

Great Chinese Names for Great Britain -

Measurement exercise

In 2014, VisitBritain executed the award-winning PR campaign “Great Chinese Names for Great Britain”. The business objective was to bring in more of the wealthy Chinese tourists to the UK and the communication objective in support of that was to make the UK and her people seem more hospitable and friendly.

The strategy chosen was to invite the Chinese people to name British landmarks in Chinese to make the UK a more appealing and approachable destination.

YOUR TASK

Would you classify each of these findings as measurement of Output, Outtakes, Outcomes, or Impact? Record your answer in each box below.

Measurement of the Great Chinese Names for Great Britain Campaign:	Answer:
Almost 2.2 billion impressions were created during the campaign	
Immediate tourism benefits were felt – with Chinese visits to Britain in Q1, 2015 up 20% year-on-year compared to 2014	
More than 260 media outlets covered the campaign (4 TV & Radio, 156 mass print, 14 travel magazines, 95 portal-, vertical- and video platforms)	
Significant contributions were also made to the British economy, with Chinese tourist spend leaping 30% on Q1 2014 results to £75 million in Q1 2015	
More than 13,000 new Chinese place names were accepted, making the UK a more relatable travel destination for Chinese people into the future	
The campaign enlisted the aid of more than 80 Key Opinion Leaders (KOL) or Influencers. This helped extend the campaign’s reach by an unknown extra volume.	
The tourism trend was successfully sustained long-term, with Jan-Sep 2015 visitors now up +37% vs Jan-Sep 2014	
Campaign <i>recall</i> (the ability to remember having encountered the message in media etc.) was an incredible 99% - with 96% recall among Weibo users specifically	
55% of those surveyed agreed that the imagery inspired them to visit that location and 49% were more interested to visit places in Britain outside of London	
The campaign did not attempt to measure any change in preference or intention for the target audience. Nonetheless, an effect was later evident: 3% of the people, who at the time of seeing the campaign had no plans to visit, have since travelled to Great Britain.	
More than 310 million views on Weibo (Chinese Twitter)	
Almost 30 million Chinese watched the launch video	