Inspiring Minds, Star Awards Showcase

January 15, 2014
Hudson, Glasgow
REACH FOR THE STARS
Marketing Society Star Awards 2014

Sally Stanley, Star Awards Chair

INSPIRING BOLDER MARKETING LEADERSHIP
Star Awards 2014

All members invited to judge

Employer Brand of the Year

First Time Entrants Free

Register entry or book table early promotions

INSPIRING BOLDER MARKETING LEADERSHIP
Why Enter?

**Personal benefits** – pride, professional, promotion

**Business benefits** – client/agency bonding, business development, competitive advantage

**Industry benefits** – member case studies, world leading community, talent attraction
THE MARKETING SOCIETY
INSPIRING BOLDER MARKETING LEADERSHIP
John Denholm
Sponsor, Employer Brand of the Year
Surviving the recovery

- Talent shortages
- Need to improve talent attraction
- Importance of the Employer Brand

Opportunity for Marketing to influence HR Resourcing
Employer Brand of the Year

- Planning and analysis
- Recruitment process
- Talent attraction
- Retention and development
Inspiring Minds Star Awards Showcase Event

Jim Kelly, Deputy MD
Head of Planning, Story UK
Category 1.4 International Marketing

Submissions can cover any aspect of marketing used to develop business and brands in an international market or markets
The 2014 Awards

Good news!

Scotland exports £24 billion of goods/services

Opportunities abound for International submissions
Quartermile
Start with the forensics
Dissect the exam questions

Scale of ambition and clarity of objectives
Strategic thinking and effective planning
Effective execution and implementation of plans
Scale and evidence of results
Structure and presentation of entry
Quality and craft of writing
Scale of ambition – first impressions matter

For Quartermile:

✔ First overseas foray
✔ Not just one, new overseas’ market – but two!
✔ Challenging London’s universal attractiveness (and New York!)
✔ Needing to sell not just Quartermile as a development – but Edinburgh as a destination

Don’t hide your light under a bushel
Before you put pen to paper
<table>
<thead>
<tr>
<th>Ambition and clarity of objectives</th>
<th>Originality and creativity</th>
<th>Scale and evidence of results</th>
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<tbody>
<tr>
<td>Strategic thinking and effective marketing planning</td>
<td>Execution and implementation</td>
<td>Why do you think you should win a Star Award?</td>
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Know your target audience…

…you’re introducing yourself to a stranger

The judges might know your category.

But they won’t be intimate with your project
What’s your narrative thread?
What’s at the heart of your story?

Works as a thread to your narrative
Crucial to maintaining the judge’s interest levels
Humanises your story and builds empathy
Provides standout from the crowd
Quartemile’s heart

THE CULTURAL CONTEXT

EXTENSIVE INVESTIGATION

ON-THE-GROUND PARTNERSHIPS

SUPERSTITIONS

COLOUR PSYCHOLOGY

DESIRED SELF-IDENTITY
THE CULTURAL CONTEXT

Quartermile’s heart

EXTENSIVE INVESTIGATION
ON-THE-GROUND PARTNERSHIPS
SUPERSTITIONS
COLOUR PSYCHOLOGY
DESired SELF-IDENTITY
PHASING
PRODUCT
SEMIOTICS
What’s your narrative thread?

Start strong
Maintain their involvement
Blow them away!
Start strong – whet the appetite

Précis New Overseas Markets; 30% Conversion to Sale; £10 million sales; 5000% ROI

Quartemile is a prestigious property development offering a wide variety of old and new luxury apartments in the very heart of Edinburgh. Designed by world-renowned Foster and Partners it offers the height of luxury living in Scotland’s desirable capital.

Year on year, Quartemile continue to outperform the competition despite tough property market conditions.

However, 2012 looked bleaker for the UK property market – with mortgage lending down 18% and advances down 13.5% which impacted on demand, affordability, funding and, inconsistency, property sales.

We needed to broaden our horizons and extend our marketing overseas to secure sales where Quartemile secured unprompted investment previously.
Quartermile’s narrative

| Start Strong | The scale of the task – including relevant scene setting  
<table>
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| Maintain involvement |  |
|----------------------|  |

| Blow them away! |  |
|-----------------|  |
## Quartermile’s narrative

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Quartermile’s narrative

| Start Strong                           | The scale of the task – including relevant scene setting  
|                                       | e.g. 2012 looked even bleaker for the UK property market |
| Maintain involvement                  | Demonstrate our understanding of the target audiences’  
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|                                       | Quality, Investment opportunities, Hygiene factors,  
|                                       | Love of luxury brands  
|                                       | Translating audience insights into highly creative and  
|                                       | thought-through execution |
| Blow them away!                       | Reprise the big numbers  
|                                       | Drill down into the relevant supporting numbers  
|                                       | Demonstrate the activity’s attributable role |
Maintaining a consistent narrative

E.g. make sure that how you talk about the execution reflects your strategic pillars:
Maintaining a consistent narrative

Everyone’s talking multi-channel integration – how are you going to stand out?

We thought really hard about the customer journey; from advertising to our event collateral to ensure a high attendance rate of the warmest prospects. Marketing commenced 3 weeks before the events across multiple platforms.

1st Stage - Press Advertising

This involved press advertising in the local Hong Kong/Sing newspapers (English and Chinese versions) highlighting the event, with a clear RSVP whilst leveraging Quartermile and Edinburgh as prime investments. Media planning identified titles like Singapore’s Business Times to target our investor audience and the Edge, a favoured business weekly and investment.

Stage 2 – Email Invites

We conducted two Email invitations prior to each of the events in Hong Kong and Singapore. Our media targeting was Savills’ investor database (18,000 already). This enabled us to target quality prospects in the market to buy.

Stage 3 – Invite hard copy

We mailed warm prospects with a hard copy branded event invitation. This acted as a formal reminder of the event, acknowledging cultural nuances.
Demonstrate the rigour that went into putting your strategy into practice

**Presenting your Results**

1. **Aim for an unequivocal attribution:**
   
   E.g. 51% of event attendees tracked to advertising responses

2. **Reprise and unpack the big numbers:**
   
   Quartermile’s £10 million of sales:
   
   4 days of events
   
   30% conversion to sale
   
   34 sales
   
   = 27% of all new properties sold
“Look east, where whole new thousands are”

Robert Browning
In Summary
THE MARKETING SOCIETY
INSPIRING BOLDER MARKETING LEADERSHIP
Justin Notley
Frame
Star Awards Showcase Event

The National Library of Scotland

GOING TO THE PICTURES:
SCOTLAND AT THE CINEMA

15 January 2014
The Campaign

LUKE
AH'M YER DA
EXPLORE SCOTLAND'S 120 YEAR RELATIONSHIP WITH THE MOVIES

AH PURE LOVE
THE REEK OF
NAPALM IN
THE MORNING
EXPLORE SCOTLAND'S 120 YEAR RELATIONSHIP WITH THE MOVIES

GOING TO THE PICTURES:
SCOTLAND AT THE CINEMA
15 JUNE – 28 OCTOBER 2012. FREE ADMISSION.
George IV Bridge, Edinburgh EH1 1EW
www.nls.uk

frame
CREATE SOMETHING GREAT
Our Process

- Treat as a client job
- Agree structure
- Account Mgt write in full
- Copywriter craft
- Design layout/template
Presenting your Work

Make it interesting – tell a story
THE LIBRARY THAT BORROWED FROM THE PUBLIC

How the National Library of Scotland and Frame engaged the nation’s wit and creativity to help build a blockbuster.
Making your case

Make it interesting – tell a story

Showcase our creative
Communication Plan

Our creative idea was easily adapted across a broad range of media, with many executions ensuring it remained fresh throughout the life of the exhibition. Considering the different audiences, we developed a plan with NLS and their media agency, Canoe, which ran across the wide range of channels.

Press
Central belt newspapers targeting an ABC1 audience and The List for a more cultural orientated audience.

Outdoor
Bus T-shirts and Streetlink Phone Kiosks in Edinburgh targeting Edinburgh residents and visitors, with Phone Kiosk locations selected based on their proximity to cinemas.

Facebook advertising
Featuring a call to action to win cinema vouchers in our Facebook competition.

Point of sale
Posters and postcards distributed in Edinburgh cinemas, libraries, festival venues, bars and restaurants targeted at ABC1 consumers, university and college libraries and media studies departments. Such was the popularity of the campaign creative, customers started selling the poster, thus additional merchandising was required.

Such was the demand for the campaign creative, NLS started selling the posters and postcards in their shop, with over 200 posters and 1,200 postcards sold to date.

Limited edition chocolate bars featuring adapted lines were sold in the library gift shop over the Christmas period.
Making your case

- Make it interesting – tell a story
- Showcase our creative
- Tie results back to objectives
We expected that this would appeal to a wide range of audiences given the Scot’s enthusiasm for the use of the Scottish language, their sense of humour, the simple interactive nature of the entry mechanic and of course the chance to win a prize.

What we didn’t expect was just how big it would get...

**1,947**
individual posters created by users on Facebook

**348,486**
content consumptions – this metric counts each interaction (like/comment/share, etc) with the promotion content

Compared with the previous year, over the campaign period we saw:

- **1,683**
  new ‘Likes’,
- **Twitter referrals up 303%**
- **NLS website hits increased by 18%**

Our campaign enjoyed an increase in potential reach of **465,566**
(the number of extra people NLS now have the potential to connect with through their fans)

The Evening News ran their own press promotion inviting their readers to get involved

The level of debate created with NLS fans was unprecedented, ranging from compliments on humorous lines to lively conversations regarding the correct usage of the Scots dialect

We saw ongoing participation, with visitors returning to view the galleries, commenting on, and liking, posters

Radio Forth & The Herald picked up the promotions and informed their listeners/readers
Making your case

- Make it interesting – tell a story
- Showcase our creative
- Tie results back to objectives
- Reflect the client, brand or campaign
Summary
From small beginnings, the campaign delivered beyond all expectations. The creative executions brought a smile to the nation’s faces, our Facebook competition got thousands of people involved and the exhibition visitor targets were met despite challenging market conditions.
Managing the content

Set the scene – highlight challenges

Word count a guide, not a challenge

Explain detail when important

Clarity is more believable

Have a thought for the judge
Questions?
THE MARKETING SOCIETY

INSPIRING BOLDER MARKETING LEADERSHIP
Stephen O’Donnell & Simon Ross
STV
Eight things we learned last year...
- Treat it like a job
- Give it a month
Beginnings, middles and ends.

- Here’s the problem / look what we did / here’s the results.
- Find your story.
  - If you’re not excited about telling it, then you’ve not found it yet.
Tell your story well

- End each section with a cliff hanger.
- Make it a page turner.
Definitely judge a book by it’s cover

Visual appeal is very important

- Get a graphic designer to lay it out.
- What elements from your campaign can help set the style?
You’re allowed to be creative

**Appetizer –**

Dinner ladies, like taxi drivers, have the best stories.

**Sorry, first course is cancelled.**

We tried the soup that day. There’s real disgust in Sophie’s eyes when, at one point, she has a long sniff at her handiwork.

**Please sir, can I have some more?**

Excuse me waiter, there’s a horrible truth in my soup.
Show some personality

- What was the tone of your campaign?
- Can you carry it through into your paper?
Do the grannie test

If your grannie picked up your paper and started reading, would she want to finish it?
Remember your audience

All of these are meant to benefit one person!

- Someone home late from work.
- Just put the kids to bed.
- Stack of papers to read.

Tell them an engaging story, then get your awards outfit ready.
THE MARKETING SOCIETY

INSPIRING BOLDER MARKETING LEADERSHIP
Albion Dinner with Dougal Sharp, founder of Innis & Gunn
Exclusive to senior members and their guests promoting the value of marketing in the boardroom
THURSDAY 30 JANUARY – SOLD OUT!
Innis & Gunn Headquarters, Edinburgh | 7pm

Albion Dinner with David Dinsmore, Editor of the Sun
Exclusive to senior members and their guests promoting the value of marketing in the boardroom
THURSDAY 24 April
Glasgow | 7pm

Star Awards entry deadline
MONDAY 17 FEBRUARY

Inspiring Minds Client / Agency management
The Importance of a good briefed.
Chaired by Asanka de Silva, The Famous Grouse, with David Wethey, Chairman, Agency Assessments International and Keli Mitchell, Frame
WEDNESDAY 19 MARCH
Hudson offices, Edinburgh | 4-6pm

www.marketingsocietyscotland.com/starawards14

www.marketingsocty.co.uk

@MarketingSocSco