

SMG plc Altogether Scottish



What needed doing

SMG was facing the challenges of a fast-changing media landscape. Online activity was growing, advertising revenues were declining and viewers were shifting their loyalty from channels to programme brands.

To compete, SMG wanted to merge their two regional channels into one media brand called stv, which could be accessed through terrestrial, digital and online channels.

They asked us to create an iconic and contemporary brand that would drive web traffic and help them maximise the channel's commercial performance.

How we went about it

Our design needed to appeal to both existing viewers and a new, younger audience too. It also had to be flexible enough to work in broadcast and online media, as well as across all printed material from compliment slips to annual reports. The STV 's' ticked all the boxes, representing the merging of two channels to serve Scotland as a whole. The strapline "Altogether" underlined the unifying nature of the brand.

Next, we defined the new brand values and tone of voice, based on creating a strong cultural affinity with the nation the channel serves. The impactful URL, www.stv.tv, was vital to building the online brand.

The new branding was applied to everything from broadcast idents to end credits, marketing and advertising material and all online activity. Continuity announcers were even coached to speak in the new stv tone of voice. All this was achieved in just four months from the initial project sign off.

The rebrand increased viewers and advertising revenue, and positioned stv as the channel many Scots feel is the "authentic" voice of Scotland.

Bronze DBA

at the 2007 International Design Effectiveness Awards

£1.5m

increase in revenue for the second half of 2006

+1500%

return on investment

In the first year, stv.tv saw a 49% increase in web visitors and a 398% surge in page views.
