Brief and objectives:
The Digital Health & Care Institute (DHI) is part of the Scottish Funding Council’s Innovation Centre Programme, designed to support transformational collaboration between universities and businesses. The DHI is charged with supporting the development of digital health and care technologies that will drive economic benefits through new business start-ups and health and care service improvements across Scotland and beyond.

Tennis star and technology investor, Andy Murray, is an ambassador for the DHI. As part of this role, Andy was tasked with fronting a new youth challenge with the aim of encouraging the development of entrepreneurial skills and increased awareness of careers in digital health and care.

The challenge was to develop a digital solution that could help young people eat better, become more active and improve overall wellbeing. At the time, Scotland’s children ranked lowest in the world for physical activity, while around 28% were at risk of being overweight and just 12% ate their five-a-day.

As the DHI’s retained agency, our brief was to develop the challenge name and brand identity (The #DigiInventors Challenge), produce all challenge materials and recruit applicants from Scottish secondary schools and colleges using an integrated communications approach.

Our target was to secure 100 registrations.

Rationale behind campaign, including research and planning:
Audience insight

Our target audiences were young people and teachers. We also wanted to secure buy-in from parents, who play an active role in supporting extra-curricular initiatives.

Our research focused on existing successful school challenges, such as the Rock Challenge, which involves thousands of schoolchildren across Scotland every year. Our research demonstrated the power of local print media as a valuable advocate for local
schools, as well as the tactical importance of Facebook – the tool of choice for teachers involved in organising extra-curricular activities.

Strategic insight

To deliver the challenge, we partnered with schools-based organisations including Young Scot, Skills Development Scotland, Young Enterprise Scotland and the Scottish Institute for Enterprise. The aim was to use their school networks in exchange for profiling their services amongst participants and stakeholders. Partners also shared their experiences of youth engagement, stressing the importance of high impact visual content.

**Strategy and tactics, including creativity and innovation:**

From these insights, we developed an integrated campaign that put visual impact first.

Paid

We developed a range of Facebook ad formats as well as ‘maths puzzle’ posts, tapping into the quiz trend on Facebook. These were targeted at teenagers, teachers, people interested in parenting and education and those based in Scotland. We also wanted to promote human-interest stories with the aim of pushing the ‘you can do it too’ message, posting inspirational case studies about young people who’ve succeeded in developing technological solutions to global problems.

Earned

We targeted local media by issuing a launch release that was regionalised for each local authority area in Scotland. We also announced the shortlisted teams to relevant local press only. These activities were complemented by fun photography of Andy Murray wearing DigiInventors Challenge branding as well as shortlisted teams in fun poses.

We partnered with FutureScot to share ghost written blog posts from Andy Murray which were drafted specifically to target parents and teachers.

Shared

It was important all social media had Andy’s ‘voice’. We worked with his management company, 77, to agree key talking points, tone of voice and approved quotes to ensure his presence came across authentically.

We developed a fun animation, tapping into the popularity of arcade video games. This featured an 8-bit Andy Murray zapping junk food with a smart phone and gaining energy points from eating healthily!

To reach school stakeholders, we prepared detailed partnership packs with key information, messages and pre-approved copy and social media posts, with the aim of making it easy for partners to promote the challenge through social media as well as during school visits.

Owned
To ensure all the Challenge assets and channels were teenager, teacher and parent friendly, we developed a microsite and social media channels for the DigiInventors Challenge, separate from DHI. Each was brought to life by a trademarked DigiInventors Challenge visual brand, built around a hashtag motif.

Video content was captured at the Challenge final to help promote future challenges, and was also used in a video showcase for the prize giving at Andy Murray Live.

Finally, printed materials were developed to provide an introduction to the challenge for schools.

**Implementation of tactics:**
Our approach focused on five milestones:

**Launch**
- Develop brand visuals, guidelines and tone of voice
- Set up microsite and social channels
- Develop Facebook content
- Prepare partnership pack
- Develop schools packs
- Photography
- Regionalised launch release

**Entry deadline**
- Launch Andy Murray animation one month prior
- Prepare countdown posts for social media
- Prepare countdown emailers for schools
- Future Scot blogs

**Shortlisting**
- Prepare and schedule shortlist emails
- Arrange shortlist photoshoots
- Issue shortlist releases to regional titles
- Develop ‘homework pack’ preparing shortlisted teams for Bootcamp

**DigiInventors Bootcamp**
- Coordinate Bootcamp programme, venue arrangements and participant comms
- Develop Bootcamp collateral including packs, t-shirts, certificates, workshop materials and signage
- Brief photographer and videographer
- Prepare briefings for speakers and workshop hosts
- Event management
- Issue Bootcamp press release to relevant titles
- Live posting

Andy Murray Live
- Coordinate video edits to produce prizegiving film
- Develop script and stage guidance for prizegiving
- Countdown content and live posting on social media
- Prepare brochure
- Design and commission trophy
- Brief Andy Murray and 77 team
- Brief AV team
- Issue winner press release
- Photography

**Measurement and evaluation:**
Registrations: 103

Opportunities to see: 1.3m

Sentiment:

Sentiment towards the challenge was extremely positive - several schools registered to take part in the next challenge:

“The #DigInventorsChallenge has inspired a very talented group of our pupils to collaborate on a project that has tested their creativity, leadership, communication and presentation skills.”

Team mentor, Park Mains High School, Erskine
Budget and cost effectiveness:
The full budget for the project was c.£50,000.

This equates to £485 per entry and 0.04p per opportunity to see.