



Category: Corporate and Business Communications Campaign

Company: NFU Mutual

Entry title: Clean Eating: The Food Hygiene Ratings Report

Brief and objectives:

NFU Mutual is best known for its expertise in insuring farmers with 75% market penetration. Less well known is that NFU Mutual also offers a wide range of products including general insurance, investments and pensions delivered through the agency network of 300 offices.

Late 2016 we were set a strategic business objective to develop and grow awareness of the commercial/business revenue streams - with a focus on retail and hospitality.

We should create an integrated campaign that would deliver on SMART objectives:-

- Raise awareness of NFU Mutual's hospitality and retail expertise in an interesting way to a wide audience
- Provide a contact strategy tool that commercial-focus agents can use to credibly engage with current and prospective clients
- Create a PESO-inspired integrated campaign to provide content for every marketing stream
- 'Test and learn' new way for capturing quality data leads for marketing teams and agents.

Rationale behind campaign, including research and planning:

Awareness of NFU Mutual's commercial offering was low. This was the Communications team's first campaign with no previous learnings to draw from and a budget of only £10k to prove what could be achieved.

In-house we drew from extensive insight and experts to achieve objectives and the 'Clean Eating: The Food Hygiene Ratings Report' campaign' was born:

- Charterhouse Research explored concerns of businesses in retail and hospitality sectors but had never been used for PR. Regulation and legislation came out as top concerns, followed by damage to reputation
- We interviewed our 'sector desk experts' and found that on 7th October 2016, changes to the law in NI made displaying food hygiene ratings compulsory. The same law applies in Wales, but not yet in England
- Desk research showed the FSA was campaigning for mandatory rating displays, but businesses weren't widely aware
- Brought on board our partner, The British Hospitality Association (BHA), and examined reasons that food hygiene was a pressing concern for their members.

Stakeholders included:-

External

- Media
- BHA and its members
- Food Standards Agency (FSA)
- Current customers
- Prospective customers
- General public.

Internal

- 300 Agents (42 with commercial focus)
- Risk Management Services
- Marketing department
- Compliance team
- Company CEO and directors.

Strategy and tactics, including creativity and innovation:

Strategy

To demonstrate thought leadership in a cost-effective yet credible way, we created compelling, data-driven content to reach our target audiences through various touch points, boosting credibility using our relationship with the BHA.

By finding out what influence the legislative change could have upon the hospitality and retail industry, we would provide valuable advice to businesses to warn them of the changes and help them to succeed, while also providing a conversation starter and data collection for our agents.

Tactics

- We commissioned an ICM Unlimited omnibus poll measuring current consumer attitudes toward food hygiene ratings, and the public support for and potential impact of change. The most compelling statistic showed 44% of people would turn away if a score of three or less was on the door of a food outlet, giving us a reason to talk to businesses to ensure they were prepared with a score of 4 or more
- From this, we created a 20 page Food Hygiene Ratings Report that included a foreword from the BHA and advice from NFUM's Risk Management Services. The report was accessible via a data capture tool on the website, driven to by social media, influencers and media
- Using FSA data, we could show how many businesses this would affect, broken down by local authority, for effective media relations and social targeting
- An internal campaign would help us to drive awareness 'from the inside'.

Implementation of tactics:

November and December 2016

- Charterhouse Research insights analysed
- Comms plan disseminated
- BHA on board
- ICM Omnibus poll commissioned
- FSA data analysed

- 'Winning hearts and minds' workshop undertaken to get agents on board

January 2017

- Report created including collaboration with BHA, FSA and RMS. Infographic created
- Print, online, broadcast media plan finalised - 41 press releases (all 32 commercially-focussed local agents supported, plus regions, national and verticals). Location/sector-specific FSA ratings disseminated alongside each release. Media training for spokespeople
- Provided content to influencer, BHA
- Created - 8 x Twitter and Facebook cards, 17 pieces of social media content on Hootsuite for agents to share, social media influencer engagement and targeted advertising programmes, plus blog posts and PPC plan (all directing to infographic/data capture page)
- Weekly comms meetings and conference call with commercial agents
- Brief sent to 300 agents containing Report (for each country), how to use it for prospecting / lead generation, Q&A to link back to product recall, risk management services and public liability cover
- Mutualnet (intranet) article, Yammer posts and agent PowerPoint presentation created
- Measurement set up including code for Agents in Microsoft Dynamics to track success against agent leads, Metrica analysis, digital and social analytics and Brand Tracker trend mapping

February 2017

- 1st February – story sold in under embargo to ensure Valentine's Day media domination (one of the busiest days of the year in the hospitality calendar)
- 6th February – campaign launch – all elements are live, agents start prospecting and ongoing measurement begins.

Measurement and evaluation:

Key achievements to meet objectives (all PESO elements included)

Agent & Business objectives (Analytics, Brand Tracker and Microsoft Dynamics)

- 302 report requests from relevant businesses, providing lead generation data
- Positive results from agents measured via internal survey (85% using the report and 30 of 32 commercial agents paid out of own pocket for print copies)
- 6 successes in Microsoft Dynamics lead tracking - Market Harborough agency secured a meeting with company prospected for three years
- Brand Tracker showed 7% of non-customers (public) were now aware of commercial after the campaign

Partnership / influencer

- BHA newsletter reached 44k direct target audience
- BHA social media posts reached 18k including infographic

Social media (Hootsuite)

- Hootsuite content shared 350+ times by Agents and 152 by public
- = 8,000 total engagements

Digital (Google Analytics)

- 6,000 visits to report page
- 75% of traffic driven by social media, 25% by influencers, PPC and media
- 250 visits to blog page

Media (Metrica)

- 195 media clippings
- 4 national pieces - The Independent, The Guardian online, The Observer and MSN
- 12 key trade titles - including Morning Advertiser, Big Hospitality, FMCG News and Retail Newsagent
- 9 radio interviews plus Sky News Radio interview across 280 stations
- 16 million opportunities to see
- Sentiment 100% positive
- 64% positioned NFUM as commercial insurer
- 95% included NFUM expert quote

Budget and cost effectiveness:

Campaign ROI went well beyond expectation, harnessing third parties effectively for best use of budget and showing continued direct influence on sales. It changed the way the business approaches commercial campaigns, with £40,000 funding approved for Comms-led targeted reports for 2017.

Total cost = £9,816.21:

£2k – research survey

£4.5k – staff time (no agency was used)

£2,458 – social media advertising/promoted posts

£423.21 – PPC

£435 – report design.