

Addendum to South Cabinet Report and Appendix 1

Science Vale UK marketing campaign – June 2017

Reporting officer: Joy Kellaway

Addendum to Report:

Recommendations

Rewording of (a) changed to now read:

- (a) That Council agree to spend £183,000 (spend allocated 50% South, 50% Vale) for the Science Vale UK and Enterprise Zone 2017/18 marketing campaign production and advertising placement, from the previously approved DCLG grant funds budget, to implement the attached marketing plan.

Background

Additional points added to this section so that it now reads:

4. The attached marketing plan and budget, brings together the lifestyle website (www.sciencevale.com) and the campaign activity. These activities will be used to build awareness and drive our target audiences to visit the website. This will ultimately turn awareness and website page visits into enterprise zone business landings.
5. Awareness and interest will be generated through the marketing campaign activity resulting in website visits and enquiries (see table below). The quality of enquiries leading to the number of prospects, will be determined by how effectively the marketing campaign has reached our audience. The relationship between website visits and secured investment projects is shown in the table below - where the number of web site visits is based on industry standard % conversion rates. This is applied to the forecast impressions rate/opportunities to view for the proposed advertising campaign (estimated to be 12.4 million plus).

Enquiry Conversion Process and Associated KPIs

Awareness	Interest	Enquiries	Prospects	Lead	Proposal	Win
Social media engagement rates, campaign generated click through to website home page/landing pages	Which pages visited, for how long and how often? Which documents downloaded?	Proactive contact with us seeking information via email, phone and website forms	Qualified, needs established	Passed to developers or responded to by the EZ team	Written by the EZ team or Written by developer(s)	Securing an investment project
target numbers	target numbers	target numbers	target numbers	target numbers	target numbers	target numbers
22,500	To be set after analysis of Q1 google analytics info	225 (1%)	50 (23%)	50 (23%)	30 (60%)	6 (20%)

6. Work related to the prospect, lead and proposal elements of the above enquiry conversion process, will be undertaken by council officers in Development and Housing. This will be in partnership with EZ development partners (OxLEP, DCLG and commercial property developers), since investment projects can normally only be secured through effective partnership working.
7. The marketing plan will increase awareness of the Science Vale UK brand and the two enterprise zone sub brands (Science Vale Oxford and Didcot Growth Accelerator) after a four year gap in awareness raising, promotional activity. This, in turn, will help to deliver a projected 20,000 new jobs and 15,000 new homes by 2031, by showcasing the areas opportunities for businesses and families to locate in Science Vale UK and Didcot Garden Town.
8. The associated 2017/18 promotional campaign has been specifically designed to increase awareness of Science Vale and drive traffic to the website through the use of digital media advertising (on-line and off-line), alongside a social media campaign to keep costs down and enable monitoring of the marketing activity.
9. The campaign will use a series of strong messages using the “BE campaign” branding. These will be targeted at key audiences (business influencers and commuters in and out of the Science Vale UK region). It will be delivered via film, advertising, email newsletters, events, the website, a digital brochure and PR.
10. The “BE campaign” messages were tested on key audiences earlier this year and were successfully received, with 84.21% of respondents feeling positive about the campaign after looking at the creative images and messages. 87.4% agreed that Science Vale UK was an innovative and exciting place to do business (a 43% increase compared to the number of people who agreed before seeing the creative images and messages).
11. The advertising campaign is planned to coincide with MIPIM UK, the largest property event in the UK. It attracts UK and international relocation professionals. OxLEP has a stand at this event.
12. Due to the costs of advertising and the focus on MIPIM UK, advertising will be primarily digital at high passenger volume travel points. The costs of Heathrow and Gatwick advertising (starting at approximately £20,000 per digital site per two week slot) were felt to be outside the scope of the current budget.

13. All inward investment enquiries/prospects will be passed to the Enterprise Zone Manager and business site developers for them to contact, discuss the requirements in detail and deliver the business landings target.
14. The metrics to assess the impact of the campaign work will be Google website analytics, social media accounts analytics and Evolutive metrics which is the Oxfordshire wide councils CRM business database.
15. The marketing metrics that result from monitoring will be used to improve the effectiveness of the next campaign, ensuring as far as possible, best value for the council. The Science Vale enterprise zone quarterly reporting will include the marketing metrics outlined in point 5.

Addendum to Appendix 1:

KPI's and Evaluation section

Additional points added to this section so that it now reads:

1. The ultimate aim of the marketing campaign is to generate a minimum of 50 inward investment prospects within a 12-month period and secure a minimum of 5 investment projects within a 2 year time frame. The investment project timing is longer, since it can take 2 to 3 years to fully realise an investment project, in terms of occupied premises and new job creation.
2. In the absence of a "direct sales force" our ability to realise this number of investment projects is heavily dependent on our ability to generate a sufficiently large number of partly qualified, website enquiries and then to convert these enquiries into actual investment projects.
3. The targeted nature of our promotional campaign and the strength of our message will ensure that as many as possible website enquiries will already be motivated to consider Science Vale as an investment location, before they connect to our website.
4. The number of visitors to the website and number of business relocation enquiries will be monitored during the first phase of the website (June to September 2017) to establish the base line. Thereafter, KPIs will be monitored on a quarterly basis, against this baseline.
5. The relationship between creating awareness and interest as a result of the promotional campaign, and securing investment projects, is shown in the diagram below.

Awareness	Interest	Enquiries	Prospects	Lead	Proposal	Win
Social media engagement rates, campaign generated click through to website home page/landing pages	Which pages visited, for how long and how often? Which documents downloaded?	Proactive contact with us seeking information via email, phone and website forms	Qualified, needs established	Passed to developers or responded to by the EZ team	Written by the EZ team or Written by developer(s)	Securing an investment project
target numbers	target numbers	target numbers	target numbers	target numbers	target numbers	target numbers
22,500	To be set after analysis	225 (1%)	50 (23%)	50 (23%)	30 (60%)	6 (20%)

	of Q1 google analytics info					
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6. The individual elements of the marketing campaign have the following marketing KPI's:

Email newsletters:

- Achieve a minimum 18% email opening rate and a click through rate from the email of 2%
- Achieve 1,000 website visits from this activity over 10 months

Social Media Advertising:

- Set KPI's after testing different advertising campaigns to establish best social platform(s) and target audience profiles for the greatest ROI
- Achieve 50% more website hits through the autumn period than during the summer test phase

Hero film:

- Achieve 10,000 views on YouTube over a 12-month period from launch

Stories from Science Vale UK:

- Achieve 15,000 aggregated views on YouTube over a 12-month period

Micro websites:

- Achieve 15,000 website visits over a 12-month period for the 3 micro websites

Travel and digital magazine media advertising

- Achieve 2,480 website visits through the period of the media advertising

7. The metrics at the end of each campaign cycle, will analyse the activities success and be used to amend future plans. Metrics will be sourced from the following:

- Twitter engagement metrics
- LinkedIn metrics
- Facebook metrics
- Website metrics

8. All activity (as far as possible) will be measurable to enable success to be benchmarked and built upon in the future.

9. We will be using the lower level summer activity to establish a base figure for the social media activity to enable meaningful targets to be set for campaign activity from October 2017 going forward and, where appropriate, to enhance future communications activity.