



Agency Name: Vizeum

Ad Campaign Name: 1st Look Scotland: The Scottish Isles

Advertiser Name: Visit Scotland

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 promote Scotland as one of the most desirable tourist destinations in the world.

Their main objective is to grow tourism revenues - especially from outside of the country. The US is Scotland’s largest overseas market and it accounts for 400,000 trips as well as expenditures of over \$300 million dollars.

Client’s Challenge: As a follow up to their Emmy award winning “1st Look: Scotland” show, Visit Scotland wanted to create another program that would showcase a very different part of their country - the Scottish Isles.

The challenge is changing the mindset of the traveler from thinking of Scotland as a whole destination rather than in terms of specific regions (i.e. Edinburgh and Glasgow) and creating awareness of the Scottish Isles as a vacation destination.

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

Our objective was to generate destination tourism by giving an intimate look at the Scottish Isles through a multiplatform campaign on WNBC. 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.

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

New York is the #1 DMA with a population of 8.1 million people. It is a key market for Visit Scotland because it contains a significant number of consumers in their target audience - cultural explorers, Adults 55+ and high disposable income. Also, the 3 major airlines (American, 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?

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 as well as Visited the UK in the past year.

	1 st Look	Open House	NY Live	Taxi TV	WNBC.com
Median Income	\$83,156	\$98,367	\$78,331	\$59,852	\$83,307
HHI \$100k	117	156	113	101	120
HHI \$250k	101	226	171	116	115

1+ Int'l Trips	245	100	102	128	108
Visited UK in past year	451	245	100	212	140

Source: Scarborough R1 2017 New York, NY

- **On-Air**

- "1st Look: Scotland - The Isles"

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 November 19th 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. They had such great chemistry in the "1st Look: Scotland" show, so they were a natural choice to host this new show. The special followed Alan and George on their tour of the Scottish Isles which gave viewers an up close and personal look at the history and natural beauty of the islands of Oban, Barra, Eriskay and Harris.

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.

- "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 November 17th during "NY Live". The integration featured Alan Cumming and George Oliphant exploring the Scottish Isles. 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 State and the actual owners give you a tour of their exquisite homes.

A custom 5-minute integration aired on November 20th during "Open House". This special feature gave viewers a glimpse of The Torridon Inn located on 58 acres of parkland in the northwest Highlands of Scotland. The owner and General Manager explained the history of this castle-like estate, and showcased the magnificent interiors, architecture and surrounding views.

- **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 11/21-12/4. This enabled viewers to watch this content on the go.

- **Online**

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 11/21-12/25.

- **Social Media**

WNBC provided exposure with posts on Facebook, Twitter and Instagram to promote "1st Look: Scotland -The Isles"

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 airing of the 1st Look: Scotland -The Isles specials garnered a total of 415,400 impressions.

Taxi TV was still a new concept for our client. We exceeded their expectations and overdelivered on impressions by 113%.

According to the 2016 International Passenger Survey (IPS) tourism statistics:

*Overseas visits to Scotland increased 6%

*Overseas spend in Scotland increased 9.1%

Both of these were fueled by strong growth from North America.

The 2016 Scotland Visitor Survey reports that, the use of visitScotland.com as an online planning resource increased 4% from previous year.

The Simmons Winter 2016 Survey, travel from the U.S. to the UK increased 6.4% over the previous year.

The online component was also very successful. It delivered a total of 3,554,683 impressions which was 170% of what was originally contracted. Between November & December 2016, Visit Scotland saw the following results:

34,000 Twitter impressions

420 likes and 2650 views on Facebook

5,515 views of the "1st Look: Scotland - The Isles" show on WNBC's website

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

The client is currently in talks with WNBC to come up with another creative idea to help keep Scotland top of mind as a vacation destination.

7. **Bonus.** Client testimonial:

Following the EMMY winning partnership campaign with NBC in 2015-16, Carat has done a great job in putting together another great partnership plan for 2016-17. VisitScotland was delighted to work with Carat and NBC for second year running on another exciting partnership that took learnings from previous year's activity. The multi touch point campaign included on-air, online and out-of-home elements. Carat and NBC delivered extensive added value including additional TV spots, social media

exposure and additional media exposure on WNBC. VisitScotland was delighted with the final result of 161% over delivery and look forward to starting discussions on Year 3 partnership.

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