

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 "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Public Sector Team of the Year

Company: VisitScotland

Number of staff employed - including executive / support staff - and annual public relations budget:

30.

Business objectives and analysis of team performance against budget over the past 12 months:

As Scotland's national tourism organisation, VisitScotland markets Scotland to the world, supporting the growth of the visitor economy. Our two communications teams – Consumer and Corporate - manage everything from travel PR, influencers, staff engagement and public affairs to press, social, industry communications and our website visitscotland.org with a budget of around £400,000.

A brief overview of business / team strategy:

- To spotlight Scotland as a must-visit destination
- To showcase the importance of the visitor economy to Scotland and support tourism businesses
- To position VisitScotland as a reputable organisation putting collaboration and innovation at its heart.

Team performance in 2019:

- We worked with around 1500 media and influencers – from emerging markets in China to Europe and North America
- Staff engagement figure increased from 70 to 72
- Reputation study showed a score of 7.5 – with increases in trust and favourability indicators
- 24% increase in our industry website users after a major redesign and content review

- Engagement with 3,550 businesses across 50 events working with 46 partners resulting in 77% of attendees saying they'd do something different
- Average 38% open rate for industry enews and 7% click-through
- Ten destination awards and accolades for Scotland– from CNN to Fodor's, Harper's Bizarre and New York Times
- Rise in visitors from Europe by 10% despite Brexit
- Media coverage 96% positive, 294M reach
- Partnerships with a wide range of stakeholders - from Netflix and Universal to major airlines and the V&A
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Support new and sustainable growth in Scottish tourism by helping to build of a globally competitive visitor economy through internal and external engagement.

Including:

- Bringing the world's media and influencers to Scotland
- Creating common goals and engagement with the tourism industry
- Enthusing staff to become ambassadors for our organisation
- Protecting our reputation to encourage stakeholder collaboration.

A summary of commitment to CPD and professionalism:

Innovation is at the heart of everything we do, so this year we changed the way we work in several areas:

- Established a digital newsroom to create and share content across all teams
- Video and editing training for all team members to create own content
- The introduction of a social listening tool to track issues and the development of a reputation tool to measure the movement of passives to promoters
- Joint working and learning – developing communications plans for tourism businesses, and collaboration with film and TV companies
- Setting up 14 regional closed Facebook groups to engage at local level and encourage employee advocacy and skill development
- The addition of Chinese language skills to the ten languages we already speak

- We mentor internally and externally and learn through CIPR diplomas and other training techniques, including Agile, employee engagement and creativity
- Personal performance diaries with individual development plans
- Team Modern Apprentice and graduate roles.

A summary of recent outstanding achievements:

The opening of the V&A not only led the transformation of Dundee but also shone a global spotlight on Scotland. VisitScotland joined forces with Dundee Council and the V&A PR teams to bring the world's media to the city. We ensured the destination was given exposure alongside the opening of this fantastic new visitor attraction, resulting in more than 450 article in Le Monde, and the Wall Street Journal to name just a few, and also contributed to a rise in visitor numbers to other attractions in Dundee from 18% to 42%.

YEAR OF YOUNG PEOPLE

In 2018 the spotlight was firmly on young people in Scotland and VisitScotland took the opportunity to celebrate this and review our own young people practices. A wide-ranging PR and marketing campaign brought impressive results – including being voted the best Youth Travel Destination in the world – ahead of Australia and Canada. A staff engagement campaign created a future leader's forum The YOYP2018 campaign achieved a global media reach of 978m, 342 funded events, 4400 young people involvement and 10,000 industry toolkit downloads.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

THE KING AND QUEEN OF SCOTLAND

VisitScotland launched a royal global campaign to celebrate the release of two blockbuster films - the Outlaw King and Mary Queen of Scots, to engage a global cinema audience with a desire to visit where the films were made (called set-jetting).

- Maximise the fact that Scotland was on a global stage
- Engage consumers on multiple channels
- Mobilise the tourism industry to sell the message to their customers
- Collaborate with Netflix and Universal by tapping into their channels.

In order to amplify the unique opportunity presented by two blockbuster films focusing on Scotland to showcase the destination to a worldwide audience:

The project involved a multi-channel approach – from paid and earned media, sponsored screenings, social media activity, digital film maps, video and partnerships with media in Germany and the USA.

Social media was a key element and we worked with influencer group the Scotlanders on the #ReelOutlawKing v #Real@OutlawKing to focus on key locations in the film through Instagram and Twitter. With Mary Queen of Scots, we showcased Scotland through London-based influencers and worked with partners including Linlithgow Palace and tour guides.

We worked with Netflix and Universal to get interviews with the stars of the film, and a platform at the UK premieres and ran a special screening of the Outlaw King at Dunfermline Abbey.

OUTPUTS:

- Digital maps showcasing locations in both films
- Social and email activity on Twitter and Facebook including Reel v Real influencer activity - #ReelOutlawKing v #RealOutlawKing
- Broadcast – Creation of “behind the scenes video” with location information
- Paid Content in Hollywood Reporter in the UD and EMOTION in Germany
- Press and influencer trips, including the Times, to visit film locations
- Email marketing to 250k VisitScotland subscribers with links
- Events including sponsoring the UK premiers and special screening.

OUTCOMES:

- The campaign resulted in around 200 pieces of coverage worldwide
- We engaged with more than 50 tourism businesses to amplify our messages
- The total reach of all activity was 175.8 million.
- Tour operators highlighted increased bookings because of activity including Mary’s Meanders and Clan Mackenzie Routes. AC Group reported a 167% increase.

BUDGET:

£176,000