

# Marketing Society Star Awards 2016

**Category:  
Communication**

**3.5 Event Marketing**

The Stoats Loony Dook  
Ensuring Stoats made a splash in 2016



# A bit of background: Two Edinburgh success stories

## Stoats:

- A dynamic, fast growing Edinburgh porridge brand
- Producing a wide range of porridge oat products UK-wide
- On a mission to take ‘porridge to the people!’
- Ambitious growth plans – this brand is poised for big things!



## The Loony Dook:

- A crazy challenge to take a dip in the freezing Firth of Forth on 1st January, usually in fancy dress
- Part of the world famous Edinburgh’s Hogmanay 3 day celebrations organised by Unique Events
- Now in its 30th year
- Attracting bigger crowds and more attention every year.



# Taking the plunge

The Loony Dook needed a sponsor to ensure that its 30th anniversary event would be bigger and better than ever before (i.e. funding to accommodate the increasing crowds and deliver an unforgettable experience).

Stoats, meanwhile, wanted to build on the success already achieved in Edinburgh and acquire new Stoats fans in the UK and abroad. So...



The audience for Edinburgh's Hogmanay was a great fit for Stoats. 70% of Edinburgh's Hogmanay audience travel from outside Scotland, 60% are under 35, and 46% of attendees come for a uniquely Scottish experience.

# Brand objectives

...Stoats signed up as the inaugural **EVENT SPONSOR** with 4 main aims in mind:

1. To raise awareness of the Stoats brand amongst the Edinburgh's Hogmanay UK audience
2. To introduce the Stoats brand to an international audience – supporting their ongoing export strategy.
3. To increase engagement – boosting consumer interactions with the brand via social and website, and harnessing data opportunities provided by the partnership to actively acquire more Stoats fans via eCRM
4. To reinforce Stoats' reputation as a local, exuberant and fun-loving brand – going back their roots and supporting a major local event.

**In short, to leave everyone with a warm feeling towards Stoats.**



# Media strategy

## Spreading the word pre-event:

With only a small budget to work with, we focused our efforts on the opportunities available through our sponsorship deal with Edinburgh's Hogmanay (organised by Unique Events):

- **on their website**
- **Unique Events emails**
- **Edinburgh's Hogmanay programme**
- **digital advertising**
- **outdoor advertising at Edinburgh's Hogmanay**

## Maximum visibility on the day:

The event itself would be key to maximising PR and gaining free media exposure. We knew that images from the Loony Dook would make the front pages of newspapers and be shared all over social media. So our strategy for the event was:

ensure that Stoats appeared in every photo opportunity before, during and after the Dook.

# Creative platform

## Loony Dook audience insight:

Party animals, dare-devils and show-offs.

People who don't want to start the new year by hiding under a duvet.

People who do want to get up and get out, have a laugh and embrace life.

People who want to be part of a high profile event that's fast becoming a modern day Scottish tradition.

While most people are nursing sore heads on 1st January, there's an event that takes place that ensures people start the year as they mean to go on – having fun.

Stoats are a brand that takes a traditional Scottish product and gives it a fun, contemporary twist.

**STOATS + LOONY DOOK  
= A PERFECT PARTNERSHIP**

**Creatively, we needed to:**

- promote the association between icy waters and warming, rewarding porridge
- create a warm feeling about the brand, by employing a light touch and making it fun.

So we took our inspiration from the language of cold

# Brrr...

and developed an overarching platform...



**stoats**<sup>®</sup>

**‘story’**  
the best selling agency

the **stoats**<sup>®</sup>  
**loony!**  
**doink**  
Brrrought to you by the Porridge Pioneers

Brrring on the porridge!



# Email launch

The campaign launched in October 2015 with an email to the 2766-strong Stoats database, announcing the sponsorship and encouraging registration.



This was to raise awareness of Stoats as inaugural sponsor of the Loony Dook. Stoats is seen to be supporting a local event and success story on a global scale.

Click [here](#) if you can't read this email

stoats

FOLLOW US!   

the **stoats** loony dook

REGISTRATION FOR THE STOATS LOONY DOOK IS NOW OPEN.

**Brrring it on!**

As we may have mentioned once or twice, we're sponsoring the Stoats Loony Dook – the annual dip in the freezing Firth of Forth on 1 January.

The whole Stoats team will be there on the day, serving up free bowls of warming porridge to get you energised for 2016. And yes, you guessed it, we'll be taking the icy plunge too...

So book your [place](#) pronto – last year's event totally sold out! And if you don't fancy the dook yourself, you can always stand on the sidelines while dipping into some hearty Stoats porridge instead.

See you on 1st January 2016!

Tony & Bob

EDINBURGH'S HOGMANAY

Register now

FREEZING WATER

FREE PORRIDGE

VISIT OUR WEBSITE

Terms & Conditions | Privacy Policy  
© 2015 Stoats Porridge Bars Ltd. All Rights Reserved | To unsubscribe click [here](#)

EMAIL

**stoats**

**‘story’**  
the best selling agency

# Press launch

Stoats Porridge Oat Bars and flyers for the Edinburgh's Hogmanay press launch.

From the off, establishing Stoats' pivotal role in front of key journalists and influencers provided by Unique Events.



PORRIDGE BAR



GOODIE BAG FLYER WITH FREE OAT BAR

# PR launch

Press coverage for the brand at launch featuring the founders of the original Loony Dook.



Aligning Stoats with an established Edinburgh success story – continuing thanks to their support.



**Edinburgh Reporter:** *‘Iain Armstrong and Jim Mackenzie, two of the longest serving Dookers, celebrate the 30th Anniversary of the South Queensferry Loony Dook with new sponsors Stoats. The South Queensferry Loony Dook, part of the Edinburgh’s Hogmanay Festival, will take place on 1st January 2016 and registration is now open.’*

# The big build up

## Brand awareness

We made the most of the media opportunities presented by Edinburgh’s Hogmanay: digital banners, an event landing page on their website, and press advertising in the official programme with a print circulation of 90K.



To raise awareness of Stoats amongst a new audience.



EVENT LANDING PAGE



EVENT PROGRAMME AD



DIGITAL BANNERS

# The big build up

## UK-wide on pack promotion

We ran a competition to win tickets and an all-expenses paid trip to Edinburgh’s Hogmanay 3 day celebrations. This was promoted via Edinburgh’s Hogmanay 33,675 UK-wide database, 13,500 Twitter followers and 41,678 Facebook followers.

We also exploited Stoats’ most visible opportunity: on-pack at POS.



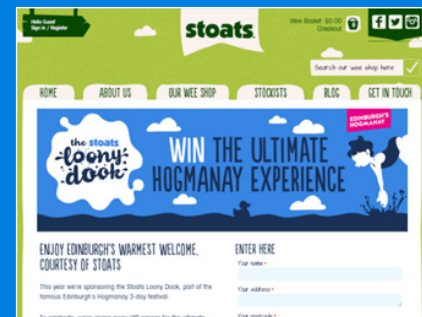
Further build our database and contact strategy. All entrants to the competition had to supply their email address – we went on to achieve our biggest ever promotion with over 4000 entries.



EMAIL



PACKAGING



WEB



ON-PACK STICKER



# The big build up

Edinburgh's Hogmanay outdoor advertising

1pm – 9pm on 31st December 2015.

The big screens were on Princes St and at the Concert in the Gardens as fans waited for Biffy Clyro's headline appearance. This reached 75,000 party revellers.



To raise awareness of Stoats amongst a national and international audience.



SCREENS

# On the day

## Porridge to the people!

Stoats served free porridge to all **1,250** Dookers and over **5,000** spectators.



Leave everyone with a warm feeling towards the brand.

We broke our record for most porridge portions we’ve ever served in one day – our **biggest ever** hot porridge sampling exercise.

## FLAGS: BEFORE, DURING, AFTER DOOK



FLAG BANNERS



WARMING PARTICIPANTS



# On the day

Photo opportunities for all



During and after the event: Stoats posted, shared and interacted with Dookers on social media, fostering genuine relationships and turning them into fans.

Digital photoframe applied to event photography increased brand awareness online.





# On the day

## BRRRING IT ON!

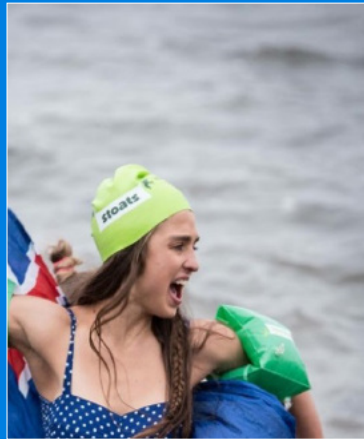
To gain maximum exposure at the event itself, we designed and produced branded collateral for Dookers to wear or carry.



PROCESSION BANNERS



# The Dook!



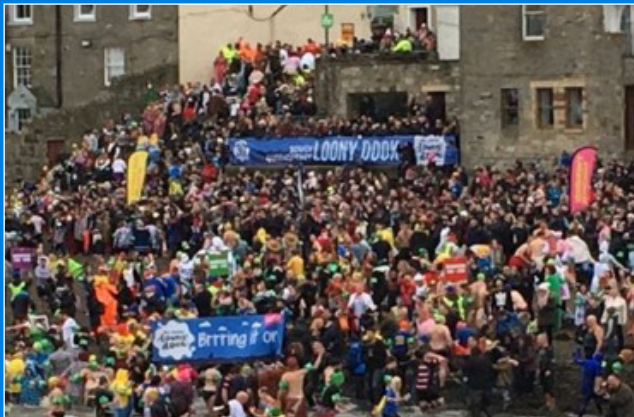
BRANDED SWIM CAPS & ARM BANDS





**stoats**

**‘story’**  
the best selling agency



# A wave of brand engagement

**Stoats website between 6th Oct 2015 - 10th Jan 2016**

13,392 sessions on the website = 10,578 individual users and almost 50k page views!

VS. 2014 – 7,730 sessions

**73% increase!**

10.5k users visited the Stoats website VS 2014’s

5,854 people visits

**79% increase!**

Traffic from social referrals during the Stoats Loony Dook months was 920 sessions VS. 2014 313 sessions

**294% increase!**



STOATS LANDING PAGE

# UK and international awareness

## Edinburgh's Hogmanay event landing page

21,525 page views (1 Sept 2015 – 6 Feb 2016)

## Stoats online banner advertising

344,615 impressions

## Edinburgh's Hogmanay E-Blasts

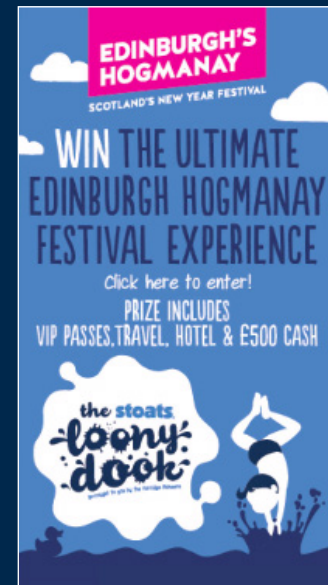
On pack competition email to their database of 33,675 – achieving a 43.9% open rate and a 26% click through rate



EDINBURGH'S HOGMANAY WEB PAGE



ONLINE BANNERS



PROMOTION VIA UNIQUE EVENTS



# Social splash in UK and beyond

**SNAPCHAT:** 4 videos from the Stoats Loony Dook event made it onto Snapchat Stories for the day. The complete story was seen by over 28m people.

**SOCIAL BOOSTED POSTS:** Between 6th October – 10th Jan Stoats invested £165 and has generated £6479.09 revenue to website ensuring 3926% ROI.

We immediately released all event photos during the Stoats Loony Dook. 1st January 2016, we reached 32,884 people via Facebook – our biggest ever post!

## International impacts:

The Blogger Brunch at the Stoats Porridge Bar was shared in several blog posts to over 10 million followers by the group of bloggers from China.



SOCIAL MEDIA



# Splashed all over the papers

15 paper based, of which 3 were FRONT COVER images (The Scotsman, Edinburgh Evening News and Daily Express)

28 online articles (all supported by pictures)

10 Broadcast/TV & Radio

BBC Scotland, Sky TV and Central China TV present at event.



PRESS COVERAGE



# New Stoats fans

Following the on pack promo, we grew our eCRM database by **80%** (from 2766 to 4278).

This surpassed any promotion we have run to date.

On 6th November alone: 2951 website sessions vs a typical 146 sessions per day.

Sales between September – January 2015 increased by 18.4% and internet sales increased 22.46%.

There was also a sales uplift during December in our key Scotmid store South Queensferry – overcoming the unpredictable Forth Road Bridge closure before Christmas.



INSTORE PROMOTIONS



FORTH ROAD BRIDGE CLOSURE



# Conclusion

**Our brand mission to bring porridge to the people was brought to life with Edinburgh's Hogmanay Stoats Loony Dook.**

A smart media strategy. A strong creative idea. Now that is how to take a small budget and make a big splash!



THE TEAM