

# PRIDE AWARDS 2017

**Category:** Public Sector Campaign

**Company:** Ordnance Survey

**Entry title:** OS Maps Aerial 3D Launch

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**Brief and objectives:**

To support the launch of the new Aerial 3D layer in OS Maps, we ran a PR campaign to emphasise the safety benefits of the new Aerial 3D in making the outdoors enjoyable, accessible and safe. The objectives for the campaign were to:

- To support the launch of the new OS Maps Aerial 3D layer and position OS at the forefront in 3D through media and social media activity
- To generate national coverage and trade coverage (for the consumer sector) promoting the new OS Maps Aerial 3D layer in print and online media
- To increase new OS Maps subscriptions by 35% in comparison to an average week.

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

The campaign was developed to promote the new Aerial 3D layer in OS Maps by emphasising the major step in making the outside enjoyable, accessible and safe for all. There is regular media coverage and online conversation around increases in Mountain Rescue callouts, people being unprepared for the terrain they are exploring, and a decrease in navigation skills, and OS Maps can help people to plan and prepare. We saw the new feature as perfect for anyone thinking of hiking, biking or climbing in Britain, and helping them to plan in accordance with their skills and experience. And importantly, being able to see routes clearly in this way should help people get inspired to do more in the great outdoors and at the same time keep safe.

The launch was building on our 3D strategy, after coverage on BBC Breakfast BBC online and front page coverage on The Times regarding how we map Britain from the air and use 3D technology and how 3D was enabling the 5G planning and rollout. This coverage had already raised the profile of 3D at OS and the new OS Maps layer was building on this to a wider, consumer audience.

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

To support the campaign we created suite of content including a promotional video showcasing how OS Maps subscribers can explore Great Britain with the ultimate adventure planning tool. We also created B-roll footage, including an interview with OS' head of consumer promoting safety and key messages, that we would be able to provide to media outlets for immediate use. A range of images and shorter videos were created covering popular sites across Britain to further showcase the stunning HD views of Britain.

This was supported with a press release, new web page and social media posts. The web page included embedded video content and a clear call to action for people to sign up offering a choice of 12 month subscription to OS Maps or a 7-day trial. The 7-day trial customers would receive follow-up email content to up-sell subscription.

At launch, we offered BBC the exclusive for online, following on from our previous 3D coverage with them, and the BBC used our B-roll footage to create a 90-second video, promoting the safety and key messages. The team then implemented a full media communications campaign targeting online and print media with a press release, video and images. The team pitched the story to news outlets, targeting consumer sites to meet the target audience. Regional targeted content was supported with the multiple videos for key areas. The team drove engagement by sharing the story across all OS social media platforms including Twitter, Facebook, LinkedIn, Google+, YouTube and Instagram.

We used the tactic of word-of-mouth through outdoors influencers to further engage our customers. We briefed our #GetOutside champions, a series of outdoors enthusiasts across Great Britain supporting and supported by OS, to share the news about the launch. The champions had early access during testing and were already familiar with using the Aerial 3D. They used their social media and blogging channels to amplify messaging and share their personal user experiences.

### **Implementation of tactics:**

The #GetOutside champions began to build the buzz from 30 March by talking about OS Maps Aerial 3D and sharing routes they were planning using the tool.

The campaign launched on 3 April with an online exclusive at 12.00 noon for BBC online.

This was followed with OS news release, social media activity, video and images.

The team then began selling the story in to national and regional print, trade press, online and broadcast from 4 April.

### **Measurement and evaluation:**

- 7714 new OS Maps subscribers in the week following launch, up 145% on average week
- 7-day trial subscribers up 277%
- 19,273 page views for custom web page in the week following launch
- Over 1 million views on BBC News video on their Facebook channel
- Over 50,000 views of launch video, the seventh highest on OS' YouTube channel, against more long-standing content
- 1000 mentions of Ordnance Survey and Aerial 3D on Twitter in 36 hours after BBC Online published
- 774% increase in engaged users with OS on Twitter discussing OS Maps
- 725% increase in incoming Twitter queries on OS Maps
- 4 broadcast opportunities including BBC Breakfast, BBC News 24 and BBC Radio Solent radio
- 31 print/online articles including BBC Online, Mail Online, The Times, The Telegraph, Country Walking and Cycling Weekly.

We're also in discussions with a TV production company on embedding our 3D content in their future programmes to gain further coverage and promotion for OS.

**Budget and cost effectiveness:**

Assets were created in-house, just £500 on video editing spend.