



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Corporate and Business Communications Campaign

Company: Switched On and Ecclesiastical Insurance

Entry title: Movement For Good

Brief and objectives:

Earlier this year specialist insurer Ecclesiastical briefed us on their latest initiative – a campaign called the Movement For Good Awards, in which a £1million gift fund would be donated to charities across the UK.

During phase one, 500 charities would each receive £1,000, with people being asked to nominate their favourite good cause, before the final 500 were selected.

Phase two of the campaign will take place later in 2019 and will see 10 awards of £50,000 awarded. Charities will need to apply for the grant directly with Ecclesiastical.

This entry concerns phase one of the Movement For Good Awards - the consumer facing part - for which our brief was:

- Launch the Movement For Good Awards, and raise public awareness of Ecclesiastical Insurance
- Drive public nominations during the first phase.

The idea, research and planning:

Our approach to the campaign was a simple one.

Studying a handful of reports showed us that more people would donate to charity if they could afford it. The insight we took from this was that if given the chance - and the funds - the UK public would be more than willing to help the causes that mean the most to them.

Therefore we set out to humanise the Movement For Good Awards, positioning the fact that a financial services provider was putting up £1million as a background fact, while drawing on the feeling that this was a chance for kind-hearted members of the public to be able to "donate" money to their favourite cause.

This approach would inform the way that we spoke about the campaign by removing any overly corporate language and making the story much more about the love and fondness member of the public have for charitable causes.

It also informed the idea we landed on to launch the Movement For Good Awards and compel the public to vote - an idea we called "These Little Piggies".

Strategy, tactics, creativity and innovation:

Conceived by Switched On, and created and delivered in partnership with the Ecclesiastical Insurance PR team, the "These Little Piggies" launch idea was created with two simple aims in mind; to bring to life the scale of exactly how many charities would benefit and to put the power of giving into everyones hands, compelling them to vote.

The idea was for 500 piggy banks, one for each pot of money being given away, to appear in a high-traffic area of London overnight, stopping pedestrians in their tracks.

We settled on St Paul's Cathedral as our backdrop (a building insured by Ecclesiastical) and worked alongside the Ecclesiastical team on the logistics and the location dressing.

Given the awards needed to be a national movement, we wanted to grab the attention of other regions and we knew that by opening up the launch stunt we'd be able to generate coverage in other areas.

We opted to repeat the idea in three other locations:

- Cardiff, with the back drop of the castle
- Manchester, St Anne's Sq in the city centre
- Edinburgh, on Castle St, with the back drop of the castle.

As well as the launch stunt, we planned an additional piece of activity.

With high hopes of being able to compel the public to take part, the voting system on Ecclesiastical's website was geared up to record some key data. Our aim was to end up with a set of compelling data, from which we could devise further stories post-launch, at the halfway point.

Delivery:

Firstly, a joint team from Switched On and Ecclesiastical Insurance set out on a mini UK tour, setting up the stunt in Cardiff, Manchester and Edinburgh across three consecutive days, 13-15 April 2019.

We travelled with a "house" photographer, gathering images of our piggy bank installation on-location each time.

A few days later on 22 April we hit London, and repeated the process.

Working with our photographer to turn the images around within an hour, the joint team decamped to a nearby hotel and began selling in our images, along with the story asking people to nominate the good cause that's closest to their hearts.

The media loved the story, with highlights including The Daily Telegraph, the Times, the i (twice), Metro, The Sun, Evening Standard and the Scotsman.

Then a few weeks later at the halfway point and using the data gathered from the 30,000 nominations received up to that point, we created a set of regional news stories, that we issued to key titles up and down the UK. Each time, including a call to action, promoting the public to vote.

Measurement and evaluation:

- 100+ items of coverage
- 100% of coverage carried positive sentiment
- A total of 98,712 people voted for 7,265 charities (23 April - 17 May 2019)
- More than 9,000 nominations were received in the first 24 hours following the launch, the 30,000 mark was hit at the half-way point two weeks in and the remaining 59,000+ following the regional media story release
- The Movement For Good Awards web page received 322,603 visits
- The Movement For Good Awards was mentioned 14,031 times on social media.

Budget and campaign impact:

Total budget was £13,081.

The Movement For Good Awards exceeded all expectation and the public response was both impressive and unanimous. Our insight was proved right, as tens of thousands of people flocked to make sure the charity closest to their hearts was in the mix.

Perhaps the biggest impact of the campaign will be felt by the 500 charities who were awarded donations of £1,000, money that will no doubt make a difference to thousands of people, animals and causes up and down the country. All because somebody somewhere gave a little love, and a little time to vote.