

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE 13 OCTOBER 2009

ANGUS TELEVISION ADVERTISING CAMPAIGN EVALUATION & MONITORING

REPORT BY DIRECTOR OF INFRASTRUCTURE SERVICES

ABSTRACT: This report summarises the outcome of monitoring and evaluation of the Summer 2009 - Angus Television Advertising Campaign as part of the overall Angus Ahead marketing.

1. RECOMMENDATION

The Committee is asked to :

- (i) note the impacts of the Summer 2009 – Angus Television Advertising Campaign in effectively reaching a geographically targeted audience; raising awareness of the key Angus tourism products (in those areas); and influencing viewers to take direct action to visit angusahead.com and learn more about what Angus has to offer; and
- (ii) note the results of the complementary Angus Adventures print and web based campaign.

2. BACKGROUND

2.1 Reference is made to Article 5 of the minute of meeting of Infrastructure Services Committee of 21 April 2009 when it was agreed:

- (i) to note the advertising strategy which had been developed for the www.angusahead.com television advertising campaign following approval of the draft Tourism Strategy for Angus which would enhance the overall marketing strategy; and
- (ii) to approve the proposed television advertising campaign, as detailed in Section 3 of the report, at a total cost of £20,000.

2.2 As members are aware the www.angusahead.com portal is the main promotional e-communication tool 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:-

- Directing customers/visitors to www.angusahead.com for further information.
- Using the existing Angus Ahead “brand” i.e. the colour purple, the Angus type style and use of the triquetra.
- Ensuring that advertising content is of a high level of quality, to better reflect the quality message that we wish to convey.
- Focusing on the promotion of the key tourism products specific to Angus in order to maximise the visitor numbers and economic impact.

- 2.3 The Summer 2009 – Angus Television Advertising Campaign was designed as part of the Angus Ahead initiative, which raises awareness of Angus locally, nationally and internationally. A key objective of Angus Ahead is to build interest in and promote the area’s tourism products and services to stimulate increased visits to Angus. The TV campaign also underpinned existing product advertising and print marketing projects as outlined in the Draft Tourism Strategy for Angus.

3. THE SUMMER 2009 – ANGUS TELEVISION ADVERTISING CAMPAIGN

- 3.1 The Summer 2009 – Angus Television Advertising Campaign was timed to coincide with the tourist main season from June to August 2009 and capitalise on the “stay at home tourism” opportunities. The adverts were intentionally branded to produce a “suite” of complementary ads while each focused on their specific product.
- 3.2 The ads were designed to show a “taste” of what Angus offers. Four television ads were produced to focus upon and highlight the main products for Golf, Outdoor Activities, Heritage and Festivals. The theme of the ads was the viewers/visitors “journey” through the day, in each of the identified product areas.
- 3.3 Each ad featured the colours and style of the Angus Ahead brand and directed the viewer to visit www.angusadventure.com, a web page hosted on www.angusahead.com and set up as a measurement tool of the Campaign impacts.
- 3.4 Once at the web page, viewers were given an opportunity to view all four ads. The locations and activities in each of the ads were explained and the visitor directed to further information on each product channel within www.angusahead.com.
- 3.5 The in-house media production skills of the Economic Development Unit’s marketing and media team were used to produce the adverts and many of the actors used were council staff members. This had an obvious cost benefit as this work did not require to be outsourced.
- 3.6 The series of 20 second adverts were shown in the STV North and STV Edinburgh transmission areas from June to August.

4. SUMMER 2009 – ANGUS TELEVISION ADVERTISING CAMPAIGN – STV ANALYSIS

- 4.1 An analysis of the television campaign, to assist in gauging its effectiveness, was carried out by STV as shown in Table 1 (below).
- 4.2 Feedback from STV highlighted the high standard, professional production and clarity of branding and message. This is a very positive comment, which reflects the quality of the “in house” media production.
- 4.3 The analysis clearly shows the impact the TV campaign had on raising awareness with potential visitors. **In total 1,992,490 viewers in the targeted areas saw the adverts.**
- 4.4 Based purely upon the overall viewing figures and the cost of the campaign, it has **cost just over 1p to reach each person** with the campaign message.
- 4.5 **516,230 people viewed the advert more than 3 times.** This is an important figure, since the more someone views an advert the greater potential for them remembering it and therefore taking action based upon it at some future time.

Table 1

	No. of Spots	No. of people who saw advert	% who saw advert	No. of people who saw advert at least 3 times	% who saw advert at least 3 times
North, 1 st -7 th June	19	358,560	36	88,380	9
Edinburgh, 1 st - 7 th June.	17	203,350	35	63,910	11
North, 22 nd - 28 th June	18	338,640	34	98,200	10
Edinburgh, 22 nd - 28 th June	19	195,540	34	51,750	9
North, 1 st - 6 th July	19	229,080	23	68,740	7
Edinburgh, 1 st - 6 th July	18	185,920	32	52,290	9
North 1 st - 7 th August	18	318,720	32	69,720	7
Edinburgh 1 st - 7 th August	15	162,680	28	23,240	4
Total	143	1,992,490		516,230	

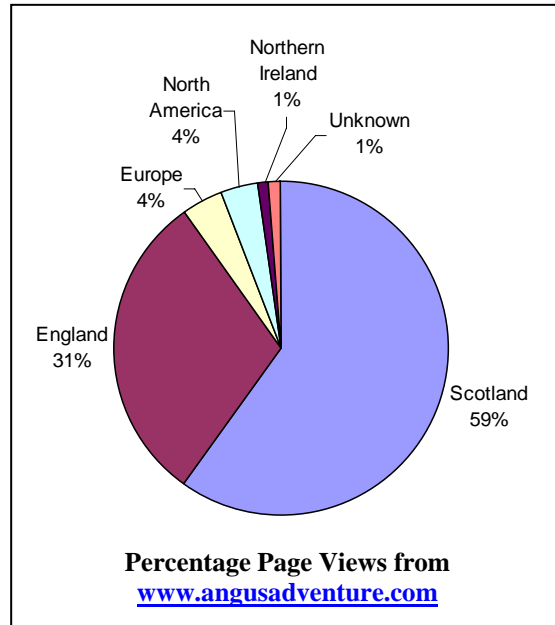
5 WWW.ANGUSADVENTURE.COM WEBPAGE ANALYSIS

5.1 An evaluation of web activity between 1 June and 1 August 2009 was undertaken to assess the return on investment of the TV Campaign. The following conclusions can be made:-

- (i) The overall www.angusahead.com visits were **65,815, which is up 4% on the previous year**. However, it would be difficult to attribute this solely to the TV Campaign as there has been a year on year rise over the past 3 years.
- (ii) The www.angusadventure.com page was the 24th most popular page out of approximately 6,500 on the site.
- (iii) The www.angusadventure.com landing page was viewed 1,020 times from people in 83 different cities/regions. 368 of these page views were from within the Angus Council network. Visitors numbers are usually 1/3 of page views so the 652 non-Angus Council page views throughout the life of the campaign translates to around **214 actual visitors to the page**.
- (iv) The average time spent on the Angus Adventure page was 1 min 4 secs, which is 14% above the www.angusahead.com site average.
- (v) The page has a very low bounce rate of 25%, compared to the angusahead.com average of 58%. This means that 75% (160 people) of the visitors to www.angusadventure.com visited other pages on www.angusahead.com before leaving the website. This is encouraging as it means they wanted to view specific information and were sufficiently captivated to spend time browsing the site.
- (vi) Data from visitors to the web page was captured through a visitor competition of accommodation packages donated by two Angus businesses. Of the 214 people that visited the page, 33 people entered the competition.
- (vii) Competition entrants were also asked what other product information they would be interested in - 26% asked about Festivals, 23% about Outdoor activities, 20% about general local information, 18% about Heritage and 13% about Golf. This information will be used to inform future marketing efforts.

(viii) The geographical split of the page views on www.angusadventure.com is given in Table 2 (below):

Table 2



5.2 This indicates that viewers also watched the TV ads outwith the two target areas, the most likely source being on digital regional TV, suggesting that these specific viewers already had some affinity with the area and were thus engaged enough to visit www.angusadventure.com.

5.3 **Rankings** - Rankings on Search Engines are as follows:

Search Term: "angus adventure"

Google: Position 1

Bing: Position 3 (as angusahead.com/VisitAngus/AngusAdventure.asp)

Yahoo: Position 3 (as angusahead.com/VisitAngus/AngusAdventure.asp)

If someone searches using "angus adventures" then the results are as follows:

Search Term: "angus adventures"

Google: Position 3

Bing: Position 3 (as angusahead.com/VisitAngus/AngusAdventure.asp)

Yahoo: 11 (angusahead.com appears, but not specifically angus adventure page)

5.4 It is worth noting the following:

1. The American site, www.angusadventures.com is a well-established site which has been in existence for a number of years and has earned its rank as number one for its company name.

2. Our website, www.angusadventure.com <<http://www.angusadventure.com/>> , has been in existence only 4 months and yet, due to the make up of the angusahead.com website and its authority in the Search Engines, it appeared very high in the rankings only a few days after launch - the rankings above are extremely successful in this regards
3. Each Search Engine has its own set of algorithms, or rules for ranking websites. Both Bing & Yahoo treat www.angusadventure.com <<http://www.angusadventure.com/>> as a page within the existing angusahead.com site while Google has indexed it as a site in its own right.
4. Visitors can access the website directly by using the domain www.angusadventure.com <<http://www.angusadventure.com/>> .

6 ANGUS ADVENTURES LEAFLET CAMPAIGN

- 6.1 To integrate with the TV adverts a print campaign was also implemented across the TV viewing areas. A total of 40,000 leaflets were printed with 10,000 each of the product categories of Golf, Outdoor Activities, Heritage and Festivals. The leaflets were distributed in Aberdeen, Inverness & Loch Ness, Edinburgh, Dundee City and Angus areas by a professional distribution company at 140 tourist orientated attractions and key access outlets from June to October 2009.
- 6.2 As with the television adverts, the leaflets were designed to feature the colours and style of the Angus Ahead brand, the Angus Adventures message and directed the reader to www.angusahead.com. The leaflets were designed to enhance the television campaign and be part of an integrated and focused promotional campaign raising the profile of Angus
- 6.3 The Summer in Angus events & festivals 2009 print campaign was also integrated into this campaign and 10,000 leaflets were produced and distributed to 148 tourist attractions and key outlets across Dundee City, Perth City & Perthshire South, Angus, Aberdeenshire and Fife North. In addition the leaflets were also displayed in all leisure centres, libraries and museums across Angus .
- 6.4 Interim reports from the distribution company indicated that uptake of the leaflets in general has been particularly good with little stock left. Of particular popularity has been the Angus Adventure Golf leaflet.

7 EVALUATION

- 7.1 Integrated campaigns utilising print, on-line, TV & radio are a proven method of increasing brand awareness. However to fully evaluate the success of the first ever TV Campaign of Angus tourism products over only a six week broadcast period, is difficult. It has however allowed a focussed, co-ordinated and integrated approach to raising awareness of the Angus product to a domestic "stay at home" tourist market.
- 7.2 To reflect the geographical spread of page views to www.angusadventures.com (see Table 2 above) and to realistically extrapolate that information into a scenario identifying potential visitors brought into Angus through the TV campaign, the following has been calculated on a 1:5 ratio basis against the £20,000 cost of the adverts. The baseline figures used are taken from VisitScotland national statistics from "Tourism in Scotland 2008" average length of stay and spend of visitors.

Table 3

Country	*Number of Visitors	Total No. of Bed Nights	*Average Spend per Trip (£)
Scotland	379	1250.7	60,147.30
England	106	424.0	31,058.00
Overseas	17	132.6	8,466.00
Northern Ireland	3	9.9	1,068.30
	505	1817.2	£100,739.60

- 7.3 Table 3 indicates that based on the geographic split of the page views, to bring in approximately £100,000 worth of direct expenditure into the economy of Angus (i.e. a 1:5 ratio) against the £20,000 expenditure, a total of 505 visitors from those geographical areas would need to spend between three and four nights in the area, on a break. This provides a baseline to use in evaluating the success or otherwise of the campaign.
- 7.4 An assessment can be made using the figure of 160 visitors to www.angusadventure.com who stayed on the site to get further information. If all 160 visitors bought a short break in Angus it would be reasonable to assume (on the average family of 2.4,) that a total of 384 people could visit Angus as a result of the TV campaign, bringing in just over £87,000 to Angus – over a 1:4 ratio. If only 50% holidayed in Angus that would bring in 192 people spending just over £44,000. It is reasonable to assume that the increased profile of Angus raised through the TV Campaign, could expect to return a minimum 1:2 ratio return against investment. Clearly this in itself would not be sufficient to justify the campaign.
- 7.5 To more accurately measure impact we would need to work with accommodation providers in Angus to quantify actual visitor numbers. Whilst this is integral to the Draft Tourism Strategy for Angus building relationships with the accommodation sector will take time. As part of that industry engagement exercise, accommodation providers will also be encouraged to link onto www.angusadventure.com to use the adverts for their own marketing and promotions work, thus maximising the shelf life of these films.
- 7.6 TV advertising in particular is recognised as a longer term brand marketing medium provided it is supported by other on-line and off-line promotional campaigns. The in-house marketing and media team expertise allowed Angus to regionally showcase high quality film at a value for money cost. Also, the moving image and short ads will provide a legacy for ongoing web based marketing.

8 FINANCIAL IMPLICATIONS

- 8.1 There are no financial implications arising directly as a result of the recommendations contained in this report.
- 8.2 As part of the 2009/10 budget setting process funding was provided on a one-off basis to allow the Draft Tourism Strategy, which included the television advertising campaign, to be progressed (report 119/09 refers). **Any potential** option of producing an enhanced TV campaign for Summer 2010 will **therefore** require to be considered in the context of other **expenditure** priorities as part of the 2010/11 **revenue** budget setting process.

9 HUMAN RIGHTS IMPLICATIONS

9.1 There are no Human Rights Implications arising from this report.

10 EQUALITIES IMPLICATIONS

10.1 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.

11 SINGLE OUTCOME AGREEMENT

11.1 This report contributes to the following local outcomes within the Single Outcome Agreement for Angus Council.

- Angus' built and natural environment is valued and enjoyed
- Growth in tourism in Angus is achieved

12 CONSULTATION

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

13 CONCLUSION

13.1 It is concluded that the Summer 2009 – Angus Adventures TV Advertising Campaign was moderately successful in its primary objective of raising awareness of Angus and its four key tourism products of Outdoor Activities, Festivals, Golf and Heritage in the two STV transmission areas

13.2 The campaign also encouraged potential visitors to take action by visiting www.angusadventure.com to find out further information. The campaign achieved its aim of further integrating the Angus Ahead brand and was recognised for the quality manner in which it achieved this. The customer feedback has provided useful information on the requirements of prospective visitors.

13.3 Additionally the campaign allowed a more effective understanding of the visitor, through the data captured by the on-line competition. This information will assist in targeting future marketing efforts and communications and gives evidence as to what areas our visitors are genuinely interested in.

13.4 As a stand alone promotion, the branded TV advertising and associated web and leaflet campaign has been successful, but the direct return of investment ratio has been difficult to calculate and further evaluation is required before considering further investment in TV advertising.

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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 a material extent in preparing the above report.

ECDEV/DV/MD/FM
18 September 2009