



VisitAberdeenshire is committed to evaluating campaigns on an ongoing basis. This approach helps us find out whether campaigns achieved their overall objectives plus gives us invaluable insight for campaign planning.

This campaign built on the successful partnership between VisitAberdeenshire and Mackie's of Scotland. The overriding objective being to drive summer visits to, and spend within, Aberdeen and Aberdeenshire, and to increase awareness and sales of Mackie's of Scotland ice cream.

### Why did we carry out the survey?

Aswell as these overarching objectives, our partnership campaign focused on the following:

- Increasing the likelihood of people living in Scotland and Northern England to book a break in our region;
- Strengthen the sentiment and engagement on social media;
- Raise awareness of Mackie's as a local Aberdeenshire food brand; and
- Further strengthen the perception of Aberdeen and Aberdeenshire as a food and drink destination.

Carrying out a post campaign survey allows us to explore these specific areas to find out what the campaign made people **think, feel and do**, both immediately on seeing the campaign and longer-term.

### Who did we speak to?



2 in 3 were female

# 66%

aged between 55 and 74

**2 in 3** of our respondents to this survey were **female**, closely mirroring what we see in other consumer surveys. Another commonly occurring finding related to age, with **two-thirds (66%)** of respondents falling within the **55 and 74 age range**. In terms of where our respondents lived, 58% were based in England and 36% in Scotland. The vast majority of our respondents represented a **2-adult, no children household**. A more detailed slide deck is available, which gives a full breakdown of where our respondents were based.

### What did they tell us?

As mentioned, a full slide deck of results is available, but here are some of the highlights: Our respondents told us that the top interests/passions that have attracted/would attract them to visit the region are:



History and heritage



Desire to explore towns and cities



Food and drink



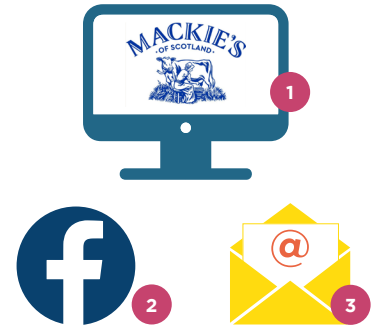
Experiencing the natural environment



## Campaign Recall

The campaign was clearly memorable, with **3 in 4 respondents** (76%) recalling it, perhaps understandable given the campaign focus on foodie experiences lending itself to high impact visuals.

**Mackie's website** topped the list of where respondents recall seeing the campaign content. In second and third place for recall was **Facebook** and **Mackie's eNewsletter**. In fourth and fifth place were **VisitAberdeenshire's website** and **eNewsletter**.



## How the campaign made them think and feel

We gave the respondents a set of statements to explore what the campaign had made them think and feel with regards to **the destination**. They all received agreement levels of at least 50% (a very positive outcome in itself), but the top 2 were **there is a wide range of things to see and do in Aberdeen and/or Aberdeenshire** (83% agreement), and **Aberdeen and/or Aberdeenshire has a range of quality experiences to enjoy** (81% agreement).

We also shared a set of **Mackie's** statements to explore what the campaign made respondents think and feel with regards to the brand and their products. The most selected statement was **The campaign prompted me to purchase Mackie's ice cream as a returning customer** (49% of those who responded to this question).



Beyond recall and purchasing behaviour, we explored behaviour a little deeper with a further set of statements in relation to **Mackie's**. The top two selected statements (with over 6 in 10 respondents agreeing with them) were **The campaign made me aware of Mackie's sustainability credentials** and **The campaign has made me feel warmer towards the Mackie's brand**.



## What did they go on to do having seen the campaign

As well as what the campaign made respondents think and feel, we also, crucially, want to know what it made them do, ie. what action did they go on to take? **The top four actions were:**



Enter the campaign prize draw



Try Mackie's ice cream



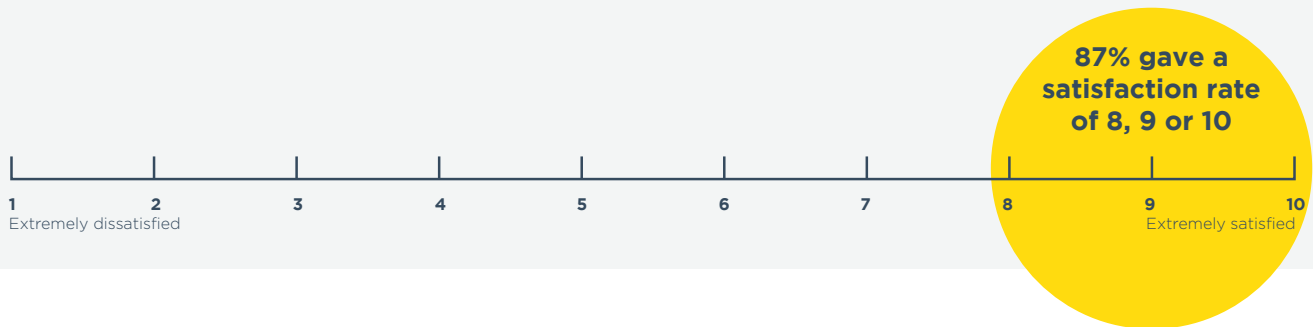
Visit Mackie's website



Talk to friends and family about a visit to Aberdeen and/or Aberdeenshire in the future

We are always interested to find out if the campaign had inspired people to take a future holiday or short break in the region, so it was positive to find out that some respondents had already visited, or had booked elements of their trip as a result of the campaign. In terms of how the campaign had influenced their break, the top two selected statements were **I explored more of the region than I would have done otherwise** and **I visited Aberdeen and/or Aberdeenshire at a different time of the year than I normally would**. The ranking of these statements illustrates further progress towards seasonal and geographical spread of tourism within the region.

Of those who had visited, **87% gave a satisfaction rate of 8, 9 or 10** (on a scale where 1 was Extremely dissatisfied and 10 was Extremely satisfied).



## Comments from those who had visited due to this campaign

*"Aberdeen was a great place to visit with plenty of great places to go to. 3 nights was not enough"*

*"An area of stunning beauty. Very clean and welcoming. Really friendly people."*

*"Beautiful castles and glens to see. Beaches with basking seals were fab. Aberdeen city was welcoming and clean. Art museum was a real treat."*

*"So many things to do. Not overcrowded. Friendly people. Relatively easy travel times. Great scenery of many types."*

*"So much to see in the area, especially the castles and gardens. The locals were really friendly and the food excellent. We had ice cream every day. No midges joined us, a bonus."*

## What would encourage future visits

In terms of what would help get them here, the top three statements selected were a **good deal/offer on ACCOMMODATION, a good deal/offer on TRAVEL** and **knowing more about things to do and places to see**.

## Reasons for not visiting the region in the next year

When we asked about their intentions to visit the region, some respondents stated they had no plans to visit in the next year. When we probed on this, the top two responses selected, perhaps unsurprisingly, were **Too far/long distance and time to travel** (bear in mind origin of respondents highlighted earlier) and **The rise in cost of living is affecting my travel/holiday plans in general**.

How is our region perceived by visitors?

# RICH IN CULTURE AND HERITAGE, BEAUTIFUL & WELCOMING

The top three words/phrases selected as BEST describing the region were **Rich in culture and heritage**, **Beautiful** and **Welcoming**. Closely followed by **Traditional** and **For all seasons**. The top three words/phrases selected as LEAST describing the region were **Easy to get to** (again, consider in light of where our survey respondents are from), **Upmarket** and **For all seasons** (a phrase that split our respondents, featuring in both best and least top rankings).

## How can we use these results?

Within VisitAberdeenshire, we will use these findings to help further inform our future campaigns (solo and Partner campaigns), both in terms of our messaging and the visual content we select to make sure it aligns to what really engages consumers and visitors.

From an individual business viewpoint, do review the findings and consider how well your own images and narrative align to these findings, particularly if you are a business within the food and drink sector.

## About the survey

The survey was distributed to **14,822** potential respondents (all those who had entered the prize draw). Responses were received from 915 individuals, leading to a survey response rate of **6.2%** (a higher than average response for surveys of this type). The survey was live from late September into early October 2022.

## Insights & evaluation at VisitAberdeenshire

to discuss these findings in more detail, or any aspects of Insights in relation to your business do contact us on [insights@visitabdn.com](mailto:insights@visitabdn.com)