Irn-Bru Carnival

The Irn-Bru Carnival hits its best attendance in over 15 years as young people make the most of their Young Scot discount.

Providing opportunities to enjoy new experiences and have a great time with friends is a key part of Young Scot’s service to young people. Never is that truer than in the holidays when young people are actively seeking things to do.

The IRN-BRU Carnival at Glasgow’s SECC is Europe’s largest indoor funfair and is very popular with young people over the festive period.

Before establishing a nationwide discount partnership, individual Local Authorities had agreements with the event organisers, leaving many young people no in those Local Authorities feeling disappointed.

Since trialling a nationwide discount in 2013 the partnership has developed to become one of Young Scot’s most popular event discounts and a key platform for the organisers to create buzz and encourage visitors.

The Objectives

- Improve young people’s access to one of Scotland’s most popular festive events.

Young Scot is uniquely placed to engage an active audience of over 650,000 cardholders aged 11-26. Our communications, from our dedicated content platform, young.scot, to our social media and e-newsletters are key channels for young people to discover what’s on.

A campaign of communications in 2013 building awareness of the IRN-BRU Carnival discount and the positive response from young people helped to convince the organisers to offer the discount annually.

The Impact

- In 2016/17, 22,660 young people used the discount
- Attendance was the highest since 1999
- Young people feel included – with all cardholders entitled to the discount they no longer receive complaints

“The partnership works well for us as Young Scot age group is our core target audience. It really helps to let the young people know when we are open.”

Marketing Manager, QD Events Ltd

Conclusion

Given the platform the discount offers to reach and engage young people, the organisers of the IRN-BRU Carnival are keen to offer it again in 2017/18.

In the future, we hope to explore marketing strategies to be responsive to the different term times of school pupils across the various local authorities to make others aware of the discount.

In so doing we hope more young people than ever before will get to enjoy discounted access to the IRN-BRU Carnival experience.

If you are interested in collaborating with Young Scot please contact: rewards@young.scot