



Category: Best Use of Media Relations

Company: Umpf

Entry title: 'up yours i quit'

Brief and objectives:

Multilotto.co.uk is the online destination for customers who want to bet on the outcome of a wide range of international lottery jackpots in order to win the same prizes. It operates online only and in a busy marketplace. Umpf was asked to create brand awareness through an integrated campaign.

Objectives:

1. Create brand awareness of Multilotto.co.uk reaching 5 million people with multiple touchpoints
2. Create a social footprint of 500,000
3. Generate 200,000 social engagements
4. Drive 300,000 video views
5. Increase brand engagements – measured by hits to the Multilotto.co.uk website

Rationale behind campaign, including research and planning:

This campaign was aimed at the average lottery player – hard working men and women who dream of a big break.

We undertook a 1,000 person survey to find out what people would do first if they won the lottery – most said they would quit their job right away, and one respondent said they'd spray paint their resignation letter over their boss's car.

This gave us the idea to create a tongue-in-cheek campaign aimed at the average, disgruntled worker.

Strategy and tactics, including creativity and innovation:

We used the findings from our consumer research to inform our strategy and create our theme for the campaign. We wanted to lead with the statistics about the number of people who'd quit their job immediately if they won the lottery, but to raise the campaign from a general research story to something more memorable, we focused on the respondent who volunteered that they'd love to spray paint their resignation letter on their bosses car if they hit the jackpot.

We devised a multi-stepped approach using an integrated model to ensure we reached a large number of people with our story in a variety of ways:

- A stunt: To create highly shareable content which would eventually be linked back to the brand. We planted a Mercedes E-Class daubed with a rudimentary resignation letter (including 'Up Yours I Quit') in a busy city centre during rush hour.
- Consumer research: To explain the rationale for the stunt and to generate earned media coverage we ran a consumer survey on the number of people who'd quit their job if their lottery number came up, and those who think they could do a better job than their boss.
- A making-of video: We created a behind-the-scenes video outlining how the stunt was co-ordinated, the reaction of the people who saw it first hand, the media reaction and the research behind the stats. We wanted to ensure we had owned content which would be published by the brand and shared across social media which fully showed the story behind the stunt.
- Social media content: We distributed the 'making-of' video, shared user generated content and posted images from the stunt.

Implementation of tactics:

The Stunt:

- We considered locations to plant our car and carefully chose a place that everyday workers and commuters would relate to – we chose a location directly outside the main entrance to the train station in Leeds.
- We researched removable spray paint and hired a brand new Mercedes E-class and daubed it in graffiti – including carefully crafted spelling and grammar errors (to cause additional online outrage).
- To ensure that the stunt would go viral, we tipped off various local influencers ahead of time.
- The stunt generated huge online buzz with images of the car being shared widely across Twitter, Facebook, Snapchat and even LinkedIn - and was covered by a host of titles, including: The Sun, The Mirror, MailOnline, Metro, The Poke, Daily Star.
- Even celebs got involved, comedian and prankster Dom Joly retweeted images of the car saying he'd 'handed in his notice'.

The Reveal:

To reveal that the brand was behind the stunt we released our owned content – the making of video and a media story.

- We used covert filming and a carefully placed GoPro camera (so we didn't give the game away) to create a 'making of' film.
- This included the reactions of the general public as well as behind-the-scenes footage of the graffiti being applied and the survey results that led to the stunt being undertaken.
- This was released on Facebook, YouTube and Twitter the day after the stunt. The 'reveal' content reached over half a million people and generated 224,377 engagements and 360,390 people watched the video.
- The 'reveal' story generated 17 pieces of media coverage.

The Follow up:

- Working with 72point we ran a second piece of research looking at the amount of people who think they'd do a better job than their boss and released it with the stunt video and images.
- This generated over 180 pieces of coverage including pieces in the Metro, Mirror.co.uk, Sun.co.uk and Independent online.

Measurement and evaluation:

1. Create brand awareness of Multilotto.co.uk reaching 5 million people with multiple touchpoints

The campaign reached a huge number of consumers in the target demographic on multiple occasions. Overall the campaign generated 197 media articles generated. This created a huge number of impressions – according to figures from Response Source up to 375,044,864.

- 97% of coverage included a brand mention
- 96% included a link to Multilotto.co.uk
- 85% Included the video
- 97% of coverage included mention of the stunt

2. Create a social footprint of 500,000

The campaign reach for branded, owned content on Twitter, Facebook and Youtube was 564,817.

3. Generate 200,000 social engagements

The campaign generated over 224,300 social engagements (measured as likes, comments, shares or clicks) across Twitter and Facebook

4. Drive 300,000 video views

The 'making of' video was viewed Video views: 360,390 times on Facebook and YouTube

5. Increase brand engagements – measured by hits to the Multilotto.co.uk website
(increase of 200% on the period prior to the activation)

Hits to the Multilotto.co.uk web page increased by 600% during the stunt and reveal period and a further 400% during the follow up period compared to the prior weeks' web hits showing that consumers engaged directly with the brand.

Budget and cost effectiveness:

Agency fee: £4,750

Stunt activation and research costs: £9,460

Social advertising costs: £2,300

Total: £16,510

For every £1 spent, the campaign reached up to 22,000 people