



THE MEDIA MATTERS BUT THE STORY MATTERS MORE

CATEGORY
2.1 Brand development

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WORD COUNT
1493

**Daily
Record**



INTRODUCTION

The Daily Record is Scotland's strongest news brand. It has documented news for over 120 years, and is part of the fabric of every day Scottish life.

As well as our print brand, DailyRecord.co.uk now leads the digital news revolution. It's no longer just the tabloids the Daily Record now competes with, it's content providers such as Facebook and the BBC who all do news 24/7.

To stay relevant and grow its audience in this ever changing sector the Daily Record needs to have a strong share of voice and a distinctive point of difference from the plethora of news providers in Scotland.



AMBITION AND CLARITY OF OBJECTIVES:

‘To create an emotional connection with Scots by bringing to life real people’s stories.’

In the relentlessly evolving world of media, the Daily Record’s ambition is to maintain its print circulation and grow its digital audience and revenues. Revenues from print circulation and advertising remain the cash cow of the business but with the print market declining at over 9% year on year and consumption of digital media growing rapidly the Daily Record has adapted.

In 2014, the Daily Record embarked on its first brand campaign for more than 10 years, switching strategy from free giveaways that drive short-term print sale lifts, to investing in brand marketing.

The ultimate goal was to change perceptions from that of a traditional print brand to recognition as a modern 24/7 news publisher delivering news as it happens. The Daily Record has increased its audience and now reaches more people through print and digital than it did in 2010 but to fill the revenue gaps on print declines, it needs to significantly grow its digital audience.



Research carried out in 2014 showed that as a brand the Daily Record was perceived as warm and trusted.

Its competitor set emerged differently: The Sun was viewed as fun and entertaining but untrustworthy; the BBC as delivering the news directly but clinically. The Daily Record was perceived to care more about the people in the news and better able to deliver the human side of the story.

In response, for 2014 a new marketing campaign was developed: 'The Record of The Moment' which ran across TV, press, digital, social media and experiential marketing. For the first time, TV creative showed the Daily Record being read on all platforms, through mobile, desktop and print. The TV script echoed the Daily Record's values of honesty, warmth and integrity. The campaign's digital element asked people to share personal moments through social media.

In 2015 the objective was to continue brand advertising to increase brand awareness and present the Daily Record's point of difference from competitors.

An emotional connection with the brand was wanted, to instil a sense of pride. The communication had to stand out from FMCG offerings on TV and online, and provide something completely unexpected of a traditional news brand. All in ways that would also communicate the brand to advertisers.



STRATEGIC THINKING

The Daily Record produces over 500 Scottish news stories every day in print and online. It calls itself Scotland's Champion. It stands up for the people of Scotland. It's proud to be Scottish.

The brand ad campaign has to reflect these characteristics without being patronising or parochial – and still achieve stronger brand awareness and clearer differentiation from rivals.

Research revealed that, more than other brands, the Daily Record seems to care more about the people in the news, so those people and their stories were where the search began for inspiration for the campaign.

Research into hundreds of articles uncovered three stories published over the last 12 months that stood out and intertwined with the Record's brand values. These real life stories cover courage, pride, optimism, hard work, determination and challenges.



Samuel's story: Life is for Living.

Samuel Bell is a 17 year old boy with a rare illness. When he was born his parents were told he would live for three months. Samuel continues to defy medical odds, kept alive by the drugs and nutrients in his backpack that go straight to his heart. He raises thousands of pounds for his own charity for kids with rare illnesses. His lust for life is intoxicating, his family humbling in their courage, positivity, and desire to give something back.



Mary's story: Tunes of Glory.

Mary Munro is a 94 year old woman who joined the army in 1940 and played in an all-woman pipe band during the war. All she ever wanted was to play the pipes as well as any man – and she did. Mary's story offers powerful insights into feminism, heroism and determination, and her story champions the elderly – members of society too easily forgotten but who deserve respect and recognition for the examples they set and the knowledge they impart.



Charlie's story: The Postman Delivers.

Charlie Flynn is the young postman who won a boxing gold medal at the Glasgow 2014 Commonwealth Games. He had to work as a postman to fund his training but after the most amazing achievement in his life he only wanted to praise and thank his mother for helping him get there by doing his washing during his years of preparation. Charlie represents every successful, resilient, hardworking Scot who ever stayed grounded no matter what and who understands that family is more important than any accolade.



ORIGINALITY, CREATIVITY, EXECUTION & GOOSEBUMPS

Everybody's different:

The idea was to create a different advertisement for each person's story that would have the impact of a mini documentary. Each execution had to be emotionally driven, create that goosebump effect, and be upbeat and contemporary.

David Eustace, Scottish photographer and film director, added his portraiture experience and empathetic approach to people, as people's lives were deeply explored. To help intensify the personal mood and individuality of the adverts we used a tight production team of only five.

Tales of the unexpected

Unprompted, the people in the adverts spontaneously rewrote the scripts as they told their stories to camera. No scriptwriter could have done better: the words came straight from the heart. We decided to let that develop organically.

So Samuel, Mary and Charlie shared their moments to camera. This connected our previous campaign to the new one along with the strapline 'ordinary people, extraordinary lives'.

Tailored launch

The commercials launched on STV in three consecutive ad breaks within X Factor, accompanied simultaneously by ads on Facebook, Twitter and YouTube. The photography ran on Instagram and press adverts appeared in the Metro, S&UN local newspapers and the Daily Record and Sunday Mail.

The campaign also ran on Channel Four and Skyadsmart. We cherry-picked programming: for example historical and period dramas suited Mary, soaps and real life suited Samuel and sport suited Charlie.

WATCH THE AD [HERE](#)



SAM'S STORY TV SCRIPT

Sam's story starts with him sitting on a bus, staring out the window.

Sam:

WHEN I WAS BORN MY PARENTS WERE TOLD I HAD TOTAL INTESTINAL HIRCHSBRUNG'S DISEASE.

Cut to Sam walking in hospital corridor. Cut to Sam sitting up in hospital bed.

Sam:

THAT MEANS I CAN'T EAT OR DIGEST FOOD AND I'D ONLY LIVE FOR A FEW MONTHS.

Cut to Sam in bed with bare torso talking with surgeon.

Sam:

BEFORE I WAS THREE MONTHS OLD I HAD SIX OPERATIONS.

Cut to Sam sitting up in bed.

Sam:

I GET MY FOOD THROUGH A LINE THAT GOES STRAIGHT INTO MY HEART.

Cut to close up of surgeon examining Sam's scared body. Cut to Sam and surgeon sharing a private joke.

Sam:

IT'S NOT REAL FOOD ITS CHEMICALS, BUT THAT'S WHAT KEEPS ME ALIVE AND HELPS ME GROW.

Cut to Sam in bed alone. Fade to black. Cut to Sam laughing in the barbers.

Sam:

I'M 17 NOW. IF I HAD ONE WISH IT WOULD BE TO SPEND THE DAY WITH ELVIS.

Wipe to Sam admiring Elvis statue. Cut to Sam's beside Elvis poster.

Sam:

I LOVE ELVIS. MY FAVOURITE SONG IS 'THE WONDER OF YOU'.

Cut to Sam walking in museum.

Sam:

MY MUM ALWAYS SAYS IT'S ABOUT ME.

Cut to wobbly Elvis on bedroom windowsill.

Sam:

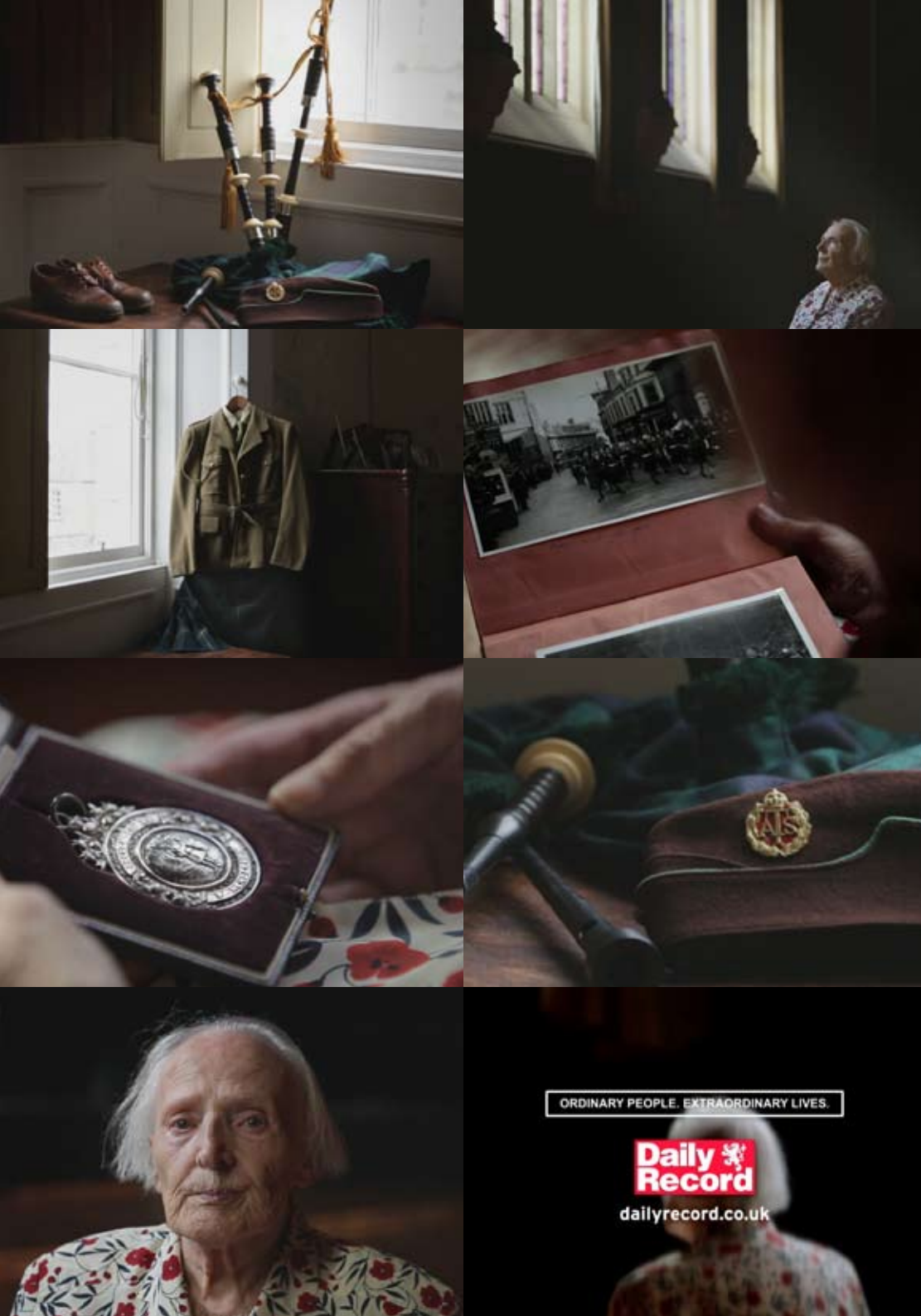
MY NAME IS SAMUEL BELL AND THIS IS MY RECORD OF THE MOMENT.

Cut to Sam looking down the lens. Cut to Sam playing his guitar in his room.

Graphics: Daily Record masthead

ORDINARY PEOPLE. EXTRAORDINARY LIVES.

DailyRecord.co.uk



MARY'S STORY TV SCRIPT

Mary's story starts with a slow pan across her wartime photographs.

Cut to pipes sitting on old wooden chest.

Mary:

BY THE TIME WAR STARTED I WAS ALREADY AN ACCOMPLISHED PIPER.

Cut to Mary sitting in large hall with light streaming through windows.

Mary:

ALL I EVER WANTED WAS TO PLAY AS GOOD AS ANY MAN.

Cut to extreme close up of Mary's face. Cut to ATS uniform.

Cut to Mary looking through wartime photograph album.

Mary:

I JOINED THE ATS AND BECAME THE FOUNDING MEMBER OF THE SERVICES ALL-FEMALE PIPE BAND.

Cut to portrait of Mary. Cut to medal. Cut back to photographs.

Mary:

IN 1944 WE PLAYED TO _ CROWD OF 90,000 AT WEMBLEY STADIUM.

Cut to shot of Mary in the hall from behind almost in silhouette.

Cut to close up of Mary's face. Back to wide of hall.

Mary:

THE PIPES HAVE ALWAYS BEEN PART OF MY LIFE AND ALWAYS WILL BE.

Cut to close up of pipes and ATS service cap and badge. Cut to side shot of Mary holding medal.

Cut to close up of Mary looking down the lens. Cut to Mary from behind.

Mary:

MY NAME IS MARY MUNRO AND THIS IS MY RECORD OF THE MOMENT.

Graphics: Daily Record masthead

ORDINARY PEOPLE. EXTRAORDINARY LIVES.

DailyRecord.co.uk



CHARLIE'S STORY TV SCRIPT

Charlie's story starts with close up tracking shot of Charlie in the gym.

Charlie:

YOU'VE GOT TO BE HUNGRY FOR IT.

Cut to fast sequence of Charlie punching heavy-duty bags.

Charlie:

TRAIN HARD. TRAIN HARDER.

Cut to Charlie running outside sports centre. Cut to running along canal.

Charlie:

6 O'CLOCK EVERY MORNING, 3 SESSIONS, 10 MILES, EVERYDAY.

Cut to Charlie running towards Ravenscraig steel works.

Charlie:

BEST THING ABOUT BOXING IS WINNING.

Cut to Charlie resting his head against bag. Cut to Charlie shadow boxing.

Charlie:

ONCE THE GRIND IS DONE COME OUT, DO IT, DO THE DAMAGE.

Cut to Charlie sitting. Cut to Charlie beside bags looking down the lens.

Charlie:

I ALWAYS WANT TO PUT SCOTLAND ON THE MAP.

Cut to Charlie cradling his gold medal.

THE BEST BIT ABOUT WINNING THE COMMONWEALTH GAMES WAS HAVING MY FAMILY AT RINGSIDE, I DON'T KNOW HOW THEY GOT THERE, THEY MUST HAVE SCAMMED THEIR WAY IN.

Cut to Charlie laughing in a café with his mate. Cut to Charlie really smashing the punch bag.

Charlie:

ALL GOING CRAZY IN THE MOMENT. JUST AMAZING.

Cut to stark portrait of Charlie staring down the lens. Cut to soft focus gym background.

Charlie:

MY NAME IS CHARLIE FLYNN AND THIS IS MY RECORD OF THE MOMENT.

Graphics: Daily Record masthead

ORDINARY PEOPLE. EXTRAORDINARY LIVES.

DailyRecord.co.uk

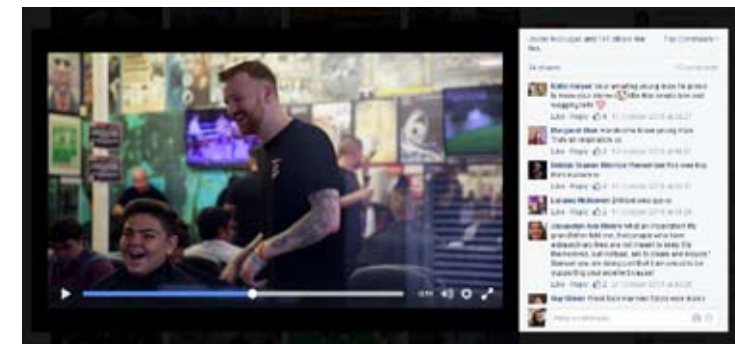


DIGITAL ACTIVITY

Cascade

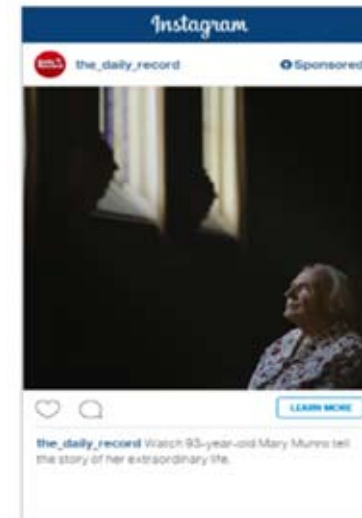


Facebook

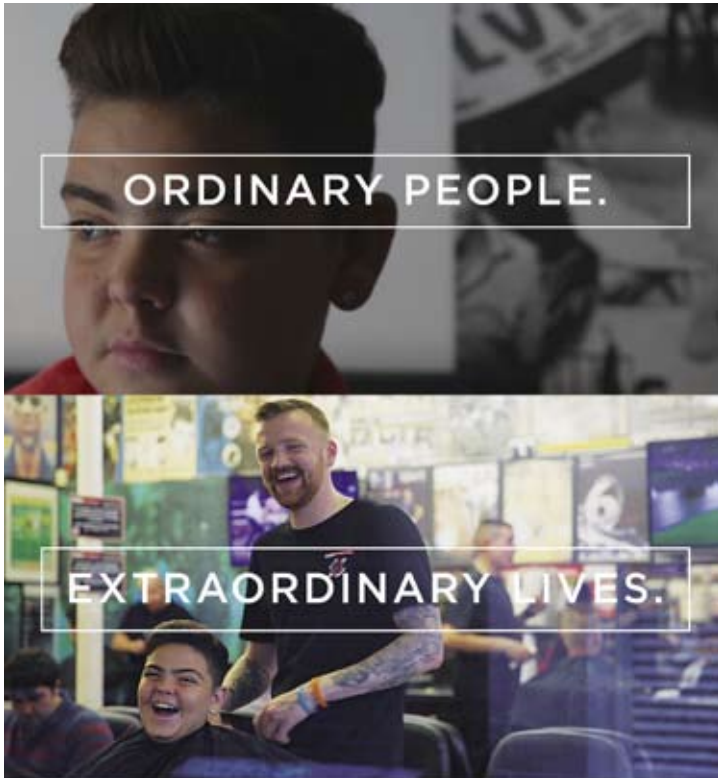


DIGITAL ACTIVITY continued

Social media



PRINT ACTIVITY




ORDINARY PEOPLE.

EXTRAORDINARY LIVES.

This week the Daily Record launches a series of new TV adverts. Our ads feature three ordinary Scots, who through hard work, courage and determination have made their lives extraordinary. It's people like them the Daily Record champion every day.

Daily Record
dailyrecord.co.uk




ORDINARY PEOPLE.

EXTRAORDINARY LIVES.

WATCH OUR NEW TV ADS DURING SUNDAY NIGHT'S X FACTOR

These mini films feature ordinary Scots talking about their extraordinary lives. So tune in to see Samuel Bell, Mary Munro and Charlie Flynn share their stories. It's people like them we champion every day.

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AGENCY ACTIVITY

Four-page wrap on 2,000 copies of the Daily Record, distributed to agencies and advertisers

SCOTLAND'S LEADING
NEWSBRAND
THE DAILY RECORD
IS READ BY
**OVER
2.9 MILLION
PEOPLE
EACH MONTH.**

Our audience is growing as we bring you more news than ever before through our newspaper, website and social media channels.

Our new campaign will run through October and November across TV, digital and print.

Daily Record
dailyrecord.co.uk

(Source: NRS PAQ/D Jul'14-Jun'15)

Daily Record
NEWSPAPER OF THE YEAR

Tune into Sunday night's X Factor for the premiere of our stunning new TV adverts
AND THERE'S A QUICK SNEAK PREVIEW INSIDE THIS PAPER

**ORDINARY
PEOPLE.**

**EXTRAORDINARY
LIVES.**

TEAM
SCOTLAND
GLASGOW 2014

MY NAME IS CHARLIE FLYNN AND THIS IS MY RECORD OF THE MOMENT.

YOU'VE GOT TO BE HUNGRY FOR IT. TRAIN HARD. TRAIN HARDER.

6 O'CLOCK EVERY MORNING. 3 SESSIONS.

MY NAME IS MARY MUNRO AND THIS IS MY RECORD OF THE MOMENT.

ALL I EVER WANTED WAS TO PLAY AS GOOD AS ANY MAN.

BORN VERY RARE

THAT MEANS I CAN'T EAT OR DIGEST FOOD AND I'D ONLY LIVE FOR A FEW MONTHS.

WATCH OUR BRAND NEW TV ADS DURING SUNDAY NIGHT'S X FACTOR

These mini films feature ordinary Scots talking about their extraordinary lives. So tune in to see Samuel Bell, Mary Munro and Charlie Flynn share their stories. It's people like them we champion every day.

SCALE AND EVIDENCE OF RESULTS

Research

Post campaign research with Jim Law Research Associates recognised:

The 'Ordinary People / Extraordinary Lives' activity was more clearly recognised and recalled in comparison with the previous 2014 'Record of the Moment' advertising campaign.

Marked improvement in brand attributes:

- **Campaigns for the people of Scotland**
- **Delivers up to date news**
- **Covers topics relevant to people in Scotland**
- **Delivers the best Scottish sport**

Key messages

The key messages conveyed by each advert and also filtered through to the brand values of the Daily Record were:

Mary's story:



Pride,
hope optimism,
women's
equality,
living life
to the full
and helping the
elderly.

Charlie's story:



Hard work,
commitment,
success,
roots and
family

Sam's story:



Everyone
has a story,
spirit,
inspiration and
happiness.

SCALE AND EVIDENCE OF RESULTS

Newspaper sales

The campaign delivered a positive impact on newspaper sales especially during a fiercely competitive October and November 2015. The Daily Record's YOY declines reduced in October and November from previous months.

1million
views online.

77%

of all adults saw the TV adverts at least once while 55% of all adults saw them three times. The OTS (opportunities to see) for the whole campaign to date is 7.4.

Effective media buying

With limited budgets we utilised a contra deal with STV and gained £40k of additional free airtime which bought extra spots in X-Factor, Downtown Abbey and I'm a Celebrity get me out of here.

2,500

Facebook messages of support

500,000

Facebook reach