

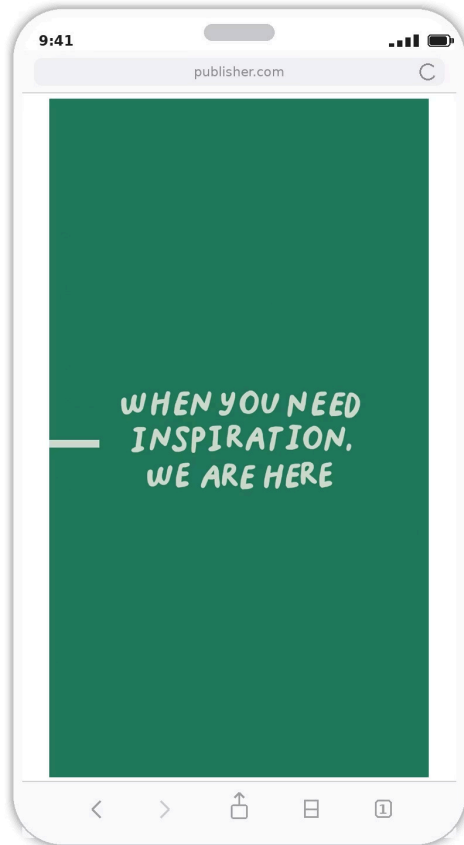
NATIONAL MUSEUMS SCOTLAND

Driving family audience engagement for a Scottish cultural institution



13:32
To the museum

AT A GLANCE »



Client: National Museums Scotland

Sector: Travel & Tourism / Culture

Objective:

Raise awareness of the school holiday programme amongst Edinburgh families during the Christmas and New Year period

Solution:

Mobile Plus video campaign with layered geo-targeting, keyword, app, and family audience strategies

Outcome:

- 63,421 impressions (+11% over target)
- 63.55% view-through rate
- 98.8% above-the-fold viewability.

THE CHALLENGE & APPROACH »

THE CHALLENGE

National Museums Scotland needed to reach Edinburgh families during a fixed 14-day Christmas window, in a market where competing attractions are heavily promoted and the planning decisions happen fast.

The campaign had to find parents who were actively looking for holiday activities — not just broad awareness, but the right audience at the right moment.

THE APPROACH

- **Targeting rooted in intent and context:** Geofencing competitor attractions (Edinburgh Zoo, Camera Obscura, Dynamic Earth), local primary schools, and nearby parks to intercept families at highly contextual moments, when they were already out and about, or in the planning mindset for school holiday activities.
- **Format and channel selection:** The campaign led with Mobile Interstitial, a full-screen video format that commands attention, alongside complementary banner formats to widen reach. App targeting focused on platforms actively used by parents and children during the holiday period, including VisitScotland, TripAdvisor and Kidadl.
- **Optimisation through focus:** Budget and delivery were concentrated on the highest-performing strategies. Keyword groups were tightly aligned to active holiday planning searches, from broad terms ('free things to do') through to specific local intent ('kids activities Edinburgh parks').

THE RESULTS »

63,421

IMPRESSIONS DELIVERED

+11% over the booked target of 57,143, at no additional cost to the client

63.55%

AVERAGE VIEW-THROUGH RATE

Family audience was the best-performing strategy achieving a VTR of 66.6%

98.8%

ABOVE-THE-FOLD VIEWABILITY

Premium, high-visibility placement throughout the entire campaign flight

HIGH-VALUE OUTCOMES »

81.8% OF ENGAGEMENTS FROM THE 320X480 MOBILE INTERSTITIAL

25.4% OF ENGAGEMENTS FROM TABLET DEVICES - ABOVE TYPICAL CAMPAIGN AVERAGES

14-DAY SHORT-BURST CAMPAIGN WITH NO SLOW START

WHY THIS MATTERS »

This campaign demonstrates the precision and efficiency that a well-layered mobile strategy can deliver for visitor attraction and cultural institution clients. By combining geofencing of real-world locations, contextual app targeting, and family-specific audience strategies, fonemedia was able to reach Edinburgh families at exactly the right moment in their holiday planning journey, generating strong media performance in a highly competitive 14-day window.

For other museums, galleries, heritage sites and visitor attractions looking to drive footfall during peak periods, this approach provides a proven blueprint for mobile-first audience engagement.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to Fonemedia about mobile-first campaigns designed around real-world outcomes.

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