



ROYAL  
HIGHLAND  
SHOW

# A TRULY MOO-HOOSIVE CAMPAIGN!



## THE BACKGROUND!

The famous Royal Highland Show (RHS) is a unique and iconic event, showcasing the best of farming, food and rural life

The 4 day event is vital for the Scottish economy, with an annual economic impact estimated to be **£47.1M** (Economic Impact Survey, Lowland Research, 2014)

With something for visitors of all ages there is much to see and do...

- for visitors from urban areas or the countryside
- whether they already have an interest in Scotland's rural life or are just keen to find out more
- for first time visitors (**37%** of total in 2014) or die hard showgoers (**63%** of total in 2014)

RHS is a fabulous day out: the best of Scotland's larder, world famous competitions and events, fabulous shopping, catching up with old friends and making new ones...

**2015 was an extra special year, as the show celebrated its 175th event**

*The best of farming,  
food and rural life*

## THE CHALLENGE!

**RHS is a must-attend annual event in the agricultural calendar. However the challenge for 2015 was to increase visitor numbers amongst urban consumers**

And in order to achieve this, our aims for 2015 were,

- to reinforce the event as “the best of farming, food and rural life”
- to increase awareness of the event amongst urban audiences, specifically 35-54 year old “Affluent Achievers” and “Rising Prosperity” ABC1 demographic (Spirit Media, 2014), without alienating core audiences (agricultural community, exhibitors, competitors)
- to target first time visitors and encourage 2014 repeat visitors

*A Breath of  
Fresh Air*



## THE OBJECTIVE!

An increase on  
the 2014 visitor  
numbers of *180,000*

# OOOR VISITORS!

## WHO ARE THEY?

- a roughly even split between male and female, at **50%** each
- most (**43%**) are 35-54 years
- **11%** are 16-24 years and 65+ years
- **75%** are ABC1
- **93%** come with at least 1 other person



## WHERE DO THEY COME FROM?

Edinburgh & Lothians **(22%)**, Strathclyde **(19%)**, Perth **(16%)**, Stirling **(7%)** and Aberdeen **(5%)**

## WHEN DO THEY DECIDE TO COME?

**30%** decide 1+ months in advance, whilst **34%** make the decision 1-2 weeks prior

So it was important to launch the campaign after Easter, building in the 6 weeks prior to RHS

## HOW DO THEY FIND OUT ABOUT THE EVENT?

- Word of Mouth **(60%)**
- [www.royalhighlandshow.org](http://www.royalhighlandshow.org) **(33%)**
- Print ads **(8%)**
- Local radio ads **(7%)**
- Membership communications **(12%)**

These insights gave us a framework for the most effective communications and how the delivery of the 2015 campaign could be shaped

*Geotargeting our campaign was key.*

## WHY DO THEY VISIT?

- Day out = **85%**
- Food & Drink = **42%**
- RHS is a major social event = **37%**
- Shopping = **35%**

“RHS is an iconic event both in Scotland and the UK”

**94% AGREE**

“The show has such a great atmosphere”

**91% AGREE**

“There is so much to see and do eventhough I am not associated with farming”

**89% AGREE**

## WHAT DO WE KNOW ABOUT NON-VISITORS TO RHS?

When planning a day out people need to feel sure it will be enjoyable, informative and entertaining (all weather options, range of activities, great food and drink) and that it will last a reasonable length of time (Non Visitors Survey, Lowland Research 2014)

They research via word of mouth (**26%**), online (**24%**), leaflets (**14%**) and print media (**14%**)

**20%** of respondents had never heard of RHS and **49%** had never been, because:

- “I’ve never thought of visiting an agricultural show” (**41%**)
- “I don’t know about RHS” (**35%**)
- “I don’t know what there is to see and do” (**25%**)

There were also misperceptions of long traffic queues, rain and muddy fields

*These insights provided the opportunity to address these barriers and misconceptions, and gave us a framework for effective communications and the shape of our campaign*



# OOOR CAMPAIGN



## CAMPAIGN BACKGROUND!

RHS is a reasonably high value purchase yet only 1 x pa, so it was important to re-establish it as the UK brand leader providing potential visitors with plenty of information about the event, reasons to visit, the benefits and address any misconceptions

*There are no other events like RHS in Scotland and in the UK only the Great Yorkshire Show and the Royal Welsh Show compare*

Although RHS does compete with other events and festivals



## CAMPAIGN ORIGINALITY AND CREATIVITY

RHS offers something for everyone throughout its enormous 120 acre showground. Visitors can easily spend an entire day enjoying the event, lots take even longer – **it's massive**

Or in informal English, "**mahoosive**"

And in relation to RHS and it's iconic Heilan' Coo brand, "**moo-hoosive**"

And so the 2015 campaign was created

## "IT'S MOO-HOOSIVE!"



"It's Moo-Hoosive!",  
RHS consumer  
campaign 2015

It concisely explained the diversity and enormity of the event, it's agricultural heritage and its relevance to today's consumers. It offered a flexible creative approach and execution and one with which we could have fun!



## CAMPAIGN EXECUTION AND IMPLEMENTATION!

### Outdoor

- Hot Spots for ABC1 ACORN targets in 26 postcode sectors
- Edinburgh, Glasgow, Stirling and Dundee had 8 road sites
- A Special Build in Edinburgh - 4 x 48s combined



*"It's Moo-Hoosive" Special Build 4 x 48s combined, Gorgie Road, Edinburgh*



## CAMPAIGN EXECUTION AND IMPLEMENTATION!

### Print

- EAE, Scotland wide
- RBS, RHS's main sponsor, in all Scottish branches
- Scotland's network of farms shops, including through initiatives Think Local and Go Rural
- Lothian Buses





# Welcome to The Royal Highland Show

Celebrating its 175th year, The Royal Highland Show is a unique and iconic event showcasing the very best of farming, food and rural life.

There is so much to see and do for visitors of all ages; whether you're coming from the city or the countryside; whether you have an interest in Scotland's rural life or you're keen to find out more; and whether you are a first time visitor or a veteran showgoer – we guarantee that you won't be disappointed.



It's a great day out with a terrific atmosphere – so come and indulge in some retail therapy or relax and enjoy the best of Scotland's larder in our cafes, bars and restaurants. You can pick up some tasty treats to take home, get close to some amazing farm animals and feel the thrill of top level show jumping.



ROYALHIGHLANDSHOW.ORG



## CAMPAIGN EXECUTION AND IMPLEMENTATION!

### Print advertising

We planned for “It’s Moo-Hoosive” to hit some consumer press including, Scottish Daily Mail, Scottish Field and Edinburgh’s MADE Magazine. These were mainly advertising and editorial packages in print and online

### Digital

- Facebook promoted posts (Scotland, Days Out, Food & Drink and related)
- Twitter promoted tweets (Scotland, users following specific accounts)
- Google Display Network (Scotland, Food & Drink, Agri-tourism sectors)
- MEDIA IQ (Performance led display network - geotargeted to Scotland, foodie and days out websites)
- [www.list.co.uk](http://www.list.co.uk) (days out, kids, food and drink events & Scottish festivals)
- [Timeout.com/Edinburgh](http://Timeout.com/Edinburgh)

### PR

*The outcomes were to,*

- Deliver significant coverage pre-show to drive consumer awareness, engagement and footfall
- Maximise all communications channels & build online engagement



# SCALE & EVIDENCE OF RESULTS

## THE RESULTS

We welcomed a  
record breaking  
**189,000** visitors  
to RHS 2015

Visitor numbers  
up **9,000** (5%)  
on 2014!



## OUTDOOR!

The 46 x 6s delivered **4,280,022 ADULT IMPACTS** - the placement targeting achieving maximum exposure to the ABC1 groups

96s and 48s were used to create standout in core cities with broadcast impact using backlit and digital sites. They delivered **2,634,064 ADULT IMPACTS**

The special build (4 x 48s combined), created specifically for the event, contributed **556,394 IMPACTS**

And across adverts in the Scottish Daily Mail, Scottish Field and MADE Magazine there were an additional **307,810 ADULT IMPACTS**

# Sheer Class

The finest prize-winning  
livestock as you've never  
seen them before.



## DIGITAL!

Social Media overall, **650**  
updates in May & June

**151,000** reach from most  
popular Facebook post

**64,786** Facebook followers  
– increase of **13,000** on 2014

**11.3K** Twitter followers

THERE'S SO MUCH  
TO COCK-A-DOODLE  
DO!





## FACEBOOK HALL OF FAME INCLUDES...



**ALL POSTS  
PERFORMED  
EXTREMELY  
WELL ACROSS  
ALL METRICS,  
WITH RELEVANCE  
SCORES OF 9+**

Clicks **3,418**  
Click Through rate **6.41%**  
Post Engagements **2,367**  
Cost per Engagement **£0.04**  
Reach **42,298**  
Frequency **1.26**  
Relevance score **9/10**

Clicks **2,714**  
Click Through rate **5.83%**  
Post Engagements **1,879**  
Cost per Engagement **£0.05**  
Reach **40,832**  
Frequency **1.14**  
Relevance score **10/10**

Clicks **3,384**  
Click Through rate **5.93%**  
Post Engagements **2,833**  
Cost per Engagement **£0.03**  
Reach **49,126**  
Frequency **1.16**  
Relevance score **10/10**



## TWITTER HALL OF FAME INCLUDES...

**Royal Highland Show** @ScotlandRHShow 20 May 2015  
The 175th Royal Highland Show takes place at the Royal @HighlandCentre from 18-21 June - It's #moochoosive! #RHS2015 ow.ly/N8YGk

**Impressions** 38,221  
**No. Engagements** 247  
**Engagement rate** 0.65%  
**Cost Per Engagement** £0.38

Best performing @handles: @JAMIEOLIVER, @TOMKITCHIN, @PAULHOLLYWOOD

**Royal Highland Show** @ScotlandRHShow 3 Jun 2015  
Children aged 15 and under get into the RHS for FREE, so bring the wee lambs and big kids along – they'll love it! pic.twitter.com/vYqU67ozd5

**Impressions** 26,529  
**No. Engagements** 1,060  
**Engagement rate** 4.00%  
**Cost Per Engagement** £0.08

Best performing @handles: @JAMIEOLIVER, @TOMKITCHIN, @PAULHOLLYWOOD

**Royal Highland Show** @ScotlandRHShow 3 Jun 2015  
Children aged 15 and under get into the RHS for FREE, so bring the wee lambs and big kids along – they'll love it! pic.twitter.com/vYqU67ozd5

**Impressions** 16,201  
**No. Engagements** 353  
**Engagement rate** 2.18%  
**Cost Per Engagement** £0.25

Best performing @handles: @JAMIEOLIVER, @MISTERHSK, @PAULHOLLYWOOD

**ALL TWEETS PERFORMED EXTREMELY WELL ACROSS ALL METRICS, ESPECIALLY WHEN IMAGES WERE USED**

Specific @handles were targeted - accounts @jamieoliver and @paulhollywood were consistently in the top performing



## GOOGLE ADWORDS

- Targeting Scotland, Food & Drink (best performing) and Agritourism segments
- Estimated Scotland audience = **8,910,000** users
- Total,
  - » Impressions = **1,112,530**
  - » Clicks = **16,596**
  - » Click Through Rate = **1.49%**, well above industry standard, a level very rarely seen by other clients of RHS's media buying agency
  - » Average Cost Per Click = **£0.04**, nicely low

## MEDIA IQ

- Total,
  - » Impressions = **1,650,618**
  - » Clicks = **1,602**
  - » CTR = **0.1%**
  - » CPC **£1.24**
- Industry average performance, with CTR improving steadily throughout the campaign particularly in the final days
- Across Mobile, in app inventory proved better performing than that Mobile Web

[www.list.co.uk](http://www.list.co.uk):

**251,905** impressions delivered (**40,000** booked) and **514** Clicks Delivered (**280+** booked) – much higher than 2014

[www.timeout.com/edinburgh](http://www.timeout.com/edinburgh):

**53,382** impressions delivered ,  
**UP 14.6% ON 2014**

*Overall these CTR were the best to date for RHS*

# PR

## Media coverage:

- **48.6M** press coverage reach
- **470** press cuttings
- **17** media interviews
- **£1.9M** value of press coverage
- **11.5** hours of TV and air time

*Coverage highlights include...*







"2015 really was **MOO-HOOSIVE** and a milestone for RHS. We welcomed a record breaking number of visitors proving the event contributes enormously to Scotland's innovative and vibrant Events and Festivals sector and to the wider tourism market. Roll on 2016!"

*David Jackson, Show Manager, RHS*