



BEING A
YOUNG SCOT
DISCOUNT
PARTNER



**BUILD RELATIONSHIPS,
GAIN CUSTOMERS**



"Our involvement with Young Scot over the past four years has been hugely beneficial with its discount scheme helping us to attract new, young customers to O'Brien's outlets throughout Scotland. These are not only solid foundations for a first class customer base in the future, but also a great opportunity for us to communicate our healthy eating message to a younger audience."

Elaine Stewart
O'BRIEN'S



WHAT IS **YOUNG SCOT**?

Young Scot is the national youth information and citizenship charity for Scotland. It provides young people, aged 11 – 26, with a mixture of information, ideas and opportunities to support their development into confident, informed, active citizens who can make the most of their lives.

A key service of Young Scot is the Young Scot National Entitlement Card (NEC card) that provides young people with discounts and access to opportunities throughout Scotland and Europe.



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YOUNG SCOT DISCOUNT SCHEME: HOW WILL IT BENEFIT MY BUSINESS?

By becoming a Young Scot discount partner your business would be perfectly placed to reach young people. Recent independent market research showed that...

9 OUT OF **10**
YOUNG PEOPLE ARE
AWARE OF YOUNG SCOT

IN
ADDITION

77%
OF THOSE SURVEYED STATE
THEY WOULD USE A SHOP THAT
OFFERED A YOUNG SCOT DISCOUNT
OVER ONE THAT DID NOT.

YOUNG SCOT'S COMMUNICATION CHANNELS

ALSO PROVIDE A FANTASTIC OPPORTUNITY FOR YOUR BUSINESS TO PROMOTE ITSELF TO YOUNG PEOPLE:



The Young Scot magazine has an estimated readership of over 1 million



The Young Scot website hits monthly hits of approximately 430,000 and...



Our Outreach team engage directly with over 20,000 young people every year through events, festivals and other opportunities.



NEW DISCOUNT PARTNERS WILL RECEIVE PROMOTION THROUGH YOUNG SCOT'S MULTIPLE COMMUNICATION CHANNELS, INCLUDING:

- » Announcement of new discounts in magazine and via promotional panel on homepage
- » Listing in the discount section of the website
- » Promotion via our social media channels, including bebo, Facebook, MySpace and Twitter
- » Running promotions and competitions through the magazine / website / social media

THEREFORE...

BEING PART OF THE YOUNG SCOT DISCOUNT SCHEME WILL:

- » Increase footfall in your store or service
- » Increase sales
- » Increase awareness of your business's offering and the experience it provides young people
- » Give you a unique opportunity to promote yourself to a key target audience
- » By working with a charity which supports young people you are also identifying yourself as a socially responsible organisation

SARAH FALCONER

SALES & MARKETING MANAGER, LECKIE & LECKIE

"Leckie & Leckie became a discount partner with Young Scot in 2008 and have found our involvement to be mutually beneficial as we are directly reaching our market of Scottish secondary school students and bringing them to our website. We've really enjoyed working with Young Scot and are looking forward to continuing this reciprocal relationship."

DON'T TAKE OUR WORD FOR IT

Here's what some of the UK's leading retailers say about being part of the Young Scot discount scheme.

SHAHID SADIQ

REGIONAL DEVELOPER, SUBWAY SCOTLAND

"The Young Scot discount is very popular and take-up is strong across our stores in Scotland. The Young Scot team are extremely supportive and provide various outlets for Subway to reach the youth market through the events they hold throughout the year, as well as promotions on their website. We look forward to continuing this successful relationship."

SARA GRADY

CHILDREN & EDUCATION PROGRAMME DIRECTOR
EDINBURGH INTERNATIONAL BOOK FESTIVAL

"The Edinburgh International Book Festival's partnership with Young Scot has been a tremendous success over the past four years. We've been able to reach out to a new, younger audience through Young Scot NEC card discounts and online promotions. Working together with the Young Scot team has helped us better evaluate our offering to understand the needs and interests of this audience. We are delighted to be partnered with Young Scot and look forward to a bright future together."

RACHAEL COURTNEY

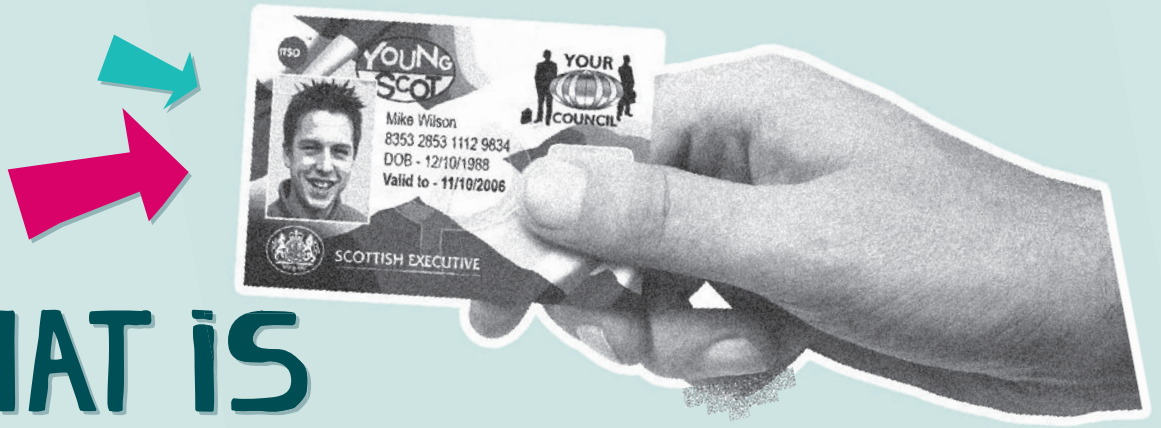
REGIONAL MARKETING EXECUTIVE, CINEWORLD

"Cineworld is proud to support Young Scot and keen to encourage young people to engage with the medium of film. By extending our student discount to all members aged over 15 we hope to give young Scots the opportunity to experience art and entertainment that they might not otherwise see. We look forward to continuing our partnership with Young Scot and hope to develop the working relationship further."

1,600
DISCOUNT OUTLETS



**THROUGHOUT
SCOTLAND**



WHAT IS THE YOUNG SCOT NEC CARD?



The Young Scot NEC card, carried by 380,000 young people, is a free, electronic smart card for young people aged 11 – 26. The card is co-branded between Young Scot, the Scottish Government, Transport Scotland and every local authority in Scotland. This makes it easier for young people to access local services and discounts that benefit them. The card is free to all young people and available through schools, local libraries and local council service centres.



Cardholders can access services including:

- Council leisure centres
- Council libraries
- Cashless Catering (School meal payments)
- Transport concessions for those aged 16 – 18 or full time volunteers
- Bank Account Opening
- Proof of Age
- E-voting

All these features make the card an essential item in any young person's pocket.

380,
000

CARDHOLDERS
ACROSS SCOTLAND.

➔ **FACT.** ➔

Young Scot NEC cards have the PASS (Proof of Age Standard Scheme) hologram allowing the card to be recognised as official proof of age across the UK. The scheme was developed by the British Retail Consortium as well as trade representative bodies and is supported by:

- Scottish Government
- Association of Chief Police Officers in Scotland
- The Trading Standards Institute
- Scottish Grocers Federation
- Scottish Retail Consortium
- Scottish Licensed Trade Association
- Scottish Beer and Pubs Association

Young Scot works with local Trading Standards and Licensing departments to actively promote PASS to young people and retailers.



ALL YOUNG SCOT NEC CARDS
FEATURE THE PASS HOLOGRAM.

YOUNG SCOT IN EUROPE



Young Scot is a founding member of the European Youth Card Association, a network stretching across 38 European countries that provides their members with a range of services, information and discounts.

Via the inclusion of the EYCA logo (above) on all these cards, the discounts available to all EYCA cardholders are reciprocal across Europe, providing your business with a potential of 4.9 million customers!

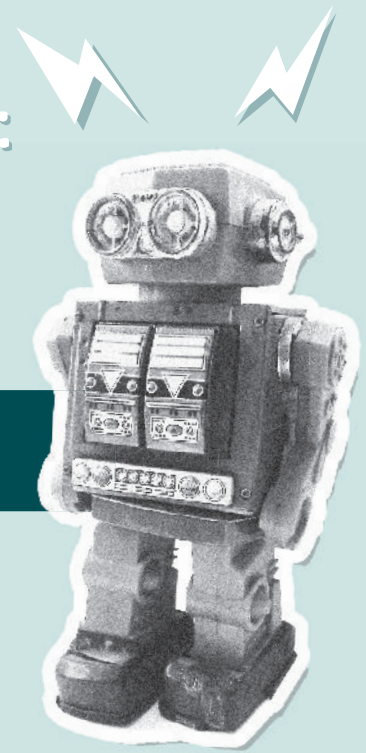
100,000
DISCOUNTS



ACROSS 38
EUROPEAN COUNTRIES

COMMUNICATION CHANNELS:

1. Digital



There are three main methods Young Scot uses to communicate with young people online. These are:

YOUNG SCOT PORTAL WWW.YOUNGSCOT.ORG

The Young Scot portal receives an average of 430,000 hits per month. Updated daily with information, news and competitions the website provides promotional opportunities for partners through features, listings and logos throughout the site.

All new discount partners can expect to be:

- Welcomed on the homepage
- Listed in the discount section of the website
- Able to run promotional competitions through the website

WHAT'S ON WHERE WEBSITE WWW.YOUNGSCOTWOW.ORG

Young Scot WOW (What's on Where), Scotland's youth opportunities database, provides details of activities spanning entertainment, sport, culture, learning, volunteering and opportunities for involvement in the local community. All relevant businesses that offer a discounted opportunity are highlighted through on the website.

SOCIAL NETWORKING

Social networking sites have become a major part of young people's lives. Young Scot has developed a strong presence on Bebo, MySpace, Facebook and Twitter. Through the use of blogs, video, polls, photos and competitions this offers an alternative way of communicating with young people.

FURTHER

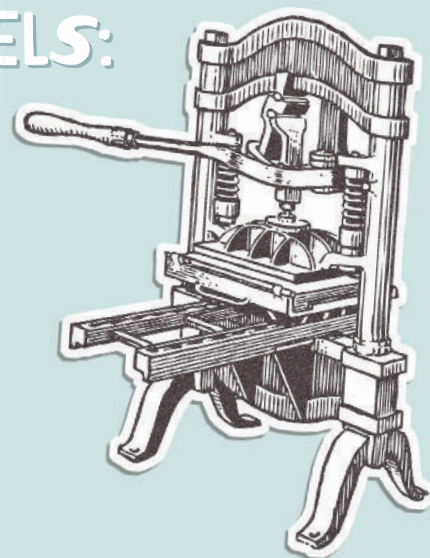
Young Scot has a monthly push email that is received by 17,000 young people.

Moreover, the monthly podcast called Young Scot In Tune provides promotional opportunities for partners in the way of features and adverts.

430,000 PAGE REQUESTS PER MONTH
ON THE YOUNG SCOT PORTAL

COMMUNICATION CHANNELS:

2. Print



YOUNG SCOT INFO BOOKS

Every year 80,000 Young Scot information books are produced. These books are aimed at young people undertaking the transition from primary to secondary school. The books are packed with information relevant to their needs and all the major discounts are listed.

GUIDE TO YOUNG SCOT

Young Scot also produces a full colour Guide to Young Scot that has a print run of 100,000. As well as detailing all of Young Scot's services it outlines all the major discount partners. It's distributed directly to Scottish school pupils, college and university students.

YOUNG SCOT MAGAZINE

In partnership with the Sunday Mail, Scotland's largest selling Sunday newspaper, a quarterly magazine with a print run of 590,000 is published. This 16 page glossy magazine provides discounters with the opportunity to run promotional competitions that highlight their business to cardholders. It is distributed through the Sunday Mail and Young Scot network that includes schools, colleges and universities as well as discount partners such as ODEON, O'Briens and the Scottish Youth Hostel Association. An interactive online edition is also produced that allows for video and audio to be streamed.

FREE
PROMOTIONAL
OPPORTUNITIES

IN YOUNG SCOT MAGAZINE

PRINT RUN

590,000

COMMUNICATION CHANNELS:

3. Face-to-face



Young Scot believes that one of the most effective ways of reaching young people is to speak directly with them. Visiting schools, colleges, universities, youth groups and shopping centres Young Scot engaged with over 20,000 young people last year! Throughout our engagement the benefits of the card, in particular the discounts available, are a key feature of discussions.

HIGH PROFILE EVENTS

Young Scot is directly involved with high profile events such as T in The Park, the Edinburgh International Film Festival and the Edinburgh International Book Festival. The annual Young Scot Awards, run in partnership with the Sunday Mail, are held to celebrate the fantastic achievement of young people living in Scotland.

Young Scot is keen to work with discount partners on joint events or promotions. Having worked on a number of events with M&D's, Scotland's largest theme park.

"Working with Young Scot over the past few years has been very beneficial. The discount scheme has introduced new visitors from all over Scotland to M&D's Theme Park. The Young Scot events are always busy and the cardholders have now become regular visitors."

Sharon Luxton
M&D's

INFOLINE

For some young people it may be easier to speak to Young Scot through the freephone Infoline. This provides young people with a variety of information ranging from careers, health and finance to studying, travelling and sport. The Infoline staff frequently provide callers with information on discounts that may help their current activities.



BECOMING A DIS COUNT ER

The scheme is free to join, the only cost to a business is the discount or special offer available to cardholders. Participation in the scheme is a great way to increase customer loyalty.

The registration process is straightforward. Young Scot requires:

1. A completed registration form detailing the discount and organisational contact
2. High resolution logo allowing maximum promotion to cardholders
3. A store list
4. Ensure your staff are aware of the discount and provide it when a Young Scot card is presented.

 REMEMBER: 

 **77%** 
OF CARDHOLDERS STATE:

THEY WOULD USE A SHOP
THAT OFFERS A DISCOUNT
OVER ONE THAT DOES NOT

Once you become a discount partner Young Scot can provide your business with:

- Card recognition guides
- Promotional stickers
- Staff Room Posters
- Free promotion through the Young Scot magazine
- Listing on the Young Scot website
- Promotion through Young Scot's social networking sites

THROUGHOUT SCOTLAND THERE ARE HUNDREDS OF BRANDS INVOLVED IN THE SCHEME INCLUDING:



CON
TACT



For more information or to discuss how to become a Young Scot discount partner please contact:

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E: jamesw@youngscot.org

Young Scot Portal: www.youngscot.org

Corporate website: www.youngscot.net