UK & Ireland Marketing



Area Activity Summary 2015/16 – The Scottish Borders

Report on activity for the period 1st *April 2015 to 31st March 2016*

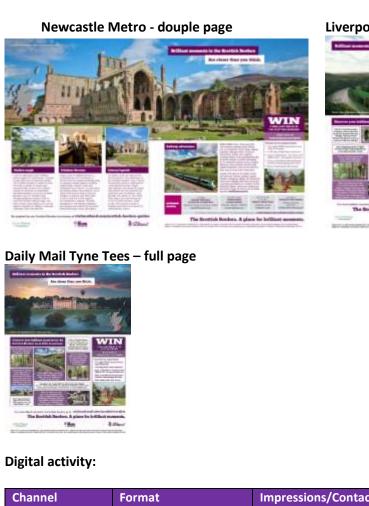
Global Brand Marketing Contact: Amanda Domin, Ast. Regional Brand Manager – 01750 723816 <u>Amanda.Domin@visitscotland.com</u> Keith Campbell, Regional Brand Manager – 01750 723814 – <u>Keith.Campbell@visitscotland.com</u>

Executive Summary

CURRENT STATUS:	RECENT HIGHLIGHTS / RESULTS:
 Autumn '15 activity has been delivered The Scottish Borders 16/17 MoA is signed Work started on new Regional Marketing Strategy for 16/17. Spring '16 campaign complete and results being finalised Meeting took place with LA to discuss new brand and spring campaign. Borders Railway spring activity is complete and results being finalised Schedule content planning session / Marketing Interest Groups dates to be agreed looking for possible June 16 dates *tbc 	 Spring/summer 2016 campaign achieved: Results will be available once activity is complete Total reach (OTS) – over 2.68 million Total unique landings – 6106 Total prize draw entrants - 5000 Business referrals – 321 Businesses involved in prize draws includes: Buccleuch Arms Hotel / Kelso Racecourse / Abbotsford / National Mining Museum Scotland / Scotrail / Dalhousie Castle/Dryburgh Abbey Hotel/Rosslyn Chapel
UPCOMING CAMPAIGN ACTIVITY:	 RECENT ADDED VALUE VISITSCOTLAND ACTIVITY: Daily Mail It's Friday feature: coverage of the Scottish Borders events/messaging detailed below Additional coverage in VS core channels detailed below.

MOA Activity Details

Type of Activity	Detail/Visuals				Measures/Results	
Seasonal Area	Complementing the nationa	UK & Ireland Mar	keting Brilliant Mom	ents campaign activity there	Results will be	
Campaigns –		tumn campaign promoting the Scottish Borders to inspire, engage, and motivate				
Autumn 2015	potential visitors to visit.				month after campaign	
					is completed.	
	Direct Mail activity: A solus Scottish Borders direct mail pack was distributed to 25,004 households				ds	
	w/c 31 Aug.					
		Opportunities to				
	Billingt assessed in the Bottick Deriver	Billion annual	-and stand in sets of them	1. 3	See/Hear	
	Post and Red your Phil returns and where	Compart their public.	- Andrewski		(OTS/OTH)	
		- Linke				
	and the second s	State of the State	- Par cent a Print Mater - Par cent a Print Mater - Date of the set of the		Direct Mail: 25,004	
			And the set of the set		Press OTS: 149,783	
		Digital OTS: 2,287,690				
	SP SCHOLAR					
					TOTAL REACH: over 2.46 million	
	Summary worked	States are wenderfully wild				
		Results				
	1.000000	Direct Mail				
		additionality figure will				
	in the second se	Schemelik and some	Annual Contract of the second		be available in Spring	
	and the second se		Table (1997) (19		2016.	
			Change Control of the			
	Press Activity:				Total reach - 2.46	
					million OTS	
					Total unique landings –	
	Medium	Space	Circulation	Timing	7,716	
	Metro Liverpool	Full page	34,240	-	Total prize draw	
	Daily Mail Tyne Tees	Full page	60,000	•	entrants - 3,007	
	Metro Newcastle	Dbl page spread	55,543	w/c 21 Sept		
	TOTAL		149,783		Business referrals - 54	



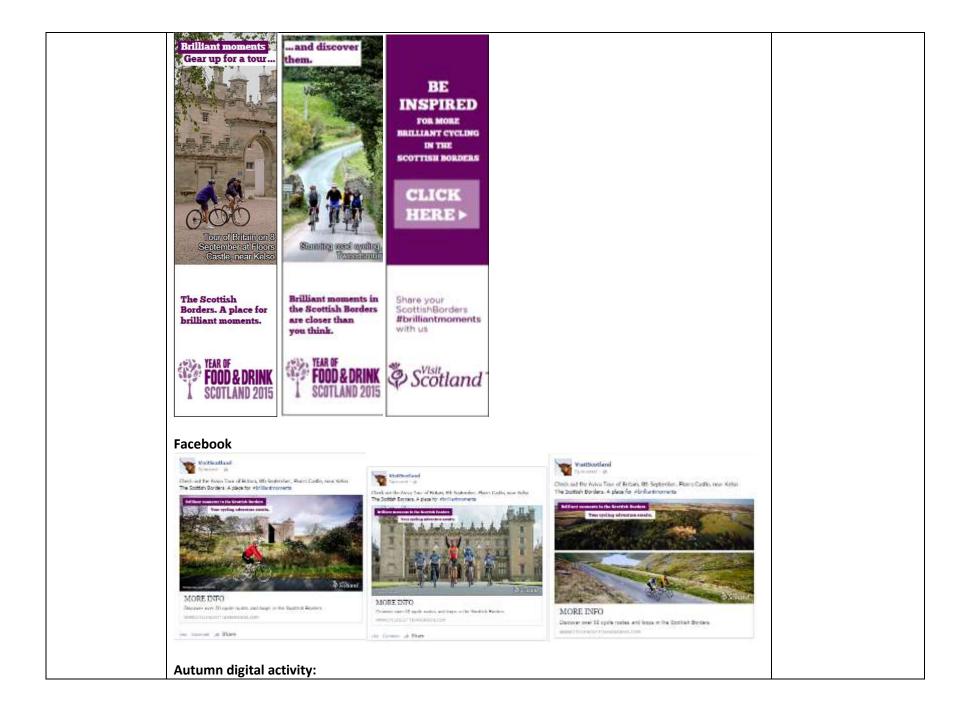
Liverpool Metro – full page

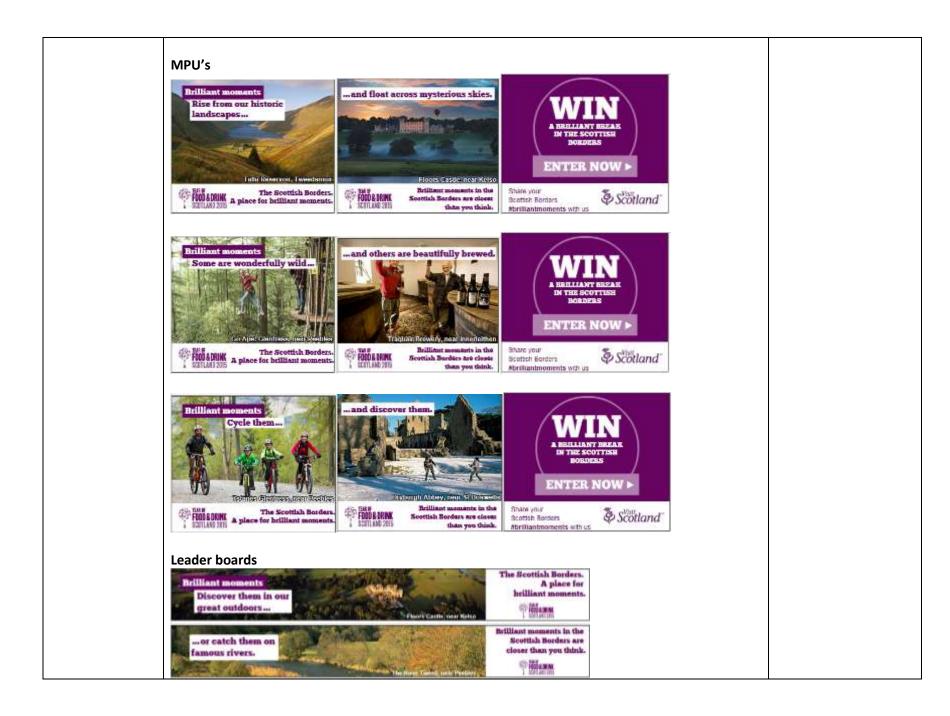


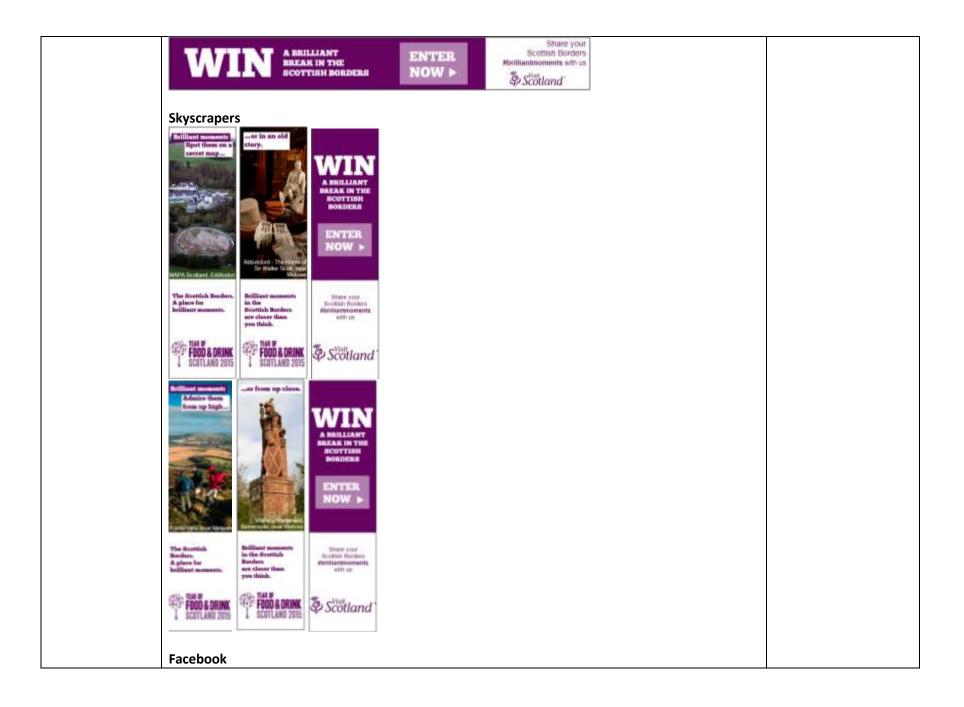
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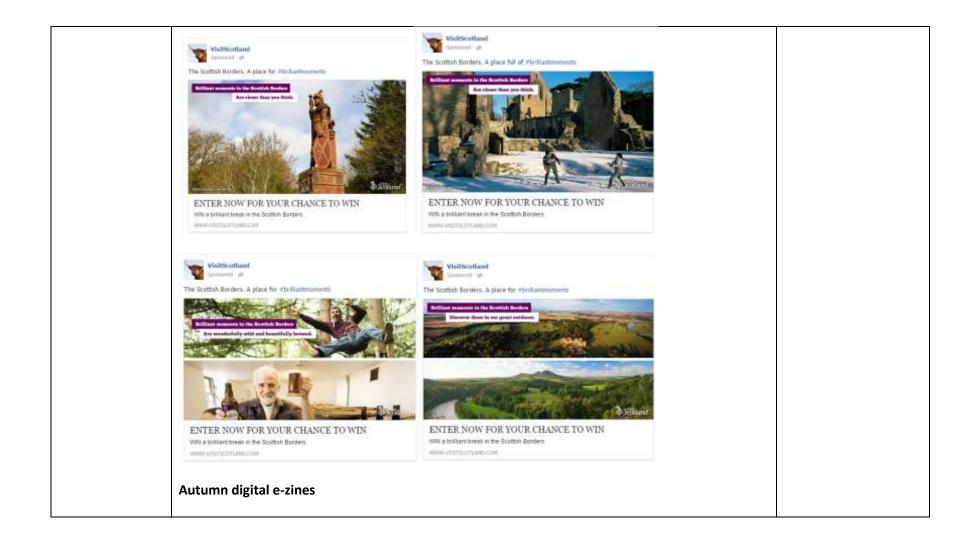
Channel	Format	Impressions/Contacts (OTS)	Timing
Facebook*	Dark posts	1,016,361	w/c 17 Aug – 9 Sept
Display*	Display banners	351,234	w/c 17 Aug – 9 Sept
Facebook	Dark posts	858,930	9 Sept – end Oct
Display	Display banners	42,000	9 Sept – end Oct
Teradata	Email	19,165	9 Sept – end Oct
TOTAL OTS		2,287,690	











Seasonal Area Campaigns – Spring 16	Complementing the overarching Global Brand Campaign – Scotland. A Spirit of its own, the regional marketing team delivered a campaign specifically to promote breaks to the Scotlish Borders. The campaign featured multi-touch point activity via direct mail, press and online channels to inspire engage and motivate potential visitors. Key themes included: walking, cycling, history & heritage, outdoor adventure, food & drink, Borders Railway. Content to focus on supporting the Year of Innovation, Architecture & Design 2016.	Results will be available within one month after campaign is completed. Opportunities to See/Hear (OTS/OTH)
	Direct Mail activity : A solus Borders Railway direct mail pack distributed to 33,280 households.	Direct Mail: 33,280 Press OTS: 512,413 Digital OTS: 2,139,076



Press Activity:			
Medium	Space	Circulation	Timing
Sunday Post in 10 Mag	DPS	168,100	3 Apı
Sunday Mail Magazine	Full Page	200,201	24 Apı
Dundee Courier	Full Page	45,064	15 Ap
Aberdeen Press & Journal	Full Page	58,502	25 Marc
Daily Express Scotland	Full Page	40,564	w/c 4 Apı
TOTAL		512,413	

Sunday Post in 10 Mag

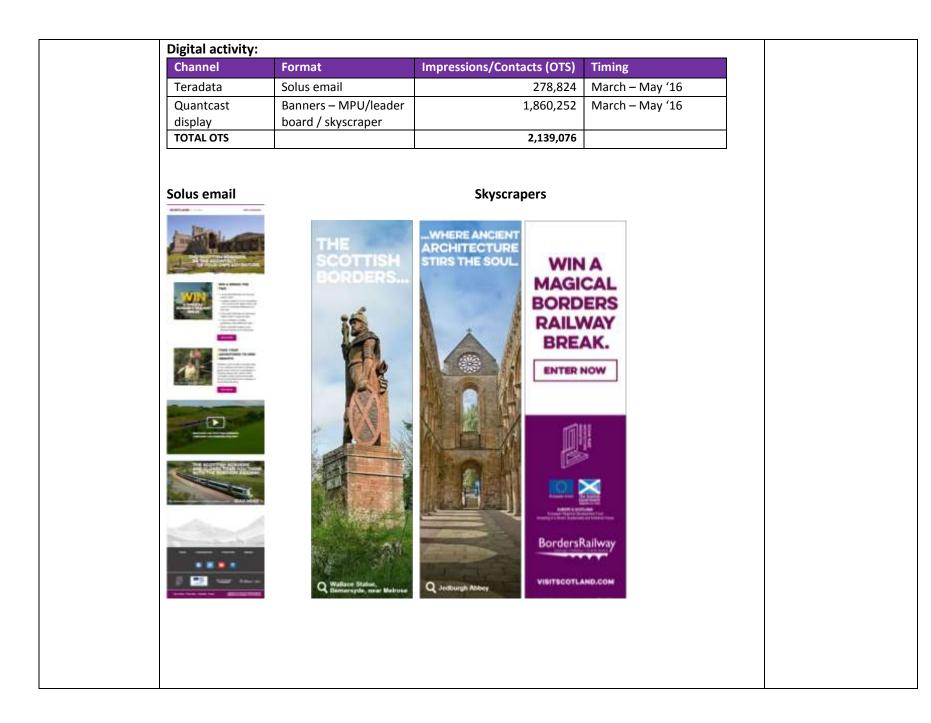
Sunday Mail Mag

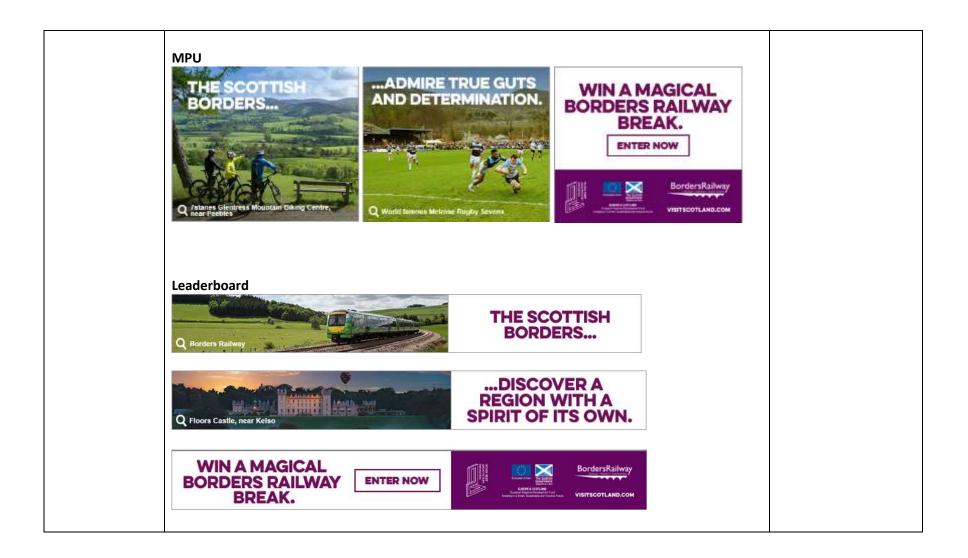


Dundee Courier

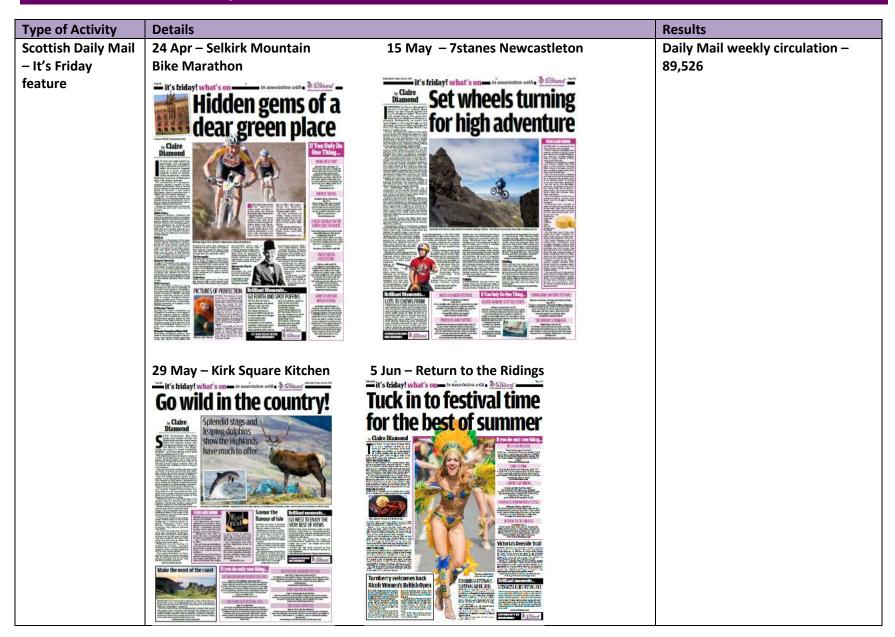
Aberdeen P&J







Additional VisitScotland Activity Details



12 Jun – Borders Book Festival / 17 Jul – Border Union Agricultural Show **Borders Railway**





31 July – Traquair Fair 7 Aug – Borders Railway Steam Train it's friday! what's e it's fridayl what's on in association with a & Statiand **A WHEEL OF A TIME** it's the ideal time Host of sports and to board a terry outdoor pastimes and enjoy some make Falkirk ideal island delights for a great day out - Claire Diamen » Claire Diamond ALC: NOT ON ON aline and the sale ---and the second second second test a school inten i -----and the second 1995.0 and the second second 17 MORE THAN \$157 A CIGTLE FRINGEBENEFITS . 8414/79PM and the same start with the

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Last Updated on 21 July 2016 by Keith Campbell







