

PEOPLE  
MAKE  
GLASGOW

# Destination activity

Eurovision 2023 campaign

# Objectives

## **Glasgow – A Music City**

Raise awareness of Glasgow as a music city destination. Capture Eurovision fans and attendees and encourage them to visit Glasgow and drive overnights stays.

## **Our main KPIs**

As we target a slightly colder audience, from further afield, we will optimise our campaigns to achieve maximum impressions and reach for the content.

## **Video and Engagement**

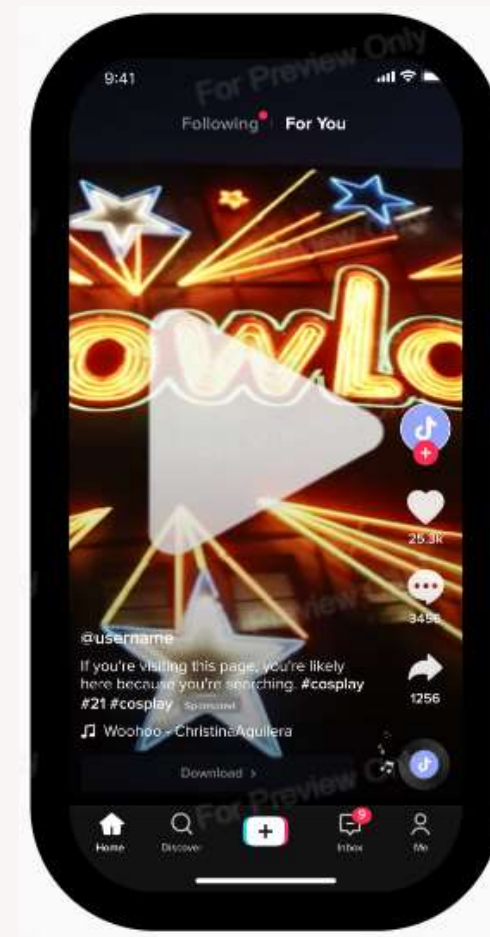
Measure metrics like video views, view rate, completions, engagement rate, click through to give us a deeper understanding of how users interact with our ads.

# Audiences

- **Eurovision Fans & Attendees**  
Music fans, particularly those who have travelled to attend Eurovision 2023.
- **Liverpool**  
The destination for the event, as well as surrounding areas (platform dependent).
- **Aged 18+**  
People of all ages will travel for music events – we'll focus on the learnings we get about each age range.

# Platforms

- **Meta – Facebook & Instagram**  
Reaching the Eurovision fan base who have travelled to the Liverpool area during the event.
- **Tik Tok**  
Wider reach of a more engaged viewer.
- **Spotify**  
A key platform for music fans!



# Creative

Spotify – audio of advert  
attached to email



Meta & Tik Tok



# KPIs and Timings

Campaign runs from 4 – 17 May 2023

Channel	Est Impressions
Facebook	705,882
Instagram	285,714
Tik Tok	2,200,000
Spotify	214,286
<b>Total</b>	<b>3,405,882</b>