



Category: Not-for-Profit Campaign

Company: Karol Marketing and Northumbria Blood Bikes

Entry title: Where's the #bloodbike?

Brief and objectives:

Karol organised an awareness-raising campaign for Northumbria Blood Bikes (NBB), a volunteer-run charity providing out-of-hours delivery services of life-saving blood products to North East hospitals. Despite its critical work, its public profile remains low, making donations and volunteer recruitment challenging.

Our pro-bono campaign was organised in association with marketing title The Drum's 'Do It Day' – a global day of action that challenges agencies to raise awareness of an issue in one day.

Our objectives:

- Execute our campaign within one day for minimal cost
- Increase engagement through owned and shared media
- Drive traffic to NBB's website to encourage donations and volunteers
- Create a high-profile media moment prioritising regional broadcast due to short time-frames
- Position NBB for ongoing media support.

Rationale behind campaign, including research and planning:

Karol was keen to undertake a pro-bono campaign to raise awareness of a good cause and act as a team-building exercise.

Whilst researching potential charity partners, we identified 'Do It Day'. Organised by The Drum, the global day of action challenges agencies to organise a campaign and achieve demonstrable results in one day.

We selected NBB after a member of Karol's team read an article about how it faced closure due to a lack of volunteers. On meeting with the charity, it was clear this challenge stemmed from a lack of public awareness about its work and a misconception it was an NHS association.

We researched NBB's previous PR activity and confirmed current communications priorities. We also analysed similar campaigns for charities like Marie Curie, to provide inspiration and ideas for differentiating our activity.

Critical to our campaign was conveying the risk that without the vital efforts of NBB volunteers, hospitals and individuals could be left without life-saving blood supplies. Our creative concept centred on the loneliness and desperation felt by people waiting for blood. Striking campaign visuals formed the basis of our collateral and enabled a strong owned and shared media execution within the short time-frame.

We undertook extensive qualitative research, testing our creative concept confidentially with family, friends and trusted business contacts.

We also researched:

- Impactful photoshoot / stunt locations, including monitoring city-centre locations at different times of day to assess footfall
- Prominent digital billboards
- Regional digital influencers, organisations and supporters

Strategy and tactics, including creativity and innovation:

Our strategy was to:

- Capture visually striking images centred on the loneliness and desperation felt by people waiting for blood to form the basis of our campaign. One depicted a man, one depicted a child, standing alone in a pool of blood, holding a sign saying 'Where is the #bloodbike?' Friends and family volunteered as models. The images purposefully did not show injuries to avoid causing distress
- Create a suite of campaign collateral, including:
 - Re-sized images for social media
 - Posters and flyers distributed to NE hospitals, doctors' surgeries and walk-in centres (secured free printing)
 - Artwork for digital billboards and bus shelters
- Drive engagement via NBB's Twitter and Facebook channels:
 - We developed a comprehensive social media strategy document detailing timings and template posts, and Karol's offices acted as the hub for all digital engagement on the day
 - Developed briefing documents, circulated in advance to NBB volunteers and Blood Bikes organisations across the UK including template social media posts and hashtag information
 - Display campaign images, including hashtag, on digital billboards and bus shelters across the region (space secured for free)
 - Contacted regional influencers to encourage support on social media – securing significant engagement from organisations including Go North East, Living North, Elanders and North East Times
- Create an informative video for use on owned channels showcasing the work of NBB – filmed with NBB volunteers at leading regional hospital the RVI
- Encourage donations of time and money by driving members of the public to a dedicated landing page on the NBB website
- Partner with business district improvement agency, NE1 to secure high footfall city-centre locations for a visually impactful stunt, replicating our campaign images. to act as a broadcast call for regional TV and radio - we issued a call to NBB members and local drama groups for volunteers.

Implementation of tactics:

Pre-activation:

- Planning and research
- Developing striking visual concept
- Partner liaison to secure free services and support, including digital billboards
- Preparing event logistics and facilitating photoshoot and filming
- Developing campaign collateral
- Developing social media strategy, including template tweets
- Developing NBB volunteer briefing document and emails for supporters and influencers
- Creating website landing page
- Drafting press releases and broadcast notices
- Distributing flyers and posters to hospitals and walk-in centres

Activation (one day):

- Capturing imagery of billboard advertising in situ, sharing via owned media
- Activating social media strategy and engaging with volunteers, supporters and influencers
- Facilitating city-centre stunt, including volunteer briefing, execution and clear up
- Capturing footage for a campaign wrap-up video
- Capturing photographs of team members holding 'thank you' posters relevant to each partner and sharing / tagging on social media

Post-activation:

- Collating and evaluating owned, shared and earned media data
- Sharing outputs and coverage with NBB

Measurement and evaluation:

- Campaign successfully executed in one day
- Increase engagement with the charity through owned and shared media – (source: NBB's Twitter & Facebook analytics for the week of launch):
 - Twitter: 240% increase in profile views, 29% increase in followers, 98% increase in impressions, 200%+ increase in mentions
 - Facebook: 100% increase in page actions, 192% increase in page views, 525% increase in Facebook likes, 262% increase in post engagement
 - 500k+ OTS achieved through billboards
- Drive traffic to NBB's website to encourage donations and volunteers:
 - Over 1,200 visits to the charity's website in the first 12 hours
 - Less than a month on NBB had 32 new members
 - Donations made directly as a response to the campaign
- Created a high-profile regional media moment:
 - Impactful 4minute + profile and interview with charity chair live from stunt on BBC Radio Newcastle reaching 300K+ listeners
 - Interviews with volunteers against stunt backdrop on regional TV channel Made in Tyne & Wear reaching 196K+ viewers
 - Subsequent coverage in leading regional titles including North East Times Magazine, North East Connected and Bdaily (192,309 circulation)

Budget and cost effectiveness:

10 days of Karol's time for developing and executing the campaign donated free.

External costs:

- Photography (3 hours): £100 (reduced fee)
- Video Production: value £550 donated free
- Digital billboards: donated by Primesight, Forrest Media, City Outdoor and Clear Channel
- Stunt materials: £82
- Advert design: £50 (reduced fee)
- Poster and flyer production (1000): donated by Elanders

Cost Effectiveness:

- 500K+ OTS and circulation for media
- 500k OTS achieved through billboards
- Over 1,200 visits to the charity's website in the first 12 hours
- 32 new volunteers
- Materials secured for free or reduced prices
- Campaign collateral used post campaign by NBB and the Nationwide Association of Blood Bikes, including NBB's December newsletter