**Category:** Not-for-Profit Campaign

**Company:** BIG Partnership

**Entry title:** Giving Others a Sporting Chance

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**Brief and objectives:**
BIG Partnership was appointed to promote the Westfield Health British Transplant Games when North Lanarkshire played host in 2017.

Now in its 40th year, the Games aim to raise awareness of the need for more people to join the NHS Organ Donation Register (ODR). Taking place over five days across 11 venues, the Games also offer a chance for transplant recipients, living donors and donor families alike to come together and celebrate the gift of life.

Our PR campaign was short (10 weeks), simple and effective, raising awareness of the Games, and demonstrated how a good story can capture the hearts of its readers and incite real, tangible behaviour change.

Our objectives were:

- To increase registrations on the Organ Donation Register in Scotland (UK);
- To communicate the values of organ donation and quality of life after transplantation on a regional and national platform;
- To raise the profile of the benefits of sport and a healthy lifestyle for transplant recipients;
- To continue increasing the Games’ online presence through social media channels including Facebook and Twitter.

**Rationale behind campaign, including research and planning:**
In the UK, 7,000+ people are waiting for a life-saving transplant and three die each day waiting. The Games celebrate the gift of life and recognise the amazing gift given by Donor Families and Live Donors, but ultimately, they exist to raise awareness of the importance of Organ Donation and the ODR, which is exactly what they did in Scotland in 2017.

Collectively, we set out to change behaviour by adding names to the ODR.
We worked extensively with the organisers of the event and team members from the Transplant Sport charity to identify key case studies whose moving, inspiring stories would form the basis of our communications strategy. We planned a timeline of strong content for media relations and social media in the build up to the event and across the 4 days of the sporting competition. Having an in-depth understanding of the different teams taking part, helped us plan for the placing of stories geographically, focusing on North Lanarkshire and Scotland.

To assist with our campaign planning and to inform our strategy we met and worked with the North Lanarkshire Council, North Lanarkshire Leisure, Westfield Health, Transplant Sport and MLS, the event organisers. Working collaboratively with the various organisations involved in putting on the games meant we had an overview of everything that was being put in place in the lead up to the event and could prepare a cohesive timeline of activity.

We worked directly with the MLS team to ensure we were up to speed on the timetable of events, to ensure we didn’t miss any of the action. A system was set in place for both our team and for the MLS and Transplant Sport teams to assist us in delivering on key media interviews and opportunities with participants across the four days.

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

Our target audience consisted of:

- All adults - with a focus on the North Lanarkshire / Scottish region for the 2017 Games
- Local businesses to support/sponsor the event
- Potential spectators from North Lanarkshire.

Our strategy to deliver a robust press office leading up to, and on the ground during the Games, was to fuel the flow of content with real-life stories and case studies in order to inspire the public. Winning hearts and minds with local, human interest stories – by demonstrating the benefits of sport for transplant recipients, raising awareness of the need for more people to sign the NHS Organ Donor Register and encouraging them to discuss their wishes now with their families.

The gift of life story is the most powerful one of all. We knew if we could show the real life human results of transplants we could convince people to sign up to the ODR.


**Implementation of tactics:**

BIG Partnership spoke to almost 100 transplant recipients and their families in order gather and draft an extensive list of inspiring organ transplant stories. From 2year olds to 80year olds, living donors to donor families, BIG spent days speaking to people across the UK that had come (in some instances) hours from death. With our nose for a story and our contacts
in the media, we took this rich content to media throughout the UK and the results were phenomenal.

Every major broadcaster including Sky, BBC, Channel 4, Channel 5 and STV brought the gift of life story to the nation. Blanket coverage was achieved across online, print, social, radio and broadcast.

BIG also delivered a strong digital marketing campaign, which incorporated a countdown to the event kicking off, engagement with influencers and athletes participating in the games, and creating daily video updates from the Games.

**Measurement and evaluation:**
During the 10-week PR campaign, the NHS ODR saw an increase in registrants of 3.7%, with 23,300 people in Scotland signing the register.

Over 2500 people attended the Games from across the UK with 1000 competitors aged 2-80+ taking part.

The campaign resulted in a total of 378 pieces of coverage with a combined OTS of 141,680,402.

The video element of the campaign was a first for the Games and was extremely successful. From 27th to 31st July 2017, 40500 viewers watched a total of 15985 minutes of video.

The Westfield Health British Transplant Games Facebook page achieved 454,588 impressions during the campaign (26th June – 4th August), and the Twitter feed increased by 3,383% to 182,100 impressions in the same time period. The results are a significant indication to the impact the content BIG created had on both platforms.