

## UK & Ireland Marketing



### Area Activity Summary 2015/16 – The Scottish Borders

Report on activity for the period 1<sup>st</sup> April 2015 to 31<sup>st</sup> March 2016

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#### Executive Summary

<p><b><u>CURRENT STATUS:</u></b></p> <ul style="list-style-type: none"><li>• Autumn '15 activity has been delivered</li><li>• The Scottish Borders 16/17 MoA is signed</li><li>• Work started on new Regional Marketing Strategy for 16/17.</li><li>• Spring '16 campaign complete and results being finalised</li><li>• Meeting took place with LA to discuss new brand and spring campaign.</li><li>• Borders Railway spring activity is complete and results being finalised</li><li>• Schedule content planning session / Marketing Interest Groups dates to be agreed looking for possible June 16 dates *tbc</li></ul>	<p><b><u>RECENT HIGHLIGHTS / RESULTS:</u></b></p> <p><b><u>Spring/summer 2016 campaign achieved:</u></b> <i>Results will be available once activity is complete</i></p> <ul style="list-style-type: none"><li>• Total reach (OTS) – over 2.68 million</li><li>• Total unique landings – 6106</li><li>• Total prize draw entrants - 5000</li><li>• Business referrals – 321</li></ul> <p><b>Businesses involved in prize draws includes:</b></p> <ul style="list-style-type: none"><li>• Buccleuch Arms Hotel / Kelso Racecourse / Abbotsford / National Mining Museum Scotland / Scotrail / Dalhousie Castle/Dryburgh Abbey Hotel/Rosslyn Chapel</li></ul>
<p><b><u>UPCOMING CAMPAIGN ACTIVITY:</u></b></p>	<p><b><u>RECENT ADDED VALUE VISITSCOTLAND ACTIVITY:</u></b></p> <ul style="list-style-type: none"><li>• Daily Mail It's Friday feature: coverage of the Scottish Borders events/messaging detailed below</li><li>• Additional coverage in VS core channels detailed below.</li></ul>

## MOA Activity Details

Type of Activity	Detail/Visuals	Measures/Results																				
<p><b>Seasonal Area Campaigns – Autumn 2015</b></p>	<p>Complementing the national UK &amp; Ireland Marketing Brilliant Moments campaign activity there will be an Autumn campaign promoting the Scottish Borders to inspire, engage, and motivate potential visitors to visit.</p> <p><b>Direct Mail activity:</b> A solus Scottish Borders direct mail pack was distributed to 25,004 households w/c 31 Aug.</p> <div data-bbox="514 495 1327 755"> </div> <div data-bbox="661 792 1222 1068"> </div> <p><b>Press Activity:</b></p> <table border="1" data-bbox="430 1177 1501 1416"> <thead> <tr> <th>Medium</th> <th>Space</th> <th>Circulation</th> <th>Timing</th> </tr> </thead> <tbody> <tr> <td>Metro Liverpool</td> <td>Full page</td> <td>34,240</td> <td>w/c 7 Sept</td> </tr> <tr> <td>Daily Mail Tyne Tees</td> <td>Full page</td> <td>60,000</td> <td>w/c 14 Sept</td> </tr> <tr> <td>Metro Newcastle</td> <td>Dbf page spread</td> <td>55,543</td> <td>w/c 21 Sept</td> </tr> <tr> <td><b>TOTAL</b></td> <td></td> <td><b>149,783</b></td> <td></td> </tr> </tbody> </table>	Medium	Space	Circulation	Timing	Metro Liverpool	Full page	34,240	w/c 7 Sept	Daily Mail Tyne Tees	Full page	60,000	w/c 14 Sept	Metro Newcastle	Dbf page spread	55,543	w/c 21 Sept	<b>TOTAL</b>		<b>149,783</b>		<p>Results will be available within one month after campaign is completed.</p> <p><b>Opportunities to See/Hear (OTS/OTH)</b></p> <p>Direct Mail: 25,004            Press OTS: 149,783            Digital OTS: 2,287,690</p> <p><b>TOTAL REACH: over 2.46 million</b></p> <p><b>Results</b></p> <p>Direct Mail additionality figure will be available in Spring 2016.</p> <p>Total reach - 2.46 million OTS</p> <p>Total unique landings – 7,716</p> <p>Total prize draw entrants - 3,007</p> <p>Business referrals - 54</p>
Medium	Space	Circulation	Timing																			
Metro Liverpool	Full page	34,240	w/c 7 Sept																			
Daily Mail Tyne Tees	Full page	60,000	w/c 14 Sept																			
Metro Newcastle	Dbf page spread	55,543	w/c 21 Sept																			
<b>TOTAL</b>		<b>149,783</b>																				

### Newcastle Metro - double page



### Liverpool Metro – full page



### Daily Mail Tyne Tees – full page



### Digital activity:

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
<b>TOTAL OTS</b>		<b>2,287,690</b>	

\*Tour of Britain promotion up until 9 Sept

Tour of Britain digi activity:

MPU's

Brilliant moments  
Conquer the tour...

Tour of Britain 8 September, Floors Castle

The Scottish Borders  
A place for brilliant moments.

...and discover them.

Floors Castle, near Kelso

Brilliant moments in the  
Scottish Borders are closer  
than you think.

BE INSPIRED  
FOR MORE  
BRILLIANT CYCLING  
IN THE  
SCOTTISH BORDERS

CLICK HERE ►

Share your  
Scottish Borders  
#brilliantmoments with

Visit Scotland

Leader boards

Brilliant moments  
Cycle them...

Cycle loops abound, Scottish Borders

The Scottish Borders.  
A place for  
brilliant moments.

...and discover them.

Floors Castle, near Kelso

Brilliant moments in the  
Scottish Borders are  
closer than you think.

BE INSPIRED  
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THE SCOTTISH BORDERS

CLICK  
HERE ►

Share your  
Scottish Borders  
#brilliantmoments with us

Visit Scotland

Skyscrapers

<p><b>Brilliant moments</b> Gear up for a tour...</p>  <p>Tour of Britain on 8 September at Floors Castle, near Kelso</p>	<p>...and discover them.</p>  <p>Stunning road cycling in the Scottish Borders</p>	<p><b>BE INSPIRED</b> FOR MORE BRILLIANT CYCLING IN THE SCOTTISH BORDERS</p> <p><b>CLICK HERE</b> ▶</p>
<p><b>The Scottish Borders. A place for brilliant moments.</b></p> 	<p><b>Brilliant moments in the Scottish Borders are closer than you think.</b></p> 	<p>Share your ScottishBorders #brilliantmoments with us</p> 

## Facebook



Check out the Avon's Tour of Britain, 8th September, Floors Castle, near Kelso. The Scottish Borders. A place for brilliant moments.

**Brilliant moments in the Scottish Borders**  
Your cycling adventure starts.

**MORE INFO**  
Discover over 50 cycle routes and tours in the Scottish Borders.  
WWW.VISITSCOTLAND.COM



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**Autumn digital activity:**

MPU's

**Brilliant moments**  
Rise from our historic  
landscapes...

Falls of Bruar, near Inverness

**THE SCOTTISH BORDERS**  
A place for brilliant moments.

...and float across mysterious skies.

Floors Castle, near Kelso

**THE SCOTTISH BORDERS**  
Brilliant moments in the  
Scottish Borders are closer  
than you think.

**WIN**  
A BRILLIANT BREAK  
IN THE SCOTTISH  
BORDERS

**ENTER NOW >**

Share your  
Scottish Borders  
#brilliantmoments with us

**Brilliant moments**  
Some are wonderfully wild...

Lochnagar, Cairnweir, near Strathclyde

**THE SCOTTISH BORDERS**  
A place for brilliant moments.

...and others are beautifully brewed.

Traighan Brewery, near Inverrochy

**THE SCOTTISH BORDERS**  
Brilliant moments in the  
Scottish Borders are closer  
than you think.

**WIN**  
A BRILLIANT BREAK  
IN THE SCOTTISH  
BORDERS

**ENTER NOW >**

Share your  
Scottish Borders  
#brilliantmoments with us

**Brilliant moments**  
Cycle them...

Edinburgh, Glentworth, near Peebles

**THE SCOTTISH BORDERS**  
A place for brilliant moments.

...and discover them.

Stirling Abbey, near Stirling

**THE SCOTTISH BORDERS**  
Brilliant moments in the  
Scottish Borders are closer  
than you think.

**WIN**  
A BRILLIANT BREAK  
IN THE SCOTTISH  
BORDERS

**ENTER NOW >**

Share your  
Scottish Borders  
#brilliantmoments with us

Leader boards

**Brilliant moments**  
Discover them in our  
great outdoors...

Floors Castle, near Kelso

**THE SCOTTISH BORDERS**  
A place for  
brilliant moments.

... or catch them on  
famous rivers.

The River Tweed, near Peebles

**THE SCOTTISH BORDERS**  
Brilliant moments in the  
Scottish Borders are  
closer than you think.

**WIN** A BRILLIANT  
BREAK IN THE  
SCOTTISH BORDERS

ENTER  
NOW ►

Share your  
Scottish Borders  
#brilliantmoments with us  


### Skyscrapers

**Brilliant moments**  
Spot them on a  
secret map...



MAPA Scotland, Edinburgh

The Scottish Borders.  
A place for  
brilliant moments.



...or in an old  
story.



Abandoned - The Home of  
Sir Walter Scott, near  
Melrose

Brilliant moments  
in the  
Scottish Borders  
are closer than  
you think.



**WIN**  
A BRILLIANT  
BREAK IN THE  
SCOTTISH  
BORDERS

ENTER  
NOW ►

Share your  
Scottish Borders  
#brilliantmoments  
with us



**Brilliant moments**  
Admire them  
from up high...



The Scottish  
Borders.  
A place for  
brilliant moments.



...or from up close.



Brilliant moments  
in the Scottish  
Borders  
are closer than  
you think.



**WIN**  
A BRILLIANT  
BREAK IN THE  
SCOTTISH  
BORDERS

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NOW ►

Share your  
Scottish Borders  
#brilliantmoments  
with us



Facebook

VisitScotland  
Sponsored · #gb

The Scottish Borders. A place for #brilliantmoments

Brilliant moments in the Scottish Borders  
Are closer than you think.



ENTER NOW FOR YOUR CHANCE TO WIN  
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WWW.VISITSCOTLAND.COM

VisitScotland  
Sponsored · #gb

The Scottish Borders. A place for #brilliantmoments


Brilliant moments in the Scottish Borders  
Discover them in our great outdoors.




ENTER NOW FOR YOUR CHANCE TO WIN  
Win a brilliant break in the Scottish Borders.  
WWW.VISITSCOTLAND.COM

**Autumn digital e-zines**



		
<p><b>Seasonal Area Campaigns – Spring 16</b></p>	<p>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 Scottish Borders. The campaign featured multi-touch point activity via direct mail, press and online channels to inspire engage and motivate potential visitors.</p> <p>Key themes included: walking, cycling, history &amp; heritage, outdoor adventure, food &amp; drink, Borders Railway. Content to focus on supporting the Year of Innovation, Architecture &amp; Design 2016.</p> <p><b>Direct Mail activity:</b> A solus Borders Railway direct mail pack distributed to 33,280 households.</p>	<p>Results will be available within one month after campaign is completed.</p> <p><b>Opportunities to See/Hear (OTS/OTH)</b></p> <p>Direct Mail: 33,280  Press OTS: 512,413  Digital OTS: 2,139,076</p> <p><b>TOTAL REACH: over 2.68 million</b></p>



**Results**

Direct Mail economic impact figure will be available in **TBC** 2016.

Total reach - 2.68 million OTS

Total unique landings – **6106**

Total prize draw entrants - **5000**

Business referrals - **321**

**Press Activity:**

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

**Sunday Post in 10 Mag**



**Sunday Mail Mag**



**Dundee Courier**



**Aberdeen P&J**



**Daily Express**



**Digital activity:**

Channel	Format	Impressions/Contacts (OTS)	Timing
Teradata	Solus email	278,824	March – May '16
Quantcast display	Banners – MPU/leader board / skyscraper	1,860,252	March – May '16
<b>TOTAL OTS</b>		<b>2,139,076</b>	


**Solus email**



**Skyscrapers**



**MPU**



**THE SCOTTISH BORDERS...**  
7stanes Glenfress Mountain Biking Centre, near Peebles

**...ADMIRE TRUE GUTS AND DETERMINATION.**  
World famous Melrose Rugby Sevens

**WIN A MAGICAL BORDERS RAILWAY BREAK.**  
**ENTER NOW**

**BordersRailway**  
VISITSCOTLAND.COM

**Leaderboard**







**THE SCOTTISH BORDERS...**

**...DISCOVER A REGION WITH A SPIRIT OF ITS OWN.**

**WIN A MAGICAL BORDERS RAILWAY BREAK.**  
**ENTER NOW**

**BordersRailway**  
VISITSCOTLAND.COM

## Additional VisitScotland Activity Details

Type of Activity	Details	Results
<p>Scottish Daily Mail – It's Friday feature</p>	<p><b>24 Apr – Selkirk Mountain Bike Marathon</b></p>  <p><b>29 May – Kirk Square Kitchen</b></p> 	<p><b>15 May – 7stanes Newcastleton</b></p>  <p><b>5 Jun – Return to the Ridings</b></p> 
		<p>Daily Mail weekly circulation – 89,526</p>

12 Jun – Borders Book Festival /  
Borders Railway

The magazine cover for 12 Jun features a large photograph of a puffin on a grassy bank. The main headline is "Go to the wild side" with the sub-headline "Tearing apart the cry of birds and the ancient landscape that is Shetland". Other headlines include "Fast-track to our golf" and "Clare Diamond". The cover also includes several smaller articles and a sidebar with the heading "If You Only Do One Thing...".

17 Jul – Border Union Agricultural Show

The magazine cover for 17 Jul features a large photograph of a person in a dynamic pose, possibly a strongman or athlete, with a glowing effect. The main headline is "Finally, it's tee time!" with the sub-headline "American duo put the fun back in golf and invite you to enjoy our national sport". Other headlines include "IT'S GAMES ON FOR THE HIGHLAND SPORTS STRONGMEN" and "THROWING HORSES DOESN'T MISS A TRICK". The cover also includes several smaller articles and a sidebar with the heading "If You Only Do One Thing...".

31 July – Traquair Fair

The magazine cover for 31 July features a large photograph of a woman in a grey top looking at something in her hands. The main headline is "A WHEEL OF A TIME" with the sub-headline "Host of sports and outdoor pastimes make Falkirk ideal for a great day out". Other headlines include "FRINGE BENEFITS" and "Clare Diamond". The cover also includes several smaller articles and a sidebar with the heading "If You Only Do One Thing...".

7 Aug – Borders Railway Steam Train

The magazine cover for 7 Aug features a large photograph of a man in a grey suit playing a guitar. The main headline is "THE ISLES OF SMILES" with the sub-headline "It's the ideal time to board a ferry and enjoy some island delights". Other headlines include "MORE THAN JUST A CIGARETTE" and "Clare Diamond". The cover also includes several smaller articles and a sidebar with the heading "If You Only Do One Thing...".

28 Aug – Stowed Out / Bee Fayre 20 Nov – Velvet Hall Alpacas



27 Nov – Traquair Festival

4 Dec – Kelso Races





18 Dec – Tempest Brewery

it's friday! what's on



by Fiona McKay

# THE HOME OF HOGMANAY!

Welcome 2016 in spectacular style



**FESTIVE MAGIC OF THE FALKIRK WHEEL!** **A STORM IN A BEER GLASS**

1 Jan – Kelso Racecourse

it's friday! what's on



by Fiona McKay

# SHOWCASING SCOTLAND '16

Packed programme for year ahead

**WARM TO THE WIDE RANGE OF WINTER ACTIVITIES**

8 Jan – Borders Textiles

it's friday! what's on

Take a magical, mystical, musical tour of Scotland

# A warm welcome to a Celtic winter

by Fiona McKay



**SENDING A TEXTILE MESSAGE?**

**LET'S MEET A NEW CRAFTS PERSON**

15 Jan – Burns / Cringletie

it's friday! what's on

# FLAMING GREAT!

Feasting, fire and fun at Sheelagh's Up Helly Aa

by Fiona McKay



**Fire display to frolics for hags at Burns head**

**CLIMBING CABARET AND THEATRE**

29 Jan – Snowdrop Festival

It's Friday! what's on

Almost 60 venues open up for Snowdrop Festival

## Blooming display of flower power

By Fiona McKay



**F**lower power is in full bloom as the Snowdrop Festival opens up almost 60 venues across the country for a weekend of music, art, and food.

The festival, which runs from Friday to Sunday, is a celebration of the snowdrop, the first flower to bloom in Scotland each year. It offers a wide range of activities, from live music and art installations to food and drink.

One of the highlights is the 'Blooming Display of Flower Power' at the Edinburgh Festival Fringe, which features a variety of performances and installations. Other venues include the Glasgow Science Centre, the National Museum of Scotland, and the Scottish Parliament.

The festival is a great opportunity to enjoy the outdoors and the beauty of the snowdrop. It is also a chance to support local businesses and artists.

For more information, visit [www.visitScotland.com](http://www.visitScotland.com).

12 Feb – Eastgate Arts Theatre/Sunshine on Leith

It's Friday! what's on

## ORKNEY, I'M IN LOVE

Treat yourselves to a romantic break in the island idyll

By Fiona McKay



**D**o you want to escape the city and enjoy a romantic break in the island idyll? Then head to Orkney for a weekend of love and romance.

The Orkney Islands offer a stunning backdrop for a romantic getaway. With its dramatic coastline, historic sites, and beautiful scenery, it's the perfect place to spend a few days with your loved one.

There are many ways to enjoy Orkney, from walking on the beaches to exploring the ruins of ancient castles. You can also enjoy the local food and drink, which is some of the best in Scotland.

For more information, visit [www.visitScotland.com](http://www.visitScotland.com).

26 Feb – Festival of Architecture

It's Friday! what's on

## THE ROYAL REALM

Why Decade simply dazzles our monarchs and their families

By Fiona McKay



**F**rom the royal family to the people, the Decade is a celebration of Scotland's rich history and culture. It's a chance to see the royal family in action and to experience the best of Scottish life.

The Decade is a series of events that take place throughout the country. It includes a variety of activities, from live music and art to food and drink. It's a great opportunity to enjoy the outdoors and the beauty of Scotland.

For more information, visit [www.visitScotland.com](http://www.visitScotland.com).

25 Mar – Scottish Borders / Rabbits Tours / Easter

It's Friday! what's on

Marvel at a Georgian gem beside the Dolphin Coast

## THE BORDER LINE

Newest rail link offers fast track to Sir Walter Scott country

By Fiona McKay



**W**elcome to the Scottish Borders, a region of stunning beauty and rich history. The newest rail link offers a fast track to Sir Walter Scott country, making it easier than ever to explore this beautiful region.

The Borders are a great place to visit, whether you're looking for a romantic getaway or a family-friendly holiday. There are many things to see and do, from exploring the ruins of ancient castles to enjoying the local food and drink.

For more information, visit [www.visitScotland.com](http://www.visitScotland.com).

15 April – Borders Railway /  
YIAD / Hawick Alchemy Fest



29 July – Main article featuring events






e-zines  
ebrochures

May E-zines

March '16 – Melrose Sevens

April – Gardens & Museum open days

OTS = 210,000 (based on all 4  
Scotland e-zines.

<p><b>Social Media</b></p>	<p><b>Facebook</b></p> <p><b>8 April – Scottish Borders</b></p> <p>VisitScotland added a new photo to the album: The Scottish Borders 8 April at 10:19 AM</p> <p>If benches could talk, we wonder what this one would have to say about its surroundings. Well, turns out they can't, so you'll just have to come &amp; see the breathtaking Scottish Borders for yourself! <a href="http://go.visit.scot.nhs.uk">http://go.visit.scot.nhs.uk</a></p>  <p>Like Comment Share</p> <p>2.2k</p> <p>388 shares</p> <p><b>15 Apr – Dawyck</b></p> <p>VisitScotland posted 4 new photos. 15 April at 10:24 AM</p> <p>Scotland's 4 Royal Botanic Gardens are becoming renowned! <a href="http://bit.ly/1vK0Y5C">http://bit.ly/1vK0Y5C</a> #NationalGardeningWeek</p>  <p>Like Comment Share</p> <p>1k</p> <p>19 shares</p> <p><b>17 Apr - Kelso</b></p> <p>VisitScotland added a new photo to the album: The Scottish Borders 17 April at 10:31 AM</p> <p>It was up early for Fernox &amp; Photography to capture sunrise over the River Tweed at the Heriot Bridge, Kelso. Isn't this stunning?</p>  <p>Like Comment Share</p> <p>4.2k</p> <p>412 shares</p> <p><b>30 Apr - Borders Abbey Way</b></p> <p><b>2 May – Tweeddale Blend</b></p>	<p><b>Facebook likes – 690,657</b></p> <p><b>Twitter followers – 177,000</b></p> <p><b>Instagram followers – 156,000</b></p>
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