



CIPR PRIDE AWARDS 2010 SCOTLAND

CATEGORY NUMBER:	11
CATEGORY NAME:	Integrated Communications
NAME OF ENTRANT:	Matthews Marketing Limited
CLIENT:	Mackintosh Heritage Group
ENTRY TITLE:	Mackintosh 100



INTRODUCTION

Matthews Marketing was appointed to develop and deliver an integrated campaign for **Mack 100**, an events programme based on Charles Rennie Mackintosh.

Charles Rennie Mackintosh 1868 - 1928 is recognised internationally as a world-class architect, designer and artist. He was born and educated in Glasgow. His legacy lives on in the city through a collection of spectacular and unique buildings he designed, which attract enthusiasts from around the world.

The Mackintosh Heritage Group is a collaborative group of visitor attractions and partner organisations which protect the Mackintosh heritage and promote the offer collectively under the umbrella brand of 'Glasgow Mackintosh'.

As Scotland celebrated the 250th anniversary of the birth of Robert Burns with the Year of Homecoming, Glasgow Mackintosh was also celebrating a key anniversary - 100 years of the Mackintosh Building at the renowned Glasgow School of Art, considered to be Mackintosh's architectural masterpiece. The Mackintosh Heritage Group put together a programme of events throughout the city to celebrate this key anniversary - **Mack 100**.

The Mackintosh Heritage Group also seized the opportunity to pilot a new tourism product for the city - The Mackintosh Experience Bus Tour.

STRATEGY

The overall objective was to increase visitor number to the Glasgow Mackintosh attractions, particularly from outwith Scotland.

Key performance indicators were set by Event Scotland, the national body funding the event. The aims of the strategy were:

- To showcase the Mackintosh attractions and package of Mack 100 events.
- To attract an additional 3,500 visitors to Glasgow, 1,950 of which had to be overnight visitors.
- To generate an economic impact in the region of £300,000.
- To attract over 30% of visitors from outwith Scotland.

IMPLEMENTATION

Although the lead-in time to the launch was short, Matthews Marketing quickly implemented the campaign including:

- **Brand development**
A logo was developed which encompassed the existing Glasgow Mackintosh brand to enhance the marketing of the Mack 100 events. This provided one clear brand to promote to visitors.

- **PR**

The PR plan focussed on generating coverage in local, national, international, online and specialist press. A bank of new photography was created to offer fresh, exciting and people-focussed shots for the media and tourism agencies to utilise.

- **Advertising**

The relatively modest advertising budget was used effectively to target three audiences: Art, Mackintosh enthusiasts and tourists. A mix of online, magazines and tourist publications were used.

- **Website - www.glasgowmackintosh.com**

The website was upgraded substantially and featured an easy to navigate events diary and links to online bookings for the bus tour.

- **Events programme**

A comprehensive events programme was produced which featured all the Mackintosh attractions, event listings and an easy-to-use map. 70,000 copies were distributed via Tourist Information Centres, at key venues throughout Scotland and via national newspaper distribution.

- **Sponsorship**

MM negotiated a unique opportunity for Glasgow Mackintosh to sponsor an event in New York as part of the annual Scotland Week celebrations. This popular celebration of all things Scottish is organised by the Scottish Government and features high-profile events such as Dressed to Kilt and the Scotland Run 10K. MM secured the sponsorship of the Scotland Run for Glasgow Mackintosh by collating a cultural prize package which enabled the winner of the race to come to Glasgow to experience Mackintosh.



With an audience of over 100,000, Glasgow Mackintosh and Mack 100 was featured prominently on the New York Road Runners website, with links to the website; e-blasts to athletes; on presentation back-drops and through announcements on the day of the race in Central Park.

- **Direct Marketing**

Utilising the existing database of Mackintosh enthusiasts, MM developed an e-newsletter to inform potential visitors of news and events.

CREATIVITY

With over 100 diverse events, a spectacular portfolio of attractions and the launch of a new product, there was a wealth of PR opportunities to capitalise on and turn into column inches. Willow Tea Rooms introduced a special 'Homecoming Tea' blend; the bus tour was launched with free tours to the media and there was an exciting programme of educational events throughout the summer.

EVALUATION AND MEASUREMENT

Independent market research was conducted using two survey types:

350 face to face interviews and

114 e-surveys

The sampling audience was visitors to Glasgow who attended a Mackintosh 100 event held at an MHG attraction or took the Mackintosh Experience Bus Tour.

COST EFFECTIVENESS

A quality campaign giving excellent value for money was delivered. Matthews Marketing made savings wherever possible and diverted these back into the campaign.

The total marketing budget was **£47,000**. This included all marketing materials, PR, website and monitoring and evaluation. MM succeeded in securing a grant of £20,000 from EventScotland and, in addition, gained £10,000 through a successful application for growth funding from VisitScotland (awarded to collaborate projects focussing on international tourism). A proportion of these grants were allocated to the marketing budget. Some modest private sponsorship and in-kind support was also sourced by MM.

The **Mack 100** event generated an economic impact of over **£400,000**.

FINAL RESULTS AGAINST OBJECTIVES

Matthews Marketing delivered a successful integrated campaign that met its aims and objectives:

- Increased visitor numbers to Mackintosh attractions by 8%
- Exceeded the target for attracting overnight visitors by over a third.
- 37% of visitors were from overseas, attracting visitors from 27 countries.
- Achieved double the target of visitors from outwith Scotland from 30% to 63%

- Generated over 200 pieces of media coverage in local, national and international publications and online. All contained positive content.
- 30% of visitors were aware of Mack 100 before visiting an attraction or taking the bus tour.
- The most effective source of raising awareness of the programme of events in 2009 was the Mackintosh 100 booklet.
- Overall satisfaction levels for Mackintosh 100 events were high in terms of value for money and enjoyment. Enjoyment of the programme experience reached 8.57 out of 10 with Mackintosh 100 attraction events coming out even higher at 8.71 out of 10.

BUDGET

The campaign sits within the budget band £11k - £50k

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