

# THE BURNS CLUB CENTENARY CAMPAIGN

*100 YEARS, 100 REASONS  
TO ENJOY IT ALL*

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# Executive summary

Established in 1924, Canberra's only Scottish Club, the Burns Club, has played an integral role in Canberra's community and history. In October 2024, the Burns Club turns 100, and this momentous occasion deserves to be recognised and celebrated with Canberra.

In pursuit of this, 141 Media has developed a proposed campaign for the Canberra Burns Club centenary. This campaign aims to increase awareness of the Club, Club offerings and the centenary, all while repositioning itself as a positive institution in the Canberra community.

Currently, Burns Club members are primarily older, and therefore the longevity of the customer base is a concern. Targeting a younger audience will alleviate this. Accordingly, this centenary campaign will target younger audiences - those aged 15-24, and young family units.

Primary research undertaken by 141 Media highlights a lack of awareness in the target audiences regarding the Club's wide range of recreation and leisure offerings and the Club's history in Canberra. Due to this, the Club finds itself lost amongst the diverse Canberra social and dining scene. Compounding this has been the unfavourable effect of the Covid-19 pandemic. However, the desire of the target audiences to get out, enjoy experiences in person, and spend time with family and friends, has started to return.

Our key audience insight was that the target audience wants to enjoy the time they get to themselves due to their busy lives. They want to spend time with their loved ones somewhere they can participate in the activities they enjoy. Arising from this was our big idea - while the Club wants to celebrate 100 years, people want to celebrate their quality time. Therefore, our task was to encourage our audience to embrace this desire to have fun with the Burns Club.

With a budget of \$40,000 over a year, we've proposed an integrated marketing campaign that will interact with the target audience throughout their everyday life. The campaign includes social media, Youtube, Spotify, radio and bus wraps. The campaign will invite the audience to discover the Club and celebrate their quality time with the Club. 'Our 100 years, and 100 reasons to enjoy it all' campaign will increase awareness, raise interest in the centenary, and drive engagement with the Burns Club.



# 1.0 Situational Analysis

## 1.1 The Company

### 1.1.1 Background of The Canberra Burns Club

Founded in 1924, the Canberra Burns Club was the first general social Club in the ACT.<sup>1</sup> Founded by Scottish immigrants, the Club was dedicated to celebrating the works of Scottish poet Robert Burns. Since then, the Club adapted to welcome anyone in the Canberra community, regardless of their Scottish heritage or knowledge. Historically, the Club's community initiatives include sponsoring the establishment of Telopea Park School, assisting in establishing local clubs such as the Royal Canberra Yacht Club, and multiple fundraising events.<sup>2</sup> The original Burns Club building opened in Forrest in 1957, remaining there until the Club relocated to their current location in Kambah in 1991.<sup>3</sup> Today, the Club also hosts the Star Buffet, Canberra's most extensive mixed cuisine buffet.<sup>4</sup>

### 1.1.2 Purpose & Personality

As "The Scottish Club," the Canberra Burns Club aims to preserve and promote Scottish culture.<sup>5</sup> Founded 11 years after the city of Canberra, the Burns Club has been a conscientious member of the local community, helping to shape the city. The Burns Club supports the community by sponsoring community events and Club-based intramural groups. The intramural groups serve as extensions of the Club, fulfilling the purpose of spreading Scottish sentiment in a community-building way.<sup>6</sup> They include a variety of Scottish and Australian activity groups, including the Pipe Band, Highland Dancing group and Football Club.

### 1.1.3 Past Communication

As confirmed by the client, the Burns Club has not completed a previous advertising campaign and relies on owned and earned media. At the time of its launch in 2015, Star Buffet ran its own campaign, supported by the Burns Club. There have been countless reviews from local bloggers and newspapers about the Star Buffet.<sup>7</sup> A 2021 article also included an interview with Burns Club President Athol Chalmers, who speaks very highly of the buffet and its offerings.<sup>8</sup> The Burns Club is accessible through their website, Facebook profile and Instagram account. The website is the hub of all club events and information, with live events and intramural group information.

The Burns Club Facebook page is their most prominent social media platform, with 4,398 likes and 15,930+ check-ins. Post engagement fluctuates based on the post, with recent posts jumping from 3 likes to 62 likes. Local musicians, politicians and visitors also continue to tag the page in posts. The Burns Club Instagram exists but has no posts.

## 1.2 Consumer Analysis

### 1.2.1 Current Consumer



**Age of members** Burns Club membership data (2022) tell us 41-55 year olds make up the largest portion of member (27%), followed by 26-40's (26%), 56-70's (20%), 71-90's (20%) and 18-25s (6%).



**Location** The Burns Club data (2022) also confirms 29% of members are located in the Tuggeranong area (including Kambah). Location does not appear to be an inhibitor for members as 29% of members are from Belconnen and Gungahlin, and 6% are located outside the territory.



**Drawing card** Currently, the most significant drawing card for Burns Club consumers is the Star Buffet. Star Buffet Canberra has over 1,820+ reviews compared to the Burns Club's 1380+ reviews. Reviews often mention capability for family gatherings and special occasions as a unique quality of Star Buffet.<sup>10</sup>

### Three Types of Customers<sup>11</sup>



**The regulars (2-3 visits a week)**



**The groups**



**Tourists**

### 1.2.2 Consumer Trends



Most attendees of electronic gaming machine (EGM) venues, such as the Burns Club, *visit for non-gambling purposes*.<sup>12</sup>

#### **Most valuable of services in order**

1. Dining service
2. Facilities to socialise
3. Accessibility
4. Non-gambling entertainment (Live music and sports watching)

As a result of the Covid-19 pandemic, leisure activity has decreased, primarily due to lockdown and stay at home mandates, and widespread health anxiety.

- Activity does tend to increase quickly after this phase.<sup>13</sup>
- With a rise in popularity for online events, research indicates that *experiences such as live and cultural events are preferred in person as opposed to online*.<sup>14</sup>

## 1.2.2 Consumer Trends (continued)



### In terms of dining

- Consumer research from Accenture (2020) indicates a decreased comfort level when visiting restaurants.
  - However, their six-month prediction of 2020 indicated:
    - An increase in comfort levels from 25% to 32%
    - The feeling of discomfort decreased from 55% to 50%.

*Data also suggests that consumers' preferences to dine out of home and with other people will not be severely impacted by the pandemic.<sup>15</sup>*

### In terms of sport



- A survey conducted by the Australian Sports Commission (2021) highlights the low number of participants using recreation clubs for sporting purposes.
  - 7.3% of adults used such venues.
  - Men are more likely to do so than women, differing comparatively to the 47.8% that used gyms and 29.7% that used sports clubs/associations.

## 1.3 Market Analysis

### 1.3.1 Market trends



The longevity of community/social clubs, especially with memberships, relies on the repeat utilisation of services.<sup>16</sup> Member recruitment is improved by offering unique selling propositions, specifically those distinctive to competitors.<sup>17</sup> **Memberships are a 'push' product and therefore require constant marketing to prospective audiences.**<sup>18</sup> Membership retention numbers have seen a decline in institutions with services similar to the Burns Club. Consumer insight research for the second quarter of the year also indicates a decline in membership retention with 26% of survey respondents cancelling or cutting back on gym, sports or club memberships, whilst 8% were intending to do so.<sup>19</sup>

## 1.3.2 PESTLE

Below is a analysis of the Political, Economic, Social, Technological, Environmental, and Legal (PESTEL) factors that will affect the Burns Club Centenary campaign.

### POLITICAL

- Government investment of \$1.74M in surrender incentives, introducing \$5 bet limits and \$100 load-up limits for EGMs and reducing EGM licences to reduce machine numbers.<sup>20</sup>
- Government objectives to implement policies/campaigns to counter gambling harm could impact Burns Clubs EGM facilities, revenue and further cause negative community perception of the Club.

### ECONOMIC

- The Australian economy has seen an increase with a gross domestic product (GDP) rise of 3.7% as of March this year.<sup>21</sup> GDP increases are indicative of growth in the nation's wages and profits.<sup>22</sup> An increase in wage prices this year supports this conclusion.<sup>23</sup> This may increase the capacity for people to spend on non-essential goods such as recreation/leisure.
- However, as of July 2022, the ACT has seen an increase in the unemployment rate by 0.2%.<sup>24</sup> This may negatively impact the willingness of locals to spend on leisure/recreational services.
- The prices of essential products/services are increasing at a faster rate than non-essential goods.<sup>25</sup>

### SOCIAL

- Canberrans with Scottish ancestry are the fourth highest in number.<sup>26</sup> With Scottish heritage being a prominent feature of the Club, the Burns Club has a wide market with 45,452 people with Scottish ancestry in the ACT population.
- Australia is becoming increasingly multicultural.<sup>27</sup> The Club needs to be careful not to isolate those with diverse backgrounds.
- The desire for green spaces is growing, accelerated by Covid-19 and the reduced risk of transmission in outdoor areas.<sup>28</sup> Further evidenced by the almost doubling of Google searches for folding chairs and picnic blankets.<sup>29</sup> Burns Club has an opportunity to capitalise on their outdoor offerings, such as The Glen.
- There is a highly negative perception of EGMs in Australia, with 42.8% in comparison to 10.8% positive responses and 64% preferring to visit non-EGM venues.<sup>30</sup>

### TECH

- Due to health fears and stay-at-home mandates, people are increasingly exploring previously in-person activities in the online/digital sphere.<sup>31</sup>
- This is evidenced by the increased use of at-home food delivery services, such as Uber Eats, and attendance of virtual events, which increased by over 93% during- and post-pandemic.<sup>32</sup> For the Club, which provides leisure/recreation services face to face, this may result in a decline in customers.

### LEGAL

- Must comply with Australian Consumer Laws (ACL). If the Burns Club promises to provide a specific service or product, they must do so with an acceptable level of skill and technical knowledge, and within a reasonable time. This may require hiring new staff with skills suited to the offered services.
- Needs to comply with the terms and conditions of any third-party businesses being contracted or used. This is most pertinent to ticketing services, especially for live events which the Burns Club regularly hosts.
- The pandemic has introduced new OHS regulations that must be followed, such as risk assessments, improved hygiene practices, and Covid-19 outbreak response plans, which could impact Club operations and cause staffing and financial stresses.<sup>33</sup>

### ENVIRO

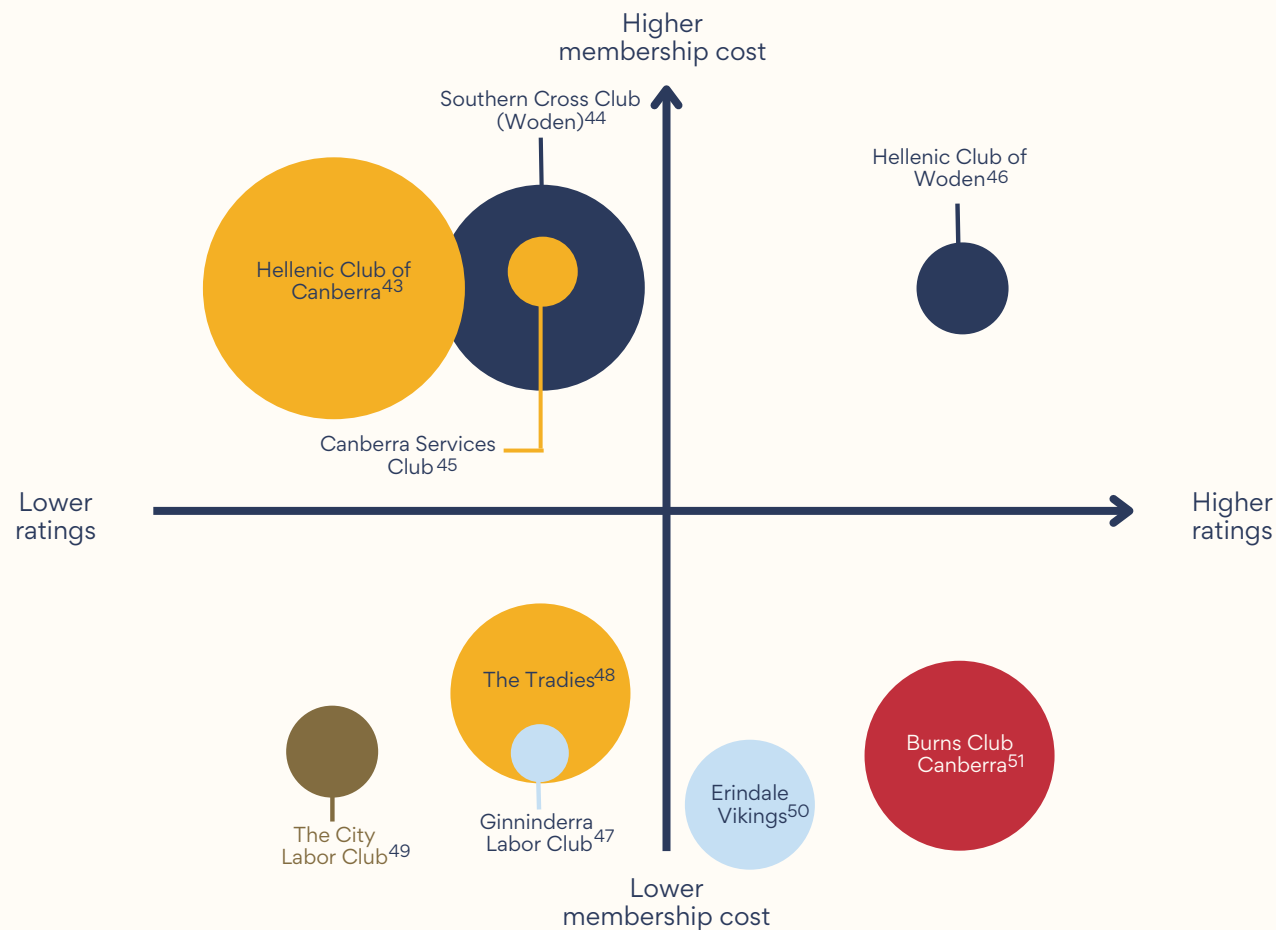
- Since 2016, environmental concern amongst consumers has steadily increased. Consequently, people hold businesses to a higher standard regarding their sustainable practices.<sup>34</sup> There is a growing awareness in Australia of sustainable practices, with 46% of survey participants indicating that a business' sustainability measures had a moderate influence over them and for 15%, it had a high influence.<sup>35</sup> If the Club is not engaging in sustainable practices, it can negatively impact the environment, in turn affecting how the public perceives them.
- Australian research indicates consumers prefer to consume locally grown food, whether it be due to perceived higher quality and taste or altruistic reasons.<sup>36</sup> However, sourcing such produce for the Club might prove difficult and costly due to unexpected environmental events, such as droughts and floods.

## 1.3.3 The Major Competitors

	 <b>Erindale Vikings<sup>37</sup></b> <i>Four Locations, One Community</i>	 <b>Hellenic Club Woden<sup>38</sup></b> <i>Where Canberra Meets</i>
<b>PRODUCT</b>	<p>A community and sports club, Erindale Vikings was the first location to open its doors to the public in 1979. They offer: Gaming lounge, TAB &amp; Keno, bistro, café, sports bar, outdoor and indoor playground/play area, functions.</p> <p>Facilities: Vikings Park, Gym, Lawn Bowls, Social Tennis</p>	<p>A Greek community club founded in 1979. They offer: Gaming lounge, TAB and Sports Bar, café, three restaurants (Ginseng Chinese, Fillos Taverna and Bistro), event/function spaces.</p> <p>Facilities/events: Kids Program, Hellenic Festival, Greek Language Classes,</p>
<b>PRICE</b>	<p>Membership prices:  <i>1 year - \$5, 3 years - \$12, 5 years - \$18.</i> These memberships are applicable to all locations.</p>	<p>Membership prices:  <i>1 year: Single - \$10, Family - \$15, Senior - \$5.</i> These memberships are applicable to both locations.</p>
<b>PLACE</b>	<p>The Erindale Vikings building is one of four Canberra locations and is located in Wanniasa</p>	<p>The Hellenic Club is located in Woden and has a second location in Canberra city.</p>
<b>PROMOTION</b>	<p>The Vikings Group has engaged Big Impact advertising for numerous campaigns (mainly outdoor).<sup>39</sup> Vikings Group also sponsors 51 affiliated sports and community clubs that may have their logo.<sup>40</sup></p>	<p>In 2019, the Club celebrated their 40th birthday with a celebratory video.<sup>41</sup> Today, being a member gives you access to the available facilities and benefits from the Hellenic Rewards program, where members are given discounts and earn points on purchases.<sup>42</sup></p>
<b>PEOPLE</b>	<p>Vikings Group</p>	<p>Hellenic Club of Canberra Limited</p>
<b>PROCESS</b>	<p>Individuals looking to visit Erindale Vikings and other Vikings Clubs require a membership, or an individual with a membership, to check-in to the Club. From there the individual is able to partake in all club events and activities.</p>	<p>Individuals looking to partake in Hellenic Club activities require a membership, or an individual with a membership, to check-in to the Club. From there the individual is able to partake in all club events and activities.</p>
<b>PHYSICAL EVIDENCE</b>	<p>Besides the buildings, the Club has a website shared between the four locations with a Erindale specific page, identifiable with a red and white colour scheme. Social media includes Facebook (6.5k followers) and Instagram (1k followers).</p>	<p>Besides the buildings, the Club has a website with the gold, white and black theme carried out throughout all messaging. Social media includes Facebook (8.7k followers) and Instagram (1.4k followers).</p>

### 1.3.4 Perceptual Map

- All community clubs located in the ACT based on membership cost and consumer ratings on Google (2022).
- With clubs that have more than two locations (Vikings, Southern Cross and Labor Club), the highest rated location has been selected.
- Dot size is based on the amount of reviews the club has received.



## 1.4 SWOT Analysis

### STRENGTHS

- Inexpensive membership joining and renewal fees.
- Star Buffet is the most significant draw for consumers and is suitable for large family gatherings and special occasions.
- First and longest-serving club in Canberra.
- The only club in Canberra with Scottish heritage.
- Diversity through sporting, cultural and social activities (intramural groups).
- Canberra's biggest outdoor deck area ('The Glen').
- Have a philanthropic history and have been involved in multiple community initiatives in various areas (e.g. education, recreation clubs).
- Members from across the ACT - location is not an inhibitor for consumers.

### WEAKNESSES

- 'Big Corporate' image – not as deserving as other clubs.
- The Club is not perceived positively due to drinking and gambling services.
- There is low awareness of the Club and its 100-year history, including offerings, Scottish heritage, and community involvement.
- Club members are an increasingly older demographic disproportionate to newer generations.
- The Club is not the market leader (as per the rating of the clubs in the area), so the Club is facing severe competition.

### OPPORTUNITIES

- Need to target a younger audience.
- The Covid-19 panic is decreasing. Therefore the consumption of leisure/recreation will increase - it's an excellent time to market Burns Club offerings.
- Leisure remains a priority for consumers - Burns Club provides these services.
- The desire for dining out and social activities will not be severely impacted by the pandemic.
- There are experiences people still prefer in person as opposed to virtually, such as live music.
- There is a sizeable demographic with Scottish ancestry in the ACT.
- Consumer preference for green spaces is increasing.
- The Australian economy and wage prices (WPI) are growing, therefore, consumer spending is increasing.

### THREATS

- Government and community pushback against gambling and alcoholism.
- Health concerns and fear of Covid-19 - especially for consumption of indoor and public places.
- The move of leisure and social activities to the digital/online sphere.
- Increased cost of living and unemployment can lead to decreased consumer spending on non-essential services.
- The local demographic is diverse and multicultural, not just Scottish.
- Clubs are rarely used for sports purposes, especially compared to sports clubs and gyms.
- Current market trend of membership retention decline.



## 1.5 Primary Research

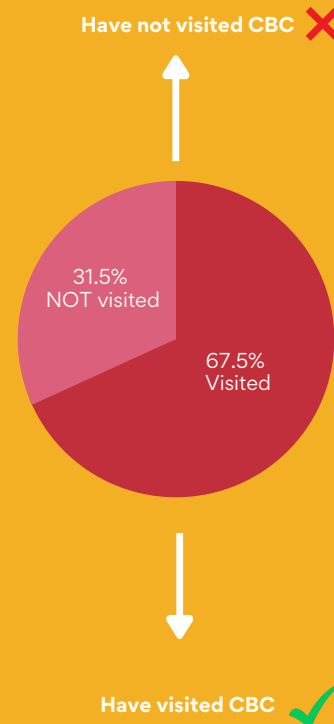
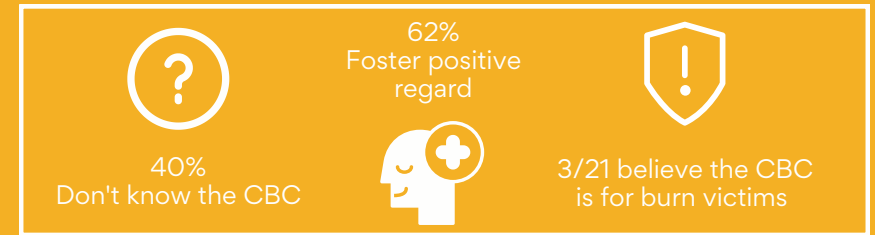
An online survey was conducted to gain further insight and understanding into the current behaviours and thoughts of individuals concerning The Canberra Burns Club (CBC) and surrounding community clubs in Canberra. The survey would designate two routes of questioning depending on whether they have attended The Burns Club

The survey was open for seven days and received 83 responses. Along with the survey, 141 Media interviewed a current Burns Club member. See Appendix A. for more details and results.

### Swaying aspects for attending Community Clubs; take aways



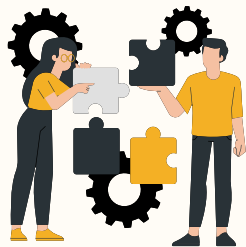
### 18-24 year-olds will partake in:



## 1.6 Problem - Insight - Opportunity

### Problem

The Canberra audience lacks awareness of the Burns Club - including its existence, services, long-standing history, Scottish heritage and community contributions. The Star Buffet, a different brand, remains top-of-mind for consumers when considering the Club. EGM's are also associated closely with the Club, which negatively impacts the Club's reputation.



### Insight

We attend community clubs for the food with family and friends. We want to partake in community initiatives and events that cater to us but aren't aware of the differences in clubs.



### Opportunity

Primary research indicates that 62% of respondents have a positive perception of community clubs, however, 40% had not heard of The Canberra Burns Club. After the pandemic, Canberra locals ready to get out and enjoy activities and live events in person. The 2024 Burns Club Centenary Campaign can utilise this to highlight the broad range of leisure/recreation activities available, repositioning the Club as a fun, family-friendly and welcoming space.



# 2.0 Target Audience

## 2.1.1 Introduction to target audience

Burns Club membership data (2022) shows that 67% of members are aged 41 and above. The Club is therefore concerned about the longevity of its customer base. The client has highlighted the need for a new, younger consumer for the brand. Consequently, the target audience of this campaign will be younger. Targeting them at this age ensures they are consumers of the brand when their peak earning years come.<sup>52</sup> As current members of the Club reside across the ACT, a relatively small territory, the geography of the target market will be limited to those in the ACT region.

## 2.1.2 Primary: Gen-Z or New Adults

The new target market will be 15 – 24-year-old individuals residing in the ACT. This target audience is at the onset of their adulthood. Therefore, if intercepted at this point, they could become long-term consumers of the Club.



### 2.1.3 Persona

**Persona: Lexi, 21 years-old**

Young, out-going, and loves spending time with friends and family

My name is Lexi. I'm a 21-year-old full-time customer service representative at an energy network provider. I currently rent an apartment in Woden with my friend, where we enjoy having our friends over. Since the lockdown in 2021, I've been prioritising quality time with my friends and family over food, good music and entertainment.

We want to find a place in Canberra that has a welcoming atmosphere, with good entertainment and where we can socialise and catch-up. I am also conscious about what my choice of venue says about me and think about this when I look for places to go. I'm very time-poor so I don't spend too long looking up places to go to. Instead, I depend on social media, friends, ads and public events to discover where to go next.

## Demographics

- According to the 2021 census, 54,786 individuals aged 15-24 reside in the ACT, which accounts for 12.7% of the ACT population, which is greater than the Australian population of this age group which is 11.9%.<sup>53</sup>
- This may be due to greater higher education or employment opportunities, as evidenced by the ACT having the second-highest proportion of people fully engaged in work and/or study.<sup>54</sup>
- They are predominantly studying full-time or working full or part-time.<sup>55</sup>

## Psychographics

- Value personal and community connection highly<sup>56</sup> – with 7 in 10 individuals planning to connect with family and friends in person.<sup>57</sup>
- They are increasingly concerned about the environment and adopting climate-conscious behaviour, such as choosing environmentally conscious brands.<sup>58</sup>
- Value the betterment of the world and social equality and are therefore involved in charitable causes.<sup>59</sup>
- Value diversity but do not want to be different and feel uncomfortable with it.<sup>60</sup> value ordinariness.<sup>61</sup>
- They are more comfortable when others take the lead to avoid personal criticism, therefore use brands to make statements.<sup>62</sup>
- They are wary of traditional and polished advertising – prefer brand authenticity.<sup>63</sup>
- Prefer and trust micro-influencers as opposed to the traditional celebrity.<sup>64</sup>
- Participation and self-expression in content is important.<sup>65</sup> They want to be perceived as being creative and innovative.<sup>66</sup>

## Behavioural

- Increasingly spending on recreation and experiences.<sup>67</sup>
- Will interact with organisations with different values.<sup>68</sup>
- Live pragmatically rather than idealistically – therefore, more aware of their employment, spending, and future.<sup>69</sup>
- Consumption is a form of self-expression.<sup>70</sup>
- Those that avoided places with a large public presence were almost equal to those that did not during the pandemic.<sup>71</sup>

# 2.0 Target Audience

## 2.2.1 Secondary: Young Families

### Demographics

- There are 17,040 couple-parent households with young children in Canberra, accounting for 13.5% of the total population.<sup>73</sup>
- There are 4,406 single-parent households with young children in Canberra, accounting for 3.5% of the population.<sup>74</sup>
- From 2016 – 21, the trend indicates that couple-parent households with young children have risen by 0.1%, the highest of any other household.<sup>75</sup>

### Psychographics

- Mental and physical well-being is a priority.<sup>76</sup>
- Value authenticity.<sup>77</sup>
- Male parents have a negative attitude towards being portrayed as insignificant or incompetent members of the family.<sup>78</sup>

### Behavioural

- Millennial parents are combining their personal and family time.<sup>79</sup>
- Those that avoided public places were almost equal to those that did not during the pandemic.<sup>80</sup>
- Are conscious spenders - cutting back on unhealthy habits, spending more on public transport, health, education, and lifestyle.<sup>81</sup>
- They are increasingly spending on recreation and experiences.<sup>82</sup>

The age bracket above and below Gen-Z is great in number and should not be ignored. However, the broadness of the ages makes it difficult to target them as separate groups. The most effective manner of targeting these groups would be by combining them.

Therefore, the secondary audience will be young families – this will include family units with young children (i.e. children under the age of 15). More specifically, the parents, aged 25-40, will be of interest. Targeting them will encourage generational brand loyalty with the Club.

Along with this, individuals earning ~\$1344 per week, the average income for Canberrans, will be targeted.<sup>72</sup>

#### Persona: John, 39 years-old

Family-orientated, concerned about physical & mental health



My name is John. I'm a 39-year-old full-time IT contractor living in Belconnen with my wife and two children, ages 7 and 12. As a father, I am very involved in my children's lives. My wife and I enjoy taking the kids out of the house for some family time. This can include eating out or going to new events happening in Canberra. We believe that quality time spent together is good for our mental and physical well-being. We always go to places with kid-friendly options and good entertainment. My kids often get bored at restaurants and don't feel very comfortable there, so I'm looking for a place that offers good entertainment, family-friendly events and a welcoming atmosphere for my family. I rely heavily on my friends to suggest places to go in Canberra and see related events through Facebook.

## 2.2 Media Consumption

The top four media channels consumed by the primary target audience include cinema, internet, outdoor, and television.<sup>83</sup> The lowest-used channels include newspapers, magazines, and radio. For the secondary target market, the highest channels are internet, outdoor, radio, and magazine.<sup>84</sup> The lowest channels include television, cinema, and newspaper.

### Internet

Both target groups had high internet usage, with 71.4% of 14–24 year olds, and 31.0% of the secondary group using it heavily. For both, social media accounted for the high usage.<sup>85</sup> In Australia, 35% of 14–24 year olds and 28% of 25–38 year olds checked social media at least five times a day.<sup>86</sup> The dominant platforms include Facebook, Instagram, and YouTube.<sup>87</sup> In Australia, Facebook and Instagram have the most users, and the target groups make up the greatest number of users for both.<sup>88</sup> The primary audience's social media use preference is most high during mid-morning on a weekday and at lunchtime on a weekend.<sup>89</sup> For the secondary audience, usage was highest after dinner throughout the week.<sup>90</sup>

### Radio

Radio remains a top channel of consumption for the secondary target audience. In 2021, at least 77% of adults in Australia had listened to the radio in the previous week with a preference for FM channels.<sup>91</sup> While radio listenership is on the decline, it's at a much slower rate than FTA television.<sup>92</sup> Cars remain the dominant location for radio consumption, with 84% of drivers/passengers having listened to it in 2021. In 2022, the top preferences for radio content are pop music, rock/alternative/indie music, and news/talk.<sup>93</sup>

### Out-of-home (OOH)

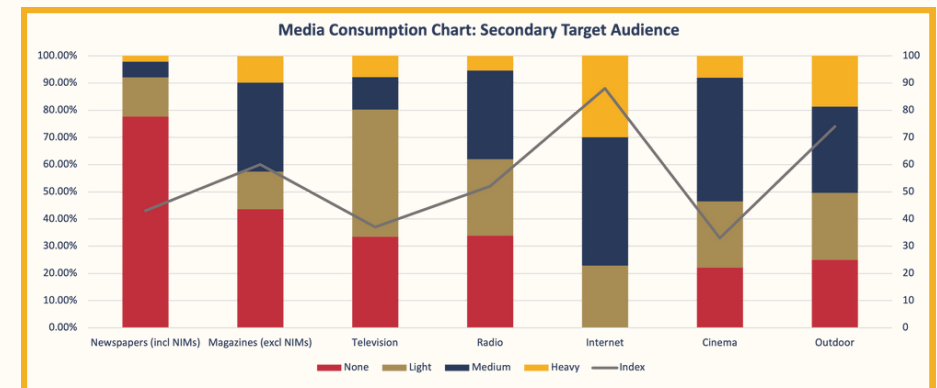
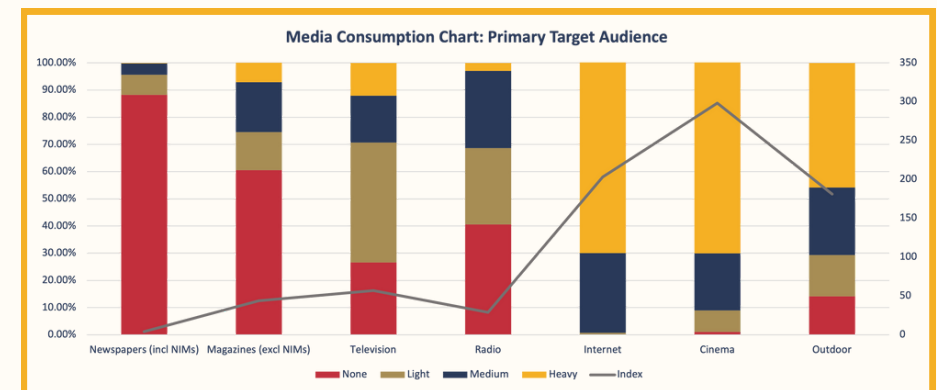
OOH ad consumption is growing with audience numbers increasing at a greater rate than population growth, by 31% in the last nine years.<sup>94</sup> It has the capacity to reach consumers with varied usage rates.<sup>95</sup> The primary audience has heavier consumption of outdoor advertising in comparison to the secondary group, who is almost evenly spread in their usage. Compared to screen/digital ad consumption, audiences are 2.5 times more alert outdoors and, therefore, more likely to act on OOH ads.<sup>96</sup> In 2019, 78% of Australians aged 14+ recalled seeing OOH advertising in their week, with 52% also seeing digital OOH ads.<sup>97</sup>

### Television

Viewership for free-to-air (FTA) content is declining, whilst subscription video-on-demand (SVOD) is increasing, accelerated partly by the Covid-19 pandemic, including television viewership.<sup>98</sup> The target audience generations are the highest consumers of paid streaming services.<sup>99</sup> Their active viewing of FTA television per hour per day remains lower than the average. The current SVOD model does not include advertising. Consequently, a shift from FTA television viewing has resulted in less engagement with television ads.<sup>100</sup>

### Cinema

Cinema ads are also high in consumption for the primary target audience. This is due to the high rate of cinema attendance of 14–24 year olds, compared to other age groups.<sup>101</sup> The younger demographic is also over-represented as cinema-goers (15.1%), contrasting their percentage in the Australian population (10.5%).<sup>102</sup>



Data in media consumption charts collected from Roy Morgan (2020)

## 2.3 Stakeholders

### Star Buffet *Internal – Functional Input Linkage*

The Star Buffet ('The Buffet') is a contemporary buffet food brand from New South Wales.<sup>[103]</sup> The Buffet has a rotating menu, a management team, and Master chefs. The Star Buffet operating in the Burns Club is Canberra's largest all-you-can-eat buffet and seats approximately 550 patrons.<sup>[104]</sup>

As the Club's long-term success will be dependent on their support, they are a key stakeholder.<sup>[105]</sup> The Buffet acts as an internal stakeholder providing functional input linkages as they enable the Club to provide dining services. Their continued partnership with the Club has allowed the Client to provide a unique dining experience, especially compared to competitors. This is evidenced by the primary research which indicates most, if not all, consumers attending the Club have the Buffet at top-of-mind. They are a high-interest group, as an increase/decrease in Club patronage will likely impact their business.

Consequently, due to their financial interest in the Club, the Buffet will have a high interest in the centenary campaign performance. They also possess high power, as a withdrawal of services from the Buffet will result in the Club losing one of their unique selling propositions, Canberra's largest buffet, as well as dining resources. This is of importance as dining services are one of the reasons for club attendance, as identified by the consumer and market analysis.

Due to their high interest in the Club and high power as stakeholders, the Star Buffet is a key player and must be engaged with and considered continuously (see Appendix B for stakeholder matrix). Therefore, any potential impact the Star Buffet may experience from a negative campaign reception should be mitigated. For this, they must be a significant consideration regarding the messaging, tone, and execution of the campaign.

### Burns Club Members: *Internal – Functional Output Linkage*

The Canberra Burns Club currently has 26,051 members. Members pay an annual fee and register with the Club. In exchange, members receive discounted rates on food, drinks and event tickets.<sup>[106]</sup> They also receive birthday rewards and can participate in members-only promotions.

The Members act as internal stakeholders with functional output linkages as they consume the services of the Burns Club. They allow the Club to function through their continued utilisation of the organisation, providing financial support. However, their impact goes beyond this. As members of the ACT and surrounding regions, the Members have high power as they can influence other consumers, including the target audience.

People have an affinity to share opinions and information with those in their social groups.<sup>[107]</sup> This has increased in volume and speed due to modern communication channels, such as social media and texting.<sup>[108]</sup> Due to the strength of the Members' relationship with others in the community, consumers will be influenced by their recommendations.<sup>[109]</sup>

The power the Members yield is referred to as word-of-mouth (WOM) and significantly impacts consumer behaviour.<sup>[110]</sup> In Australia, WOM recommendations were the third leading way consumers discovered new brands.<sup>[111]</sup> Therefore, WOM from the Members can significantly impact on increasing the Club's awareness amongst the target audience.

It must be noted that this group is lower in interest than the Star Buffet (see Appendix B for stakeholder matrix). They do not have an economic dependence on the Club, and will not be impacted if the Club does not achieve its objectives. They are also not fully engaged with the Club, so competitors can distract them if not handled properly. For this reason, the Club must ensure that the organisation and current campaign considers the needs of the Members, meet them, and keep Members satisfied.

# 3.0 Creative Brief

## Brand Background

In 2024, the Canberra Burns Club will be celebrating 100 years. The Burns Club has historically played an integral part in the Canberra community. Today, the Burns Club continues to raise Scottish sentiment while supporting the local Canberran community.

Negative perceptions of social community clubs inhibit younger members from engaging with them. As such, the Club is faced with the challenge of engaging these younger audiences to ensure the organisation's longevity.



## Problem

The Canberra audience lacks awareness of the Burns Club - including its existence, services, long-standing history, Scottish heritage and community contributions. The Star Buffet, a separate entity, remains top-of-mind for consumers when considering the Club. This is followed by EGM's, which negatively impacts the Club's reputation.

## Insight

We attend community clubs for the food with family and friends. We want to partake in community initiatives and events that cater to us, but aren't aware of the differences in clubs.

## Campaign aim

Increase local awareness of the Burns Club and its offerings to reposition it in the market while celebrating the Club's rich history with a centenary campaign.

## Campaign objective

Reposition the Burns Club as a positive, community-focused Club during a Centenary campaign, while engaging with a younger Canberran audience to ensure the longevity of the Club.

## Marketing objectives

### Awareness

- Raise awareness of the Burns Club and the Centenary Campaign by 40% by 13 October 2024.
- Raise awareness of the Burns Club, including its intramural groups, to 40% by 13 October 2024.

### Engagement

Achieve a 10% increase in engagement (check-ins, tags, comments, likes, follows etc.) with Burns Club social media (Facebook and Instagram) from the primary and secondary audiences between July 2024 to October 2024.

- Increase Burns Club Facebook engagement by 20 reactions per post between November 2023 to October 2024
- Increase Burns Club Instagram followers by 20% between November 2023 to October 2024

### Action

- Increase total membership numbers within the club by 10% by the end of December 2024.
- Achieve a 10% increase in total web traffic by December 2024.

## Big Idea

With the varied range of services, intramural activities, and events the Burns Club has, visitors can **celebrate quality time** with the Club during their centenary campaign.

## Tone

Authentic, warm, celebratory and joyful

## Media deliverables (tactics)

- Social Media
- Digital
- Broadcast media
- OOH

## Time frame

13 October 2023 to 13 October 2024

## Budget

40,000

## Campaign achievement

Success will be measured through:

- Social media engagement
- Online metrics
- Memberships

## Mandatories

Logo.

## What does the target audience currently think/feel/do?

- Think is no real difference in the Canberra social clubs.
- Feel the Club is not suited to them.
- Would rather go to hubs such as Civic, Canberra to find entertainment.

## What do we want the target audience to think/feel/do?

- Know the Burns Club is more than just another community club.
- Feel a sense of community through Club offerings.
- Sign up for a Burns Club membership.



# 4.0 Communication Campaign Strategy

## 4.1 Campaign rationale

As the Canberra audience lacks awareness of the Burns Club, it is essential to highlight all the positive attributes, such as community initiatives, intramural groups, and live events, to set the Club apart. There are plenty of venues for social activities and gatherings throughout Canberra. As indicated by the primary and secondary research, social activities and gathering areas are essential to the target audience when deciding how and where they spend their free time. As such, highlighting the Club's ability to accommodate these areas is so important.

As the centenary of the Burns Club approaches, we want the campaign to highlight the different services the Club provides to consumers and the community. We want to reference their years of history and experience. After the pandemic, Canberra locals are ready to get out and enjoy activities and live events in person. As such, we want to encourage the consumers' desire to celebrate their quality time with the Burns Club as they celebrate their centenary. With a look towards a younger target market, we want to convey the experiential benefits of the Club. We want to focus specifically on the range of activities the Club offers and the convenience of enjoying these activities in a single location. Highlighting the unique backdrop of Scottish culture and atmosphere as opposed to the conventional, often repetitive, ones of competitor clubs will also enhance the Club's uniqueness while staying true to the Club's purpose.

The following objectives aim to complete these goals while focusing on the campaign aim (see next page.)

## 4.2 Communication Objectives

### Campaign aim

Increase local awareness of the Burns Club and its offerings to reposition it in the market while celebrating the Club's rich history with a centenary campaign.

### Campaign objective

Reposition the Burns Club as a positive, community-focused Club during a Centenary campaign, while engaging with a younger Canberran audience to ensure the longevity of the Club.

#### AWARENESS

- Raise awareness of the Burns Club Centenary Campaign by 40% by December 2024.
- Raise awareness of the Burns Club, including its intramural groups, to 40% by December 2024.

In our primary research, only 13% of our respondents had not heard of the Club. Yet, only 21% of those who visited the Club were aware of the intramural groups. This indicates a high level of awareness of the Burns Club in our target audience yet a lack of awareness surrounding the Club's initiatives and history. The Club's intramural groups and history serve as an excellent point of difference in the market, as our target audiences highly value community connection and physical well-being. Achieving these levels of awareness of the Club, centenary campaign, and intramural groups will reposition the Club as an organisation that fosters community growth. Further, this level of awareness will bring the Burns Club to front-of-mind in our target audiences and most Canberran locals.

#### ENGAGEMENT

- Achieve a 10% increase in engagement (check-ins, tags, comments, likes, follows etc.) with Burns Club social media (Facebook and Instagram) from the primary and secondary audiences between July 2024 to October 2024.
  - Increase Burns Club Facebook engagement by 20 reactions per post between November 2023 to October 2024
  - Increase Burns Club Instagram followers by 20% between November 2023 to October 2024

Having visitors engage with Burns Club's social media will raise awareness of the Club in member social networks. This is especially crucial in our primary target audience, who rely on trends and others to decide on what to do. Achieving these levels of engagement will ensure the Burns Club and its events are seen across platforms by our target audiences, establishing links between the Club and specific activities. It will also allow for long-term impact as users who have engaged with Burns Club's social media will have posts featured on their newsfeeds organically.

#### ACTION

- Increase total Club membership numbers by 10% by December 2024.
- Achieve a 10% increase in total web traffic by December 2024.

A 10% increase in both areas will indicate the campaign's success in engaging many Canberra locals. However, growth in target audience numbers would suggest the campaign has successfully highlighted the Club as a unique and fun social experience for younger people. Further, the Club's website is the primary source of information for consumers regarding the Club. Achieving a 10% increase in web traffic indicates a continual interest in the Burns Club. A sustained increase in both of these areas would suggest that the campaign has continued to impact Canberra locals interested in engaging with the Club.

## 5.0 Creative Concept

### 5.1 Campaign Creative Concept

#### Rationale

The Canberra Burns Club prides itself on providing the Canberra community with various leisure and recreation services and opportunities in one location. Yet, the target audience remains largely unaware of this, the Club itself, and its rich Canberra history. Young families and individuals in Canberra need a place to enjoy their free/quality time, specifically with their friends and family. The Burns Club provides them with this opportunity and has been doing so for a long time in a range of ways. Whether through a unique dining experience or a fun activity such as darts, there are so many ways to spend your free time at the Club. In line with this, our proposed campaign is **'100 Years, 100 Reasons to Enjoy it All'**.

We acknowledge that it would be impractical and ineffective to execute 100 different ads to cover each reason. The number, however, is used as it links and emphasises the Club's centenary celebration. It also semantically indicates the Club's varied range of offerings. The creative executions in the campaign will use numbers between 1 and 100 at random rather than in numerical order. This will give the perception that advertises for all 100 reasons exist. For the sake of consumer curiosity, a webpage on the Club's website will display all 100 reasons with more information. This will be accessible by scanning a QR code available on the different adverts.

Regarding tone, the campaign will be celebratory, joyful, and sometimes humorous. This is in line with the brand's personality and true to its service category - recreation/leisure clubs. As the campaign runs to October 2024, we have worked on the assumption that the effect of the Covid-19 pandemic may still be present.<sup>[112]</sup> Evidence suggests that ads with positive tones are better received during challenging periods, acting almost as relief from the harshness of the situation.<sup>[113]</sup>

The campaign slogan (see below) will be used across all the creative executions and channels, along with the original Burns Club logo. For consistency and to ensure comprehension of the underlying idea, the slogan has been visually stylised (see Image 1). The first part, '100 years', is in gold and encompassed in fireworks to indicate the celebratory nature of the centenary. The second part, '100 reasons to enjoy it all', has a patterned tartan background. As tartans symbolise Scottish culture, the logo used one design to convey the Club's Scottish link implicitly. With an understanding of the importance of family symbols in Scottish culture, the tartan used is one related to the Burns heritage, paying homage to the Club's namesake, Robert Burns.<sup>[114]</sup>



Image 1. Centenary campaign logo

# 5.0 Creative Concept

## 5.2 Customer Journey

The campaign aims to use a range of channels to increase awareness of the Club before the centenary to increase engagement at the time of the main campaign. The campaign will proceed in two stages: Invite and Celebrate.



### Stage 1: Invite

The first stage will act as an invitation, an introduction, to the Club in Canberra. This stage aims to increase awareness of the Club and the campaign, per our marketing objectives. The content of the ads will focus on the various services/offerings of the Club. The campaign will initially have a soft launch through social media without paid content. Social media, whether paid or free, will be used to maintain consistent communication with the audience. The Club's current social media content is sparse and gives the perception of an unresponsive and outdated brand. Therefore, before using paid social media to reach new consumers, the Club will increase activity on their social media to mitigate this perceptions. Paid social media will also be used to reach new consumers. Video is needed to convey large amounts of information, which is necessary to build awareness. For this, a video ad will be disseminated through Youtube. Bus wraps will create mass awareness of the campaign across Canberra.



### Stage 2: Celebrate

The second stage will focus on diverting attention to the Club's centenary celebration and increasing engagement. The Club will utilise all selected media channels in this period. OOH advertising will continue to be used to reach the target audiences, and as an added extra, the rest of Canberra. The video ad will now be disseminated through Youtube and Spotify to increase reach and support social media. Radio will be used to attract all Canberran to participate and drive leads to the website. Stemming from our consumer analysis, particularly the need for our younger audience to participate and self-express, we want them to feel like more than just observers or attendees of the Club's celebration. To achieve this, we will run a 10-week competition through social media, in which weekly prizes will be given. The aim will be to link aspects of the target audience's lifestyle with the services of the Club. As such, activity and spending on social media will also increase. This social media campaign will drive engagement with the Club online. Consequently, this will further raise awareness of their history and centenary celebration.

### Stage 1: Invite

### Stage 2: Celebrate

Media channel utilisation

# 6.0 Media Implementation Strategy and Executions

## 6.1 Creative executions

### Stage 1: Invite

#### 6.1.1 Digital execution Facebook and Instagram

The campaign will begin with a 'soft launch' in November 2023, sharing centenary-related social media posts through Facebook and Instagram to the end of the campaign. Social media content will vary from standard feed posts, stories with interactive icons, short videos, and carousel posts. This is to introduce centenary material to the Club's social media pages before the campaign begins.

From December 2023, the 'invite' stage begins. In December, two posts a week will be boosted on each platform to make the most of the festive season. From January onwards, paid content will be posted each week leading up to a public holiday or special day such as 'Mother's Day.' All other content will be unpaid, including non-campaign-related material highlighting Burns Club offerings. This will include photos from live events, reposting shared content from visitors and highlighting other key benefits.

These two platforms were selected as they are the most consistently used in our target audiences, but also allow broad targeting for other locals.<sup>115</sup> Roy Morgan (2020) data confirms that 71.4% of our primary target audience consumes more than 8 hours of social media weekly. Over 50% of our secondary audience consumes over three hours a week (Roy Morgan 2020). The use of paid advertising on the two most utilised social media platforms in our target audiences will allow the Club to reach new consumers through targeted advertising. Along with this, consistent non-ad posting will improve organic reach, keeping the Burns Club front of mind leading up to phase 2, or the 'Celebrate' stage of the campaign.





## 6.1.2 Digital execution: YouTube

### Stage 1: Invite

#### Youtube

Three 15-second non-skippable Youtube video ad will be utilised throughout the 'Invite' phase in 2-month increments. The provided script is for a forty-five-second video, which can also be placed on the Burns Club website. The ad is designed to be cut down to suit specific audiences easily.

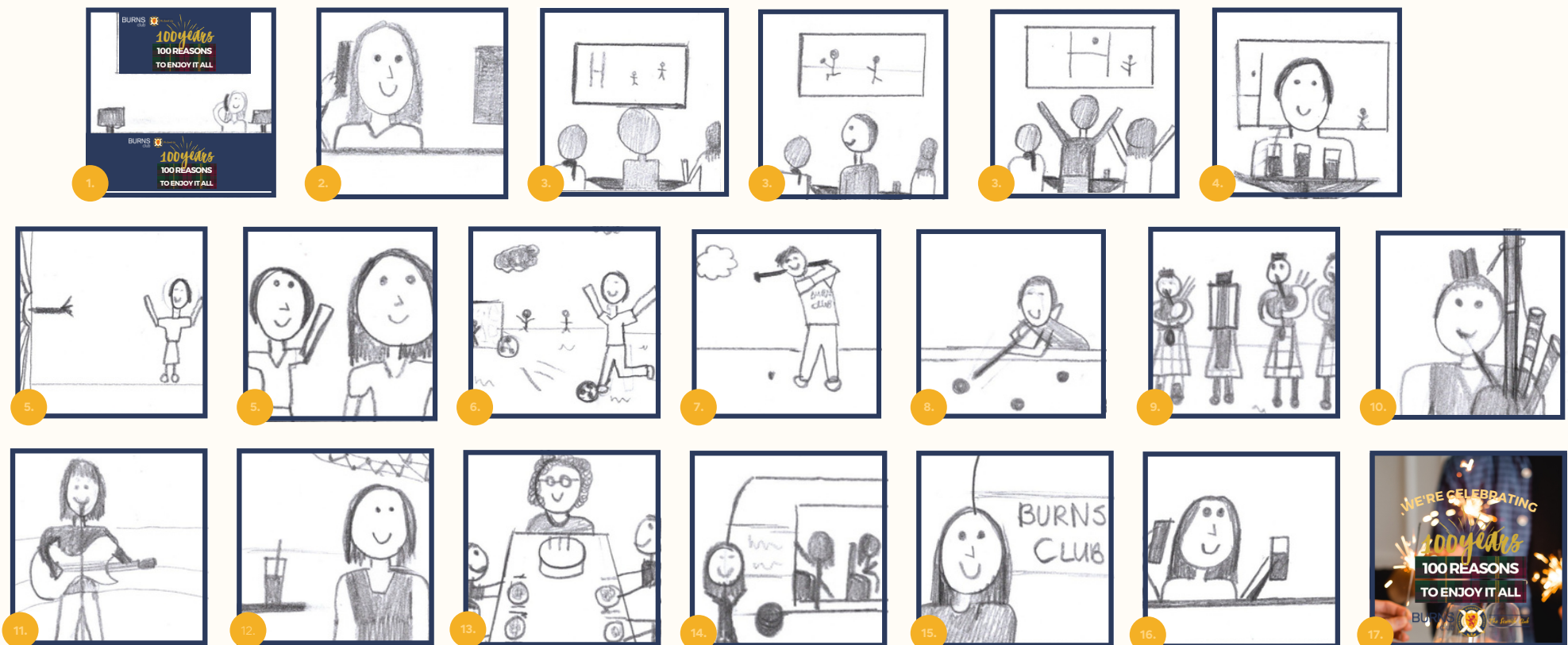
For example: Audience 1: Primary audience 15-sec YT video  
Includes scenes: 2, 6, 10, 15 and 17 (15-17 seconds)

As a 2020 IAB Australia and Kantar study found, digital video advertising retention closely mirrors that of TV, helping to build memory structures.<sup>[116]</sup>

With high Internet usage in our target audiences, YouTube was selected as the primary video platform. YouTube has the potential to reach 89.3% of Australians over 18.<sup>[117]</sup> With the current weekly budget, the campaign can reach 2k-8k viewers a week, and the inclusion of a Call-to-Action button, it can encourage clicks to the website.

The creative video ads can also be shared on social media or Spotify, keeping messaging consistent and minimising production costs.

#### Storyboard



## Video script

Shot	Timing	Video	Audio
<i>INT. Canberra Burns Club reception area</i>			
1.	0:00 - 0:02	Wide shot (WS) of the reception desk at the Burns Club with a receptionist working, Receptionist picks up the phone.	Cue: Phone ringing. <b>Receptionist: Hello Burns Club...</b>
2.	0:02 - 0:04	Medium shot (MS) as Receptionist 'listens' to the caller before responding.	Cue upbeat music: Music continues through the ad to the final shot. <b>Receptionist: What can you do at the Burns Club?</b>
<i>INT. Canberra Burns Club sport broadcasting area - during event</i>			
3.	0:05-0:09	WS of sports broadcasting area full of people (varying ages and appearances), with a focus on the TV. Young man sits around his friends, before turning around to the camera.As he turns back, everyone cheers as the team on the screen scores.	<b>Young man: Support the boys.</b>
<i>Cut to: INT. Canberra Burns Club sport broadcasting area - during the day</i>			
4.	0:10 - 0:13	MS of an older man with two/three other men around him, chatting or laughing.The one in the middle looks up at the camera.	<b>Older man: Get together with mates.</b>
<i>Cut to: INT. Canberra Burns Club dart board area</i>			
5.	0:14 - 0:17	MS as a dart lands a bullseye on a dart board. Camera pans to a group of Darts members celebrating, focusing on one.	<b>Burns Club Darts member: Meet new people.</b>
<i>Cut to: EXT. Burns Football club practice area</i>			
6.	0:18 - 0:20	Burns Football club member being passed a ball, kicking a goal. Burns Football club member turns to camera.	<b>Burns Football club member: Practice my kick.</b>
<i>Cut to: EXT. Burns Golf Club practice area</i>			
7.	0:21 - 0:22	MS from front of a Golf Club member, posing after hitting the ball.	<b>Burns Golf Club member: My swing.</b>
<i>Cut to: INT. Burns Club Snooker/Pool area</i>			
8.	0:23 - 0:24	WS as Burns Snooker Club member sets up shot and scores.	<b>Burns Snooker Club member: Or my trickshot.</b>
<i>Cut to: Scene 9</i>			

<i>Cut to: INT./EXT. Pipe Band practice area</i>			
9.	0:25 - 0:26	WS of a complete band practice.	Music: Lower background music. Cue: Pipe band playing.
10.	0:27 - 0:29	MS of a Pipe Band Member taking a quick break to speak.	<b>Burns Club Pipe Band member: To explore something new.</b> Cue: End pipe band playing
<i>Cut to: EXT. The Glen</i>			
11.	0:30 - 0:31	WS of a small, local (younger) band playing at the Glen with an audience.	Cue: Music of the band playing.
12.	0:32 - 0:33	MS of a young person in the crowd.	<b>Crowd member (softly): Watch my fav local band.</b> Cue: Cut band music. Raise background music.
<i>Cut to: INT. Star Buffet</i>			
13.	0:34 - 0:36	MS a large table filled with a family, zooming in on Grandma at the head of the table with a birthday cake.	<b>Grandma: To celebrate together.</b>
<i>Cut to: EXT. Courtesy bus pickup</i>			
14.	0:37 - 0:38	Wide shot as a group of young women get into the courtesy bus.	
15.	0:38 - 0:39	The last woman to climb into the bus turns to the camera.	<b>Young woman: Then get home safe.</b>
<i>Cut to: INT. Canberra Burns Club reception area</i>			
16.	0:39 - 0:41	The receptionist takes a sip of water, before speaking back to the woman.	<b>Receptionist: Yeah, there's more.</b>
<i>Cut to: Visual</i>			
17.	0:41 - 0:45	Ending image with Burns Club logo, campaign logo and address.	<b>Voice over (Receptionist): "With 100 years and 100 reasons to visit the Burns Club, come explore everything we have to offer."</b>



### 6.1.3 OOH

#### **Stage 1: Invite**

##### OOH: Bus

Four buses with full-back advertisement installations will be used in two bursts to increase brand awareness in the Canberra community. Each burst will utilise two buses, one from Belconnen and the second from Tuggeranong Bus Depot. The buses will run on one 5-week burst in March/April and one 15-week push from July to the end of the campaign.

Bus advertising is a mobile, eye-catching medium that will reach Canberrans that may be missed through digital.<sup>118</sup> The ad includes different activities viewers can enjoy at the Burns Club, inviting them to celebrate with the Club. In the 'Invite' stage, the buses will also be running when Youtube is 'off,' keeping the Burns Club top-of-mind.



# 6.1.4 Digital execution: Facebook & Instagram

## 🌟🌟 Stage 2: Celebrate

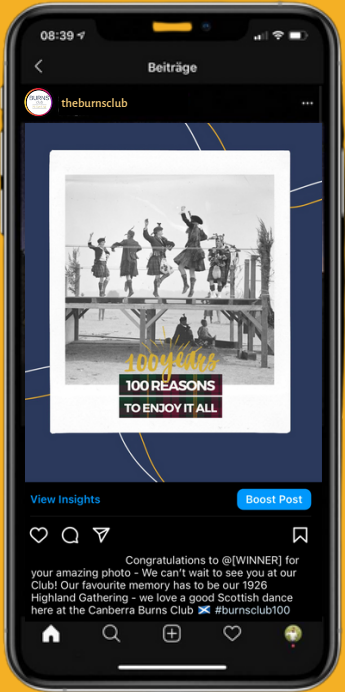
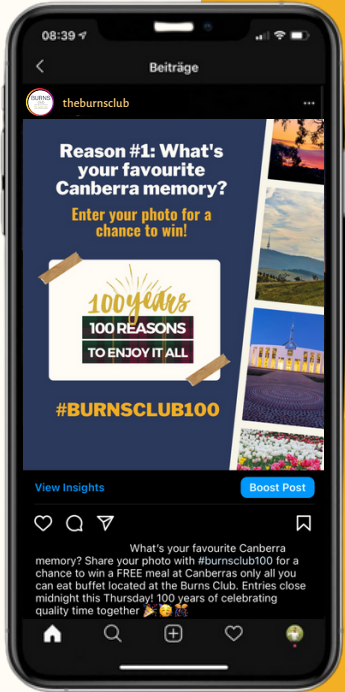
### Social Media: Online Photo Competition

In the ten weeks preceding the centenary celebration, consumers can participate in ten photo-prompt challenges to win a free meal at the Star Buffet. The Club will post the challenges on their social media pages. Participants can share their responses with the tag #burnsclub100 and tag the Club's pages. The Club can then also reshare their favourite participant posts as a form of extra content. Leads will also be generated to the website as the link will be provided to participants to learn more. Paid advertising will be used for all social media posts at this time.

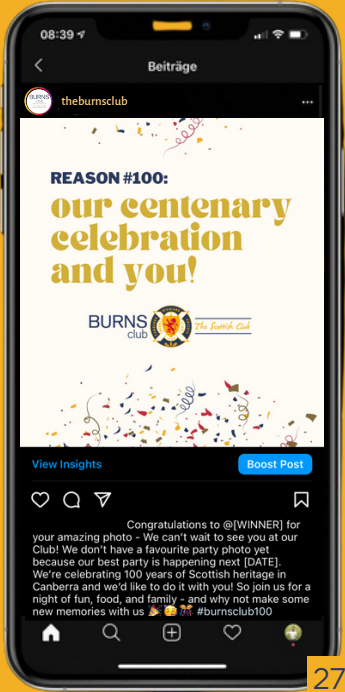
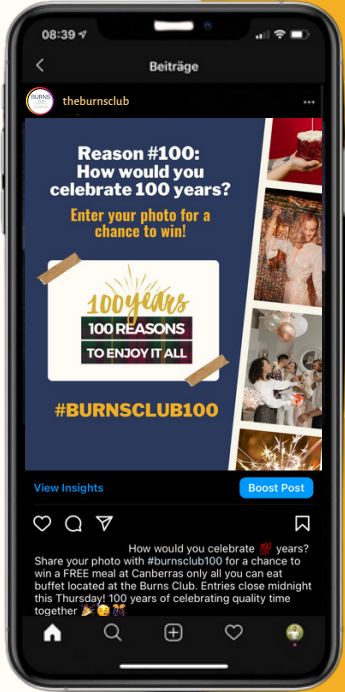
The competition will be promoted and conducted on Instagram and Facebook, as this is the most effective medium to reach our target audience. Daily target market reach with the current budget will be 1.9k – 5.4k per day on Facebook, and 1.1k - 2.9k people per day on Instagram. This social media campaign aims to build that connection with the target audience, showing how the Club relates to their interest and what the Club can offer them. Further, through participation, the target market will be promoting the Club within their social networks at little to no cost to the Club.

Stage 2: Social Media Online Competition				
Week	Post #1: Challenge Post		Post #2: Winner Post	
	Date	Challenge	Date	Burns Club Post Idea
Week 1	28 July 2024	What's your favourite Canberra memory?	02 Aug 2024	Highlight historic moment/event for the club, or a community initiative they have participated in
Week 2	04 Aug 2024	What's your comfort meal/food?	09 Aug 2024	Photo of the buffet with caption about how hard it is to choose a favorite - indicates range/variety of menu
Week 3	11 Aug 2024	What's your best live event photo?	16 Aug 2024	Photo of a music live event (eg. band performance) at the Club
Week 4	18 Aug 2024	What's your best Scottish picture?	23 Aug 2024	Photo highlighting Scottish offerings of Club - eg. Pipeband
Week 5	25 Aug 2024	What's your best pet/animal picture?	30 Aug 2024	Photo about the Kambah sheep to show connection to local area
Week 6	01 Sept 2024	What's your best sports moment/memory?	06 Sept 2024	Photo of an intramural group - eg. Golf club
Week 7	08 Sept 2024	What's your downtime activity?	13 Sept 2024	Photo of the darts or pool/snooker area
Week 8	15 Sept 2024	What's your best national museum photo/memory?	20 Sept 2024	Photo of Burns Club exhibit in the Museum
Week 9	22 Sept 2024	What's your favourite Canberra Burns Club memory?	27 Sept 2024	Photo of anything in Burns Club - eg. Glen Deck, buffet, panoramic of the club inside
Week 10	29 Sept 2024	How would you celebrate 100 years?	4 Oct 2024	Invitation to the centenary celebration.

Week 1



Week 10



## 6.1.5 Creative execution OOH, YouTube & Radio

### ★★★ Stage 2: Celebrate



Radio advertising will be used for four weeks in the campaign's final push. Three 30-sec ads will play each weekday in "Prime Time" (6 am – 7 pm) on Hit 104.7. The ad will change to include the weekly social media prompt, such as the example provided below.

Radio has been selected as it is a cut-through medium. Listeners are less likely to tune out when ads play.<sup>[119]</sup> The aim is to catch listeners as they're thinking about their plans. As the social media campaign is the primary focus, the radio advertisements will draw listeners to the Club's social media pages and website. Based on GFK's latest Canberra survey, Hit104.7 has the largest market share of our target audiences and is one of the largest local stations!<sup>[120]</sup> Targeting listeners at peak times of the day will ensure the message reaches not only them but other Canberra locals.

#### Radio Script - Based on the week 10 social media prompt

##### Background music:

Reworked Robert Burns song/poem played by the Canberra Pipeband.

##### Male voiceover:

*The Canberra Burns Club is celebrating 100 years and we want you to celebrate with us. For your chance to win a free meal at the Burns Club, tell us how you would celebrate 100 years. Tag us on Instagram and Facebook, and remember to follow to find out if you won! Check out our website for more details. Burns Club: The Scottish Club.*

**Background music:** Fades.

#### OOH: Bus

The bus ads will continue through to the end of the campaign to keep campaign awareness high.

#### Digital: YouTube

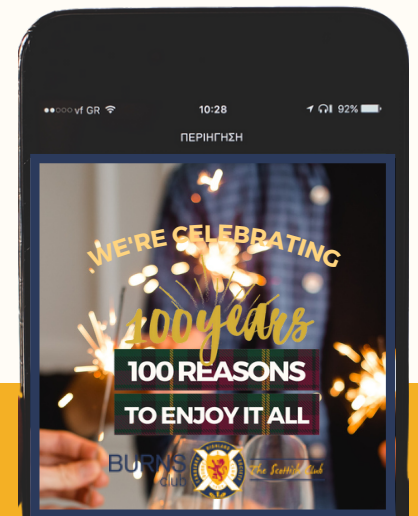
The YouTube ads will continue to run through the campaign to continue generating leads to the website.

Both methods will keep The Burns Club and the campaign top-of-mind through repetition, highlighting all the experiences available for visitors at the Club.

#### Spotify

We selected Spotify ads to support radio and reach online listeners through a more affordable medium. Vertical video ads will be targeted to digital Canberra listeners through Spotify. To remain consistent, the same three 15-sec video ads from Youtube will be shared through Spotify. We selected Spotify ads to support radio and reach online listeners through a more affordable medium. Even with traditional radio remaining the top audio choice for many Australians, nearly 71% of the population aged 12+ are currently listening to digital audio and podcasts. Further, over half of Gen Z and Millennials say they listen to podcasts, and Spotify is one of their top platforms.<sup>[121]</sup>

Spotify will help draw leads to the website where listeners can learn more about what the Club has to offer. As Spotify also costs less, these ads will run over the ten weeks of the celebrate stage, generating 23,000-28,000 ad completes. The Spotify call-to-action (CTA) cards will play while the ad is running and allow users to click on a link to the website right away.<sup>[122]</sup>



## 6.2 The Media Schedule

Below is the suggested media schedule.

				Soft launch								INVITE																			
		October		NOV 23'				DEC 23'				JAN 24'					FEB 24'				MARCH 24'				APRIL 24'						
		W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5		
DIGITAL	Facebook (Unpaid)																														
	Facebook (Paid)																														
	Instagram (Unpaid)																														
	Instagram (Paid)																														
	Spotify																														
	Youtube																														
OOH	Bus																														
BROADCAST	Hit104.7																														

		INVITE													CELEBRATE												END	
		MAY 24'				JUNE 24'				JULY 24'					AUG 24'				SEPT 24'				OCT 24'					
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5	
DIGITAL	Facebook (Unpaid)																											
	Facebook (Paid)																											
	Instagram (Unpaid)																											
	Instagram (Paid)																											
	Spotify																											
	Youtube																											
OOH	Bus																											
BROADCAST	Hit104.7																											

# 7.0 Budget

The following breakdown of the \$40,000 budget covers the total media spend for both campaign stages. It includes potential production and other associated costs of each campaign activity (e.g. prizes for the social media competition). No production costs were included for the second stage since creatives produced in the first stage would continue to be used. In the event of an emergency, a ~10% contingency has already been included. The budget has been distributed to achieve effective reach, frequency, and, eventually, engagement.

INVITE	Media	Activity Date	Role	Production Cost	Activity cost	Total Cost
Digital	Facebook	16/10/23 - 04/08/24	Raise awareness in the current audience.	\$0.00	\$0.00	\$0.00
	Facebook (Paid)	01/01/24 - 04/08/24	Raise awareness in the current and target audiences.	\$0.00	\$2,330.00	\$2,330.00
	Instagram	16/10/23 - 04/08/24	Raise awareness in the current audience.	\$0.00	\$0.00	\$0.00
	Instagram (Paid)	04/12/23 - 04/08/24	Raise awareness in the current and target audiences.	\$0.00	\$1,650.00	\$1,650.00
	YouTube	1/01/24 - 31/02/24, 1/05/24 - 31/06/24	Raise awareness and create leads to the website.	\$3,300.00	\$2,670.00	\$5,970.00
OOH	Bus	18/03/24 - 21/04/24, 01/07/24 - 04/08/24	Raise awareness on a mobile, attention drawing platform.	\$4,026.00	\$3,850.00	\$7,876.00
				\$7,326.00	\$10,500.00	\$17,826.00

CELEBRATE	Media	Activity Date	Role	Production Cost	Activity cost	Total Cost
Digital	Facebook	05/08/24 - 13/10/24	Increase engagement.	\$0.00	\$0.00	\$0.00
	Facebook (Paid)	05/08/24 - 13/10/24	Increase engagement.	\$0.00	\$2,695.00	\$2,695.00
	Instagram	05/08/24 - 13/10/24	Increase engagement.	\$0.00	\$0.00	\$0.00
	Instagram (Paid)	05/08/24 - 13/10/24	Increase engagement.	\$0.00	\$1,540.00	\$1,540.00
	Spotify	05/08/24 - 13/10/24	Create leads to the website.	\$0.00	\$1,100.00	\$1,100.00
	YouTube	5/08/24 - 13/10/24	Create leads to the website.	\$0.00	\$2,024.00	\$2,024.00
OOH	Bus	01/08/24 - 13/10/24	Raise awareness.	\$0.00	\$3,850.00	\$3,850.00
Broadcast	hit104.7	05/08/24 - 13/10/24	Raise awareness.	\$2,200.00	\$8,360.00	\$10,560.00
Photo Competition	Burns Club	28/07/24 - 31/10/24	Encourage social media engagement.	\$0.00	\$405.00	\$405.00
				\$2,200.00	\$19,974.00	\$22,174.00

Costing estimates were determined using the following methods: Meta Business Suite and Business Manager for Facebook and Instagram paid ads, Youtube Advertising for the Youtube ads, Spotify Advertising for the Spotify ads, GoTransit, an Australia based transit advertising group, pricing guide for the OOH bus ads, and Yes Marketing, an Australia based advertising agency, for the radio ads.

Total Production Cost	Total Activity cost	Total Cost
\$9,526.00	\$30,373.00	\$40,000.00

# 8.0 Campaign Evaluation

Objective	Media Tactics	Evaluation	Rationale
Raise awareness of the Burns Club Centenary Campaign by 40% by 13 October 2024.	Bus, Facebook, Instagram, Spotify, Youtube.	<p><b>Communication effect</b> Will be measured through consumers social media activity - including interactions with posts about the celebration, engaging with the official event page (ie. RSVPing), and tracking website traffic.</p> <p><b>Behavioural effect</b> Consumers will be looking for information regarding the centenary and will actively seek out the Club's website and social media activity.</p>	Quantitative data is required to determine how much awareness of the centenary celebration has been achieved.
Raise awareness of the Burns Club, including its intramural groups, to 40% by 13 October 2024.	Bus, Facebook, Instagram, Spotify, Youtube.	<p><b>Communication effect</b> It will be measured through social media geographical check ins, monitored online key word searches (Google Analytics, Keywords Everywhere), website traffic, social listening on external platforms (e.g. forums, blogs, social media) and mentions online. Consumer surveys will be conducted throughout the campaign period.</p> <p><b>Behavioural effect</b> Consumers attending the Club will check-in through social media, which will increase reach and act as recommendations to their social network. There will be an increase in searches for the Burns Club as audience seek further information, and mentions online will increase as new consumers engage with the brand.</p>	<p>Quantitative data is needed to ascertain the increase in awareness. Social listening will provide qualitative data on the quality of awareness (positive, negative, neutral) - this will be supported by qualitative data from the mentioned online statistics.</p> <p>Surveys will provide data for specific areas of increased awareness rather than a broad overview. For example, has there been an increase in intramural group awareness?</p>
Achieve a 20% increase in engagement on the Burns Club social media between January 2024 to October 2024.	Facebook & Instagram.	<p><b>Communication effect</b> Measured by collecting and analysing social media engagement data, specifically reactions per post on Facebook. Social media page analytics Oct 2023 and Oct 2024 will be compared to the year before. Monitoring social media engagement metrics for all posts on all platforms, including likes, shares, click-through rates, and comments, compared with metrics from the previous year. This is to ensure the target audience is the one being reached.</p> <p><b>Behavioural effect</b> As the campaign progresses and awareness increases, engagement online will increase. Consumers will react to posts made by the Club and follow the official pages to stay updated on the Club.</p>	<p>Quantitative data, and comparison between paid and free posts, will indicate the success of social media spending and growth in online engagement.</p> <p>Quantitative data for all metrics, and a comparison of similar metric data for the previous year, are required to determine growth amount by the campaign.</p> <p>A comparison of growth from the previous year is necessary to ascertain growth in followers. This data will be segmented by age group to confirm if the campaign was successful with the intended target audiences.</p>



## 8.0 Campaign Evaluation (continued.)



Objective	Media Tactics	Evaluation	Rationale
Increase total membership numbers within the club by 10% by December 2024.	Instagram, Facebook, Radio, Bus, Spotify, Youtube	<p><b>Communication effect</b> The membership base for the Burns Club from Oct 2023 to Oct 2024 will be tracked and analysed compared to the annual growth of the past four years.</p> <p><b>Behavioural effect</b> Consumers and visitors of the Burns Club will become brand loyal and become members.</p>	A comparison is necessary to ascertain whether the growth of memberships was the expected annual increase or due to the campaign. The last four years should be compared to mitigate the effect of Covid-19 on growth comparisons.
Achieve a 10% increase in total web traffic by December 2024.	Facebook, Instagram, Spotify, Youtube.	<p><b>Communication effect</b> Consumer surveys will be conducted throughout the campaign period. Click-through rates from social media posts will be monitored. Online key word searches will be tracked using third-party facilities such as Google Analytics and Keywords Everywhere.</p> <p><b>Behavioural effect</b> There will be an increase in search terms associated with the Burns Club (e.g. Burns Club, Scottish Club, buffet). The surveys will show an increase in consumer awareness of the brand over time. Increased website traffic will also improve SEO, making it a top result for category searches.</p>	<p>Analytics obtained from click rates and website traffic provides quantitative data to measure campaign success.</p> <p>Conducting the surveys every quarter will monitor growth in awareness.</p> <p>Completed click rates to the website will also allow for measuring social media engagement.</p>

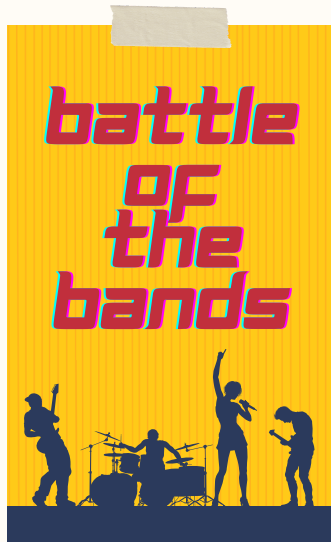




# 9.0 Further Recommendations

## 9.1 Live Event Expansion

While the Burns Club currently has live events, the Club could benefit from band performances that are well-known by our target audiences after the completion of the campaign. Most popular local performance hotspots are located in the city or Northside, so Burns Club has very little competition in this area. Further, arranging themed nights like a 'Battle of the Bands' event may create a new unique service that can set the Club apart from its competitors. Partnering with local, young talent will also allow the Club to utilise their social networks and consumers, increasing its reach as a byproduct.



## 9.2 Brand Tagline

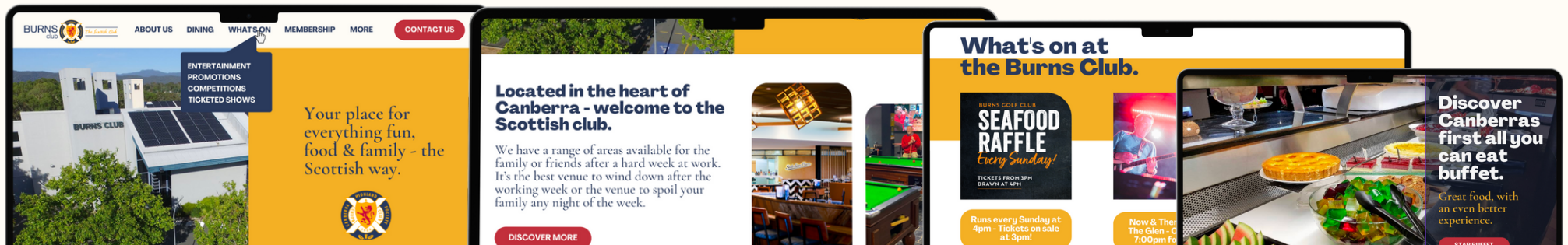
As the client also requested, we recommend a new brand tagline. As highlighted by the primary research, consumers remain unaware of what the Club is - including its key messages and offerings. To remedy this, the tagline must show that the Burns Club is a social and community club.

In line with this, we recommend changing the tagline to 'The Scots Invite You'. The new tagline is concise, catchy, and imparts the Club's Scottish link. Further, it communicates that the brand is a place to visit and engage socially.

THE SCOTS INVITE YOU

## 9.3 Website Update

We recommend a redesign of the website. The current website can be difficult to navigate, feels visually cluttered with much information and few images, and lacks a clear call-to-action (CTA). The website redesign should include a dynamic header with the Club's name and menu to allow easier and quicker navigation no matter where the user is on the website. Using the bold and contrasting colours of the brand, as well as consistent typefaces, will create a fresh, modern perception of the website and in turn, the brand. The first point of contact a consumer makes with your website is the main page. Therefore, this page needs to be visually eye-catching and impart the brand's offerings and key messages to entice the consumer to answer our CTA to explore the website further. This information needs to be concise and supported by images.



## 9.4 Charitable Partnership

We recommend that the Burns Club partner with Oz Harvest. As indicated by the target audience research, the younger generation value sustainability. Consequently, they want to be involved in charitable causes. Though the younger generation wants to be perceived as making the world better place, they prefer following rather than taking the lead and standing out. In pursuit of this, they use and align themselves with brands to make statements. The environment remains an increasing area of concern for them. Following this, the younger generation is choosing environmentally conscious brands/organisations. Oz Harvest work to reduce the amount of surplus food from food businesses going to landfills by delivering them to charities that feed those in need. Therefore, by partnering with a charitable organisation with a climate- and socially-conscious aim, the Burns Club will be a brand the younger generation would actively consume.

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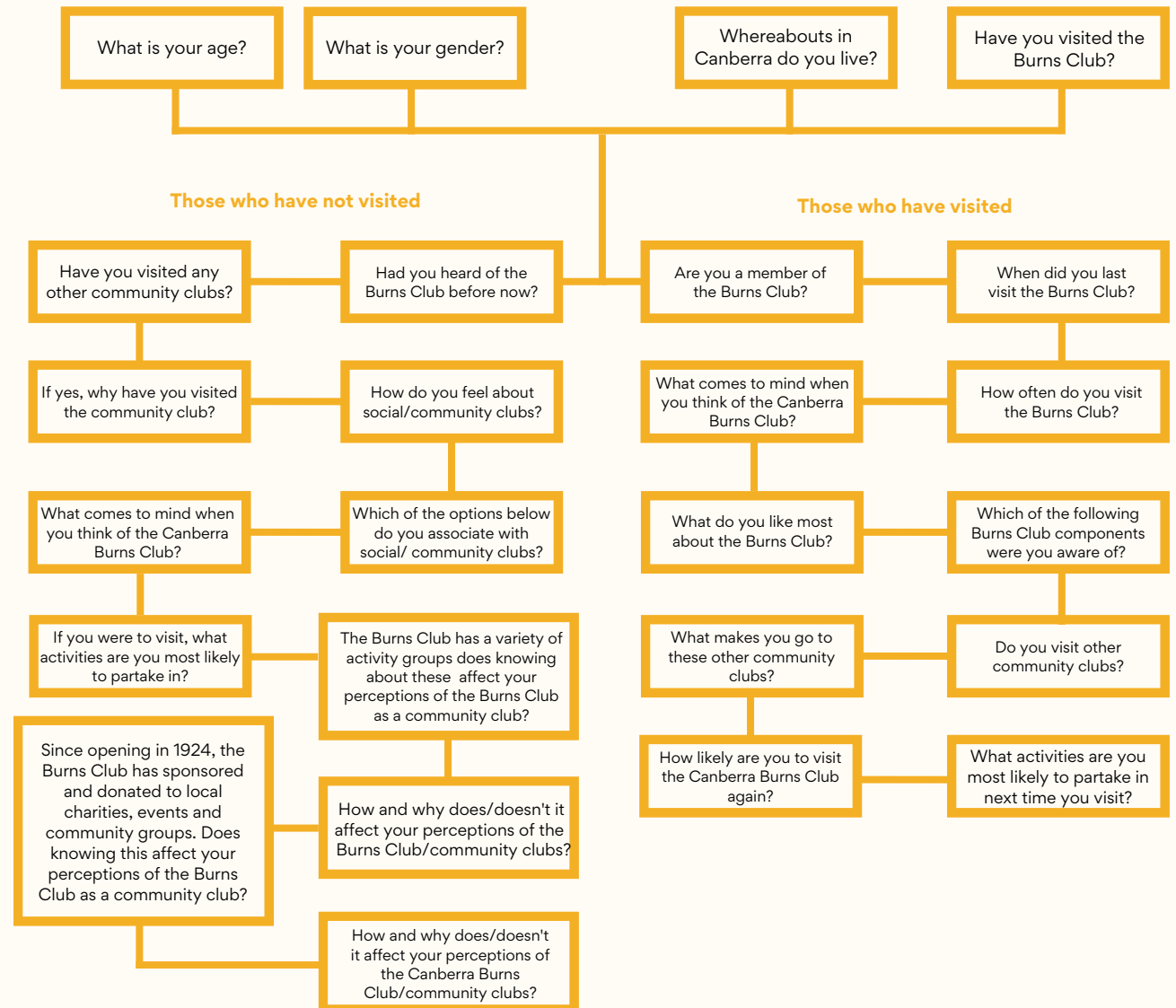


# 11.0 Appendix

## 11.1 Appendix A

### Primary Research Findings

#### Survey Questions



# 11.1 Appendix A

## Survey Results

83 Responses  
in 1 week



48.2%

Live on the  
South side of  
Canberra



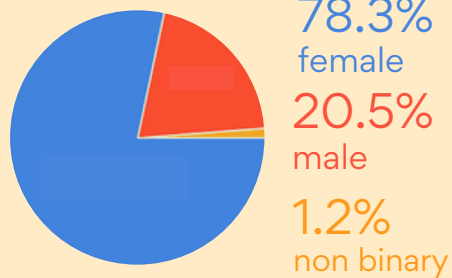
68.7%

Are aged  
between  
18-24



35.2%

Hadn't been  
to The Burns  
Club before



### Those who HAVE visited The Burns Club



82.1% are not  
members



23.2% are aware of the  
Scottish Heritage and  
celebration



21.4% are aware of the  
sporting and/or activity  
groups



50%

are likely to visit the  
Burns Club again

Visit other  
community clubs  
due to proximity  
& location. They  
mainly attend for  
get-togethers  
and events.

80.4%

55/56

are most likely  
to partake in the  
buffet



10/56

are most likely  
to partake in  
Live music

### Those who have NOT visited The Burns Club

11/27

had not heard of the  
Burns Club prior to  
this survey

If you were to  
visit, what  
activities  
would you  
partake in?



### Notable Written Responses

"Often good local option for food and events. Valuable part of their communities. I would mostly only visit a club that was part of my local community/nearby. It's not something I would go out of my way to visit unless their was a drawcard live event." - Anonymous

"I thought it was a burns (in the medical sense) awareness type of thing but evidently not" - Anonymous

### 18-24 year olds

BURNS club  
in an 18-24 year  
old's mind



Facilities 18-24 year old responders enjoy:



Value for money  
Pool tables  
Culture  
Buffet  
Darts



what activity would  
you mostly partake in?

20.59%  
said live music

97%  
said buffet

# 11.1 Appendix A

## Interview Questions

Steph  
Female, 22 y/o, Registered Nurse  
Located in Harrison, ACT

**Community and social clubs are big in the Canberra community - are you a member of any clubs in Canberra or a visitor at these locations? If so, would you mind telling me specific clubs you visit/or are a member of and why you choose to visit these clubs?**

- I'm not a member at any clubs but my friend is at a few (Hellenic Club and Burns Club) and we usually always go together with a group for the cheap drinks and for food/dinner
- We play the pokies but its really all for fun and don't spend big money because we don't even know how to play
- At Hellenic, it's in the city so its a great place to go and its closer to home

**Can you tell me how you feel/think about community clubs? Are they positive? Do you think of sports/activity clubs? Live performances? Pokies?**

- I don't really go to clubs other than going with friends and family for food and drinks, and because its a rather chill environment so I have pretty positive thoughts about clubs
- I do think of pokies too and music

**Can you tell me what you know about the Canberra Burns Club?**

- I mainly know them for their really big buffet which I have been to a few times

**What has your experience been like with the Canberra Burns Club?**

- What is the first thing you think of about CBC?
- It's been all good, sometimes the food quality is not the best but its still good for a buffet at a club. I don't go much other than going for the buffet which has overall been great
- I think of the buffet and they have pokies

**How often would you go?**

- I don't go much at all, it's just a bit far but I have driven all the way there before with some friends and my family
- Been there 3 times i think

**Were you aware that the CBC offer a number of different activities for visitors and members to partake in apart from the Star Buffet/Pokies? This includes sports and activity clubs ex. BC Football Club, BC Pipe Band and live performances And does this sound like something you would be interested in partaking in?**

- No, I actually didn't know this!
- This is cool but probably is not something I would be interested in - I am busy and not into joining clubs

**The CBC opened almost 100 years ago and is known to be the longest running community club in Canberra. In 100 years, they have been contributing to the Canberra community by sponsoring and donating to local Canberra charities, groups and events. Is this something you were aware of?**

- That is great - no I didn't know this. I think I know some clubs sponsor Canberra teams in sports but didn't know the canberra burns club did this much

**Does this change your perceptions of the CBC? If so, how do you feel about CBC now?**

- It's definitely interesting as I didn't have a clue
- It's great they do all of this and they should spread the word about it

**How would you suggest we spread the word?**

- Social media is good but then again I don't really see much advertising when it comes to clubs

**Have you ever visited the CBC website and social media platforms? Or do you recall ever seeing any form of CBC advertising?**

- No I don't think I have, I've only ever called up to make a booking.
- No I haven't seen anything like that

**What would you suggest is the best way to reach young-adults and spreading awareness of the CBC?**

- Social media
- We wanna see something that is memorable
- We love discounts and initiatives to get involved

**Were you aware that CBC is specifically an Irish Club? If not, would you be able to give suggestions on how to spread this knowledge to the Canberra community?**

- I had no idea. And it's not just the Burns Club that I wasn't aware of, I don't know what the Hellenic Club is either
- Maybe if you had it written at the front of the clubs
- Include it in the name somehow

## 11.2 Appendix B

### Stakeholder Matrix



## 11.3 Appendix C

### OOH Mock-ups

The following are OOH mockups created that we couldn't use due to budget constraints. Two OOH mockups were created: a full bus wrap and transport signage.

The idea to dress the familiar Kambah Village Sheep in the Burns Club Pipe band uniform was to further create excitement and buzz around the campaign. This creates a photo-worthy opportunity among the Southside locals and surroundings, where they can share on social media.

