

CIPR PRide award entry

Category: Best Use of Digital

Campaign: A Grand Tail

BACKGROUND, BRIEF AND OBJECTIVES

Destination Bristol, the tourism authority, wanted to promote the city as a short break destination, capitalising on a major attraction during summer 2013. Gromit Unleashed was a one-off sculpture trail featuring 80 five-foot model Gromits painted by personalities such as illustrator Raymond Briggs, designer Sir Paul Smith and actress Joanna Lumley.

DESTINATION BRISTOL'S BRIEF

- Create a "viral video" to encourage visits to Bristol
- Raise the profile of Bristol as a great tourism destination
- Promote the Gromit Unleashed trail
- Showcase iconic Bristol landmarks

OBJECTIVES

- Raise awareness of Bristol as a tourist destination among adults outside a 1.5 hour drive of Bristol (ABC1 Empty Nesters, Families and DINKs)
- Drive traffic to Visit Bristol digital platforms and engage with the community
- Use Gromit Unleashed as a reason to visit Bristol
- Grow Visit Bristol's Facebook and Twitter by 10%
- Increase accommodation bookings via VisitBristol.co.uk

STRATEGY AND TACTICS (INCLUDING INNOVATION AND CREATIVITY)

Rather than produce a single video, Renegade proposed a multi-layered social and branded-content campaign led by a series of films to be amplified through digital and traditional media channels.

We set out to use digital platforms to tell the story of Bristol and introduce the idea of the Gromit Unleashed trail.

Earned and paid media supported the campaign, which ran for four weeks in June 2013.

We worked closely with Aardman to ensure no brand guidelines for Gromit were breached.

Assets produced

Eight videos, 30 images, 60 posts, 60 pieces of tactical editorial, 150 Tweets

- Trailer
- Six teasers
- [Main feature](#) – “A Grand Tail”
- Outtakes
- Screen grabs and production stills
- Social media posts
- Picture and video captions, YouTube tagging and descriptions

We wanted **subtle rather than commercial**. The videos needed to appeal to a cross section of ages and demographics and be socially shareable.

We developed a **strategy to create curiosity, excitement and interest** that would culminate with the opening of Gromit Unleashed on 1 July.

A **main feature** was supported by a trailer and teasers, the latter designed to look as though they were the main feature’s outtakes.

Content to fuel sharing on Destination Bristol’s social platforms came not just from the videos but also photos (screen grabs and production stills) – all curated and published through Facebook and/or amplified via Twitter.

Daily posts were supported by captions to heighten Share and Like interactions. To reach a wider audience, links to each post were amplified by Twitter, boosted by Facebook ads and paid-video syndication.

A **stakeholder strategy** was developed – 80 Gromits meant 80 additional social media profiles. We created a plan and schedule for The Grand Appeal, the organisers of the trail, to send pre-written emails featuring instructions and links – every time a film was launched – that would boost organic shares of the online assets – creating a ‘ripple effect’.

Every photo had a **modest Facebook Sponsored Stories budget** to boost it, while videos received higher investment with paid-for video seeding: a combination of a content syndication network (Viral Ad Network) and video on demand (Samba mobile).

IMPLEMENTATION (INCLUDING WHERE, WHEN AND FOR HOW LONG)

Where: Online, national and local

When: June 2013

How long: four weeks – final post 30 June announcing the Gromit Unleashed opening

Facebook was the campaign hub. Although the video was posted on Destination Bristol’s YouTube, one objective was to engage and grow the brand’s Facebook Fans. All content was initially pushed via Facebook.

To cover all brand touchpoints, the videos were also available on Destination Bristol's website.

The campaign launched 1 June with the video "trailer" supported by PR and blogger outreach, Facebook and Twitter posts, and Facebook Stories advertising (post boosts).

Screen grabs and production/behind the scenes images from the campaign videos were posted strategically and tactically each day.

On 5 June the first "teaser" video was posted, supported by the same strategy used for the trailer video.

The campaign continued daily – posting images, engaging stories, picture captions etc for four weeks.

On 19 June we published the main feature, "A Grand Tail." All activities were geared towards growing Facebook and Twitter Fans/Followers and to create a buzz.

For the next week and a half, until the Gromit Unleashed opening on 1 July, more content was posted, interspersed by repeats of the most favourite videos.

Budget

- Video and image production costs: £25k to Icon Films, Bristol
- Paid media – video syndication (Viral Ad Network), video on demand (Samba mobile), Facebook Advertising: £10k
- Earned media – PR and blogger outreach: £5k to Renegade

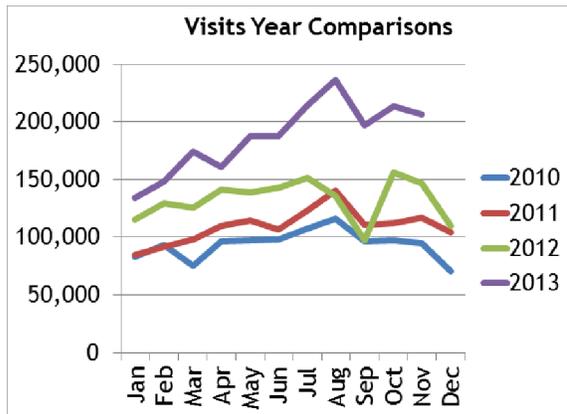
Results and cost effectiveness

- " Video views reached over 75,000 during the campaign period
- " Visits to VisitBristol.co.uk were up 35% in May and 32% in June against the same months in 2012. See below:

	May	Jun
2010	97,111	98,252
2011	114,242	106,743
2012	139,050	142,482
2013	187,458	187,496

For the event overall, visitor numbers to the city were up significantly with many visitor attractions achieving record figures:

- Overnight stays were up 6% for July and August year on year
- Visits to attractions were up 31%
- Visitors to visitbristol.co.uk showed an increase of 68% between July and September



The videos featured and promoted many city highlights such as the Clifton Suspension Bridge and Brunel's ss Great Britain in an engaging and amusing way.

Social media results

- ~ YouTube views more than 75k
- ~ Video on Demand (Samba Mobile) views more than 18k
- ~ Visit Bristol's Facebook page grew by 15%
- ~ Facebook interactions averaged 138 (Likes, Comments, Shares) per post, surpassing target of 100
- ~ Above average Talking About of 14%, beating Facebook average of 5% to 6%
- ~ Twitter Followers increased by 10%
- ~ Facebook users created 6,000 stories
- ~ Gromit videos were watched for a total of 90,583 minutes
- ~ Visit Bristol's reputation was enhanced with BBC and ITV TV broadcasts, and national media print coverage
- ~ More than 60 blog and news cuttings referenced Visit Bristol and the Grand Tail campaign, including a number of international entertainment and travel sites

Ends