	Social campaign (how many islands have you visited)
Holiday trigger	Consuming media: TV, radio, outdoor, online display, social Talking to friends Weather / seasons	Campaign media (offline and online) – using the insight that thousands of Scots have been meaning to visit the islands ‘one day’, and Homecoming 2014 as the catalyst
Research / actively looking	Research: Holiday sites, review sites, brochures, word of mouth	Inspiring optimised microsite



Caledonian MacBrayne
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Home Buy Tickets Homecoming Events Destinations Island Blogging Blog Contact

If not now, when?

Win a return trip to the islands in the year of the homecoming when you take part in our poll.

Your score **12/12**

Enter your email address to receive more information about the islands and the homecoming events.

Have you ever travelled by ferry to the islands?
Yes ☐ No ☐

Would you consider travelling to the islands with CalMac?
Yes ☐ No ☐

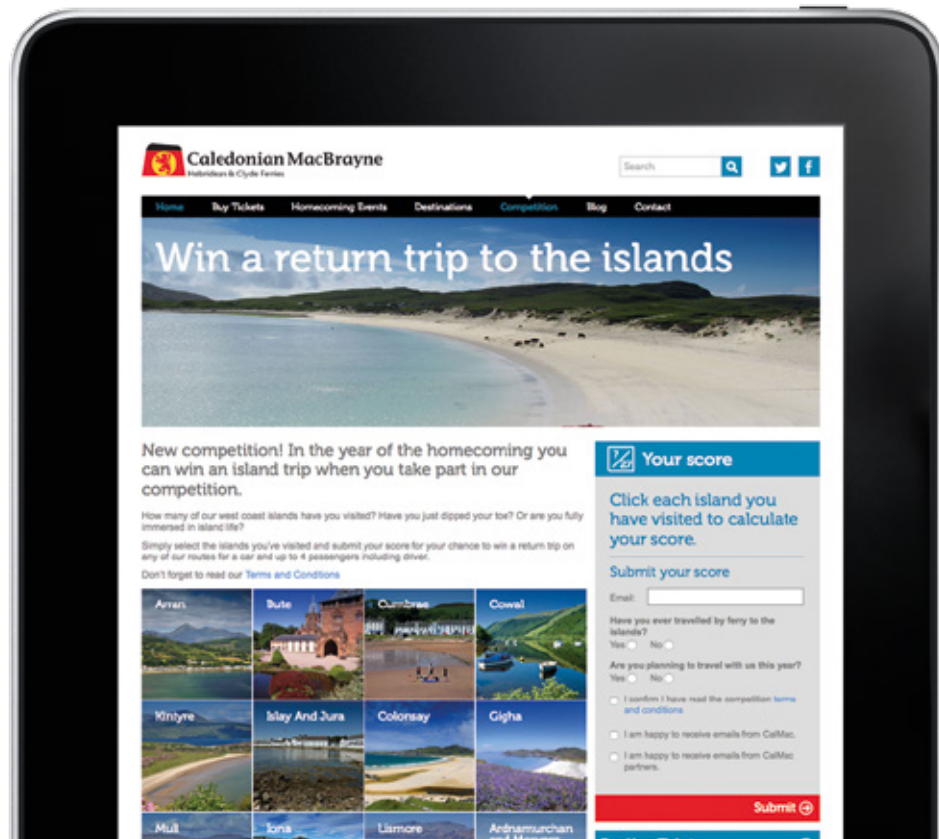
Post your score on: [Twitter](#) [Facebook](#) [LinkedIn](#)

SUBMIT

Research.

Our Google Search behavioural research showed that the planning of short breaks peaks in two key periods: March-April and August-September, and that almost a quarter of all Scots had taken a short break in Scotland in the past year with half booking their trip less than a month before travel. This tied in perfectly with CalMac's stated campaign peaks.

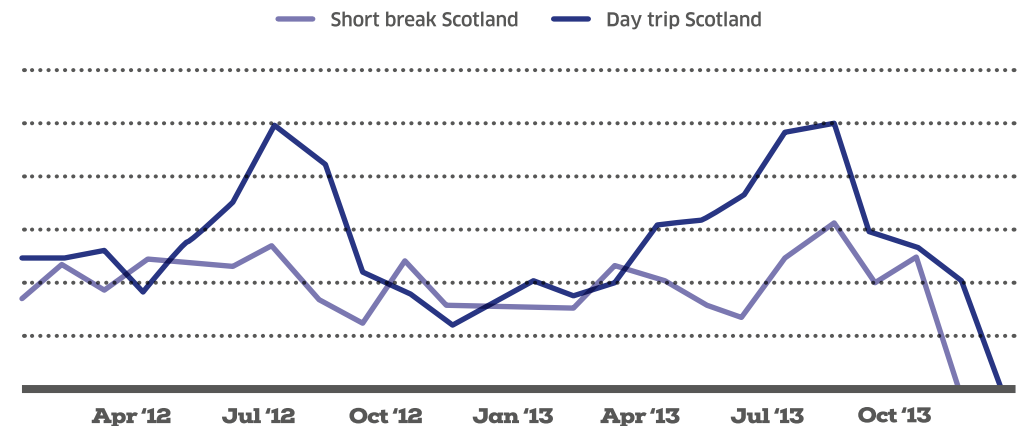
These insights led us to phase our activity towards key planning periods in spring and autumn.



Day trips in Scotland

Short break Scotland peaks in Mar-Apr, Aug-Sep

Day trips Scotland peaks in Jul-Aug
(with smaller lift in Apr)



Creative concepts.

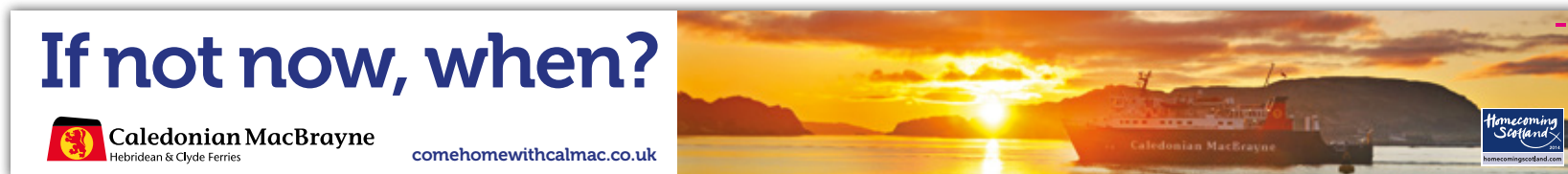
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The creative work captured the big vistas and beautiful scenery that only a CalMac ferry trip can deliver. Each concept asked the reader **“If not now, when?”** and tied into the call to action to visit the microsite saying...

“How many more days will you go on saying **‘One day?’** Don’t leave it any longer, visit comehomewithcalmac.co.uk



48 sheet



Superside



Superside

Implementation.

Timing was a challenge; we were only appointed in early January but had to have the campaign microsite live before the start of the first planning season (April/May). However we, were able to put the site live on March 28th.

Despite the microsite's minimal budget we created a lot of highly engaging content including:

- **A blog that was regularly updated with offers and island stories**
- **A competition to win ferry tickets but designed as a data collection tool to enable re-marketing**
- **Destination guides with what's on information and events for each of the 27 routes**
- **Links to CalMac's existing social media channels (Twitter and Facebook)**



Arran	Gigha	North Uist
<ul style="list-style-type: none"> • Arran Folk Festival: June 6th – June 8th • Arran Mail & Music Festival: June 27th – June 29th • Isle of Arran Half Marathon: July 6th • Arran Ramblers Show: August 6th • Brodick Highland Games: August 9th • Argyllshire Gathering: August 28th 	<ul style="list-style-type: none"> • Gigha Music Festival: June 27th – June 29th • Mendelssohn on Mull Music Festival: July 7th – July 12th • Tobermory Highland Games: July 24th • Bunsen Show: August 1st • Sales Show: August 7th • Mull Half Marathon & Junior Road Race: August 30th • Tour of Mull Rally: October 10th – October 12th 	<ul style="list-style-type: none"> • Benmore Week: July 11th – July 19th • North Uist Agricultural Show: July 31st
Bute	Mull	Harris
<ul style="list-style-type: none"> • Loch Fyne Viking Festival: June 25th – June 29th • Bothay Highland Games: August 13th 	<ul style="list-style-type: none"> • Gigha Music Festival: June 27th – June 29th • Mendelssohn on Mull Music Festival: July 7th – July 12th • Tobermory Highland Games: July 24th • Bunsen Show: August 1st • Sales Show: August 7th • Mull Half Marathon & Junior Road Race: August 30th • Tour of Mull Rally: October 10th – October 12th 	<ul style="list-style-type: none"> • Harris Arts Festival: June 28th • Isle of Harris Half Marathon and Fun Run: July 5th • Harris Tweed Hebrides Tattoo: August 8th – August 9th
Cumbrae	Coll	Lewis
<ul style="list-style-type: none"> • Country & Western Festival: September 5th – September 7th 	<ul style="list-style-type: none"> • Coll of the Sharks Festival: August 22nd – August 25th 	<ul style="list-style-type: none"> • Stornoway Golf Club Open Week: July 5th • Hebridean Celtic Festival: July 16th – July 19th • Callanish Stones Marathon: August 2nd
Cowal	Tiree	Small Isles
<ul style="list-style-type: none"> • Cowal Highland Gathering: August 28th – August 30th • Tarbert Music Festival: September 19th – September 21st • Cowal Walking Festival: October 3rd – October 12th 	<ul style="list-style-type: none"> • Three Music Festival: July 18th – July 20th • Three Agricultural Show: July 25th 	<ul style="list-style-type: none"> • Best of the West Festival: Inveraray: September 13th – September 14th • Barra Marathon: June 28th • Barra Festival/Fest Bharragh: July 25th – July 26th
Kintyre	Skye	South Uist
<ul style="list-style-type: none"> • Drumlembie Primary School Homecoming: July 12th • Drumlembie Primary School Homecoming 2014: July 12th • Tarbert Loch Fyne Traditional Boat Festival: July 25th – July 30th • TT4000 Film Festival: August 16th – August 18th • Private: Loopallu Music Festival, Ullapool: September 26th – September 27th • Halloween in the Lodge at Portavadie: November 1st 	<ul style="list-style-type: none"> • Skye Half Marathon: June 14th • Feis na Bliain – Skye Festival Summer Concert (Every Tuesday): July 1st – August 25th • Skye Highland Games: August 6th • Skye's The Limit – Duathlon: September 20th • Dark Skye Star Party: October 25th 	<ul style="list-style-type: none"> • Ciochlas Festival South Uist: July 6th • South Uist Games: July 16th
Islay And Jura	Barra	
<ul style="list-style-type: none"> • Islay Beach Rugby Tournament: June 14th • Cantelena Festival: July 6th – July 11th • Islay Half Marathon: August 2nd • Islay Book Festival: October 4th – October 5th 	<ul style="list-style-type: none"> • Barra Marathon: June 28th • Barra Festival/Fest Bharragh: July 25th – July 26th 	
Colonsay		
<ul style="list-style-type: none"> • Colonsay Rugby Festival: July 26th • Ciol Chiochlas Music Festival: September 11th – September 14th 		

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  **Caledonian MacBrayne**
Hebridean & Clyde Ferries

Come home with CalMac

Events poster



Caledonian MacBrayne
Hebridean & Clyde Ferries

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Island hopping – family fun with a shot of culture.
Posted by Admin | Sep 23 2014 | Category: Uncategorized

We've had some great family breaks on Skye, Arran, and Lewis. And each is our family's love affair with the islands that this year we really wanted to make the most of it and see as much as possible in our late August weeks. We also wanted to spread this love to more family members – so the grandparents come too. As Shetlanders they don't think there would be anything different about the Hebrides. They've now changed their minds, and they too are in love with these islands. We used the CalMac Hebridean Ticket which made the whole trip affordable and hassle-free.

Day one – Friday



Filter by category

- View All
- View Active
- View Events
- View Family
- View Food & Drink
- View General
- View Music
- View Uncategorized

Blog posts

Implementation, the four pillars.

The creative (shown) covered the four pillars of homecoming and the islands: Food & drink, nature, active and heritage.



Heritage



Food & drink



Nature



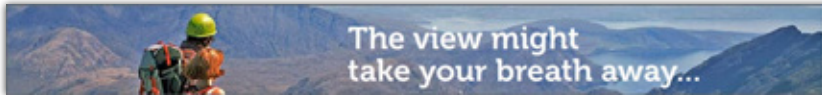
Active




Food & drink

Implementation.


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The view might take your breath away...




...but it will be nothing compared to the climb.



Isle of Arran



Caledonian MacBrayne
Hebridean & Clyde Ferries



Homecoming Scotland
2014
homecomingscotland.com

In this year of Homecoming what better time to discover the best your country has to offer.

[Click to find out more >](#)



< EXPAND



Discover where the sound of the sea...



... is drowned out by the thump of your heartbeat.

Isle of Lewis



Homecoming Scotland
2014
homecomingscotland.com



Caledonian MacBrayne
Hebridean & Clyde Ferries

Come home with CalMac

In this year of Homecoming, what better time to discover the best your country has to offer.

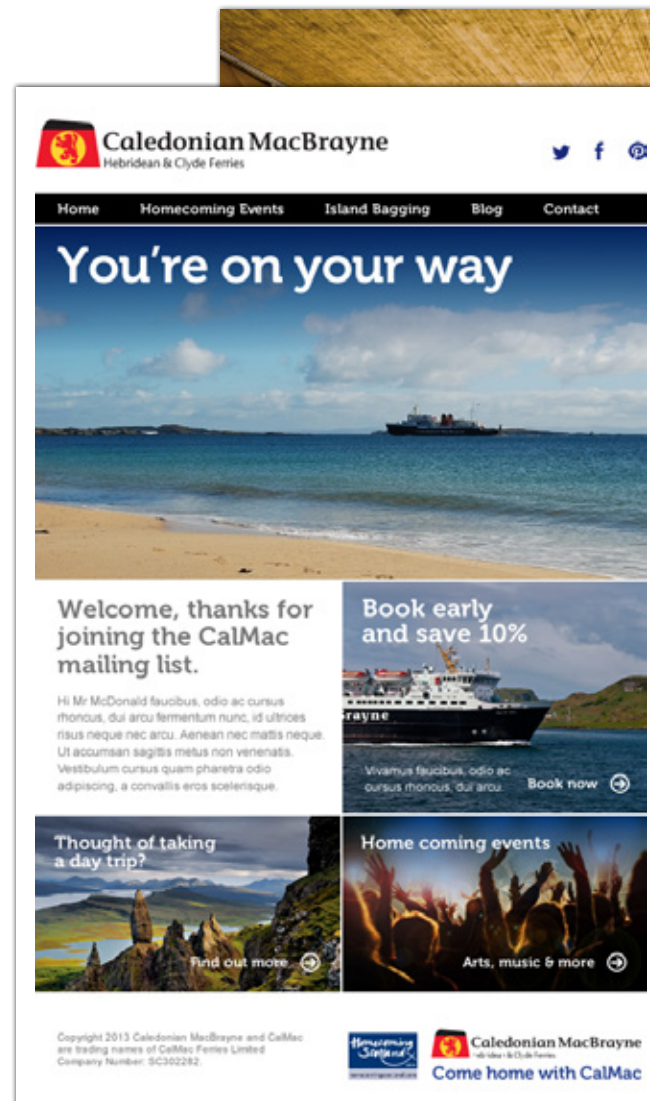
[Click to find out more >](#)

Online display executions targeted two distinct 'active' audience groups.

Media plan.

The budget for media was **£56,284** and the campaign included:

- **Outdoor posters**
- **Online display advertising on Amnet, Media IQ, The Scotsman and Vibrant.com**
- **Email marketing to the 80,000 strong CalMac Connects database**
- **PPC to quickly establish the microsite**
- **Paid for social media marketing on Facebook**



Outdoor posters

Email marketing

Results.

The campaign has been hugely successful and has exceeded all forecasts across multiples KPIs:

- SEO – Google 1st page positions for all key terms, often only second to our more established **www.calmac.co.uk domain**
- Paid display delivered **7.5 million** impressions
- Generated **12,686** landings on the Come Home with CalMac microsite homepage
- And **117,119** page views of **www.comehomewithcalmac.co.uk**
- In addition it generated **105,941** landings on the CalMac Homepage
- Email marketing was highly successful with one partner email delivering a **16.48%** Click through rate (CTR)
- Two emails to the CalMac database achieved between **44%** and **56%** CTR
- These delivered **42,464** unique email openings
- Competition entries via email and website totalled **22,300**
- The microsite has delivered a **36%** average increase in conversions compared with the main calmac.co.uk site

Results.

Clearly the insights, both media and creative, had connected with the target audiences in a meaningful way and they had responded by doing what was top of the list of objectives.

To book tickets.

On a total outlay of only **£93,824** including media, web development/production costs and fees the campaign was directly attributable for selling tickets worth **£633,162.50** - a return of **£6.73** for every **£1** spent on marketing. With the ticketing site itself held on a separate site, we believe that the actual sales from return visitors going back to book their trip was significantly higher.

£6.73

Return for every
£1 invested.

