



Category: Healthcare Campaign

Company: WPR Agency

Entry title: 'Breaking the Cycle'

Brief and objectives:

The 'Breaking the Cycle' campaign had three key objectives:

- Create strong recognition amongst UK employers about the link between stress and employee performance
- Galvanise employers to take action to build a more resilient workforce and promote employee wellbeing
- Generate sales leads for BHSF's employee wellbeing products, specifically the company's Pay4Sure sick pay product

Output Targets

To deliver over two months:

- At least 15 press cuttings
- Three national press cuttings

Outcome Targets

To deliver over eight weeks:

- Circa 100+ organic link clicks from Twitter
- At least 100+ promoted link clicks from Twitter
- 100+ organic LinkedIn clicks
- 100+ promoted LinkedIn clicks

Impact Targets

- At least 40 quality new business leads from blue chip organisations.

Rationale behind campaign, including research and planning:

As part of our research, we attended two qualitative research focus groups and interviewed three BHSF occupational health specialists, which offered unique insight into the problem of employee stress. This research helped WPR formulate its campaign plan.

It was clear from the focus groups that stress is not solely caused by workplace job pressures, but rather a build-up of issues, both inside and outside work. Too often, this can culminate in stress, and is allowed to spiral into work performance issues and long-term sick leave which, in turn, causes financial problems.

Unfortunately, many employers fail to 'break the cycle' of employees spiralling further into stress and long-term sick leave by not making the link between workplace productivity and employee stress and wellbeing, often treating stress as a disciplinary issue.

Strategy and tactics, including creativity and innovation:

Our strategy was therefore to:

“Link workplace productivity to employee wellbeing, galvanising employers to take decisive action and build, with BHSF’s help, a more resilient workforce.”

WPR commissioned research from a representative sample of the UK’s workforce asking 20 online questions about their stress levels, the causes of stress and the support provided by employers to help them combat stress. The results formed the basis of a formal ‘Breaking the Cycle’ report into employee wellbeing.

The ‘Breaking the Cycle’ report was the first research or report of this kind which had attempted to prove the link between employee wellbeing and workplace productivity.

Implementation of tactics:

‘Breaking the Cycle’ report

- WPR wrote and designed the 16-page employee wellbeing report.

Hosting on the BHSF website

- We then designed a landing page, with full data capture functionality
- This was promoted by e-shot to BHSF customer and prospect lists.

Social Media

- We crafted a series of organic tweets and posts across Twitter and LinkedIn, driving traffic to the BHSF landing page
- We ran promoted tweets and posts across LinkedIn and Twitter, driving traffic to the BHSF landing page (total = £500 promotional spend).

PR

- A series of press releases, blogs and feature articles (detailing various aspects of the employee wellbeing issue) were created, specifically targeting online publications with the ability to drive traffic to the BHSF landing page.

Measurement and evaluation:

Output Targets Achieved

- At least 15 press cuttings 24 press cuttings – 60% over target
- Three national press cuttings Eight pieces of national press coverage – 166% over target

National press coverage included:

- The Guardian (online)
- The Sun (print)
- Daily Mail (print)
- Daily Mirror (print/online)
- Scottish Daily Mail (print)
- Scottish Sun (print)
- Huffington Post (online)

A Guardian blog “How to approach your employer with a mental health issue” was shared 361 times demonstrating the relevance of the topic to our target audience.

As a result of the campaign activity, we also secured a regular blog in the Huffington Post for Philip McCrea, Managing Director of BHSF Occupational Health, on employee health and wellbeing issues.

Outcome Targets Achieved

- 100+ organic Twitter link clicks 210 - 110% over target
- 100+ promoted Twitter link clicks 195 - 95% over target
- 100+ organic LinkedIn clicks 152 with 72 interactions 52% over target
- 100+ promoted LinkedIn clicks 176 link clicks with 107 interactions - 76% over target.

Outcome

- During the campaign period, we delivered a 12.5% spike in web traffic to the Pay4Sure section of the BHSF website
- There was also a 15% spike in incoming calls for Pay4Sure.

Impact

Against a target of 40 quality new business leads, we delivered 120 quality leads - 200% over target. Job titles of the 120 business leads generated were almost 100% in-line with BHSF’s customer profile:

- HR Director = 15
- HR Manager = 20
- HR Consultant = 27
- Occupational Therapist = 42
- CEO = 4
- Other = 12

After the eight-week campaign, BHSF’s telemarketing operations had used the leads generated to secure 25 meetings with senior HR professionals from industry, which ultimately resulted in 10 corporate sales of the Pay4Sure product and a further five sales for the company’s occupational health consultancy services.

Budget and cost effectiveness:

The budget was £6,000 for an entire eight-week campaign.

With BHSF’s average corporate contract worth £60,000 PA, our campaign helped to directly deliver £600,000 in sales of Pay4Sure alone, a ROI of £100 in sales for every £1 spent on PR.

Client Endorsement

“The ‘Breaking the Cycle’ report was a real departure for BHSF and its marketing communications. The concept of ‘challenging’ employers about employee wellbeing and mental health issues was very different from our traditional PR and marketing approach.

“However, we knew that in order to cut through and get employers to take notice, we had to confront them with the reality of the different stresses and strains their employees were under, which inevitably impact productivity.

“WPR’s concept for the report and the execution was outstanding, leading to a significant spike in meetings for our salesforce, incoming enquiries and ultimately sales. Most importantly, it positioned BHSF as a real thought leader on the issue of employee wellbeing.”
Brian Hall, Managing Director, BHSF Employee Benefits.