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### **Story’s new Winter campaign for NHS Scotland**

People across Scotland are being encouraged to ‘Be Health-Wise This Winter’ by NHS Scotland’s new Winter campaign, created by Story UK, the UK’s best-selling agency.

The integrated campaign runs throughout December, featuring the hero character ‘Dr Owl’ – a wise old forest elder who advises people on ways to stay healthy throughout the winter period, typically a busy time when it’s easy for health to drop off the ‘To Do’ list.

Story worked with Flaunt (Glasgow) and Director S.T.E.A.K to create the memorable and charming Dr Owl character, voiced by Bill Paterson:



His wise words can be heard on TV, radio, in press and online.

<https://vimeo.com/113485816>

Suzy Aspley, Head of Communications at NHS 24, comments:

“Story’s creative and strategic expertise, coupled with their wealth of experience in the health sector, has delivered an engaging campaign with great stand-out in what has become a cluttered marketplace. Our aim is to remind and motivate people to look after their own and their family’s health as best they can during the busy winter

period and Dr. Owl is just the character to deliver our important campaign message.”

Jim Kelly, Deputy Managing Director and Head of Planning at Story said:

“We were delighted to be able to bring Dr Owl to life for NHS Scotland’s new Winter campaign. At this time of year, health can be the last thing on people’s minds so we knew we needed to create a campaign that would cut through all the clutter in this busy period and engage some very hard to reach audiences. Dr Owl is the perfect spokesman and we’re confident he’ll develop into a well-loved festive season figure for NHS Scotland as the campaign runs over the next few years.”

Ends

Editor’s notes:

**Story:**

Story was set up in Edinburgh in April 2002 by the following directors:

- Sue Mullen, Managing Director
- Sheila Gallagher, Board Group Account Director
- Rebecca McFarland, Creative Partner
- Dave Mullen, Executive Creative Director

Story is a creative communications agency.

One of the most awarded agencies in the UK, with over 180 international awards

Story is part of themission®, a national marketing communications and advertising group with 18 offices across the UK. The Group specialises in providing national and international clients with award winning marketing, advertising and business communications. Group members include April-Six, Bray Leino, Big Communications, thinkBDW, RLA Group, Addiction Worldwide, Balloon Dog, Yucca and Story UK. themission® employs over 900 staff nationally and is listed on AIM (TMMG). [themission.co.uk](http://themission.co.uk)

Story has a turnover of over £11.2 million

Story’s clients include:

- Bield Housing Association
- Quatermile
- M&S Bank
- Highland Spring Group
- The Stranglers
- The Scottish Government
- Ardbeg Malt Whisky
- first direct

- Edinburgh Partners
- Erskine Stewart's Melville Schools
- Glenmorangie LVMH
- HSBC
- Jill Todd Trust
- Saracen
- The Scotch Malt Whisky Society
- Waverley Care
- Northlink Ferries
- Velux
- NHS 24
- North Highland Initiative