



**Category:** Integrated Campaign

**Company:** Working Word and Cymraeg

**Entry title:** Dydd Miwsig Cymru 2018

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**Brief and objectives:**

Dydd Miwsig Cymru supported the Welsh Language Strategy – a long-term vision of reaching 1 million Welsh speakers by 2050.

Our brief was to deliver a bilingual, integrated PR and social media campaign that raises awareness of the day and Welsh language music and to:

- Drive 2,000+ visits to Cymraeg website
- Reach 5m people through campaign hashtags: #DyddMiwsigCymru #WelshLanguageMusicDay
- 20+ pieces of media coverage

**Rationale behind campaign, including research and planning:**

A key way to reach 1m Welsh speakers is by increasing the normalcy of Welsh in day-to-day life. Music is a great way to do that, helping us learn, remember, feel part of a culture, a nation.

In our first year working with Cymraeg, focus was on reaching more people through an integrated method- we find new music in all kinds of places.

We knew that using celebrity ambassadors to introduce audiences to Welsh language artists would help vouch for new music the way a friend does.

**Strategy and tactics, including creativity and innovation:**

Wales is the land of song but we knew that audiences might have preconceptions Welsh language music was limited to folk and choirs. Our strategy was three-pronged:

1. Create playlists to showcase the diversity of music
2. Use ambassadors to promote the day and playlists
3. Take the music to grassroots communities across Wales.

## Playlists

Working with a famous Welsh DJ we created six playlists (acoustic, electronica etc) sharing them where people listen in 2018- platforms like Spotify and Apple Music. We forged a partnership with Shazam, creating a unique code, scannable on smartphone camera, featured on collateral such as keyrings, stickers and posters, directing to the playlists.

## Ambassadors

We scripted two videos per ambassador- one explainer stressing the range of music and 'My Miwsig', in which the ambassador picked three songs from the playlists and talked about them- and secured media opportunities:

- Radio 1's Huw Stephens: We arranged a BBC Breakfast interview where Huw went on the sofa and talked about Welsh music/language with 633.6K viewers across the UK.
- Hollywood actor Rhys Ifans: Rhys's audio played on BBC 6 Music throughout the day, alongside an exclusive interview with Wales Online
- Spillers Records' Ashli Todd: Ashli's videos secured huge engagement online.

## Grassroots events

### Wide audience

- DJ 'boombox' toured around high streets/schools
- 7 graffiti portraits with interpretation signs in musical legends' home towns

### FE audience

- Bangor University gig with music festival

### Schools and businesses

- Baby rave in Llanelli.
- Schools Disco for 340 year 3/4 children in Llandudno.
- Valleys Tour visited a school, EE's call centre, Co-Operative.

### Music fans

- Clwb Ifor Bach managed a series of gigs at the Castle Emporium, St John's Church and Galeri Caernarfon.

### International

- A Hungarian Welshophile staged an event in Budapest
- Sunken Hundred in Brooklyn held an event.

### Stakeholders and partnerships

A toolkit provided an introduction to the campaign, gave details on how they could get involved with the campaign, included playlist info and branding, hashtag info and a top tips sheet on how to put on your own gig.

To provide us with a news hook for our on-the-day release we worked with Spotify, to share the statistics re Welsh language music streaming, to show that 1.3 million hours of Welsh language music had been streamed in the past year, giving a chart of the top 20 artists.

## Marketing

The campaign also consisted of being creative with collateral, outlined in the implementation.

## **Implementation of tactics:**

### Pre- campaign planning

#### Media

- Approach celebrity ambassadors to feature in a series of videos.
- Investigate partnerships with Shazam and Spotify

#### Digital

- Daily social content begins (inc Like (English Artist), Love (Welsh Artist) etc)
- Curate playlists six playlists including Acoustic, Electronica, Campfire Sing Song, Chill Out, Workout and Legends
- Script and film shareable video content of celebrity ambassadors

#### Stakeholder

- Briefing meetings with stakeholders on toolkit
- Animated videos to well-known nursery rhymes for Cymraeg I Blant (Welsh for Children)

#### Marketing

- Prepare the 'boombox' for Wales-wide tour.
- Design creative collateral – keyrings, posters, stickers etc.

#### Campaign week

#### Media

- Send Dydd Miwsig Cymru packs to key journalists
- Collate and issue broadcast diary marker

#### Digital

- Upload Digital advertising across Facebook, Twitter, Instagram and Snapchat.
- Film/share Music Discovery film, with representative audience members hearing Welsh language music for the first time and describing it.

#### Stakeholder

- Arrange event with EE, Co-Operative
- Top tips info sheet on how to put on your own gig.

#### Marketing

- Co-ordinate 'boombox' to Wales wide tour
- Arrange for the graffiti portraits to be hung in artists' hometowns

#### On the day

#### Media

- Co-ordinate interviews/broadcast ops with WalesOnline, BBC 6 Music, BBC Breakfast and more

#### Digital

- Upload Rhys Ifans content with advertising spend
- Film vox-pop questions with case studies

#### Stakeholder

- Share stakeholder social content
- Welsh language soap operas Pobol y Cwm and Rownd a Rownd, shared content.

#### Marketing

- Wales Online homepage takeover x 2
- 'Which Playlist Are you?' personality quiz

#### Post campaign

#### Media

- OASIS evaluation

#### Digital

- Stats infographics

#### Stakeholder

- Online evaluation survey

## **Measurement and evaluation:**

### Media:

- 94% of target audience agreed music was a good way to help get more Welsh language speakers
- 75% of target audience responded that they did/plan to share the news of Welsh Language Music Day and its accompanying playlists with friends and family following the campaign
- 74% of survey respondents cited that Welsh Language Music Day made them want to learn more Welsh
- 88 pieces of local & national media coverage including BBC Breakfast, 6 Music and NME were secured, beating our target by 340%
- Including all broadcast, print and online coverage and the reach of our campaign hashtags, news of Dydd Miwsig Cymru reached 74 million people, beating our target by 7300%

### Marketing:

- WalesOnline advertising and native takeover reached 59.7K people
- A conservative estimate approximates that 2,000 people saw the graffiti portraits – this tactic also resulted in two additional pieces of coverage.

### Digital:

- 67% of survey respondents heard of Dydd Miwsig Cymru via social media
- Hashtags generated a total potential reach of more than 14 million
- More than 15K tweets were uploaded using the campaign hashtags from 5,366 unique users
- During the campaign period 28,577 users were directed to the Cymraeg website, beating our target by 1328.85%
- Video content reached more than 2.6 million people and was viewed by more than 1.6 million people
- Video content was shared more than 1.9K times

### Stakeholder:

- 318 schools and 183 businesses participated
- 1.5K+ visits to stakeholder webpage
- 2850 + attended gigs.

## **Budget and cost effectiveness:**

### £110k total inc:

- Collateral, design, print- £7748.06
- Ambassadors- £3000.00
- Videography- £8320.00
- Music licencing- £56.00
- Gigs - £16,438.33
- Boombox tour- £10,923.94

- Animation- £2290.00
- Digital ads- £10480.00
- Translation- £1000.00
- PR time- £31000.00
- Media monitoring- £310.00

Bringing in the free partnerships with Rhys Ifans, Shazam, Spotify, EE and the Co-Op ensured huge reach free of charge as our relationship building and contacts offered real added value to the campaign.