

Get set for Digital Roadshow targets hard-to-reach communities

Digital UK, the organisation leading the UK's switch to digital TV, is rolling out a four-year roadshow to raise awareness and inform the public of their options for getting digital TV. It is moving around the country in phases from now until 2012, visiting each TV region ahead of the scheduled switchover.

Tessa Lyon Events & Community Marketing Executive, Digital UK said: "The roadshow is a great way to answer people's questions about switchover face-to-face. It's proved especially popular with older viewers, and those unfamiliar with digital television. When we tendered for this four year project the environmental standards were high up on our agenda, as well as value for money and quality of service."

The Get Set for Digital roadshow, incorporating the switchover mascot Digit AI, has started visiting towns in central locations such as shopping centres and supermarket car parks, as well as some community centres and care homes. Staff will explain the benefits and the scheduling of the switchover and will also make viewers aware of the Digital Switchover Help Scheme for people aged 75 or over, or who are entitled to qualifying allowances.

Experiential agency TRO is providing the creative and resource support for the roadshow, while field marketing agency Headcount is sourcing venues and providing customer-facing staff.

Said TRO Managing Director Keith O'Loughlin: "We trialled the campaign last year in two regions and have gained useful experience of the physical requirements as well as the target community. The experiential medium has been really successful with this group of viewers."

The roadshow has been designed from a corporate social responsibility perspective, following sustainability criteria laid down in British Standard 8901. TRO has assessed and agreed a carbon offset fund with Digital UK and will be using electronic and display equipment that have a legacy use. Aspects such as waste management and the use of biodegradable catering materials have been incorporated into the procurement process to extend the sustainability principles throughout the supply chain.

Added O'Loughlin: "We'll also be quantifying the amount of landfill that we would have created had we not gone the BS8901 route."

Through the summer the roadshow will visit the Scottish Borders, Cumbria, Dumfries & Galloway and the Isle of Man, visiting the West Country, Wales and Granada later in the year.