



2016 Agency and Political Consultant Campaign Description Form

Agency and Political Consultant EMMA entrees are judged on creativity, multiplatform campaign elements and 'winning' results for clients.

Consultant/Agency Name:

Consultant and Agency Category: Which EMMA category are you entering? Select one:

- Mid-sized Agency (100-300 employees)
- Large Agency (300+ employees)
- Political Consultant/Agency

General market agencies please complete the following questions. (Political starts on page 2).

Ad Campaign Name: 1st Look Scotland

Advertiser Name: Visit Scotland

Advertising Category (e.g.: Automotive, Furniture, etc.): Tourism

1. **Challenge.** What is your client's business and what was their business challenge?

Client's Business - Visit Scotland is Scotland's national tourism organization. Their core purpose is to market Scotland's rich history and natural beauty to visitors from all parts of the world.

Their main objective is to grow tourism revenues – especially from outside of the country. The US is Scotland's largest overseas market. Visits from the USA account for 15% of all international trips and nearly 25% of all international expenditures.

Client's Challenge - American tourists have an extremely low awareness of Scotland as a vacation destination. Of the tourists that take vacations in Great Britain, only 25% of them actually go to Scotland. A large percentage of these vacations tend to be excursions with tour groups or cruises.

The challenge is changing the mindset of the traveler from associating Scotland with castles and outdoor activities and to think of it as an urban destination with a vibrant city life, great food and drink experiences as well as many cultural events.

2. **Objective.** What was the campaign objective?

Our objective was to generate destination tourism and showcase Scotland’s heritage, culture and uniqueness to viewers through a multi-platform campaign on WNBC in New York. WNBC was chosen as a media partner because they had multiple programming outlets to obtain this objective. They were also able to include added exposure on their 10 NBC Owned & Operated stations.

This campaign was to launch in Feb’16. Its importance was twofold as it was Visit Scotland’s first local market television campaign in the United States but it was also a part of their very first global campaign “Scotland – A Spirit of its Own”.

3. **Plan.** Why did you plan local broadcast TV?

New York is the #1 DMA with a population of 7.9 million people. It is a key market for Visit Scotland because it contains a significant number of consumers in their target segment – cultural explorers, Adults 55+ and high disposable income. Also, the 3 major airlines (American Airlines, Delta, United) have direct flights to both Edinburgh and Glasgow from all of the major New York airports.

Because of this, local broadcast TV was utilized in the New York market.

4. **Platforms.** Which TV station ad platforms did you buy? (Please describe the elements and contributions of each platform to the overall marketing campaign, rather than providing flight dates and schedule):

Various platforms (targeted TV, Taxi TV, Digital and social messaging) were utilized to reach a high quality audience. All of the programs that were part of this package helped to target this high quality audience because they index above the market for HHI \$100k+, \$250k+, 1+ Int’l Trips, and 5+ Int’l Trips.

	1 st Look	Open House	Talk Stoop	NY Live	Taxi TV	WNBC.com
Median Income	\$75,187	\$74,300	\$72,200	\$73,353	\$76,244	\$80,914
HHI \$100k+	102	120	103	104	125	119
HHI \$250k+	101	107	101	127	140	107
1+ Int’l Trips	124	134	160	101	181	103
5+ Int’l Trips	118	131	141	192	197	127

Source: Scarborough R1 2016 New York, NY

In addition to their high qualitative audiences, 1st Look and Open House have also been recognized for their excellence in the industry. This year “1st Look” received a nomination for the national Daytime Emmy Awards in the “Best Travel and Adventure Program” category. Also this year, “Open House” received the regional New York Emmy award for “Lifestyle Program – Special”.

On-air:

“1st Look Scotland” –

1st Look is a travel and lifestyle program where host Ashley Roberts travels around the U.S. to bring you the country’s hottest destinations for trendy restaurants, tourist attractions and thrilling activities.

A custom 30 minute episode of “1st Look” aired on February 13th which was hosted by actor Alan Cumming and George Oliphant (host of home improvement show “George to the Rescue”). Alan and George were a natural fit to host the show because of their strong Scottish roots. Alan grew up in Scotland and George’s ancestors are of Scottish descent. The special followed Alan and George on their tour throughout Scotland which gave viewers an up close and personal look at Edinburgh, Aberfeldy and Glasgow. Scotland’s First Minister, Nicola Sturgeon, was also featured in the show.

This special aired in New York, as well as the following NBC Owned & Operated markets: Los Angeles, Chicago, Dallas, Philadelphia, Washington DC, Miami, San Francisco, San Diego, Hartford, and Boston.

The episode was reformatted for the web and posted on WNBC’s website. It was also re-broadcast in all markets on June 18th which is just ahead of their high travel season.

“Talk Stoop” interview:

Talk Stoop is an entertainment show where host Cat Greenleaf interviews actors, musicians & celebrities on the stoop of her home in Brooklyn.

Alan Cumming appeared on WNBC’s Talk Stoop (New York only) on January 30th to help generate awareness about the upcoming 1st Look Scotland special on February 13th. Alan talked to host Cat Greenleaf about his Scottish heritage, his love of the country and the exciting experiences he had on his trip.

Promotional banners ran online adjacent to the feature driving viewers to the Visit Scotland website. There were also posts on Facebook and Instagram which generated additional viewer engagement.

“NY Live” Integration:

NY Live is a lifestyle show hosted by Sara Gore and Jacque Reid. Viewers get their daily dose of the very best that New York has to offer – celebrity interviews, latest fashions and fads, top restaurants, etc.

WNBC (New York only) aired a custom 2 minute integration on February 12th during “NY Live”. The integration featured Alan Cumming and George Oliphant exploring the essence of Scotland’s nightlife, scenery and warmth. Promotional banners ran online driving tune-in to the Visit Scotland integration. The segment was also posted on Facebook and amplified to a hyper-targeted audience.

“Open House” Integration:

Open House is a real estate tv show hosted by Sara Gore. It highlights luxury real estate around the United States and the actual owners give you a tour of their exquisite homes.

A custom 5 minute integration aired on February 21st during “Open House”. This special feature gave viewers a glimpse of one of Scotland’s most fascinating homes – The Abbotsford House – which is the home of Sir Walter Scott. Scottish experts explained the history and showcased its magnificent interiors and architecture.

This aired in New York as well as the following markets: Los Angeles, Chicago, Dallas, Philadelphia, Washington DC, Miami, San Francisco, San Diego, Hartford and Boston. Promotional banners ran online adjacent to the feature driving viewers to the Visit Scotland website. There were also postings on Facebook and Twitter about the segment which generated additional viewer engagement.

Vignettes: WNBC created a series of custom :30 “Love Scotland” vignettes that highlighted the authentic Scottish experience and culture. These aired in high profile programming on the spot television schedule that aired on WNBC in New York from February 15th – April 17th. They had a custom call to action encouraging viewers to discover Scotland as their next vacation destination. “Love Scotland” topics included:

- Alan’s Scotland: Alan Cumming gave his personal reasons for the love his homeland –Scotland.
- Edinburgh: The owner of 21st Century Kilts, Howie Nicholsby, spoke about highlights of the city of Edinburgh.
- Food and Drink: Chef Tom Lewis of Monachyle Mohr Hotel talked about popular Scottish food and drinks.
- Highlands: The Managing Director of Highland Safaris, Donald Riddell, discussed the beauty of the Scottish Highlands.
- Golf: Golf Pro Heather Macrae talked about golf which is the national sport of Scotland
- Heritage & History: The General Manager of Glamis Castle, Tommy Baxter, spoke about the rich history that Scotland has to offer.

Out of Home:

Taxi TV: The Visit Scotland brand spot, accompanied with a banner, aired on Taxi TV in 11,000 New York taxicabs from February 15th – 28th. This enabled viewers to watch this content on the go. Also, a :60 second version of the Talk Stoop interview aired on Taxi TV from February 8-12 to help generate awareness of the upcoming show.

On-line:

- Sponsored content and promo banners on WNBC’s website drove viewers to the Visit Scotland website to win a VIP trip to Scotland.
- Visit Scotland received homepage takeover, mobile homepage takeover and parallax sponsored content on WNBC’s website.

Mobile:

- Standard ROS banner ads on WNBC’s mobile website and news app
- All online components aired from February 15th – April 10th

Social media:

- WNBC provided exposure with posts on Facebook, Twitter and Instagram to promote the “1st Look Scotland” show.

5. **Results.** Please share results. How did the campaign make the register ring?

The New York TV spot schedule delivered over 95% of the rating points ordered in the New York market. 95% is the industry standard for posting, and we exceeded it. The post analysis measures how many rating points were delivered versus how many were ordered. The actual delivery was 141%!

The airing of the 1st Look Scotland specials garnered a total of 1,340,700 impressions.

While Taxi TV was a totally new concept for our client, we exceeded expectations and over delivered on impressions by 150%.

The online component was also very successful. They delivered a total of 3,244,314 impressions which was 220% above what was originally contracted. Between February and March 2016, Visit Scotland saw the following significant results:

- 342,000 visits to VisitScotland.com from the US
- 30,000 sweepstakes entries from US consumers
- 17,000 new opt-ins from US consumers
- 10,580 views of the 1st Look Scotland show on WNBC’s website
- 60,000 Twitter impressions
- 2,000 likes and 3,700 video views on Facebook
- 8,000 likes of Alan Cumming’s personal Instagram page.

6. **Scale.** Do you have plans to scale this campaign to more markets?

The client is currently in talks with WNBC to film another “1st Look Scotland” special. Currently, they do not have plans to scale this to other markets.

7. **Tell Us More.** What else would you like the judges to know.

While this special only aired in the United States, it actually received coverage in two Scottish newspapers – “The Perthshire Courier” and “The Scotsman”.

Travel & Leisure.com featured an interview with Alan Cumming about the “1st Look: Scotland” Show. They also included the new Visit Scotland brand spot. This website receives at least 9 million unique visitors per month.

8. **Bonus.** Earn bonus points by submitting a video testimonial from your client.

Our client was not able to provide us with a video testimonial, however, we would like to submit this written testimonial.

With Dentsu Aegis winning the Scottish Government's global media agency tender late 2014, 2015 was the first year that VisitScotland worked with Vizeum /New York. As their first assignment Vizeum was tasked to find a broadcast partner in New York who could offer VisitScotland a comprehensive media plan as well as be able to produce new inspirational Scotland content. With our limited media budget, we knew that this wasn't an easy task. Vizeum did an excellent job finding such a great partner as NBC turned out to be. We were extremely satisfied with the multi-touchpoint (TV, OOH, digital) campaign that was delivered, reaching and inspiring millions of consumers. There were many aspects to the campaign to be delivered; from production of the 1st Look show, Open House segment and vignettes in Scotland, to Talk Stoop and NY Live shows in New York and at the same time delivering a large-scale media campaign to compliment these great shows. We even ended up organising a joint press event for the premier of the 1st Look that was attended by Alan Cumming and got featured in publications such as Travel+Leisure. It was a pleasure working with NBC's team on all the aspects of the campaign with Vizeum offering support throughout. Delivering the campaign was truly a team effort! We were so satisfied with the partnership that we're currently working with NBC and Vizeum on Part 2.

Helen Campbell, Head of Global Brand and Marketing Communications, VisitScotland

Political agencies/consultants please complete the following questions.

Campaign Name:

Issue or Initiative/Race:

Market/State:

9. **Challenge.** What was your campaign's biggest communications challenge?

10. **Objective.** Aside from winning, what was the objective of your media campaign?

11. **Plan.** Why did you plan local broadcast TV?

12. **Platforms.** Which TV station ad platforms did you buy? (Please describe the elements and contributions of each platform to the overall marketing campaign, rather than providing flight dates and schedule):

- On-air:
- Online:
- Mobile:

13. **Mix:** Did your media plan include a mix of local media? In general, how was your spending allocated by medium?

14. **Results.** How did your campaign deliver vs. your opponents' campaigns? Were there significant shifts in poll numbers (please specify) and in ultimate results that you attribute to your broadcast TV advertising?

15. **Tell Us More.** What else would you like the judges to know?

16. **Bonus.** Earn bonus points by submitting a video testimonial from your campaign team.