

SCOTLAND'S GREAT TRAILS

Walking is an increasingly popular activity in Britain. More than 2 billion adult days are spent **on walking as a leisure pastime** every year in the UK.

It is the main activity on **36% of countryside** and **33% of seaside visits**. In Scotland, **64% of adults** walk for at least 30 mins a month.

More people aged between 25-55 walk recreationally than those in other age groups.



Walking therefore touches Britain's psyche like no other activity - and offers a range of positive connections for brands that want to

- **Raise awareness**
- **Influence purchasing or other decisions**
- **Associate themselves with the outdoors and health.**

Scotland's Great Trails is designed to be a over-arching brand, with each series focusing on a particular long-distance trail. But this isn't merely one long walk - we will be **focusing on great day walks** along each of the trails. The series is designed with participation in mind - with the range of walks designed for a mix of abilities; with additional information available on the series' Facebook page.

Produced by **Nova Productions**, the outdoor production experts, it is a celebration of the great landscapes, towns and villages in the country, and shows you don't have to go far for a great walk.



The series is written and presented by **Fiona Russell**. Better known as Fiona Outdoors, she is one of the **UK's leading outdoors journalists** and a **multi award-winning blogger**. She runs her own well-followed blog fionaoutdoors.co.uk and writes extensively about Scotland's great outdoors. In 2016, Fiona is supporting **Ordnance Survey** as a **#GetOutside champion**, with the aim of encouraging more people to enjoy the outdoors.

The series builds on the successful **East Yorkshire Walks with Andrew White** which was broadcast in March on **Estuary TV**, and the first series of **Walks Around Britain**, which receives its premiere broadcast nationally on the **Community Channel** in January 2016, and then on **10 of the 20 Local TV channels** across the country. Each of the broadcasters have a **three-year deal on the series**, and have to show it **at least three times** - but there's no restriction on how many times they can show it. This means that at any time, the series could be shown on one of the television channels in the UK.



The series will be initially broadcast on the 2 Local TV channels in Scotland - **STV Edinburgh** and **STV Glasgow**. Between them, they reach **half of the homes in Scotland via Freeview**. STV will also look at broadcasting it on their main channel - which is **ITV in Scotland**.

As we've done with our other series, syndicating the series across other Local TV channels would give a potential audience of **12 million** across the UK.



The series will also benefit from the association with our own website **Walks Around Britain** - the country's leading digital destination for walking.

It is one of the **most visited walking websites** in the country, has the **most listened to outdoor podcast** of its kind, and has the **most followers on Twitter** of any walking account in Britain (over 26,900).

Messages about the series and the sponsorship will go out across the Walks Around Britain's **Facebook** and **Twitter** accounts, be embedded on the **main website** and feature on the **podcast**.

The Opportunities

We have two ways for companies to get involved with **Scotland's Great Trails**.

Series Sponsorship - this is ideal for companies that want maximum exposure across the entire series. This includes...

- **Branded title sequence** - "Brought to you by..."
- **Mentions** in on-air and off-air **promotions**
- A **range of bespoke short videos** designed for the sponsor's website and Facebook / Twitter feeds
- Mentions as appropriate **during the programmes**.



Product Placement - this is ideal for companies that want to put their products or services right at the heart of the series. By seamlessly integrating them within the series, the products / services are showcased within natural settings - making them more relatable to potential customers.

We could be wearing your outdoor clothing, carrying your backpacks, drinking your water, camping in your tent, eating your food, getting on your trains, staying at your accommodation, getting off your buses or using your dog products.

Product Placement can be on a series wide or an individual programme's basis.



Beyond advertising

Sponsorship and product placement with our series goes beyond mere advertising in a magazine - it gives you **fresh and original content for your website** too. By embedding the series on your website / blog, your web visitors could watch any of the series - and watching them on your site means they'll be **staying on that page for at least 24 minutes**.

For more information about how to engage with an outdoor audience, talk direct to **Andrew White** at **Nova Productions** on **0844 812 3120** or **07710 794842** or email **info@novatv.co.uk**