Category: Public Sector Campaign

Company: Ordnance Survey

Entry title: Launch of Open Greenspace

Brief and objectives:

To support the launch of the new OS Open Greenspace product, we ran a PR campaign to emphasise the benefits of being able to identify green spaces to encourage healthier and greener lifestyles in line with our GetOutside campaign. The objectives for the campaign were to support the launch of the new OS Open Greenspace product and encourage people to find local green spaces:

- To generate 40 items of coverage (national, regional and geospatial) promoting the OS Open Greenspace in print, online and broadcast media.

- To increase OS Maps views by 10% in the week following launch by promoting the new greenspace layer within the service.

- To encourage downloads of OS Open Greenspace for data analysis and achieve 1500 downloads in the month following launch.

- To amplify the new product launch with OS social media channels and generate 2,000 clicks to content.

Rationale behind campaign, including research and planning:

Part of a Government initiative to make it easier for people to locate and access greenspaces across Great Britain, the release of OS Open Greenspace targeted two key audiences – the general public who would be able to access the information via OS Maps, and businesses and developers who may want to download the analytical open dataset.

The consumer element of the campaign was developed to emphasise how we can all find urban spaces to get outside and be active, and don't need to head to the mountains. Finding green spaces was now easier than ever via our free online service and app OS Maps with a new greenspace layer. We identified that our 35 #GetOutside Champions could help amplify messaging, and appointed our ambassador Ben Fogle as the spokesperson for the launch to help reach the consumer audience. Beyond the launch day, we identified Love Parks Week and National Allotment Week as key times to promote OS Open Greenspace further and create content to align with this. We also worked with an urban outdoors guru to create and

provide the printing for a London National Park City map to encourage more urban adventures and successfully pitched the idea to Countryfile for further coverage.

For the business and developer audience we compiled a set of statistics covering the whole country, plus key cities and regions to emphasise how urban green spaces can vary by area and how the data could be used in analysis. This as accompanied by a series of supporting graphics to showcase the visual element of the data. These would all be used to sell in to national, regional and targeted media outlets to achieve coverage. We worked with government to identify two sponsor ministers who would feature in photos and support the initiative and achieve further media interest, Scotland's Minister for Local Government & Housing, Kevin Stewart and Universities & Science Minister Jo Johnson. Beyond launch day, we worked with several companies to showcase the innovative benefits of the product, including EarthSense. They used OS Open Greenspace in their air quality models which highlight areas of higher air pollution allowing users to identify cleaner air routes, such as through parks or along canal paths.

Strategy and tactics, including creativity and innovation:

The team then implemented a full media communications campaign targeting online and print media with a press release, green space statistics and images covering multiple regions of Britain. The team pitched the story to news outlets, targeting both consumer, business and government sites to meet the target audiences. The team drove engagement by sharing the story across all OS social media platforms with a more consumer-focused blog and sharing via Twitter, Facebook, LinkedIn, and Instagram.

GetOutside ambassador Ben Fogle became our spokesperson for a radio day, engaging the consumer audience and encouraging people to use OS Maps to find their nearest green spaces and be more active.

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 and encourage people to use OS Maps to find their nearest urban green spaces. They used their social media and blogging channels to amplify messaging and share their personal user experiences of the benefits of being outdoors.

Implementation of tactics:

The team launched with OS news release, targeted briefings to The Times and BBC Countryfile, blog, social media activity, photo opportunities with key government ministers in England and Scotland and a series of regional images from the product.

The team then began selling the story in to national and regional print, trade press, online and broadcast from 10 July. Internally, Ben Fogle gave a presentation to all staff and talked about the benefits of urban green space.

GetOutside champions used their social media influence to amplify the message and talk about the benefits of urban green spaces and being outside.

The team then maintained interest by linking OS Open Greenspace to key news items including Love Parks Week and National Allotment Week to create more content and achieve further coverage.

The team worked with partners to further achieve coverage, including the London National Park City map using greenspace and Earthsense.

Measurement and evaluation:

- 142 items of coverage in print, online and broadcast media – including BBC Countryfile, regional radio, The Times, BBC Online, The Scotsman, South Wales Echo and geo media.
- Additional coverage promoting case studies including EarthSense in tech and environmental media.
- Potential reach of 26.46 million.
- OS Maps views increased by 33% in the week following launch with 33% of all users viewing the new greenspace layer.
- OS Maps greenspace layer achieved 15,584 views in the first day, 75% of all OS Maps views that day.
- OS Open Greenspace was downloaded 3,614 times in the month following launch, becoming OS' second most downloaded product.
- Social media activity drove 5,084 clicks to content in the month following launch.
- On Twitter, the campaign drove 526 shares, 710 likes and delivered the best performing quarter in 2017-18 by clicks, retweets and comments.
- Since launch, OS Open Greenspace has achieved 24,136 downloads amounting to 88 Gigabytes of data.

Budget and cost effectiveness:

£3000 to cover media talent and photo props.