



Category: Healthcare Campaign

Company: WPR

Entry title: A High Wire With No Safety Net

Brief and objectives:

To support the launch of its new sick-pay insurance product, Pay4Sure, BHSF, a not-for-profit health insurer, wanted to raise the issue of employee financial health amongst UK corporates, a major contributor employee stress and mental health issues.

The Pay4Sure product is sold to employees via their employers, with premiums deducted directly, at source, from an employee's salary once they have signed-up. The cost of the Pay4Sure product is £12 per month.

Once a company has agreed to endorse and promote the Pay4Sure product, circa 100 employees will typically sign-up.

BHSF gave WPR three key objectives for the campaign:

1. Generate actionable sales leads from major UK corporates
2. Beat the media coverage total of 27 national and trade press cuttings for BHSF's previous campaign into mental well-being in the workplace
3. Generate at least 400 Twitter link clicks and 700+ interactions with organic and paid activity
4. Generate at least 50 LinkedIn link clicks from organic and paid activity

The budget for the two-month campaign was £9,000.

Rationale behind campaign, including research and planning:

Our research demonstrated that employees in the UK were, in treading a precarious financial high wire. Most have only a few months savings in the bank to see them through any period of sick leave. Statutory sick pay of only £89.35 per week is insufficient, in almost all cases, to cover the normal outgoings of mortgage, council tax, car repayments and the weekly shop. Research has shown that personal finances are a major source of stress, marriage break-ups and mental health problems.

However, our qualitative research, which involved interviews with 10 senior HR professionals, also suggested that most employers regard personal finances as a private

issue and not their job to put in place the support structures and tools, such as sick-pay insurance, that can provide a much-needed safety net for employees.

This intelligence was crucial, because the Pay-4-Sure sick is deducted 'at source' from an employee's salary, and therefore requires the employer endorsement of the scheme.

Strategy and tactics, including creativity and innovation:

Our strategy was therefore to:

“Confront employers with the implications of employee personal finances by highlighting the precarious ‘high wire’ that their ‘most valuable assets’ are walking, and the potential impact on their mental well-being and organisational productivity”

The centrepiece of the campaign was a 16-page report titled “A High Wire With No Safety Net”.

The report was compiled from an online survey of 1,000 employees, in full time work, in the UK. Question areas included income, savings, current levels of debt, financial resilience and the impact of their personal finances on mental well-being.

WPR devised the questions, sourced the research agency and wrote the final report. This report was the first time that employers had been confronted with the effects of financial stress on their employees and proved a direct link between financial well-being and workplace performance. The “High Wire With No Safety Net” report demonstrated the gap between many employers' words (“our people are our most valuable asset”) and their lack of action to promote financial and mental well-being in the workplace.

In the words of Jo Thresher, from Better With Money, which provides financial education in the workplace who offered her Expert View in the report, “Employers who do not act now to help employees, risk causing irreparable damage to their talent pipeline.”

Implementation of tactics:

WPR used three different tactics to drive traffic to the report for download:

1. Landing page with full data capture optimised by WPR and hosted on the BHSF website
2. Two-month takeover of BHSF's Twitter and LinkedIn feeds, to drive traffic to the landing page targeting HR professionals in major UK corporates
3. Launch release to publicise the report distributed to national, regional and trade media with full sell-in

Measurement and evaluation:

Output results - Print Media relations

- 40 media cuttings (compared to 27 for the previous campaign) an increase of 48% on their previous campaign

- Two national news stories in the Financial Times and The Mirror
- 21 trade press cuttings i.e. Employee Benefits magazine
- 17 regional press cuttings

Output results - Twitter – organic and paid activity (£400 spend)

- 585 link clicks (against a target of 400)
- 1,191 interactions (against a target of 700)
- 174,500 impressions

Output results - LinkedIn – organic and paid activity (£250 spend)

- 113 link clicks (against a target of 50)
- 100 interactions
- 30,803 impressions

Outcome Results

- The campaign generated over 100 actionable leads for the BHSF sales team (against a target of 50)

Budget and cost effectiveness:

The budget for the two-month campaign was £9,000, including £250 LinkedIn ad spend and £400 Twitter ad spend.