

# AMEC Global Communication Effectiveness Awards 2013 Entry Form (Maximum 4 sides A4)

**Category:** Best use of Communication Management: Not-for-Profit

**Entering Company Name:** Shine Communications

**Client:** Plan UK

**Campaign title:** Choices For Girls

## **CAMPAIGN BACKGROUND & OBJECTIVE/ BRIEF:**

### **Campaign Background:**

In 2012, global children's charity Plan was awarded investment from their board of directors to undertake brand building activity for the very first time. A first for the charity, the investment was conditional on showing a clear ROI on every single penny of donor money spent.

So for every part of the activity measurement and evaluation became paramount – pre, post and during campaign tracking had to demonstrate that the campaign was delivering the return the charity needed; and was able to demonstrate to the board that their decision had paid off.

However Shine knew it was crucial that their brand building campaign demonstrated not only the usual clear communications outcomes but also the campaign had to generate revenue, and the agency had to predict a return on spend for revenue generation for the campaign.

The solution: econometric modelling. In what the agency believes is the first time a PR agency has used econometric modelling, this identified in advance the channels that would deliver the best results based on Plan UK's objectives. This channel plan became the lynchpin for the campaign, and was adapted into a KPI Tracker, allowing Plan UK to constantly monitor the success of each channel on a weekly basis throughout the campaign.

In addition the agency created a number of proprietary measurement tools as part of the agency's E.R.I.C (Evaluating Results in Integrated Campaigns) in order to demonstrate results and evaluate the best channels for the campaign.

### **Objective:**

With a challenging economic climate and competitive charity sector, working as the lead agency, Shine was tasked with creating cut-through against other charity communications with a brand building campaign that had to deliver results.

### **Business Objectives**

#### ***Drive awareness (primary objective):***

- Increase total public awareness
- Increase awareness within specific target audience of ABC1 25-44 women

#### ***Increase engagement with the charity through lead generation and campaign actions (secondary objective):***

- Generate 7,374 leads for follow up ([figure determined via econometric modelling](#))

## STRATEGY:

### 1. Research

Shine's extensive audience research identified a clearly defined target audience of 25-44 ABC1 women (her socio-demographic profile was captured by the name Natasha). Shine followed a five-step planning process, including a series of internal workshops and external focus groups with the target audience, to deliver a recommended creative platform and channel plan which would deliver maximum awareness and engagement.

### 2. Creative Platform

Shine's insight identified three different campaign territories; through focus groups the platform of empowering girls was identified as the most engaging, and within this the campaign 'Choices For Girls' was developed. Shine's target audience research identified that the Choices For Girls platform was most compelling when the lack of choices faced by girls in developing countries is juxtaposed against the freedom of choice UK women have. By highlighting this difference in an engaging way, Shine was able to confidently predict that the campaign would resonate with the audience thanks to the focus group results.

### 3. Channel Plan

The next phase of the planning was to identify the most effective way to reach the target audience. UKPulse, a media audience tool usually reserved for advertising agencies, was used to determine specific audience-suitable media channels. Shine data was able to demonstrate that there were eight channels most likely to reach the target audience. These included presence on Facebook, YouTube, outdoor advertising in the form of commuter train panels and bus stops, video-on-demand advertising, high indexing broadcast, digital and print editorial (especially Stylist magazine) and digital advertising with certain female focused websites.

### 4. Econometric Modelling

Conducting extensive research using historical Plan and Shine data the agency was able to predict a scalable investment plan to the Plan board via econometric modelling. In order to predict and measure the effectiveness of each channel, Shine's econometric model (see Supporting Materials fig. 1) identified the optimum channel mix to deliver against awareness and lead generation. The model used conversion rates based on historic charity campaigns to identify a mixture of PR and ATL as the optimum combination to hit Plan UK's awareness and lead generation targets. Based on three different investment scenarios, Shine built a model that predicted the outcomes of certain investment levels in each of the key channels to optimise outcomes.

## EXECUTION/ IMPLEMENTATION:

### Campaign Delivery

#### 1. Communications Strategy:

- An integrated, multi-channel strategy, led by PR
- Create stand-out creative assets that capture the contrast in gender discrimination in the UK versus developing countries
- Punch above weight and make a relatively small marketing budget work hard with a breakthrough campaign that sets Plan apart from its charity competitors

#### 2. Campaign Creative

Shine created unique video content that was a far cry from the usual 'flies in the eyes' charity content, comparing the life of a 13-year-old London girl to that of two girls in developing countries. Using a campaignable PR-led story to bring campaign messages to life, it was made

suitable for a number of media channels such as YouTube, television on demand channels itvplayer and 4OD, and Facebook advertising, via different cuts. A creative ad campaign was identified as a mechanic that would guarantee PR-led media buzz and the film was cut to a 30" ad version. The creative idea behind this was to bring discrimination faced by girls in developing countries, because of their sex, to the UK to highlight how unfair it is. Shine's twist was creating a global first facial recognition ad only available to women. Media appetite was huge and allowed multiple routes to sell in to media. Adding context and ownership around the subject of empowering girls, Shine commissioned a report for launch, which compared the different life choices available to UK women and girls in developing countries. Report findings were the subject of a series of national and regional broadcast interviews on the subject.

## **Measuring the Campaign**

### ***Pre campaign activity***

With a primary objective of raising awareness, Shine commissioned ComRes to conduct three dips to track awareness of Plan UK with both the total population, and the ABC1 25-44 female audience. The awareness dips were schedule pre-, during and post-campaign, to chart the effects of the campaign itself in isolation.

### ***During campaign activity***

Shine used the econometric model to create a KPI Tracker (see Supporting Materials fig. 2) which allowed the agency to monitor the success of each channel used on a weekly basis, which was crucial for risk management and reporting back to the Plan UK board.

Shine adopted a 'stop, start, continue' approach to the different channels being used. Weekly monitoring allowed for any underperforming channels to be stopped, with remaining investment used to upweight the most effective channels, while any performing as expected continued. This gave Plan UK the optimum channel mix at any one time.

### ***Post campaign activity***

Post completion of the campaign, Shine commissioned a Platinum level evaluation using the agency's ERIC evaluation system. The Platinum level evaluation is the most robust, analysing over 50 different elements of the campaign, and combining qualitative and quantitative results across traditional and social media outputs and outcomes. The ERIC evaluation system is totally independent, with all analysis being conducted by a partnership with Metrica. For Plan, Shine developed a selection of new additional tools to communicate the impact of a campaign in visual and numeric way. The updatable Channel Dashboard overview of the eight main communication channels results (see Supporting Materials fig. 3), presenting the success of each channel in a visual and comparative way, and a visual Measurement Infographic (see Supporting Materials fig. 4), which visually captured the campaign's results and successes succinctly.

Finally, Anova statistical regression and t-test correlation techniques between traditional output measures and business and communications outcomes allowed the agency to understand the impact of coverage to a business; the analysis revealed that the difference in awareness when comparing before and after awareness was 99.2275% certain to have been caused by the campaign.

## CONCLUSIONS:

### Results Against Business Objectives (Outcomes)

#### **Primary Objective: Drive awareness:**

Objective: Increase total public awareness **by 20%**

- Uplift post-launch: **60%** source: ComRes)

Objective: Increase awareness within specific target audience of ABC1 25-44 women **by 33.3%**

- Uplift post-launch: **89%** (source: ComRes)

#### **Secondary objective - increase engagement with the charity through lead generation and campaign actions.**

Objective: Generate 7,374 leads for follow up

- 46,597 leads generated to date

#### **Additional Campaign Results (Outputs)**

- Blanket national coverage, incl; The Guardian, Financial Times, Daily Mail, Independent
- The most-read story on BBC News during launch week
- 5hrs of broadcast coverage, incl; BBC London Tonight, Sky News, Radio Five Live
- Over 157 online coverage hits, including BBC news, MSN, Yahoo! News
- Total coverage reach: 440m
- 80% of Natasha target audience reached 5 times over

#### **Additional Campaign Results (Outcomes)**

- #choicesforgirls tweeted 40,000 times in one week
- 37,890 increase in Facebook fans
- Facebook engagement increase by 10%
- 94% of all social media sentiment was either positive or neutral
- 27,297 consumer interactions with the interactive bus stop ad, Clear Channel's most successful OOH campaign ever
- A corporate partnership with RBS came as a result of press coverage, delivering significant revenue for Plan UK
- Web traffic: 115,283 unique visits
- 4 million YouTube views of ad content
- Correlation analysis on the pre and post campaign brand tracking statically proves (99.2275%) that the brand building campaign increased brand awareness amongst the public