

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE

21 APRIL 2009

SUBJECT: SUMMER 2009 – ANGUS TELEVISION ADVERTISING CAMPAIGN

REPORT BY THE DIRECTOR OF INFRASTRUCTURE SERVICES

**Abstract: This report outlines the proposed summer 2009 – Angus Television Advertising Campaign, describes how it integrates with the ongoing Angus Ahead marketing initiative and recommends that the Committee approves the campaign at a total cost of £20,000.**

## 1 RECOMMENDATION

1.1 It is recommended that the Committee:

- (i) note the advertising strategy which has been developed for the angusahead.com television advertising campaign following approval of the Draft Tourism Strategy for Angus and enhances our overall marketing strategy; and
- (ii) agree to proceed with the proposed television advertising campaign as outlined in section 3 of this report, at a total cost of £20,000.

## 2 INTRODUCTION

2.1 The angusahead.com portal is the Council's main promotional e-communication tool for the majority of the marketing effort for Angus, since it contains all of the key information regarding the county through its three main "channels" live, business and visit. When producing new advertising campaigns the following strategic requirements are essential:-

- (i) Directing customers/visitors to angusahead.com for further information
- (ii) Using the same Angus Ahead "brand" as represented on the portal, i.e. the colour purple, the Angus type style and use of the triquetra
- (iii) Ensuring that advertising content is of a high level of quality, to better reflect the message of quality that we wish to convey; and
- (iv) Focusing on tourism offerings and events being promoted by the Council and/or by local communities and organisations rather than to the destination per se.

2.2 This campaign continues to develop the Angus Ahead brand, which raises awareness of Angus, builds interest in what can be done and seen in the area, promotes the Council's own tourism products, promotions and services with a goal to stimulate a desire to visit Angus. This will also capitalise on the acknowledged trend for UK residents to holiday at home over 2009/10.

2.3 This campaign will also underpin existing product advertising and print marketing projects as outlined in the Draft Tourism Strategy for Angus.

### **3 ANGUSAHEAD.COM TELEVISION ADVERTISING CAMPAIGN**

- 3.1 It is proposed to launch a television advertising campaign over the 2009 tourist season, in 2009 which promotes Angus as follows:
- 3.2 Five adverts will be produced, four of which focus on the main products of Golf, Outdoor Activities, Heritage and Festivals and the fifth will be a generic advert featuring footage from the other four. The theme of the adverts will be the “journey” of visitors throughout a day, in each of the identified product areas.
- 3.3 The adverts will be branded and feature the colours and style of the Angus Ahead brand, which will direct the viewer to the key message of visiting angusahead.com. The adverts will be designed to show a “taste” of what Angus offers and stimulate viewers to visit angusahead.com to find out more.
- 3.4 The in-house skills of the Economic Division’s marketing team and media team will be used to produce the adverts and this will have a cost benefit as this work will not need to be outsourced.
- 3.5 STV have been approached to provide advertising space, advice and production assistance. It is proposed that the campaign runs from May – September 2009, with adverts being focused into one week each month and within an advert length of 20 seconds.
- 3.6 In discussion with STV, costs were obtained for the STV Aberdeen, STV Dundee, STV Edinburgh and STV Glasgow transmission areas. In addition, costs were given for STV North (a combination of STV Aberdeen and STV Dundee) and STV Central (a combination of STV Edinburgh and STV Glasgow). The cost of buying airtime in STV Edinburgh and STV Glasgow increased comparatively due to the greater population and demand for airtime.
- 3.7 After analysing our key target market area, factoring in an average journey time of 1 hour 30 minutes, taking into account cost and affordability and looking of the reach of the transmission areas, it was agreed that people from the STV North and STV Edinburgh areas would have greatest propensity to visit Angus and would maximise our impact within the available budget.
- 3.8 The campaign will be monitored throughout and STV will provide a list of monthly viewing figures that will state how many people actually viewed the ads. Furthermore, the angusahead.com web address given will direct viewers to a particular page on the site, which will allow us to monitor how many people having seen the ad, followed-up and visited the site. This will let us specifically gauge the success of the campaign.
- 3.9 A report will be brought back on the outcome of this campaign which will evaluate the cost/benefit of the exercise and make a recommendation on whether the campaign should be repeated and/or expanded in future years.

3.10 The details of the proposal are:-

|               | Transmission area Populations | No of Spots | Rate and cost  | Negotiated actual cost |
|---------------|-------------------------------|-------------|----------------|------------------------|
| STV North     | 982,000                       | 72          | £20,793        | £9,964                 |
| STV Edinburgh | 575,000                       | 69          | £20,908        | £10,036                |
| <b>TOTAL</b>  | <b>1,557,000</b>              | <b>141</b>  | <b>£41,701</b> | <b>£20,000</b>         |

3.11 The production costs are estimated at £2,000 which STV have agreed to waive.

3.12 The campaign is also designed to take advantage of the promotion surrounding the "Year of Homecoming" and the current trend in the UK of holidaying "at home". It aligns with the Angus Ahead campaign strategic objectives of maximising tourism and encouraging a civic pride.

#### **4 FINANCIAL IMPLICATIONS**

4.1 A sum of £40,000 has been allocated through the 2009/10 Revenue Budget process to assist in delivering the Tourism Strategy and 3 Year Action Plan (report 119/09 refers). This sum includes provision of £20,000 for this project, which covers the production, design and airtime costs of the television advertising campaign.

#### **5 HUMAN RIGHTS IMPLICATIONS**

5.1 There are no Human Rights implications arising from this report.

#### **6 EQUALITIES IMPLICATIONS**

The issues dealt with in this Report have been the subject of consideration from an equalities perspective (as required by legislation). An equalities impact assessment is not required.

#### **7 SINGLE OUTCOME AGREEMENT**

7.1 This report contributes to the following local outcome(s) contained within the Single Outcome Agreement for Angus.

- Growth in Tourism in Angus is achieved.

#### **8 CONSULTATION**

8.1 The Chief Executive, Director of Corporate Services, Head of Law & Administration and Head of Finance have been consulted in the preparation of this report.

#### **9 CONCLUSION**

9.1 This proposal will provide a fully integrated campaign which promotes all that Angus has to offer including web-based, television, radio and literature based promotional

material. This television advertising campaign is a key component of this strategy and will provide a consistent message, with a recognisable style and a quality design.

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DIRECTOR OF INFRASTRUCTURE SERVICES

**NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

ECDEV/DV/SMW/FM  
15 April 2009