

**PEDAL^{FOR}
SCOTLAND**

MARKETING STAR AWARDS 2016

**COMMUNICATIONS
3.5 EVENT MARKETING**

PEDAL FOR SCOTLAND
SCOTLAND'S BIGGEST BIKE EVENT



INTRODUCTION



Cycling Scotland is the nation's cycling organisation – working to create a sustainable, inclusive and health Scotland where anyone, anywhere can enjoy all the benefits of cycling. We believe there are many important steps to achieving this vision, such as cycling infrastructure, safe bike parking facilities, cycle training and much more. But one of the most powerful ways to encourage people to cycle more often is to entice them onto their bike and remind them how enjoyable, sociable, and, most importantly, what fun it is to cycle.

Pedal for Scotland, starting on a shoestring budget back in 1999, is our annual event aimed at getting the nation cycling- a series of rides that encourage people on to their bikes by providing the right mix of challenge and accessibility to encourage people of all ages and abilities back into the saddle, from the first timers and tiny tots to the seasoned roadies.

2015 marked the 17th year of the event which has grown from a humble 400 riders in its inaugural year to a series of rides attracting over 10,000 riders. Pedal for Scotland took place on 5th, 6th and 13th September with six rides to choose from including the Classic Challenge, the Big Belter and four Wee Jaunt rides in Edinburgh, Murrayfield, Glasgow and Aberdeen.

Riders had the opportunity to take part in an active, fun day out with friends, family or work colleagues and raise money for the event's official charity partner the STV Children's Appeal.



SETTING UP A STRATEGY



17 years on and we are still developing Pedal for Scotland. Over the years it has grown to be even bigger than just a 'wee ride' between Glasgow and Edinburgh – it is an event that over 10,000 people take part in each year for a huge number of reasons. We are continually working to develop the event and encourage new people to get back in the saddle at Pedal for Scotland beyond.

With such a huge annual event with dozens of partners, there needs to be a clear focus. To help with this, objectives were set and some key strategic marketing streams established to guide our activities.

The marketing objectives for Pedal for Scotland 2015 were:



To raise the profile of the event and each of the rides



To encourage fundraising for charity partner STV Children's Appeal, bettering our fundraising total in 2014



To reach new, key audiences for each of the rides



To help deliver on Cycling Scotland's broader aims of getting more people cycling more regularly



To reinforce the inclusivity of the event and our unique selling point that there is a ride for every age and ability



To generate significant nationwide press and media coverage to reinforce the event and cycling in general as an enjoyable everyday activity

SETTING UP A STRATEGY



To deliver on the stated objectives, we established a few strategic marketing streams:

1 'A WEE FACELIFT' Refresh the overall look and feel of the event and establish ride identities to reinforce that Pedal for Scotland is for anyone and there is a ride for any age or ability.

2 'GETTING THE MESSAGE OUT FAR AND WIDE' Establish and strengthen key media partnerships to reach a wide, mainstream audience across a range of platforms.

3 'A FEW FAMILIAR FACES' Create familiarity with the event and cycling by involving event ambassadors from all walks of life – whether new to cycling or having made their name by being on a bike.

4 'A BIKE ISN'T JUST FOR PEDAL FOR SCOTLAND...' Provide and link to opportunities for participants to not just be on their bike for event day, but to cycle all year round, whether for training or to get to work, school or the shops.

5 'PUTTING THE FUN INTO FUNDRAISING' Convey and relate the STV Children's Appeal's work to increase awareness of the charity and, ultimately, the amount of fundraising by identifying engaging and fun case studies.



Cycling Scotland

CYCLING SCOTLAND SCOTTISH CHARITY NO.SCO29760

A WEE FACELIFT

PEDAL FOR SCOTLAND

Pedal for Scotland has become more than just Scotland's Biggest bike ride, as it was formerly known. Now with 6 rides across the country we felt it was time to change up the message. We wanted to retain the strong core brand recognition but bring each of our ride offerings their own unique identities- to appeal to their distinct target markets.

So we decided to give our event a 'wee facelift' for 2015. This consisted of a refresh to our Pedal for Scotland logo and the creation of some characterful new ride names. So were born the Big Belter (110 miles), The Classic Challenge (our original 55 mile ride) and the Wee Jaunts (a series of 5-9 mile rides). These were complemented by bright, appealing illustrations of riders on a beautiful Scottish backdrop, and a new tagline 'Scotland's Biggest Bike Event'.

THE WEE JAUNT
9 MILES

THE CLASSIC CHALLENGE
55 MILES

THE BIG BELTER
110 MILES



THE BIG BELTER
GLASGOW TO EDINBURGH



6 SEPT 2015
110 MILE BIKE RIDE

REGISTER NOW
AT PEDALFORSCOTLAND.ORG

Organised by

Charity Partner

Cycling Scotland is a registered Scottish Charity no. SC029760



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GETTING THE MESSAGE OUT FAR AND WIDE

PEDAL FOR SCOTLAND

With the support of our media partners, our huge mailing list of previous event participants and our growing social media following we created a wide-reaching integrated marketing campaign, all featuring our eye catching new creative identity.

- **TV advertising in Glasgow, Edinburgh, Aberdeen STV channels- 4-month campaign with a total value of £172,545.75**
- **Daily Record and Sunday Mail advertising partnership to value of £64,991.35 & 17,449,239 opportunities to see - that's half the population of adults in Scotland!**
- **Capital FM- 6 week on air and online activity with a total value of £21,500 and 5,840,679 impacts**
- **Monthly e-newsletters to a database of 28,000 recipients with an average open rate of 25-30%**
- **A new website was launched featuring a live social media feed throughout the month of events**



A FEW FAMILIAR FACES

PEDAL FOR SCOTLAND

Our high profile ride ambassadors have always been key to generating media coverage for the event and driving registrations. In order to widen the event appeal in 2015, we selected ambassadors from all walks of life that our participants could both relate to and be inspired by.

Mark Beaumont, the world record holding cycling adventurer, joined us for a third year running.

We also enlisted **Charline Joiner**, Commonwealth medallist and elite athlete, **Jennie Cook**, who cycles every day to present her breakfast show on Capital FM, and a range of STV presenters including **Sean Batty**, the nation's favourite weatherman. We also got local kids in each host city involved in launch events.

Our ambassadors took part in a range of media activities to generate a buzz for the event including launch photocalls, TV and radio appearances, blogs, press columns and social media interaction. And most importantly they all jumped on their bikes and cycled alongside participants on event day, posing for selfies and chats along the route.



A BIKE ISN'T JUST FOR PEDAL FOR SCOTLAND...



However, we don't just want people to come along and cycle one day a year! A big part of Pedal for Scotland's remit is to encourage people to continue cycling all year round. We utilised Cycling Scotland's vast network of community groups, cycle friendly workplaces and campuses and our media partners to offer lots of tips on getting out cycling in the lead up to the event.

- Partner community groups put on 16 led training rides in Stirling and Glasgow from February to event day-free and open to all.
- Charline Joiner provided monthly training tips in the Sunday Mail Seven days magazine
- Jennie Cook shared her own training blog on Capital FM
- Cycling Scotland's SPIN magazine was sent out to 9,000 previous event riders full of tips, routes and training ideas to 'get ready to pedal'
- Cycling Scotland hosted cycle-friendly information events at workplaces including Scottish Power, Standard Life and RBS, and at campuses including Glasgow Caledonian and Heriot Watt Universities



PUTTING THE 'FUN' INTO FUNDRAISING

PEDAL FOR SCOTLAND



Our partnership with the STV Children's Appeal entered it's third year in 2015, and our goal was to smash our (already very impressive) fundraising total from 2014.

We went about this working together to identify fun, engaging fundraisers to feature as case studies. This led us to Big Man, Wee Yin and Scotland's most famous Scottie Dog, Hamish, of Commonwealth Games fame!

Their fundraising exploits gained press coverage in the Sun, featured in STV 1-minute feature films broadcast leading up to the event and all attended the STV Big Live show after the event October, to tell the nation how much fun they had raising money for the Appeal.

'My husband and I chose to support STV Children's Appeal, dressed up as Big man and Wee Yin. We have two grandchildren who mean the world to us. Our own grandchildren don't want for anything, and it's really important that other children have that opportunity too.'

Irene McIntosh



THE RESULTS ARE IN...



We increased our participant numbers in particular with first time riders and females, with the majority of our survey respondents telling us they'll to take part again this year.* (We'll hold them to that!)

590
more riders
across events
than in 2014
(total of 10,041)

70%
of wee jaunt riders and
50%
of classic challenge riders
were new in 2015

62%
of first time
participants
were female

93%
wee jaunt and
81%
classic challenge
riders intend
to take part
again next year



Many pedals were turned
and miles were covered in
preparation for the big day.

On average, Classic riders cycled

18 times

in preparation for the event,
and in turn replaced 6 car
journeys with bike rides

73%

of Classic Challenge
riders cycled in
preparation for the event

16

led training rides were
offered by Pedal for
Scotland partners the
Stirling Cycle Hub and
Camglen Bike Town



Our new website and social feed were a huge hit and our facebook page was buzzing with positive activity...

5160

facebook page likes
in September 2015
(up 40% from 2014)

101,255

total organic facebook
page reach on main
event day 2015
(up 142% from 2014)

136,904

unique visits to the
website between
1 April 2015 (launch)
and 13 Sep 2015
(final event day)

2,765

unique visits to
live social feed
on the website



Were you one of the 2.7 million people who tuned into event highlights on the telly?

In 2015, the week of special programming featuring promotional films and The Big Challenge Live TV show reached

2.7million

Scots, (in comparison to viewing figures for STV Children's Appeal Live Show 1 million in 2014)

We showed a total of

514

TV ads across STV,
with 1688.2 TVR's



In the news...

232

articles were written
about Pedal for Scotland

Press and Online coverage
gave us a publicity value of
£203,257.25

Pedal for Scotland also made the
national evening news on STV with our
launch event featuring **Mark Beaumont**
and, later, our Aberdeen Wee Jaunt



A big thank you to all our generous fundraisers.

A whopping
£112,545.56

was raised for STV Children's Appeal,
up £2,088 from 2014

20%
of Wee Jaunt riders and
11%
of Classic Challenge riders raised
money for STV Children's Appeal



And finally, let's put into context all those hard
earned miles our riders covered...

488,943 miles

were covered at Pedal for Scotland in 2015

which means we collectively
cycled round the Earth

20 times!

Cycling Scotland

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