

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by the words "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Best Publication

Company: VisitScotland

Entry title: TV Set in Scotland

Brief and objectives:

Following the success of VisitScotland's film guide, *Set in Scotland: A Film Fan's Odyssey*, as well as the enormous popularity of television series, *Outlander*, VisitScotland sought to produce an equivalent TV guide to filming locations, *TV Set in Scotland*.

It would highlight some of the stunning television filming locations and attractions throughout the country and identify the cultural impact Scotland has had on television: industry, stories and characters.

Screen tourism or "set-jetting" is big business, with one in five visitors to Scotland inspired to come here after seeing locations on the big or small screen.

Objectives:

- Highlight Scotland's cultural connection to television history
- Encourage visitors to explore associated locations and attractions to boost tourism regionally and nationally
- Engage with visitors by using internationally recognisable TV programmes
- Encourage businesses to engage with screen tourism.

The idea, research and planning:

The publication would adopt the design traits of a TV magazine, with each programme/location featured as a 'listing', including 'film highlights' and 'special features' on TV characters and programmes.

As the national tourism body for Scotland, it was essential that the guide covered all regions – from the Scottish Borders to Shetland.

To highlight Scotland's innovative past and cultural impact on the television industry, the guide would be dedicated to Scottish inventor and TV pioneer, John Logie Baird.

To promote Scotland's Gaelic culture and raise the guide's profile to visitors, Scottish author, Peter May – creator of the first-ever Gaelic soap opera Machair and script editor on Take the High Road – was approached to write the foreword.

More than 60 TV programmes and films – either shot in Scotland or with Scottish links – from the 1930s (Night Mail) to the time of publication (Ordeal by Innocence), would be included with special features on Doctor Who, Outlander and Scottish fictional characters such as Scotty (Star Trek).

TV Set in Scotland would inform visitors but also help VisitScotland staff and stakeholders sell the country at trade and consumer events. Copies would be sent to MSPs, Creative Scotland and be available for visitor attractions.

The guide would be a unique travel publication mixing TV images with VisitScotland's own imagery.

Strategy, tactics, creativity and innovation:

The popularity of TV series, Outlander, has had a massive impact on Scottish tourism.

Outlander filming locations have seen total visitor numbers soar by up to 67%, while some individual attractions have seen increases of more than 200%. This, along with more high-profile films shot in Scotland, has led to a rapid rise in screen tourism.

For these reasons it was felt the right time to produce a companion guide to Set in Scotland: A Film Fan's Odyssey focusing on the TV industry.

- TV Set in Scotland would be a high-quality publication available in print and online and reflect the growth in screen tourism
- To reduce costs and build relationships with TV production companies, many were contacted for imagery and information to be included in TV Set in Scotland
- Scott's View in the Scottish Borders was chosen as the location for the cover image to give prominence to a region not normally associated with screen tourism
- The magazine-style TV guide format of TV Set in Scotland would distinguish it from its predecessor
- To appeal to huge fanbases, special features focused on Scotland's links to high profile characters (e.g. Scrooge McDuck, Groundskeeper Willie); Doctor Who; and Outlander
- The huge media response to Set in Scotland showed that there was interest in publications focused on screen tourism
- The guide was researched and written in-house by a member of VisitScotland's Corporate Press team, who also led on the successful PR campaign
- The son of John Logie Baird was contacted prior to publishing to inform him of the dedication to his father – to seek his approval and engage with him for PR activity

- Pitches were made to key media leading up to launch, including BBC online which received exclusive quotes from John Logie Baird's son
- TV Set in Scotland would be available free of charge through VisitScotland's network of information centres, at industry partner attractions (e.g. Historic Environment Scotland) and to download from the VisitScotland website
- To build on the success of the film guide campaign, hashtag #SetInScotland was included in the back cover to raise awareness of our online activity around screen tourism.

Delivery:

The guide was released in the 130th anniversary month of Baird's birth, which was promoted within press releases issued to regional and national media.

A Twitter campaign using the hashtag #SetInScotland was launched on VisitScotland's Corporate Twitter account @VisitScotNews (32k followers) featuring trivia from the guide.

VisitScotland's Content team produced a supportive blog '7 Surprising Scottish TV Locations To Explore', which was promoted on VisitScotland's consumer social media channels – Twitter (344k followers) and Facebook (1.4 million followers).

VisitScotland's Partnership Communications team ensured industry engagement, sending an e-update to 2.5k industry members highlighting the guide. The guide is also used as a key tool at industry engagement events attended by VisitScotland's film and creative industries manager.

The Customer Service Team sent out film and TV themed e-newsletters to its 497k UK subscribers and 169k North American subscribers, with a link to TV Set in Scotland.

Copies were distributed to VisitScotland staff and VisitScotland's Business Affairs team sent copies to all MSPs.

Hard copies of the guide were distributed to relevant visitor attractions, VisitScotland iCentres and select Waterstones stores. Copies were also distributed to the Helensburgh Heritage Trust for inclusion in its John Logie Baird exhibition.

Measurement and evaluation, including engagement of target readers:

Media coverage was extremely positive for TV Set in Scotland with strong pick-up across broadcast, print and online Scottish media, with a total reach of 7.4 million.

- National and regional stories, including BBC News online, the Daily Record, The Scotsman, The Times and a news feature across all Johnston Press regional publications
- Broadcast packages on STV, BBC Radio Scotland and an appearance by VisitScotland's Film and Creative Industries Manager on STV's Scotland Tonight.

The online version of TV Set in Scotland has received almost 6,000 unique visitors and totalled just over 126,000 page views.

The 7 Surprising Scottish TV Locations To Explore blog post has received 11,820 page views (11,063 unique page views).

The e-newsletter with links to TV Set in Scotland had a 25% open rate.

Budget and campaign impact:

Design and printing of 15,000 copies: £15,000

Photographs: £1,408 (excluding VAT)

Staff: In-house

Interest in screen tourism has grown. Author Diana Gabaldon received a special Scottish Thistle Award for 'International Contribution to Scottish Tourism' for the impact of TV series Outlander.

An industry paper was also produced on the Outlander Effect and screen tourism.