

## ADVERTISING REVIEW

Report by Giselle Sterry

### PURPOSE

1. To update Trustees on the advertising, sponsorship and membership income

#### **Advertising**

2. As part of review of raising revenue the option of advertising on the NBN and NBN Atlas website has been reviewed.
3. Research has been carried out by speaking to other organisations and potential advertisers to ascertain potential support. We have also spoken to our web developer, Red Paint, to ascertain the practicality of adding adverts to the website.
4. The following comments were received from potential advertisers
  - a. Pitfall: adverts seen as wall paper and glossed over
  - b. Pitfall: need to be eye-catching and updated regularly
  - c. Advertisers want to concentrate more on telling stories about products e.g. through blog or article rather than a static advert.
  - d. Advertisers want to know what they can expect for their money e.g. cost per thousand clicks
  - e. Advertisers would like to have control on where and when advert appeared
  - f. Advertisers would want to know if advert was on the front page that this is where majority of users landed first
  - g. Price needs to be competitive to other forms of advertising
5. Our web developer Red Paint manage the [Scottish Professional Football League's](#) website. Red Paint advised that the SPFL struggled to attract static advertising despite having about 1 million users. Instead they have opted for Google [Double Click](#) and affinity advertising. These are where adverts appear based on user cookies e.g. if you have recently searched for Hiking Boots adverts for outdoor clothing companies may appear. This type of advertising is probably more suitable for more commercial websites where users may expect to see these type of adverts.
6. The advertising rate that the NBN could possibly charge compared with the effort in sourcing and managing adverts may not be justifiable. For example
  - a. Bird Forum website charges £200 for ads. At 12 October 2017 they have 152K members with 1366 active in the page at the time of checking.
  - b. Birdwatch magazine charge £150 - £200 for half page advert with 12 – 15k circulation
  - c. BBC Wildlife charge £280 for 0.25 page with 40 – 50K subscribers and 280,000 readers
7. Realistically the NBN would be only able to charge at a lower range based on current regular traffic to the NBN Atlas and NBN website. For example £50 for having a static advert on the site for a few months.

8. On 12 October google analytics showed that have around 1000 users a day visit the NBN Atlas.
9. In addition to the points raised above considerations that we should take into account when exploring advertising on our sites include
  - a. Risk that we are seen to endorse a product
  - b. Lose our strength of being impartial
  - c. Need to monitor companies in case they do or create a product that could be in conflict with the NBN Trust or one of its partners
10. The NBN should consider other options to raise same revenue as advertising through increased membership payments and donations. This includes adding more messages and opportunities to join / donate on the NBN Atlas. For example remind NBN Atlas users that although the NBN Atlas is free they should consider donating.
11. For example the NBN Atlas front page includes a link to joining the NBN and references to the NBN being a charity and how users can offer financial support are included in the help pages, about us pages and FAQ's.
12. Other associated costs include staff time of sourcing potential advertisers, developing relationships, checking and advising on adverts, invoicing and monitoring. These activities combined could take several hours and so off set the gain in cost of the advert.
13. As the NBN Atlas brand awareness grows it is possible that we maybe approached by companies who wish to support us more financially. We could then add advertising on the NBN Atlas as part of a package. This could simply be their logo added under the partners logos in the footer area of the page.

#### **Membership and Corporate Support**

14. In April 2017 we introduced an individual membership scheme. To date we have 22 individual members join between 1 May 2017 and 22 October 2017 bringing in income of £445. The majority of these paying £15. More work can be done to increase these numbers.
15. One new corporate member, a consultant, has joined paying £500 since the new category was introduced in May 2017.
16. Two members have joined at the equivalent of 'bronze' rate paying £100 each and one at the previous 'supporter' rate of £30. A total income of £230.
17. Since May 2017 the total value of new memberships has been £1,110.

#### **Sponsorship NBN Conference**

18. Sponsorship during 2017 has been less following the loss of Swarovski as the UK Award Sponsor. Table 1 below shows sponsorship received for NBN Conference and UK Awards in 2017.

**Table 1: Sponsorship Received**

Organisation	Amount	Value (estimated for in-kind)	Income received	Donation	Benefit Conferred	Benefit to NBN
Opticron	In-Kind	£800		Vouchers 2 x £300 and 1 x £200	Offer of blog post and use of NBN logo.	used logo in our PR
Paramo	In-Kind	£650		Prizes - voucher £300 x 2 and NikWax	Offer of blog post and use of NBN logo.	used logo in our PR
Field Studies Council	In-Kind	£300		Prizes - voucher training course	Offer of blog post and use of NBN logo.	used logo in our PR
Wildcare	£150		£150	Half page advert in brochure	Offer of blog post and use of NBN logo.	
TEP	£300		£300	Funded student places	Offer of blog post and use of NBN logo.	used logo in our PR
NHBS Books	In Kind	£50		Youth runner up prize x 2 – £25 book token	Mention in newsletter	
Habitat Aid	£1000		£1000	Donation of unrestricted funds	Silver membership (historical benefit that carried on)	used logo in our PR
<b>TOTAL</b>		<b>£1800</b>	<b>£1450</b>			
<b>Grand Total in kind and cash donations</b>		<b>£3250</b>				

**Future Developments**

19. Further work can be done on the NBN website to allow payments by direct debit. There is a cost for Red Paint to develop this aspect. Direct debit availability would reduce administration each year. However guidance around how this works needs to be developed to ensure minimum amounts are received before it's cancelled. E.g. to access discount conference tickets individuals need to pay £15.

20. Other methods are social media campaigns to promote membership e.g. paid Facebook advertising.

21. HLF funding could be explored along with crowd funding for a particular project.