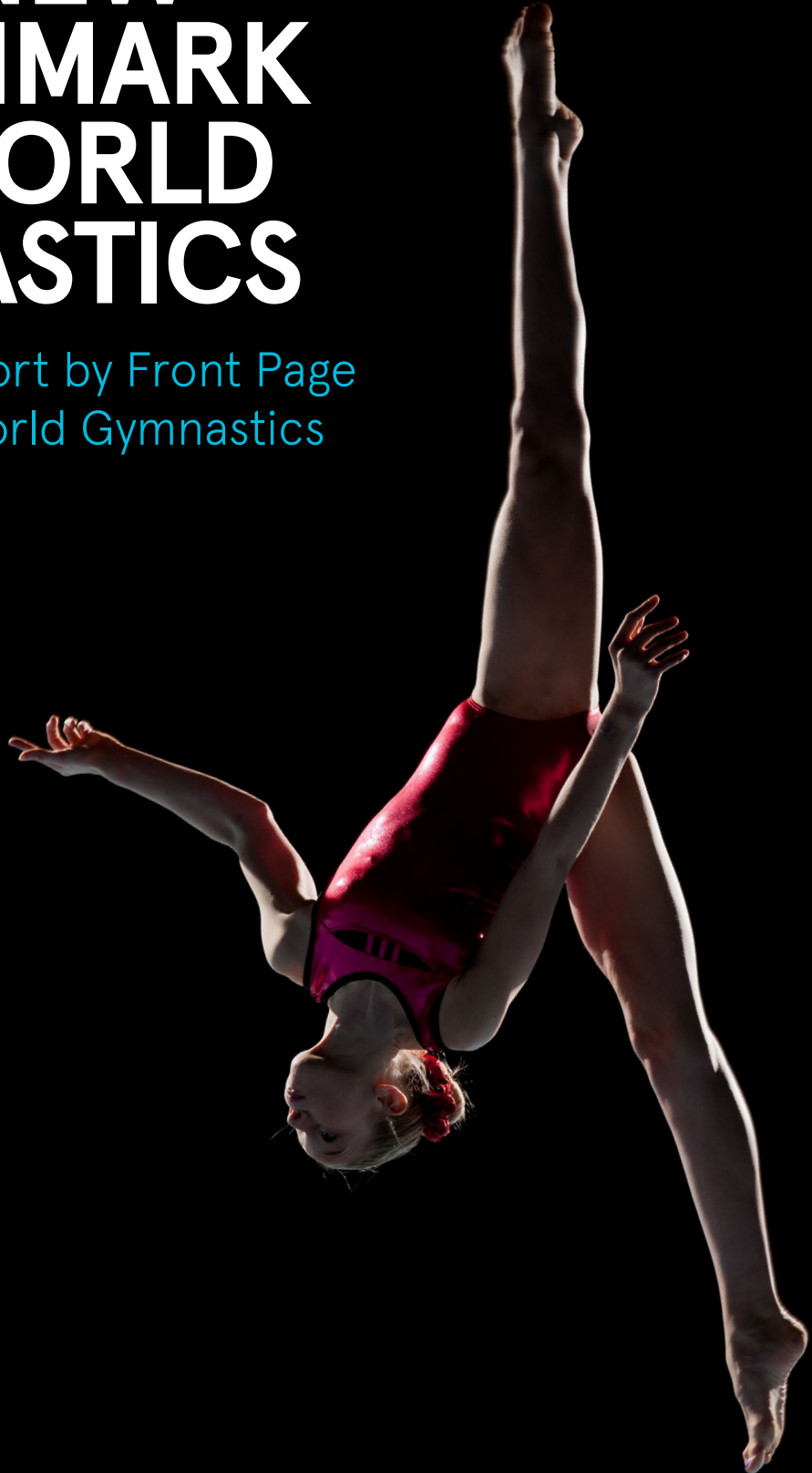


HOW GLASGOW SET A NEW BENCHMARK FOR WORLD GYMNASTICS

An Olympian effort by Front Page
and The 2015 World Gymnastics
Championships



QUALIFICATION

**30% MORE
SPECTATORS THAN
BUDGETED**

**£5.5M INJECTED
INTO TOURISM
ECONOMY**

**£15.79 OF TICKET
SALES GENERATED
FOR EVERY £1 OF
MARKETING**

Glasgow Life has been on a mission to make Glasgow one of the most prestigious sporting citadels of the world – with great success as it is now recognised as one of the top 10 sporting cities in the world.

The city quickly followed up the 2014 Commonwealth Games with an event it has been nurturing for many years – the 46th World Gymnastics Championships that ran in October 2015. It's the 4th largest global sporting event with a television audience of 800 million and it turned out to be one of the largest sporting events ever held in Glasgow.

This paper will demonstrate that not only was the event itself a triumph but the integrated marketing approach, led by Front Page in collaboration with Glasgow Life, working as part of the 2015 WGC local organising committee, blasted the initial expectations out of the water. The event attracted 30% more spectators than budgeted, injected £5.5m into the City's tourism economy and such was the professionalism of the event, it is now held up as the benchmark for future events with global scale.

In terms of bang for marketing buck, ticket sales alone generated **£15.79** for every pound of marketing investment and the wider contribution amounted to over **£52** per pound spent.

You've got to be in it to win it

Front Page initially won a highly competitive pitch to design the brand identity for the event but we were required to pitch twice more to secure the full marketing implementation, website development and digital briefs.

Having succeeded, we drove an integrated and seamless strategic and creative solution that represented the 'brand' at all stages of the customer experience.

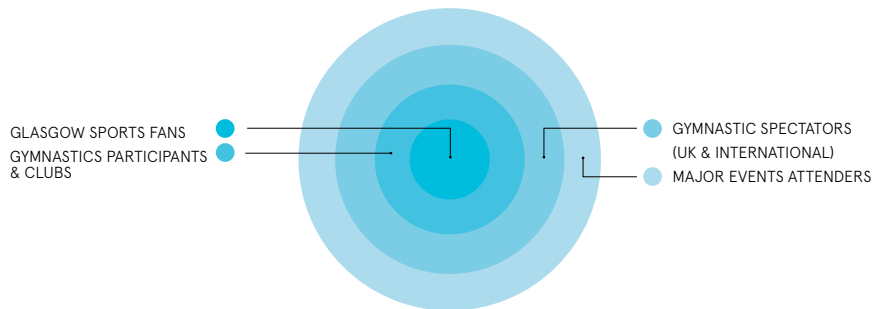
Objectives

The original objectives were both commercial and reputational:

- Raise awareness of the 2015 World Gymnastics Championships as a prestigious international sporting event in Glasgow
- Contribute to the overall target of **40,000** ticket sales, worth **£1.1m**
- Further raise the profile of gymnastics as a sport (in the UK) and Glasgow as an international sporting events city, building on the legacy of the Glasgow 2014 Commonwealth Games
- Clarify the difference between the 2015 World Gymnastics Championships and the World Cup Series
- Create a seamless creative journey from the launch of the marketing through to the event itself

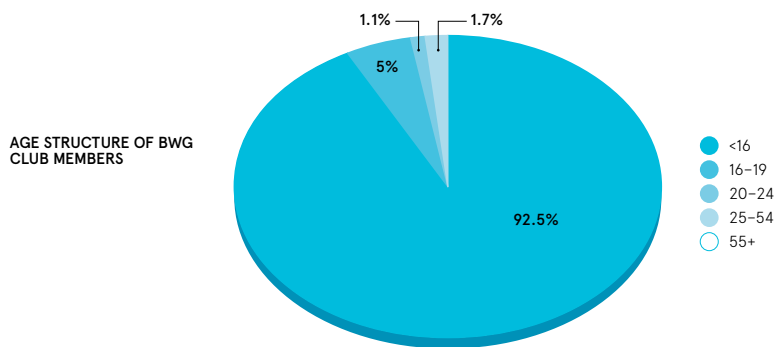
A DIFFICULT AUDIENCE TO REACH

Glasgow is a sporting city, yes, but its first love is not gymnastics.



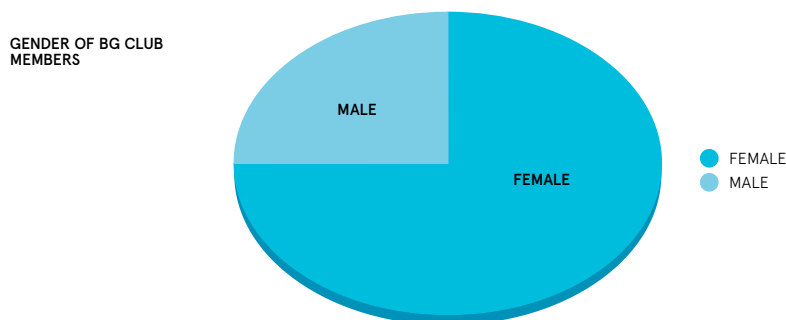
Audience

The target audiences were therefore always going to be hard to reach and this is summed up in the illustration to the right, with general Glasgow sports fans (few of them regular followers of gymnastics) at the core.



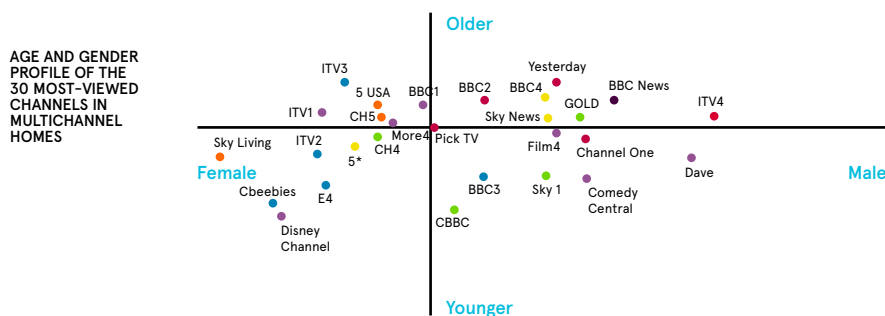
Age

Although increasingly popular, gymnastics remains a minority sport, so participative membership of Glasgow's gymnastics clubs could not possibly sell out the event alone.



Gender

One major challenge is that the vast majority of active gymnasts are female and participate at a junior level and evidence shows us that females are far less likely than males to spectate at sporting events. (Source: British Gymnastics).



Sources

Furthermore, although sports participation is only marginally skewed towards males (41% male to 31% female. Source: Sport England) sports spectatorship is massively so; as demonstrated by the extreme male bias of Sky Sports 1 and Sky Sports News viewing. (Source: BARB)

With that in mind, the creative communication would need to break out of the sport's young and female heartland to ensure a commercially successful event, capturing the excitement and energy of the championships for ALL sports fans.

And, despite the event's prestigious nature the publicly funded marketing budget was modest – only **£105,000** all in, for every aspect of design and marketing.

INSPIRATION AND PERSPIRATION

The creative insight that led to what became a striking identity came from many factors that influenced the final branding solution.

Glasgow had been hosting annual rounds of the prestigious IFG World Cup Series since 2011 (and will do again in 2016). That event has an established identity of its own.

This meant there was an immediate challenge to avoid confusion with the World Cup Series brand device (as stated in the objectives) but at the same time build on that existing gymnastics heritage.

So, although we needed to position the World Championships at a much higher level than the World Cup Series, we needed to at least nod in recognition to the established identity. See below.





FACTS AND FIGURES

The World Gymnastics Championships were held in a brand new, state of the art (circular) venue – the 12,500 seat SSE Hydro, a building that was in itself quickly establishing an iconic status in Scotland: for music however, not sport.

The Hydro's logo reflects both its shape and the music-based function of the building, with a look that is borrowed from the aesthetics of graphic equalisers.

So, our initial task in response to the brand identity brief was to:

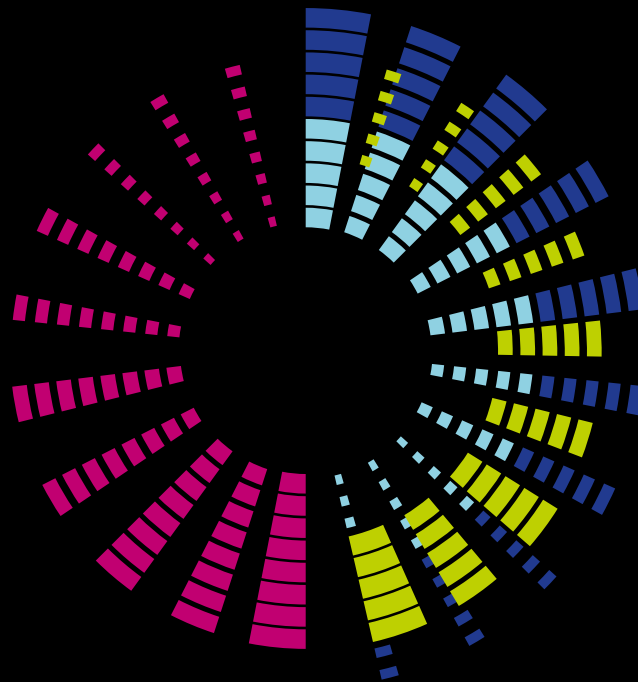
- Distil the essence of the event
- Capture the heritage of previous and future World Cup Series events
- Evoke the dramatic spirit of Glasgow
- Reflect the venue's iconic design
- Communicate the event's scale

It also needed to work well in animation, to bring it to life for digital, web, social media and sports presentation content.

The resultant identity reflects the flow, motion and timing of gymnastics. The inspiration came from various sources:

- The circular SSE Hydro building
- The spinning and dynamic movement of great gymnastics
- The existing circular Glasgow World Cup logo
- The 'personality' of Glasgow as extrovert and confident
- The shape of the medals





2015 WORLD GYMNASTICS CHAMPIONSHIPS

GLASGOW 23 OCT-01 NOV



“The simple ‘graphic equaliser’ style of The Hydro’s logo is evocative of both sound and movement. We’ve taken the latter of these, movement, and created a subtle icon that shows flow, motion and timing. The circle reflects a clock face, the hint of pulse in the design and its circular shape both reflect the venue design and the motion of the circle shows the flow of speed. The shape is also seen to be breaking out of the confines of a circle, which signifies the elite athletes who break barriers to achieve their goals.”

Mark Hutton, logo creator



Click [here](#)
to watch
our video

THE START OF MARKETING

Having created what everyone considered to be a distinctive brand identity we designed and built a fully responsive, content managed, event website (2015worldgymnastics.com) featuring video and animation, social media skins and custom emails; all created by Front Page.

In addition we:

- Commissioned iconic photographic images that we 'drip-released' at key landmark dates throughout the campaign
- Commissioned video content for the website; to use at the 2014 Commonwealth Games and other national and international events
- Created a print and digital media advertising campaign including ads that were used on "the gymnastics circuit"

For the website, we built in e-commerce and ticketing functionality so that prospective visitors, coaches, competitors, volunteers and media could follow the event both in the lead up to and during the event itself when, working with Longines' technical team, the site became the hub for live results, news and scheduling.

Indeed so effective was this that the BBC commandeered our data feed to supply all of their live results.

Result

On every level the event was an unqualified success. Professor Bruno Grandi, President of FIG, led the plaudits...

"Gymnastics needed to be organised like this. Gymnastics is a beautiful sport. You look at the presentation and the gymnast has become the protagonist. They have been at the centre of the sport. Times before, we have forgotten this as a sport. In Glasgow, with this presentation, I believe it has been better here than at the Olympic Games. We have become, with Glasgow, professional."



FACTS AND FIGURES

**SPECTATOR
TARGET EXCEEDED
BY 38.5%**

**55,410 TICKETS
SOLD: 85.8% OF
TICKET CAPACITY**

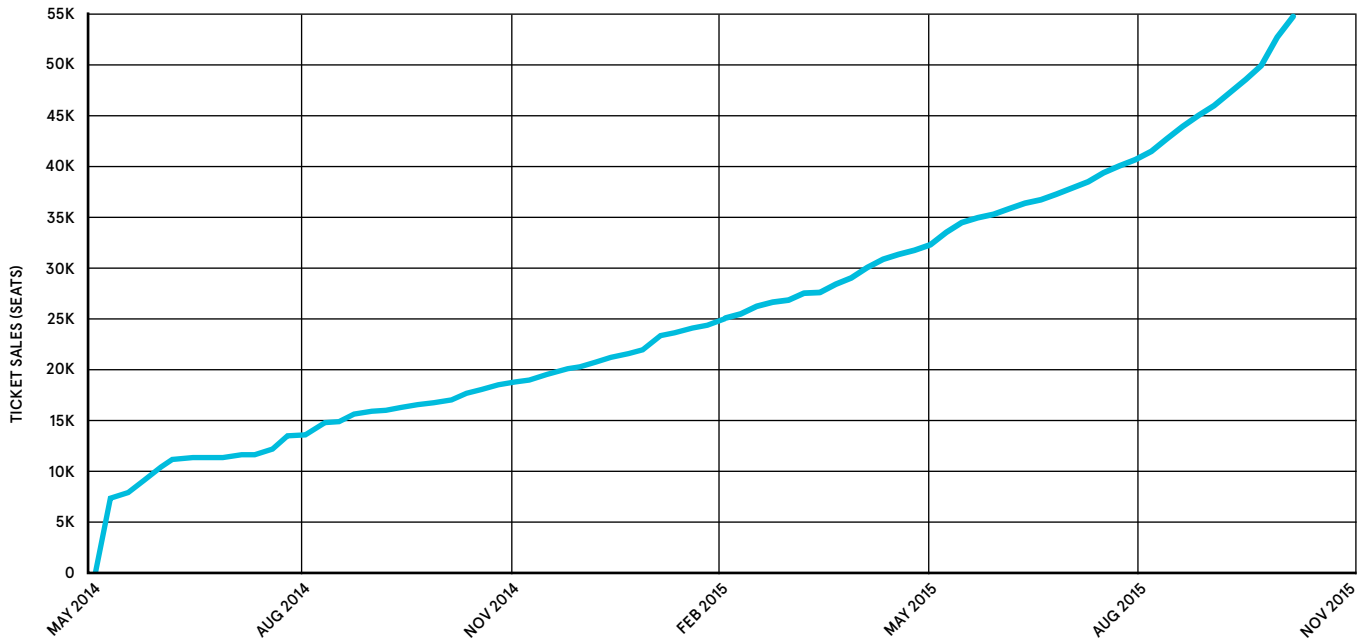
**VOLUNTEER SIGN-
UP CAPACITY
AFTER ONLY
THREE DAYS**

**1.7M WEBSITE
PAGE VIEWS**

- The target of **40,000** paying spectators was exceeded by **38.5%**, eventually achieving **55,410** and outselling London, 2009 by **42% (39,000)**
- Of these, **8144** were sold in 50 countries outside the UK
- Total income (gross) was **£1,657,451**: **51%** ahead of the target of **£1.1m**
- Overall, **85.8%** of ticket capacity was sold
- More than 50% of sessions achieved **>90%** capacity, which is impressive given that more than half the sessions were qualifiers, which typically attract fewer spectators
- Event volunteer sign-up capacity was reached after only three days
- The website made a major contribution to the impact of the event with:
 - **212,000** users
 - **358,000** user-sessions
 - **1.7m** page views with a lengthy average session time of **4mins** and **22 seconds**
 - **61%** of traffic came from outside the UK

"... People Make Glasgow. And that was in evidence throughout these championships with attendances of over 55,000 - a historic achievement. Along with our army of volunteers, they were the heart of the event."

Councillor Frank McAveety, Leader of Glasgow City Council



TOTAL INCOME

**OVER 55,000
TICKETS SOLD**

**£1.65M
TICKET SALES**

**£1.49M HOTEL
BOOKINGS**

**£2.36M SCOTTISH
VISITOR SPEND**

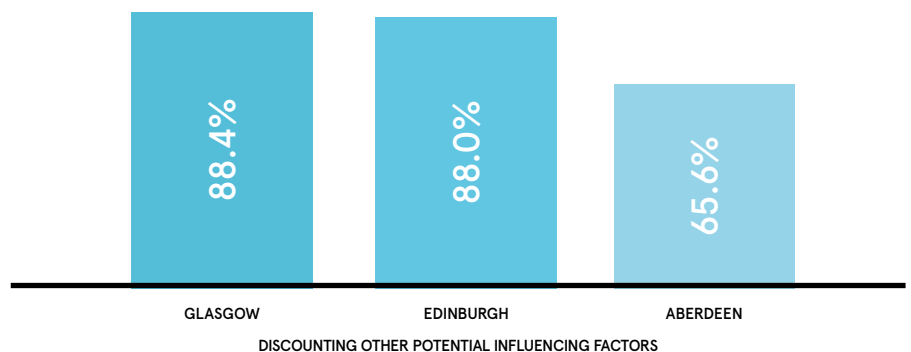
- GCC estimates that over **20,000** hotel bed-nights were booked at an average room rate of **£74.58 = £1.49million** (Source: LJ Research)
- VisitScotland estimates the average Scottish visitor spend per night of **£59** per person = **£2.36million** (assuming all **20,000** bed nights were double occupancy)
- Ticket sales totalled **£1.65million**

Total income was therefore (at least) **£5.5million**, closely correlating with GCC's estimate of over **£5m** tourism revenue contribution to the city economy.

"We hope the standards that have been set here and the methods by which the event has been presented will be a new benchmark for the FIG and these events will be taken forward to the next level."

Jane Allen, CEO of British Gymnastics

Hotel occupancy October 2015 in Scotland's three major cities



CONTRIBUTING FACTORS

Other factors should be discounted to support our assertion that the campaign design was responsible for the outcome.

**£15.79 RETURN
ON TICKETS**

**£52 FOR EVERY
POUND INVESTED**

- There was very little PR 'noise' prior to the event. Sure, in the days and weeks leading up to the event mainstream media picked up on it as one of the highlights of the 2015 sporting calendar but the vast majority of tickets were sold long before the PR kicked in
- The Commonwealth Games greatly enhanced Glasgow's sporting status but it's difficult to see how this directly impacted on ticket sales. This event represented an important follow-up to that reputation, it was not a direct beneficiary
- There is no evidence of notable growth in active participation in Scottish, or UK, gymnastics

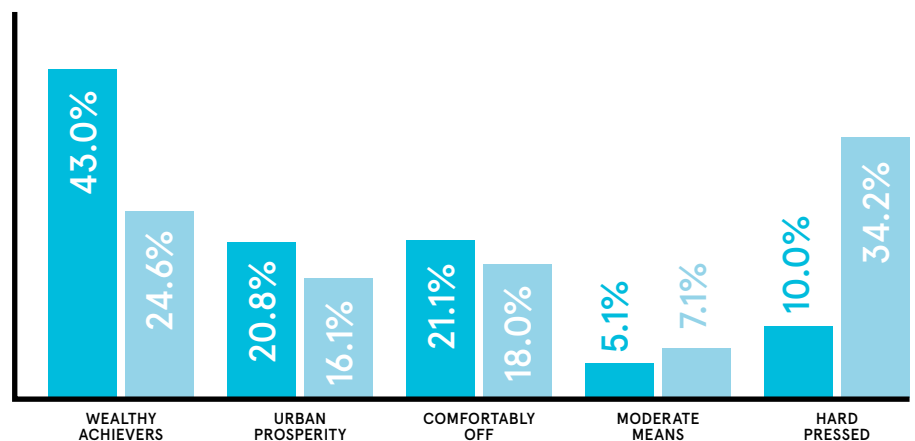
Overall return on investment

The ticket return alone was **£15.79** for every marketing pound spent.

But factor in the total economic contribution of **£5.5m** and this rises to a truly mouth-watering; **£52 for every pound of marketing investment.**

Long term benefits: Glasgow's enhanced reputation

Glasgow Life undertook ticket buyer profiling, which clearly demonstrates that our visitor base was drawn from the wealthiest demographics; exactly the people that will spend freely when they return to the city; and they will, because the experience was so good.



PROFILE: DARK SHADE BASE: LIGHT SHADE

"The 2015 World Gymnastics Championships have been a benchmark event for both the UK and for the sport. Not only has the British team achieved a record medal haul and qualification for the Rio 2016 Olympic Games, but the innovations that we've made to showcase the sport to record crowds will help change the way that gymnastics will be staged in the future."

Simon Morton, Chief Operating Officer of UK Sport



BACKFLIPS ALL ROUND

Front Page®

FOR MORE INFORMATION,
PLEASE CONTACT:
JACKIE ARNOTT-RAYMOND
JOINT MANAGING DIRECTOR
FRONT PAGE®
0141 333 1806
JACKIE@FRONTPAGE.CO.UK