

Takeaways from marketing Glasgow's top attractions

Who we are



In a year...

Over 25m visitors

to the city, 10m venue visits

4.5m website visitors

inc 1m to tourism websites

1.5m social followers

on social channels

169m people reached on social

inc 51m tourists

17m ad views

in key destination markets

700 media enquiries

inc 230 for tourism

13m customer emails

sent to a database of over 1m contacts

100k inbound messages

from citizens & visitors

£1.9m in gym memberships

sales directly linked to advertising

£8m in box office revenue

advertised & sold via our websites

All figures annualised

Our top tips

1. Have a vision
2. Know your audiences
3. Be digital first
4. Don't ignore analogue
5. Integrate your planning & working
6. Measure & adjust (in real time)
7. Foster a test & learn culture

1. Have a vision

“I will build a car for the great multitude... large enough for the family, but small enough for the individual to run... constructed of the best materials... after the simplest designs that modern engineering can devise.

It will be so low in price that no man making a good salary will be unable to own one – and enjoy with his family the blessing of hours of pleasure in God’s great open spaces.”

Henry Ford

1863 - 1947

2. Know your audiences

1. Gather raw data – CRM systems, customer data systems, digital analytics, frontline colleague insights
2. Consider audience types
3. Apply protected characteristics proportionally
4. Overlay psychographics – motivations, needs, values

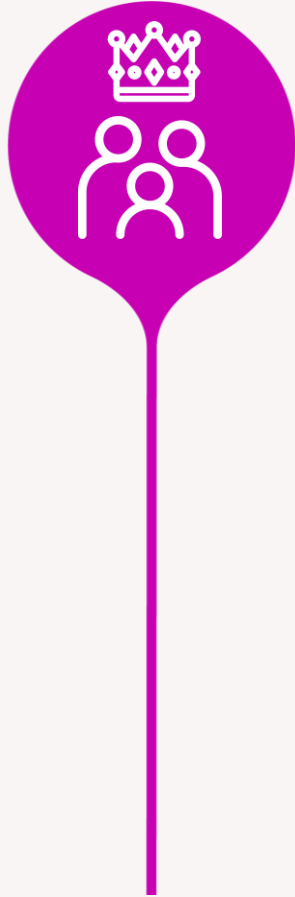


Personas

2. Personas

Family comforts

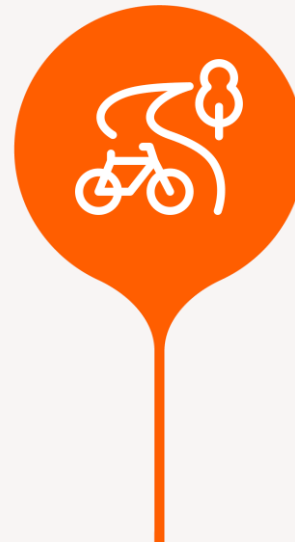
City seekers



Urban thrivers



Vibrant actives



Silver city gems



Cultural voyagers



2. Psychographics

Think of a famous man

- 75 years old
- Born in England
- Wealthy
- Internationally renowned – often in the media
- Interests include: music, arts, animals



King Charles III
(formally Prince Charles)



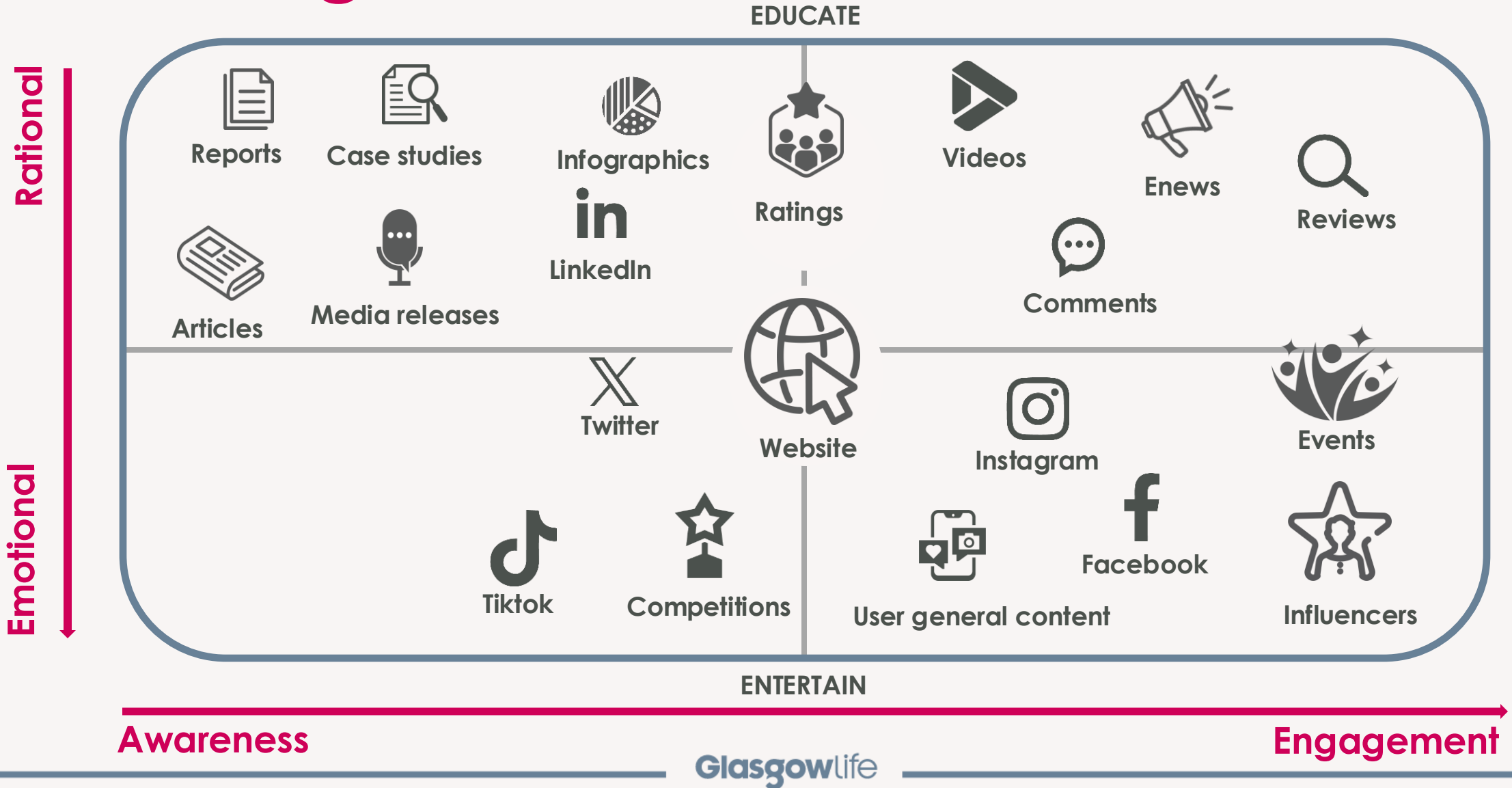
Ozzy Osbourne
(Prince of Darkness)

2. Speak their language



A word cloud centered around the brand name "GlasgowLife". The words are arranged in a circular pattern around the central text. The words include: boost, together, laugh, alive, family, free, well(ness), warm, others, value(d), friendly, safe, moments, friends, everyone, happy, richer, why(mojo), (feel)good, (en)joy, buzz, now, world-class, people, your(s), help.

4. Be digital first



4. Don't ignore analogue

1. Target digitally excluded audiences with print
2. OOH gives longevity opportunities.
3. External banners drive local footfall.
4. Use digital screens to reduce print.
5. We have switched from traditional pull-up banners to cardboard totems.



5. Integrate your planning

	AIM: To increase visitors to museum			
	Q1	Q2	Q3	Q4
Milestones/stages	<u>Planning</u>	<u>Campaign launch</u>	<u>Ongoing activity</u>	<u>Measure/adjust</u>
Local audiences	Website launch ↑ Social launch ♦ Media launch ★	Digital comms ←		Comms activation ▲
National audiences		Comms activation ▲	Influencer activity ● ● ●	
International audiences	Website launch ↓ Travel journals ★	Influencer activity ● ● ●	Travel journals ★	
Specialist audiences	Long lead titles ★	Stakeholder activity ● ● ●	Ongoing digital comms ←	

5. Integrate your working

The goal is to join up the customer journey:

- Develop relationships with internal & external partners
- Recognise what's in it for them
- Be timely – understand their work cycles
- Consider a toolkit – for messaging and assets

Success is when the work and thinking of marketing and communications is shared by all.

5. Treat media as a partner

Design and manage launches with the involvement of media:

1. Closed media preview – allow key titles to meet & interview curators, rehearse picture opportunities and spokespeople.
2. Open media preview – detailed interview schedule created with media in advance.

Consider:

- Having a media budget for tea and coffee, possibly travel.
- At the same time: capture in-house content for website and social channels.

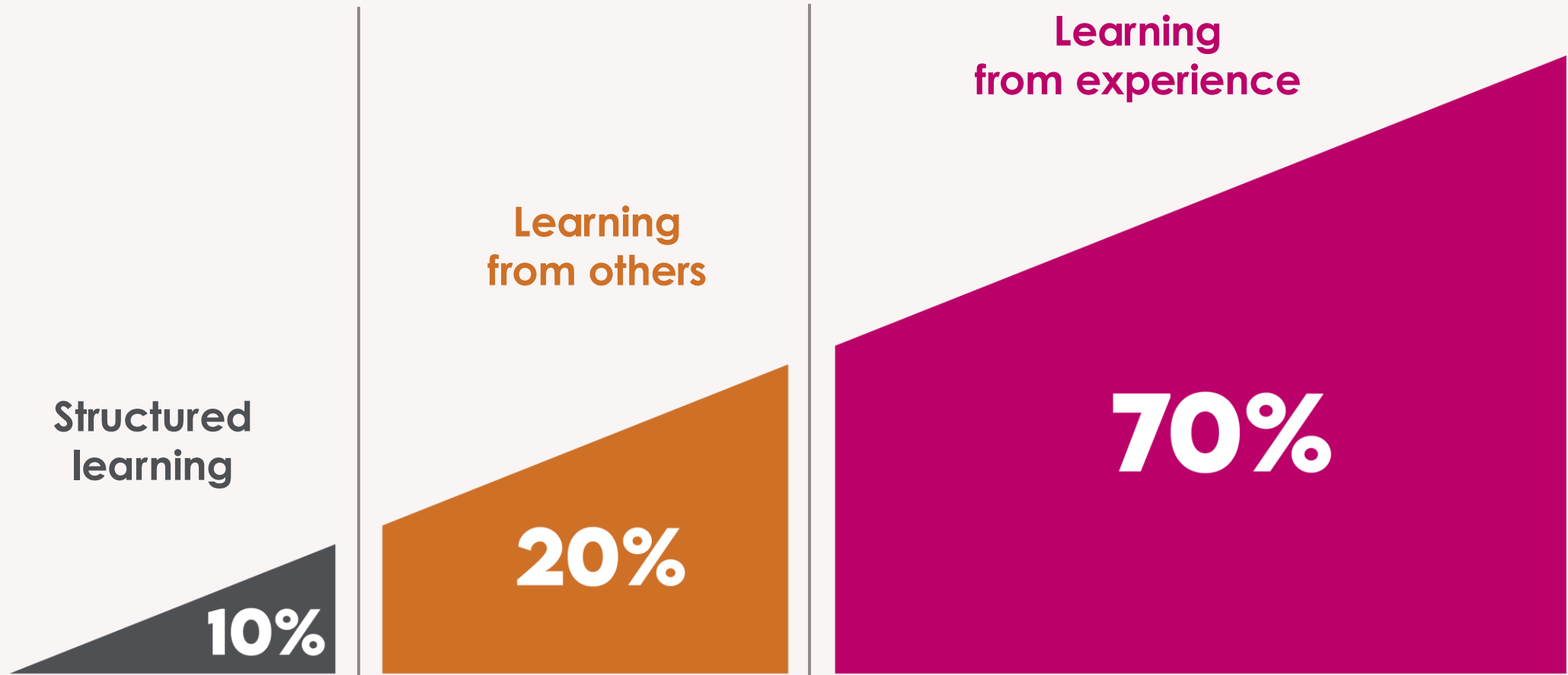
6. Measure & adjust (in real time)

Data gathering – are target audiences being reached?

- Ticket sales / income
- Website analytics
- Press coverage – quality and focus is more important than volume
- Socials – engagement and shares, not number of posts
- Ask audiences – pulse survey, feedback from frontline colleagues

Make adjustments and review

7. Foster a test and learn culture



Case studies

1. The Burrell Collection

Burrell



The Burrell Collection is back!

9,000 objects, 6000 years of history

Only 20 minutes away via the M8/M77
burrellcollection.com

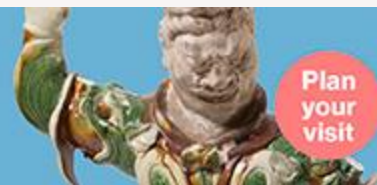
Free entry



Part of glasgowlife

The Burrell Collection is back!

Now open in Glasgow's Pollok Country Park



Plan your visit

The Burrell Collection

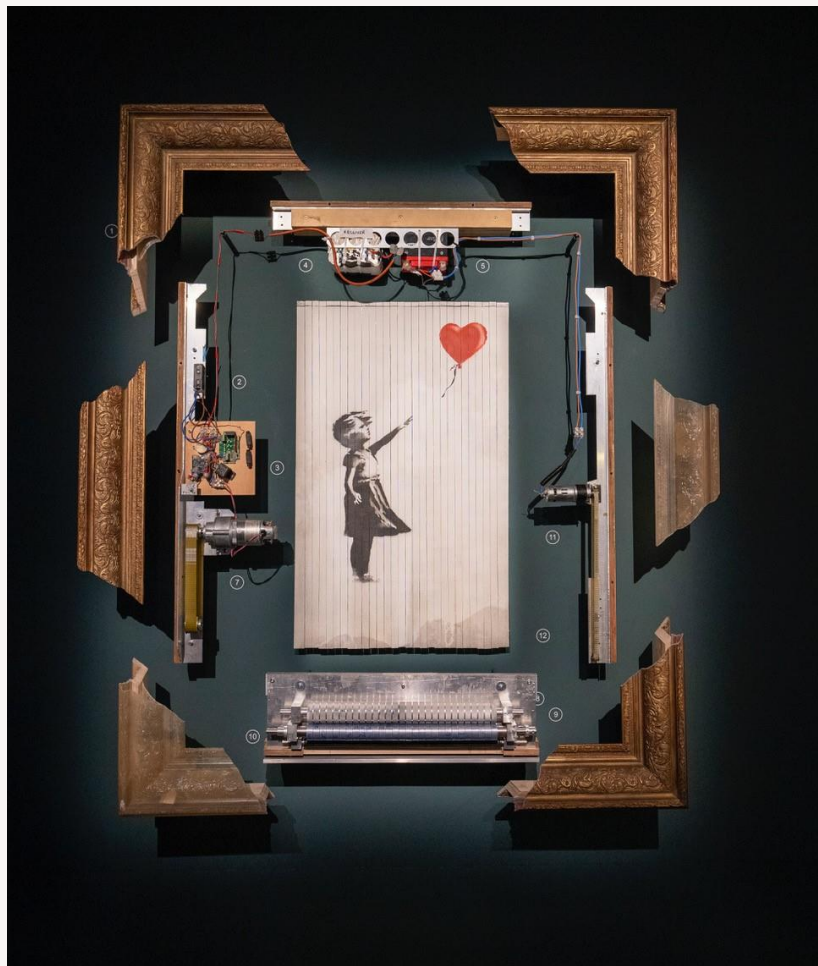
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Burrell



2. Banksy – Cut and Run

Banksy



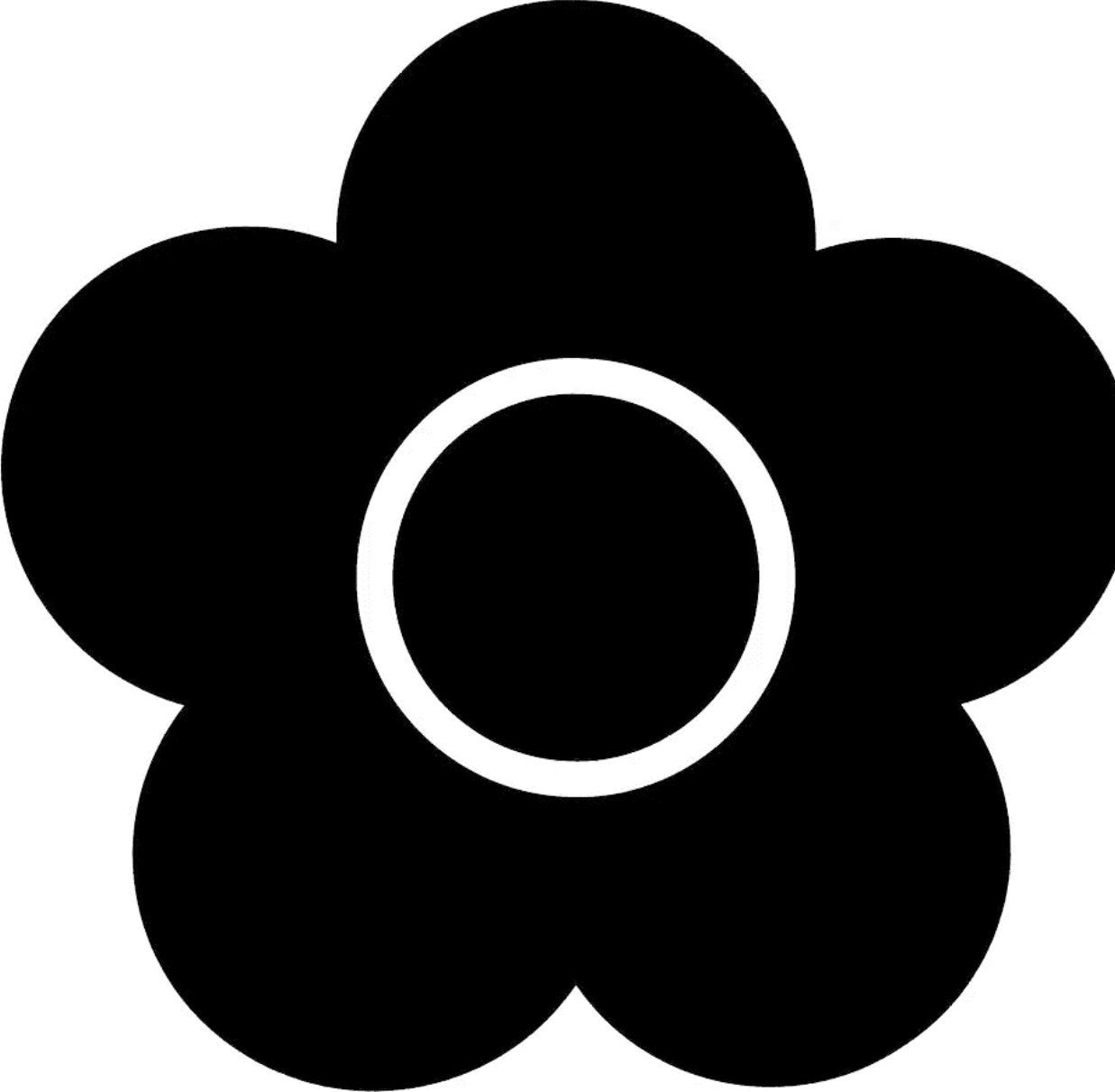
© banksy.co.uk



3. *Mary Quant: Fashion Revolutionary*

Mary Quant





4. Discovering Degas

Discovering Degas



Dancing into
one of the
stand-out shows
of the summer

In summary