

'Shop & the City' 2010 Campaign Review



The 'Shop & the City' campaign was launched by Visit York in March 2010 and aimed to increase people's awareness of York as a shopping destination and encourage shoppers from neighbouring towns to travel to York to shop.

The campaign involved many different elements. As well as a comprehensive PR campaign, there was a variety of advertising in towns in the North East, and West Yorkshire, which were identified by initial surveys as good locations to target. These locations were seen to have barriers which could easily be overcome; those questioned in the initial surveys claimed that the distance and cost of bus and train fares were the largest barrier to coming to York. These areas were also areas of high density occupation which meant that advertising would gain higher numbers of impressions.

The surveys revealed that the respondents believed that York's greatest strengths included the variety of shops, the fact it is compact and the range of independent shops, and the campaign was built around these aspects. There was a dedicated microsite on the Visit York website and a competition was run to attract people onto the site and collect data about visitors.

The main focus of the campaign, however, was the shopping passport, which was produced in conjunction with the York Press, and offered discounts at twenty three shops in York. This was promoted further by York Press publicity. A series of shopping trails in York were also designed and a guide printed. These aimed to showcase some of York's biggest names in shopping but also shops that were 'hidden gems'. They were themed as the 'Designer Trail,' 'Pure Pampering & Gifts Trail,' 'Mr York Male Trail,' and 'Designer Living and Antiques Trail.'

The campaign was officially launched with the distribution of the shopping passport on 24th March 2010 and continued until 30th September.

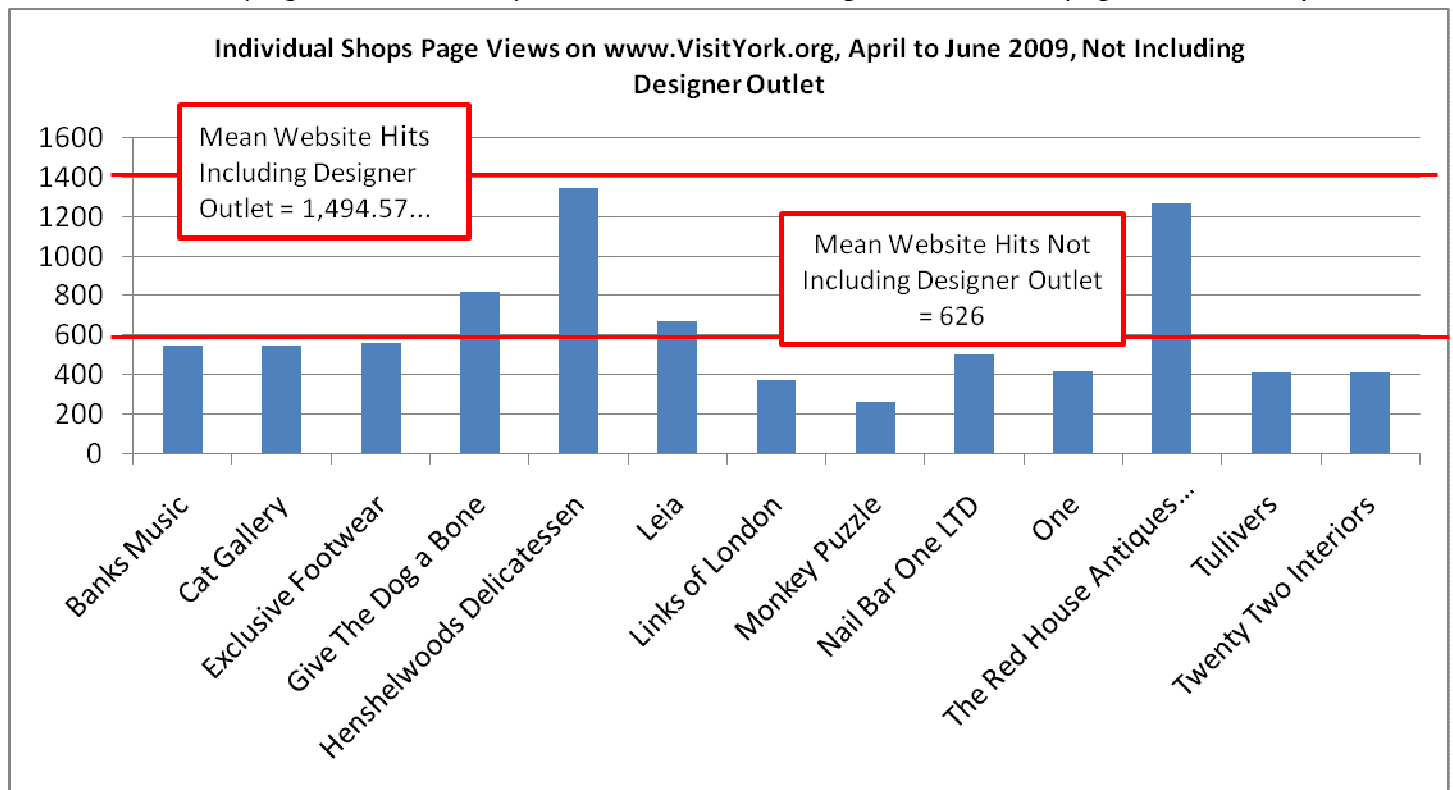
Summary of Results:

Online Marketing:

Individual Shop's Pages on www.visitYork.org.

The York Designer Outlet has been excluded in the following analysis as it was considered to be an anomaly in the 2009 data.¹

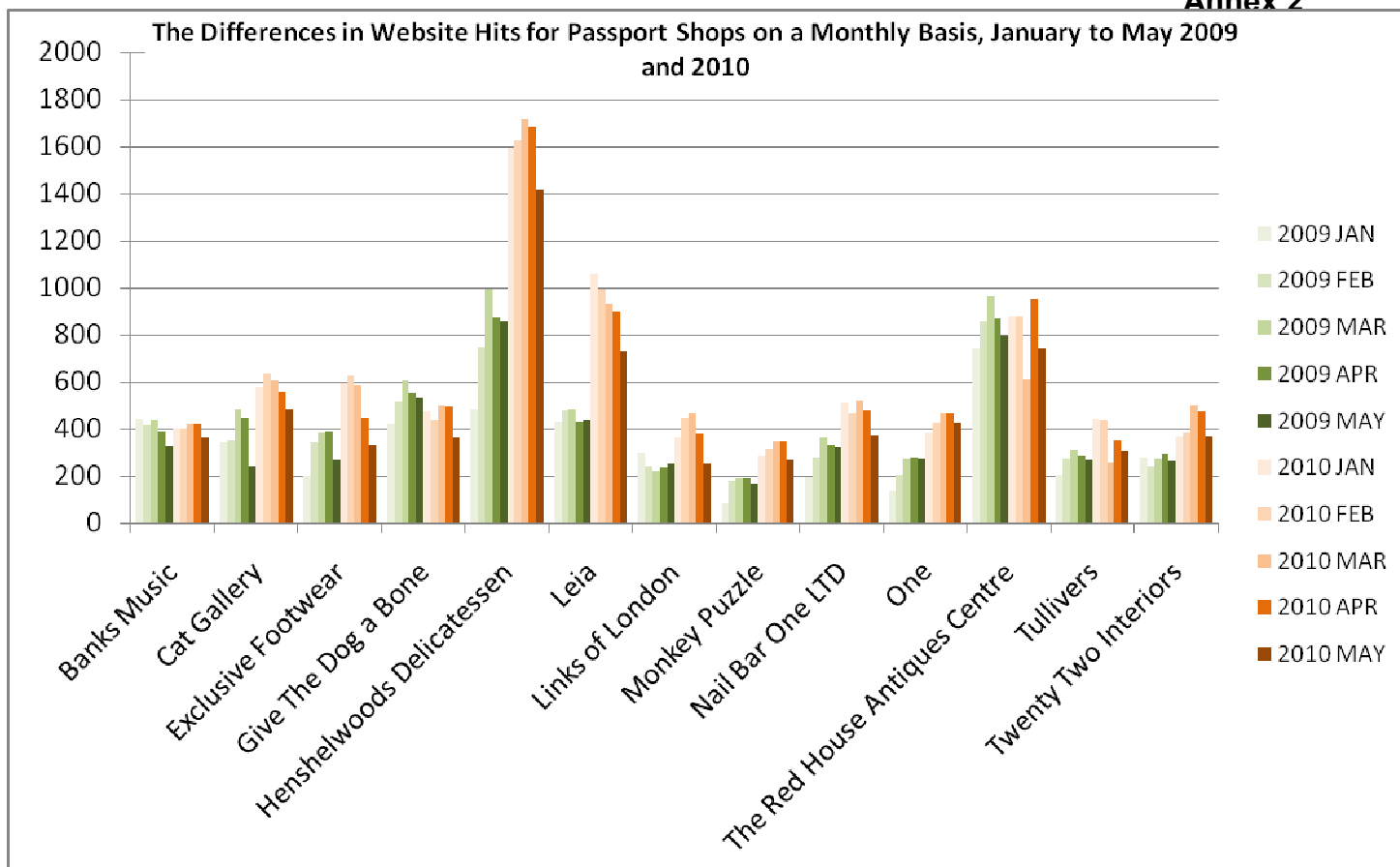
The campaign has been very successful in increasing traffic to the pages of the shops



therefore are not included in this graph or the comparisons below.

involved in the campaign. The average number of page views for each of the shops participating in the passport scheme, (where data is available for both January to June 2009 and January to June 2010), was 626 in 2009 and 1,297.77 in 2010. This is a 207% increase in average page views. With the exception of Banks Music all of the businesses who participated in the campaign saw an increase in hits on their pages during the campaign and over the previous year's hits.

¹ It ranked over the outlier bound of 6,392.41 (to 2 d.p.) [Mean – 1,494.57, S. Dev – 3,265.44].

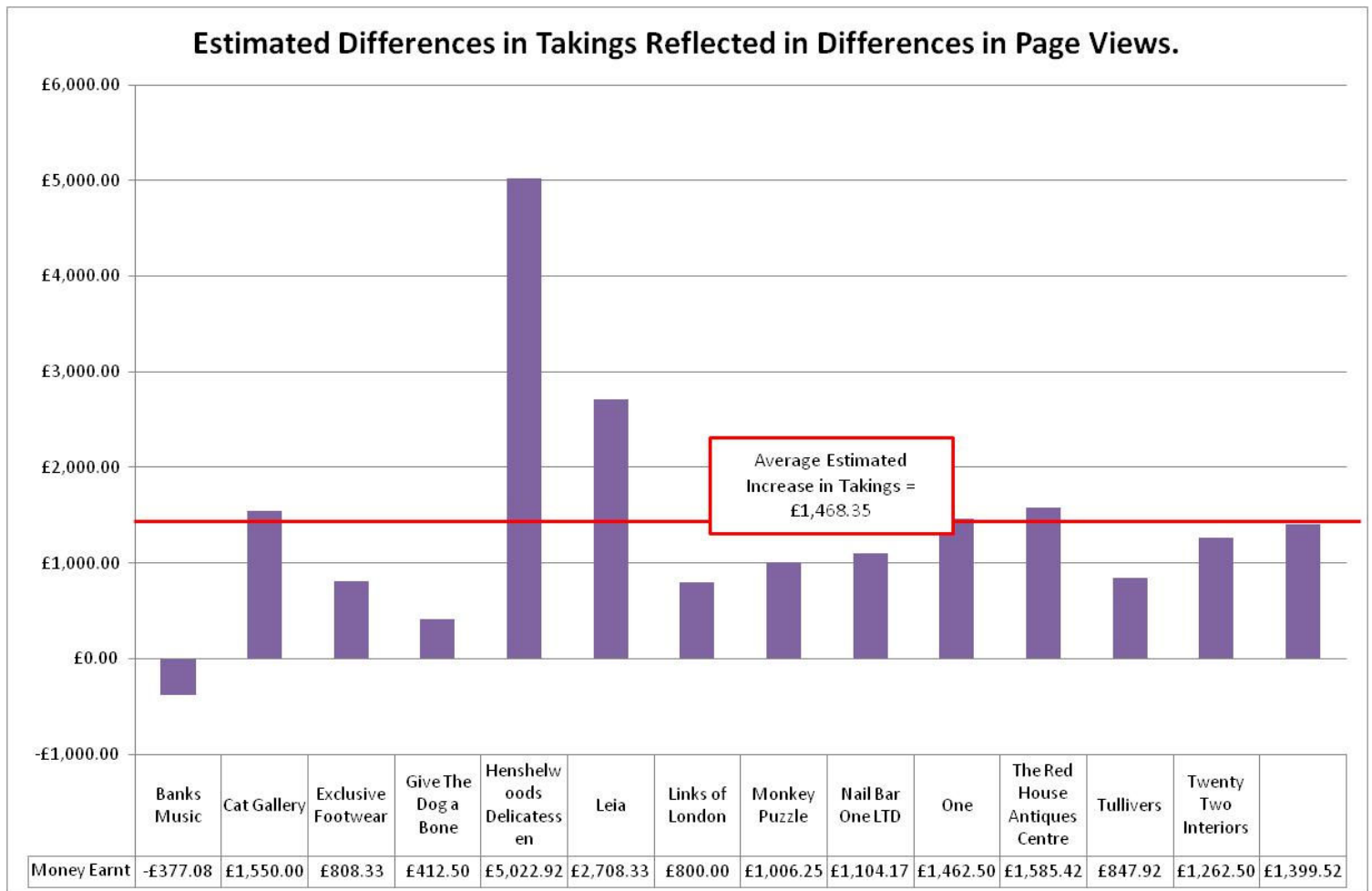


Company	Page Views 2009	Page Views 2010	Difference
Banks Music	550	369	-181
Cat Gallery	550	1294	+744
Exclusive Footwear	563	951	+388
Give The Dog a Bone	820	1018	+198
Henshelwoods Delicatessen	1341	3752	+2411
Leia	669	1969	+1300
Links of London	373	757	+384
Monkey Puzzle	263	746	+483
Nail Bar One LTD	501	1031	+530
One	422	1124	+702
The Red House Antiques Centre	1263	2024	+761
Tullivers	411	818	+407
Twenty Two Interiors	412	1018	+606

It cannot be assumed that this increase was entirely due to the campaign. However, it has clearly had an effect on hits on the Visit York pages. This can be seen through the increase in referrals to the shop's pages.

Links of London reported an increase in takings of around £800 during the campaign (March-June) as a direct result of the shopping passport. From 2009 to 2010 the number of hits on their page at VisitYork.org increased by 384, from 373 to 757.

These figures can be extrapolated to estimate the increase in earnings made by the other shops who were involved with the passport. As the increase in website hits are a reflection on the number of referrals; and therefore the success of the campaign, it can be claimed, at least in part, that the ‘Shop & the City’ campaign had a positive effect on the earnings of the businesses involved in the passport scheme.

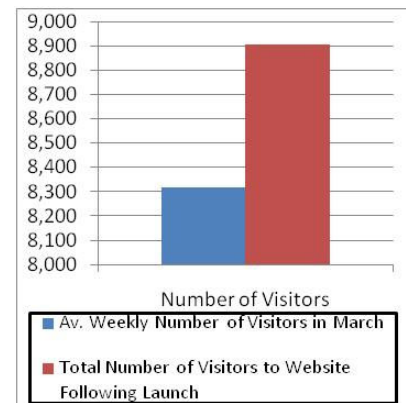
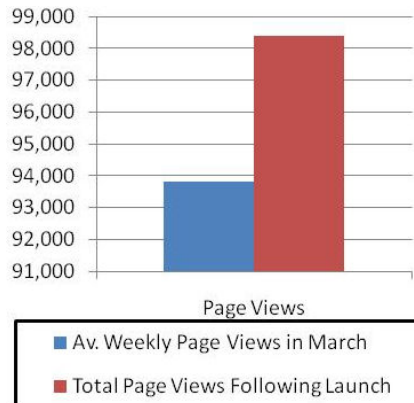
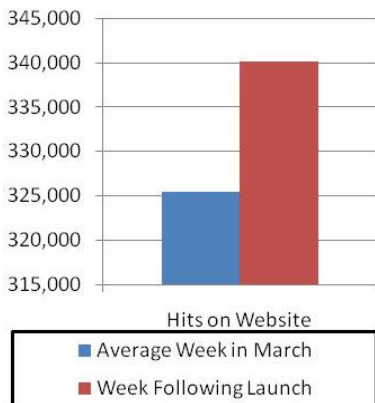


‘Shop & the City’ Pages on www.VisitYork.org.

The average daily database access from the ‘Shop & the City’ pages was 72 and the ‘Shop & the City’ homepage received 44,422 hits during the campaign. The ‘Shop & the City’ pages were accessed 193,794 times during the length of the campaign.

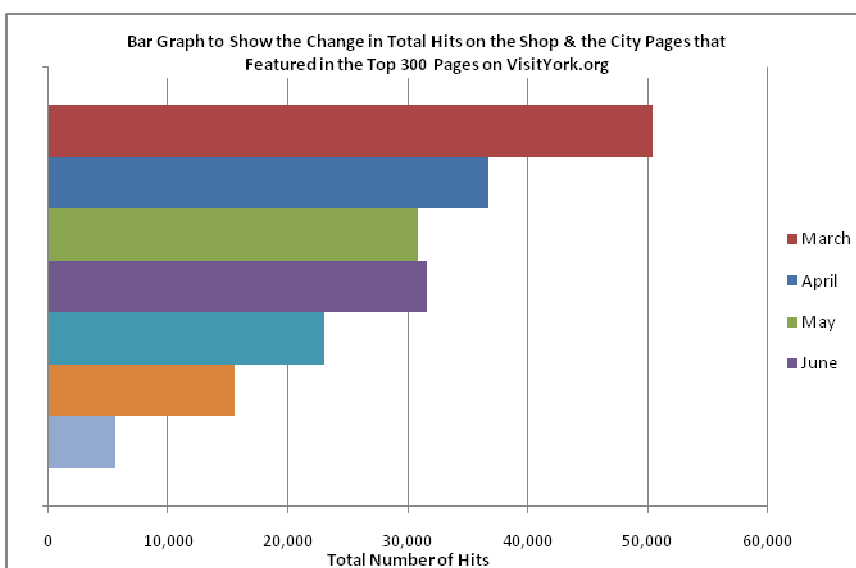
In the week following the launch of the campaign by the York Press the weekly website hits, page views, and visitors were higher than the March average.

Total Hits Week Following Launch	Av. Weekly Hits in March	Total Page Views Following Launch	Av. Weekly Page Views in March	Total Number of Visitors to Website Following Launch	Av. Weekly Number of Visitors in March
340,116	325,435	98,396	93,803	8,908	8,318
5% increase in hits.		5% increase in page views.		7% increase in visitors	



In March the number of people clicking through the shop and the city pages was 0.06% of the total visitors to the website. In April it was 0.12% and had moved from the 95th most popular route through the website to 52nd. In July and August 0.07% of visitors clicked through the shop and the city pages, and in September 0.06% clicked through.

During May and June the shopping trails leaflet was the 14th and 11th most often downloaded file from the Visit York website respectively. In March the shop and the city default page was the 17th most viewed page on the website and in April, May, June, July, August and September it was ranked 41, 45, 47, 49, 51, and 50 respectively.



In total the competition was entered 3,587 times, and 1,906 of those who entered were happy to receive information from Visit York and/or selected partners. This is 53% of all entrants.

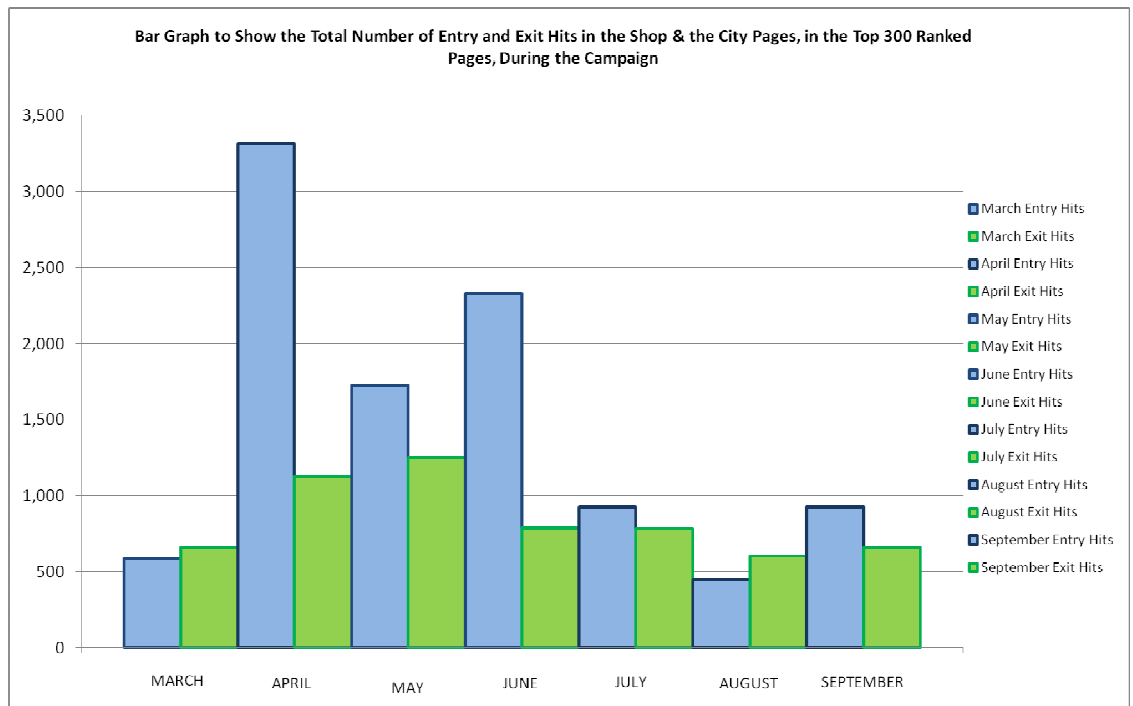
In total the number of hits the 'Shop & the City' pages, (which featured in the top 300 pages that month), received was 50,459 in March, 36,725 in April, 30,881 in May, and 31,562 in

June. This decline after the initial month reflects the level of PR which dropped in April and the first half of May but picked up again in late May and June. In July the total number of

hits was 23,022, in August it was 15,583, and 5,535 in September. This further highlights the value of the PR to this campaign.

The number of times the ‘Shop & the City’ pages acted as an entry page as well as an exit page for visitors to the Visit York website was also recorded. Whereas in March and August more people were leaving via the ‘Shop & the City’ pages rather than entering through them, in April, May, June, July, and September there were far more people using the ‘Shop & the City’ pages as entry pages than exit ones.

Based on entry stats, the most popular trail on the website was Mr. York with a total entry hit of 268, followed by the Designer Trail with 219, and the Pure Pampering & Gifts Trail and Designer Living & Antiques Trail with 214 and 171 hits respectively.



Search Engine Referrals:

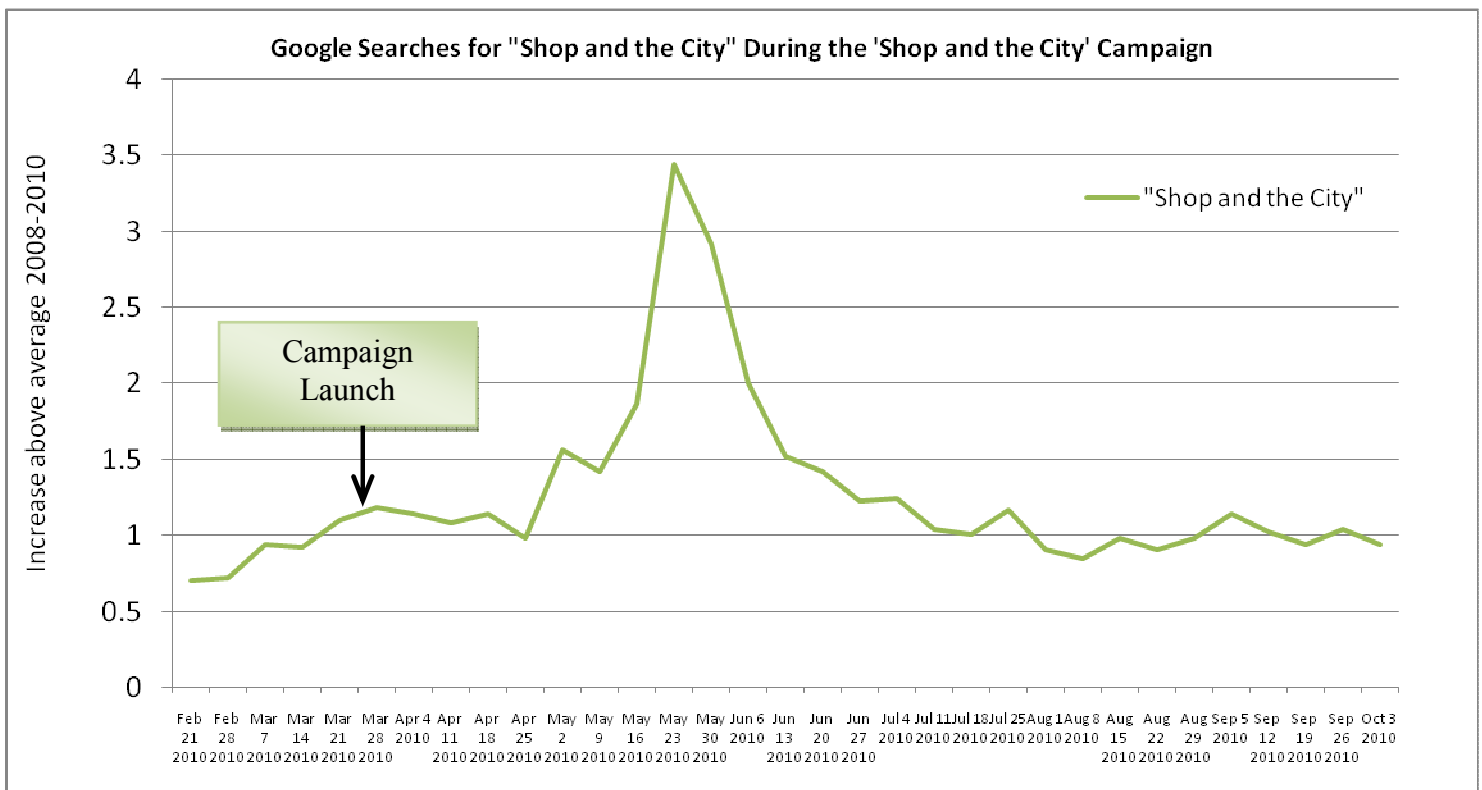
A study of the Google and Yahoo! searches that linked to the VisitYork.org website in May 2010 revealed a large number of shopping related searches. “York Shopping” was the 20th most searched phrase on Google. “Shopping in York” was 35th most searched term on Google and “York Shops”, “Shops in York,” and “Shops in York City Centre” placed 144th, 169th and 185th.

“Shop and the city” was the 69th most searched phrase on Yahoo! This shows that the campaign has had a residual impact as people are using search engines to search for shopping related queries more during the campaign than before it.²

² Although all the phrases, bar ‘shop and the city,’ appear in the most searched phrases from search engines they rank much lower in the top 300 searches. For example in January 2010 ‘York Shops’ was ranked 220 overall, in May 2010 it was ranked 120 overall.

	"York Shopping"	"Shopping in York"	"Shopping York"	"York Shops"	"Shops in York"	"Shops in York City Centre"	Total
Total No. Of Searches Which Linked to www.visityork.org ³	306	181	52	33	23	19	614
Rank	21	37	92	120	174	192	--

Google trend data shows that searches for ‘Shop and the City’ drastically increased during the campaign. Throughout the campaign the number of searches never dropped below double the average (2008-10). There is a particular spike around May half term (29th May to



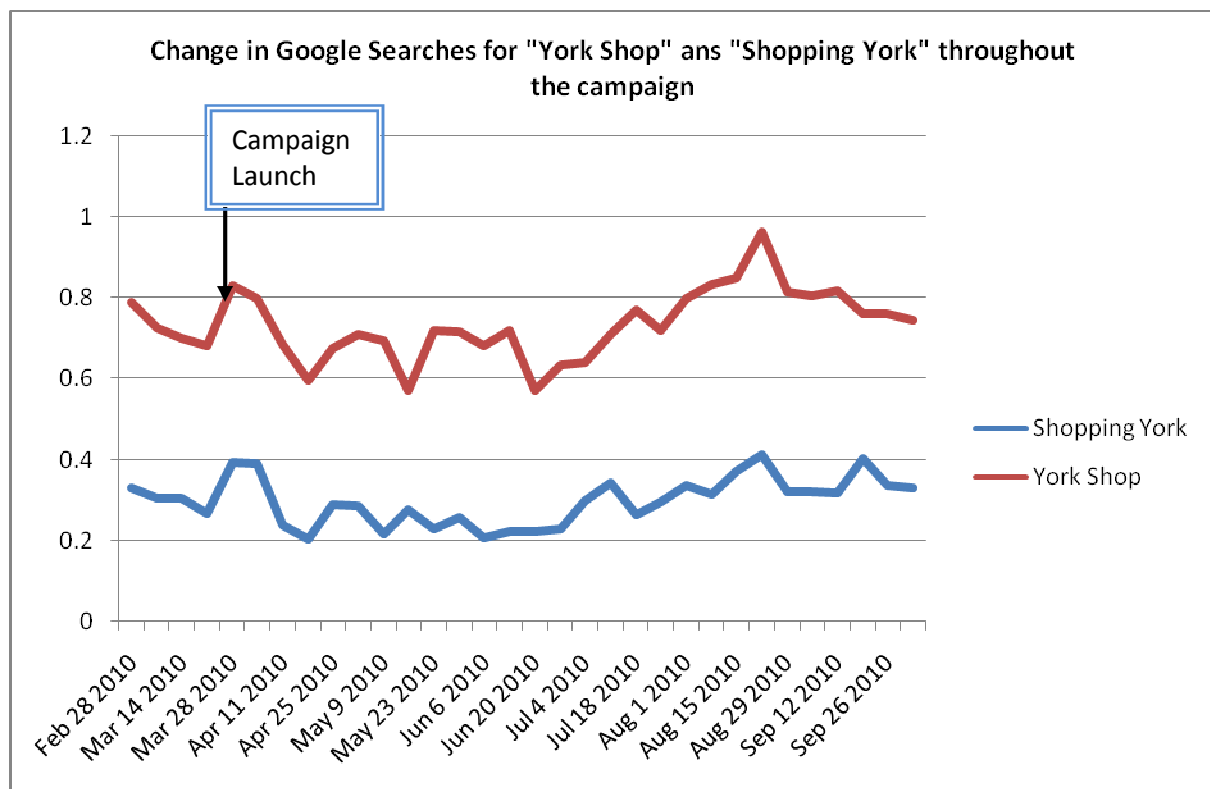
6th June). Since this is the time that families are most likely to travel to York it appears likely that the campaign has had success in encouraging people to come to York.

Comparisons of total Google searches for “York Shop” and “Shopping York” revealed a large spike at the launch of the campaign and then fluctuated before steadily increasing from July until the end of the campaign.

³ The total number of searches contained Google, Yahoo!, AOL Search, Bing.com, Ask Jeeves as well as other smaller search engines including AltaVista and Blackberry search.

'Shopping York' Top Searches		'York Shop' Top Searches	
City Search Came From	Percentage of hits (York = 100%)	City Search Came From	Percentage of hits (York = 100%)
York	Index	York	Index
Sheffield	8%	Sheffield	5.5%
Leeds	7%	Brighton	5.5%
Bletchley	5%	Hull (United Kingdom)	4%
Manchester	5%	Leeds	3%
Edinburgh	5%	Hertford	2%

With both 'Shopping York' and 'York Shop' two thirds of the cities which searched the most for them on Google, within the UK, were within the area covered by the campaign.



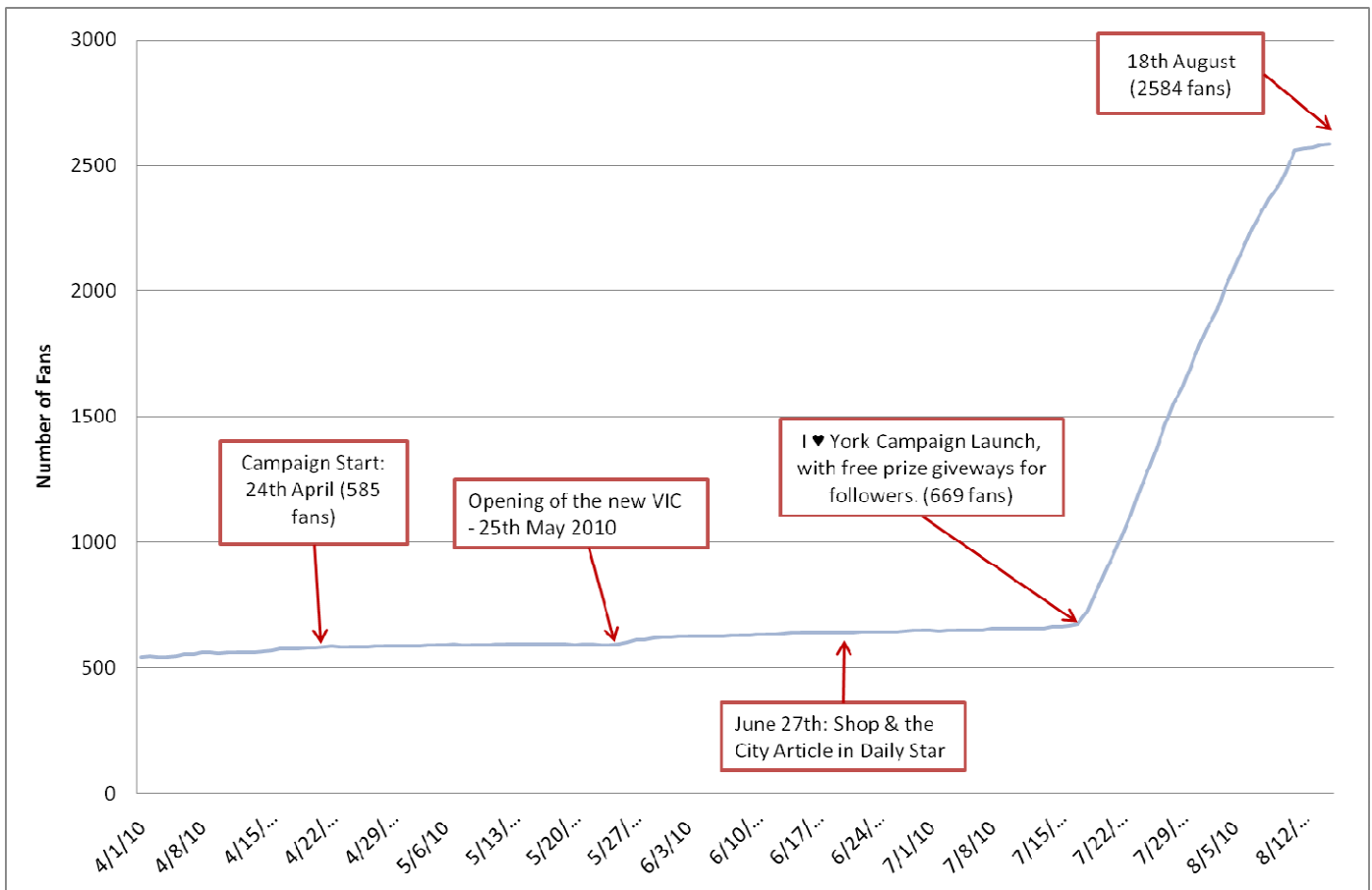
In May 2010 'Shop' was the 25th most popular keyword, 'Shopping' was 27th and 'Shops' was 49th.

The Shop and the City e-marketing email was sent out to 26,419 people on 25th June 2010, and opened 4,976 times. An 18% open rate. In total 329 of those who opened the email (1.2%) interacted directly with content and clicked through to website.

Social Media:

Facebook:

Throughout the campaign the number of fans of Visit York on Facebook grew fivefold. When the campaign started Visit York had 585 fans, and on 18th August Visit York had 2,548 fans; an increase of 436%. The study of social media was finished in August as later campaigns, such as I♥York.

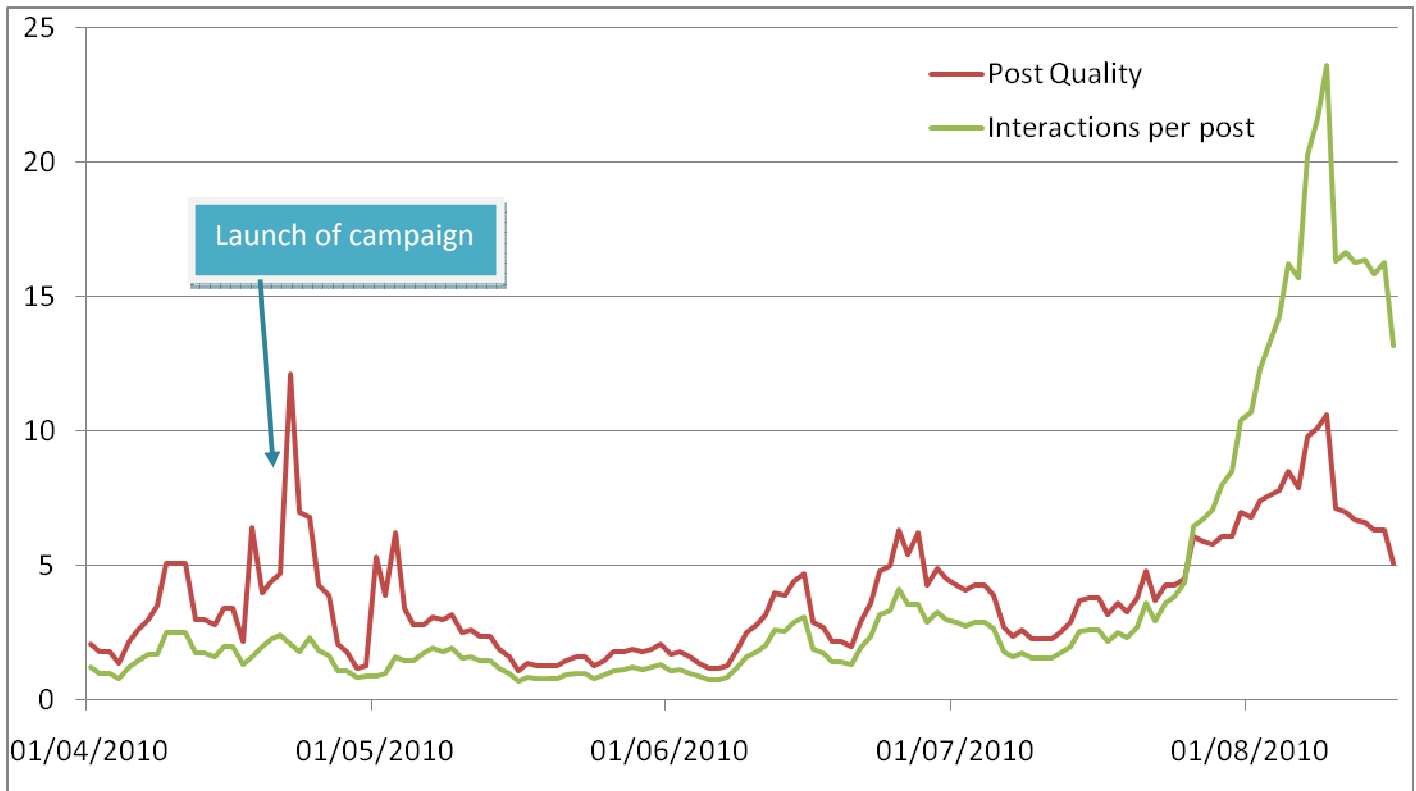


The campaign has had a significant effect on the numbers of female fans aged over 35. There has also been a significant increase in the numbers of male fans, who are over 55.

	Campaign Launch: 24 th April 2010		August 18 th 2010	
	Number of fans	Percentage	Number of fans	Percentage
Female 18-24	136	23%	190	7%
Female 25-34	115	20%	386	15%
Female 35-44	72	12%	600	23%
Male 25-34	52	9%	156	6%
Male 35-44	51	9%	226	9%
Male 18-24	44	8%	62	2%
Female 45-54	41	7%	436	17%
Male 45-54	24	4%	139	6%
Female 13-17	22	4%	29	1%
Female 55+	15	3%	271	11%

Male 13-17	7	1%	9	0%
Male 55+	6	1%	80	3%
Total Fans	585		2584	

94% of the Facebook fans were from the United Kingdom, 5% from the USA, and the remaining 1% a mixture of European, and Asian countries and Canada.



There is a clear spike in the post quality at the launch of the shopping passport. Post quality is determined by Facebook based on brand message that is being put across, interactions with posts, and amount of extra traffic generated.

How Sociable:

	Start of Campaign (20 th March, 2010)	19 th August 2010	% Change
Twitter Tweets Score	980	301	-326%
Facebook Groups Score	301	123	-224%
Facebook Pages Score	201	1114	+554%
Facebook People Score	876	659	-133%
Total Visibility Score	86	93	+7%

Visit York scored and average score of 27 from Youtube hits and views and had a score of 31 from Yahoo! pages.

Visit York’s total visibility score is extremely high for a tourism body. Visit Bath scored 44, Visit Cardiff scored 40, and Visit Edinburgh/Edinburgh.org scored 57. Visit London scored 365.

Welcome to Yorkshire scored 79.

The high Facebook page score indicates that although the number of people regularly interacting with the pages may have dropped, the reach of the page and it’s impressions are much higher than when the campaign began.

York Press Coverage:

Online Advertising and Editorial:

The York Press ran an advertising push for the ‘Shop & the City’ campaign in the weeks leading up to the campaign’s launch. This was both online and in their paper. The York Press promised 2.2 million impressions from advertising and editorial content on their website. In total they delivered 1.4 million impressions, (1,376,890).



www.YorkPress.co.uk
- MPUs

There were 1,601 unique views across the shop and the city micro-site on Press website and there were 1,319 click throughs from Press website to micro-site. Most popular banner click-throughs were from skyscraper banner

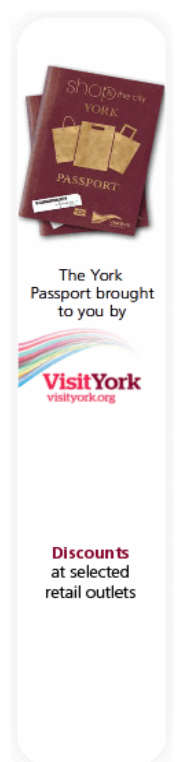


(70%) followed by leader boards (26%) and MPUs (4%). The high price of the MPUs (£400 + VAT) has not been reflected in click-throughs. Skyscraper banners at £280 + VAT are a much more effective tool.

www.YorkPress.co.uk –
Skyscraper banners/
Leader Boards

Click-throughs do not, however, necessarily represent the number of people who actively engaged with the campaign. They may have just been browsing, liked the graphic, or something similar.

There were 3,222 hits on shop’s profiles on the shop and city page, (1,178 unique views). There was higher traffic in March (2,177 views), however, the percentage of unique views in April, was double the percentage in March (49% to 28%). This suggests that the campaign reached more people in April and the website was probably used for repeat information in March. The low unique user rate also suggests that the website was used much more for publicity during the earlier months, rather than being used by visitors.



Month	Hits	Unique Views	Percentage of Unique Views
March	2,177	612	28%
April	1,145	566	49%

A 'how to use video' was on the York Press home page for 3 weeks.⁴ This was a one minute long video which explained how to use the pass and was linked to article by Laura Connor in York Press on 25th March. The video received a total of 287 views. Over the three week period the click rate was 0.02%.

In total the shopping passport was downloaded 148 times from the York Press website.

In March www.yorkpress.co.uk referred 32 people to www.visit-york.org, making it the 127th largest referrer to the site. In April it referred 37 people and was the 103rd largest referrer. From May to September, however, www.yorkpress.co.uk did not feature in the top 300 referrers, despite the microsite still being live.

But its competitor Starbucks has won approval from the authority to continue operating a pavement café at its shop in one of the city's busiest shopping zones, meaning it can now stay open for another three years.

Costa took over following the... Merchants offered to redevelop the new shop...

Hyperlinks in text still being added 30th July 2010. Key words.

The chain's plans include fitting a new door in London to improve wheelchair access.
<http://www.yorkpress.co.uk/shopandthecity>

As of 30th July the keyword 'shopping' in all online York Press articles was still automatically being hyperlinked to their microsite.

Paper Advertising and Editorials:

The pre-passport build up conducted by the York Press had some effect. The highest level of access to their microsite site (34 in a day) was on 24th March 2010, the day the passport was released. Yet it is not known if the high hit rate was due to the individual day's publicity or the build up campaign overall.

'Shop & the City' adverts and editorials featured in six different editions of the York Press including the March 24th edition were the 60,000 shopping passports were distributed. The average daily readership of the York Press is 81,200⁵ so it can be estimated that the adverts and editorials in print form were witnessed on 487,200 occasions, although many of these would be by the same readers. The York Press estimates that with the 6 adverts and editorials 128,224 individuals were exposed to the 'Shop & the City' campaign.

The April 2010 edition of 'Look it Up' carried a double page advert on pages 102-3. The magazine has a circulation of 36,000. The advert was located in 'events' section and would have most likely had more of an impact if was placed



Laura Connor uses the York Passport for the first time with Sue Hardie, at The Hairy Fig, Fossgate

⁴ According to the Press, however, there has been some questioning of this.

⁵ <http://clients.thisisyork.co.uk/mediapacks/press.pdf>

towards the front of the magazine and backed up with an editorial. Similar private adverts appear in the earlier pages. Not enough was made of competition in the article. York Press claimed that the advert “was put in the Event section, near the jobs section as it is one of the most popular sections of the magazine.”

There is little data on the editorials and adverts in the Gazette and Herald promotion but its readership is c.31,459. It is difficult to gauge the effectiveness of this campaign as the circulation is across North Yorkshire (Bridlington to Whitby), and follow up surveys were not conducted there.

PR Activity:

Newspapers:

The campaign featured two major PR drives. One was the York Press editorials and advertisements discussed above and the second was during the end of May and beginning of June. PR was largely focused around newspapers, both national and local, in the areas targeted by the campaign.

The widest read newspapers which covered the ‘Shop & the City’ campaign were the Daily Star and the Telegraph. The Daily Star, on Sunday 27th June ran a feature in their travel section entitled ‘Two York states of mind - chic 'n' creepy is perfect city break’. The Daily Star has a circulation of 357,130 and the feature had an estimated value of £20,764.34.

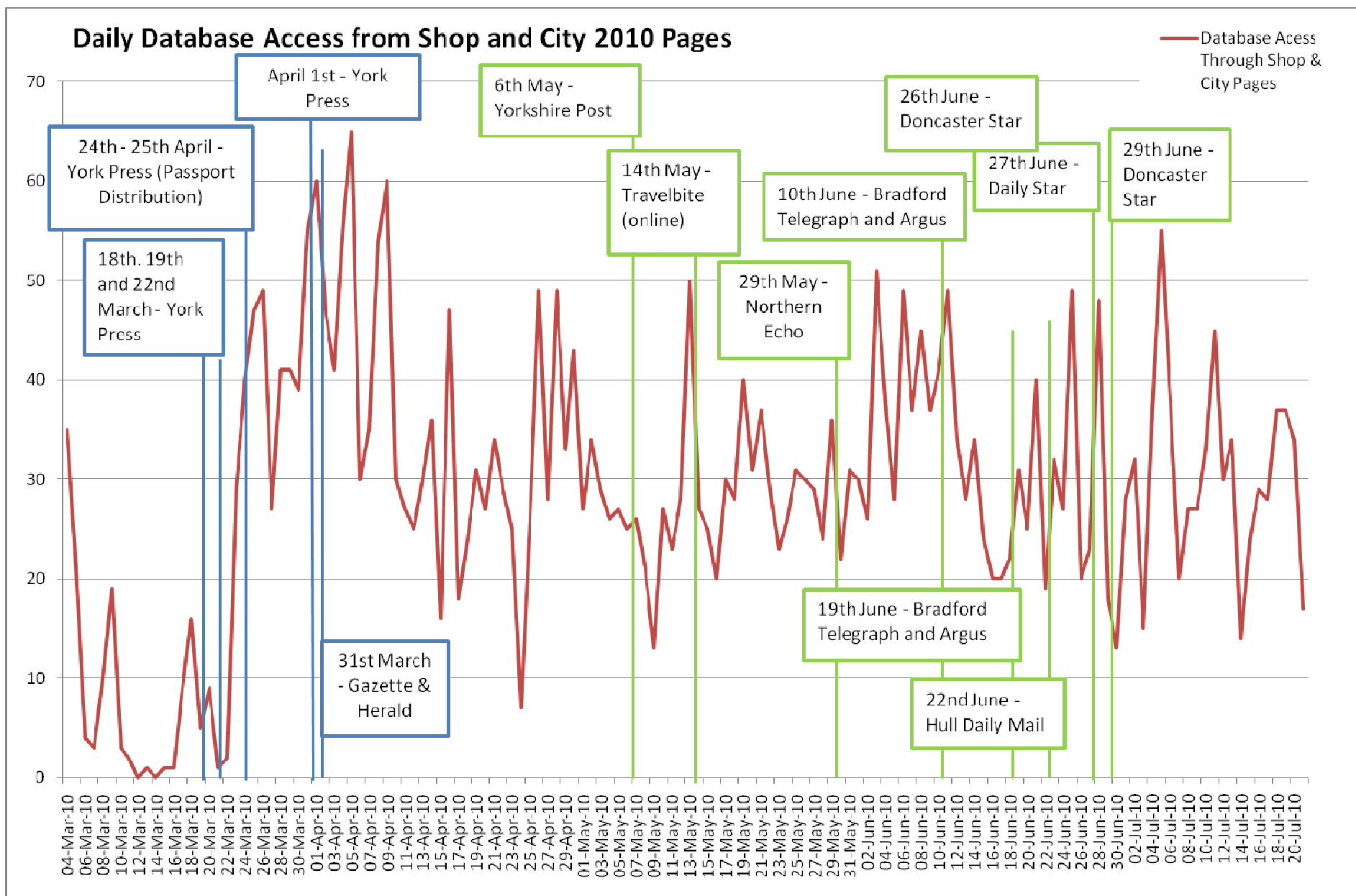
The Telegraph carried a feature in ‘Inside Out: Gardening and Going Out’ in on Saturday 19th June 2010. It contained a very short plug for the shopping passport but had no mention of how to obtain one. The Yorkshire Pass was favoured. The Telegraph has an average daily readership of 842,912 (Jan 2010).

There were also articles in the Sheffield Star, Hull Daily Mail, Doncaster Star, Northern Echo, Bradford Telegraph and Argus, and Yorkshire Post. These all featured the www.shopandthecity.org website and shopping passport to varying degrees. Their circulation varies from 3,380 (Doncaster Star) to 50,285 (Sheffield Star). These regional articles were focused in areas identified by the first shopping survey as areas where the barriers stopping people from shopping in York could be easily overcome. The average circulation for the regional articles was 1,392.71 and the total value was £37,273.75.

Article Date	Headline	Publication	Average Daily Readership	Estimated Value
06/05/2010	Head Start	Yorkshire Post (North/York)	43,095	£232.98
06/05/2010	Head Start	Yorkshire Post (West /Leeds)	43,095	£367.12
06/05/2010	Head Start	Yorkshire Post (East/Hull)	47,760	£891.10
29/05/2010	Banking on the Romans	Northern Echo	48,783	£701.19

29/05/2010	Banking on the Romans	Northern Echo (South Durham)	48,783	£664.09
10/06/2010	Sue gets a new look	Telegraph & Argus (Bradford)	30,218	£347.20
19/06/2010	Passport to history	Telegraph & Argus (Bradford)	30,218	£3,150.84
19/06/2010	Inside Out: Gardening and Going Out	The Daily Telegraph	842,912	?
22/06/2010	Woman from Hull wins makeover in York	Hull Daily Mail	47,995	£360.40
26/06/2010	A Shambles? No the shops great!	Star (Sheffield)	50,285	£3,270.40
26/06/2010	A Shambles? No the shops great!	Star (Doncaster)	3,384	£4,263.90
27/06/2010	Two York states of mind - chic 'n' creepy is perfect city break	Daily Star Sunday	357,130	£20,764.34
29/06/2010	A day out with a difference - Kirsty gets the treatment	Star (Sheffield)	50,285	£1,030.40
29/06/2010	A day out with a difference - Kirsty gets the treatment	Star (Doncaster)	3,384	£1,432.95
21/8/2010	Going Places: Passport to Shopping Heaven	Hartlepool Mail	16,362	£2,668.32
8/9/2010	Win a Luxury Weekend in York	Yorkshire Post	43,095	£2,040.34
9/9/2010	Dip into York's Bloody Past	Peterlee Star	15,016	£1,120.95
9/9/2010	Dip into York's Bloody Past	Seaham Houghston Star	15,822	£816.20
9/9/2010	Dip into York's Bloody Past	South Tyne Star	17,855	£1,338.96
9/9/2010	Dip into York's Bloody Past	Sunderland Star	24,077	£1,193.40
9/9/2010	Dip into York's Bloody Past	Washington Star	16,983	£892.32
9/9/2010	Dip into York's Bloody Past	Hartlepool Star	15,396	£2,791.80
			1,811,933	£50,399.20

The face to face surveys conducted in Bradford revealed that unprompted 80% of those who had seen PR related to the 'Shop & the City' campaign had seen it in the Telegraph and Argus. Only 5% of respondents had remembered reading anything in a newspaper recently about shopping in York. The low figure is not unexpected as the face to face surveys were conducted in late August, whereas the majority of the Bradford PR occurred in June.



Online:

As well as newspaper articles there was a great deal of online coverage of the 'Shop & the City' campaign. These ranged from travel websites to money saving websites. Some were essentially edited versions of the newspaper articles whereas, some were original. Whilst it is difficult to gauge how many people will have seen these online

Cheap days out

If you're planning a trip to York over Easter, grab a free shopping 'passport' from www.shopandthecity.org to get a load of discounts at various stores, including 15% off at L.K Bennett of London and 25% off a luxury hand and nail pampering session at Nail Bar One.

Save yourself a packet on travel up there too with National Express tickets which are going for just £1. There are now 80,000 of these fares available to over 150 locations. They'll get snapped up quickly so [book a trip here](#) and print off your e-ticket. Or, if you're headed south



articles the fact that so many blogs and websites have stories relating to the campaign shows the effectiveness of the PR campaign in raising the profile of York's shops.

The success of the PR campaign is also reflected in the fluctuations of hits on the 'Shop & the City' Pages of the Visit York website. Generally the hits are much higher during March and June

when the PR was active. By plotting the daily database access from the 'Shop & the City' pages and comparing it to when the articles were released it is clear that there is a strong correlation between an increase in database access and a new article.

Advertising:

When questioned, 16% of respondents in the face to face surveys had remembered seeing adverts for shopping in York.

Bus Advertising:

In total sixty street liners were commissioned across West Yorkshire and North East England. These were in Darlington, Stockton, Bradford, Leeds, and Bramley. They were on the buses from 22nd March until 18th April. 10% of those questioned during the face to face interviews had remembered seeing the bus sides.

Station Advertising:

Posters were displayed at 20 stations across Yorkshire and the North East and remained in place at least one month, with some remaining in place for up to four months. As part of the promotion Trans-Pennine Express advertised promotional fares. 5.3% of those questioned in face to face survey remembered seeing the station advertisements.

<u>Stations</u>
Chester-le-Street
Liverpool Lime Street
Warrington Central
Birchwood
Manchester
Stalybridge
Huddersfield
Dewsbury
Leeds
Garforth
York
Malton
Seamer
Scarborough
Thirsk
Darlington
Yarm
Thornaby
Middlesbrough
Durham



Shopping Passport:

Sixty thousand shopping passports were printed by the York Press and a further 143 were downloaded from the York Press website. Twenty three different retailers had offers in the passport.

The response from the retailers has generally been positive about the scheme. Most were very excited to be involved and thought that the passport was a good idea. However, the level of redemption of the offers appears to be quite low. Most of the retailers have had between five and ten redemptions across the campaign. There does not appear to be any pattern as to when the passports were redeemed; there appears to be consistent use across the campaign.

“We were in the shop and the city guide... and thought it was fantastic, and we will definitely be going in again.”

Hotel Chocolat

Most of the retailers, however, had to estimate the numbers of redemptions as they did not keep records of how many and when the passes were used. The majority of the retailers involved said that they would be happy to be involved in a similar campaign again and many reported an increase in sales overall.

Sixty thousand ‘Shop & the City shopping trails’ leaflets were printed and distributed via Audiences Yorkshire and the Visit York information centre. The trails highlighted 113 different shops, 8 restaurants and cafes, and 18 attractions across the four trails. The leaflet also featured an introduction written by Dame

We really like the shopping trail leaflet & think it’s an excellent way of getting people around the shops. However, we haven’t seen many people using or asking us about it.”

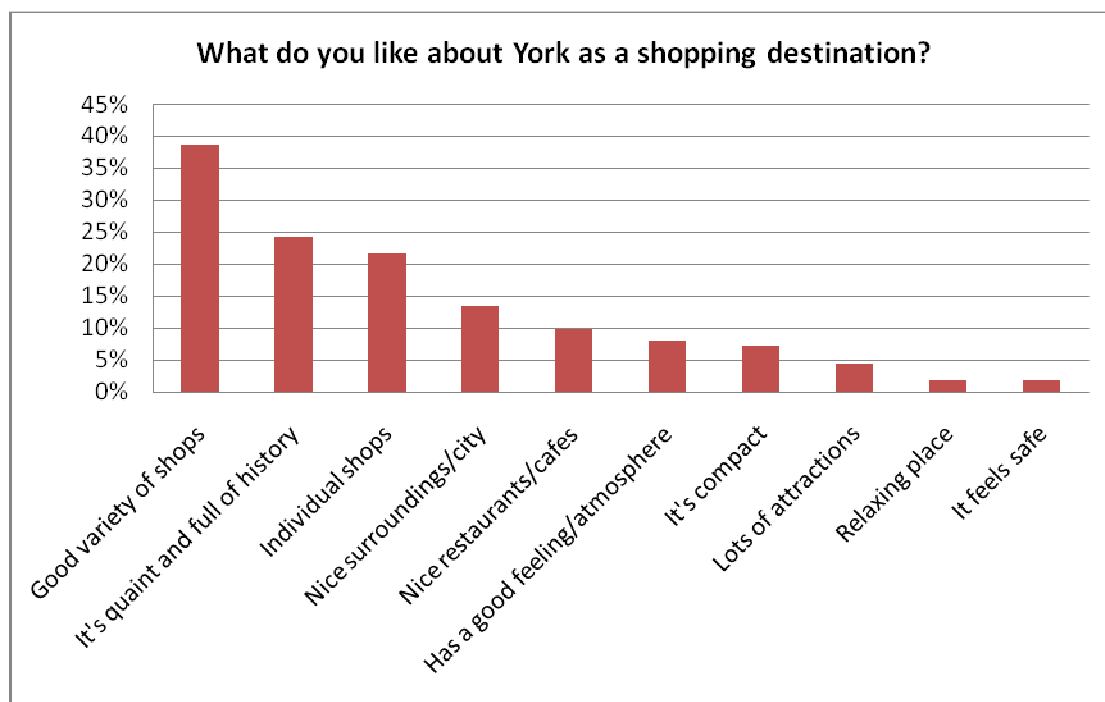
Twenty Two Interiors

Judi Dench and was sponsored by the Designer Outlet and Mulberry.

It is very difficult to attribute any increase in trade or interest in the shops directly to the campaign. Many of the shops that were involved in the campaign either through the passport or the trails have seen an increase in trade, yet it is difficult to conclusively link this increase in trade to the campaign.

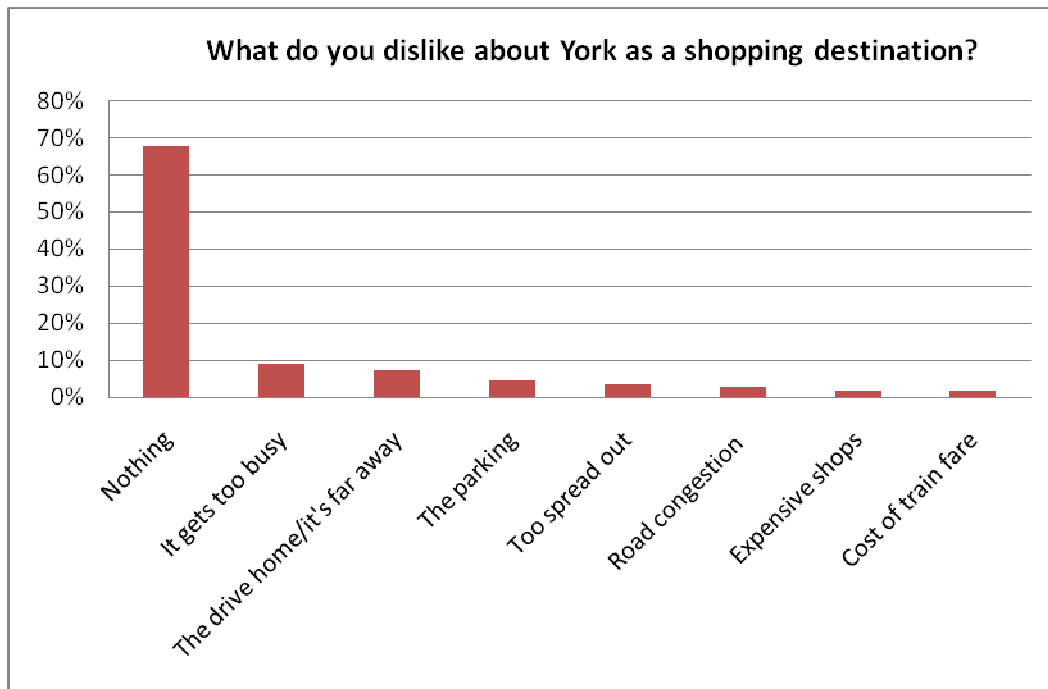
Face to Face Survey Results:

To further monitor the success of the out of town campaign follow up research took place in Leeds, Bradford and Darlington.



The face to face surveys revealed that the most popular 'likes' of York as a shopping destination are; good variety of shops (38.7%), its quaintness and history (24.3%), individual shops (21.6%), and the general atmosphere of the city (13.5%). This mirrored the results of the 2009 research.

The research further revealed that the majority of respondents were happy with both the current Car Parking and Park and Ride facilities in York.



Whilst the majority of respondents had no problems with York as a shopping destination (67.6%), some issues were raised including the city centre becoming too busy (9%), the distance from their home (7.2%), and the fact that the city centre is spread out and they may get lost (3.6%). Improvements suggested included cheaper parking (9.9%), cheaper public transport (6.3%), a direct bus route (2.7%), and more sports shops (0.9%).

Visits to York

The percentage of shoppers who have visited York in the last 12 months has increased from by 5% in Leeds (to 38%) and by 2% in Darlington (to 36%). This equates to 28,400 new shoppers to York from these two cities alone, or an additional £176,000 spent in York.

Barriers to visiting York

Those respondents who stated that they had not been shopping to York in the past 12 months were asked to identify any barriers, the biggest barrier to shoppers from Leeds was seen to be the cost of either public transport or parking. However this year the percentage of shoppers still seeing these issues as a barrier has dropped from 24% to 3% (for the cost of parking) and from 16% to 0% (for the cost of public transport).

The biggest barrier as seen by shoppers from Darlington was its distance from their home. However this year only 22% of shoppers from Darlington identified this was an issue, compared with 52% last year.

Other Destinations Visited

Popular destinations that were visited instead of York included Leeds (89), Darlington (49), Bradford (49), and Middlesbrough (15). This is not surprising considering the fact that the

surveys were conducted in Leeds, Bradford and Darlington. Convenience was the overriding factor in these destinations being chosen rather than York with 73.2% of respondents.

Awareness of Marketing Campaign

Respondents were then asked about their awareness of the marketing campaign, 16% of the shoppers interviewed recalled the marketing activity, with a further 15% recalling it when prompted.