

The logo for CIPR PRIDE AWARDS 2019 GOLD WINNER. The text 'CIPR PRIDE AWARDS 2019' is in white, and 'GOLD WINNER' is in large, colorful letters (G: pink, O: orange, L: yellow, D: green, W: white, I: blue, N: purple, N: blue, E: purple).

Category: Healthcare Campaign

Company: Liquid

Entry title: Westfield Health British Transplant Games #ItTakes2

Brief and objectives:

The aim of the British Transplant Games is to encourage people to sign the NHS Organ Donor Register. There are 6,000 people waiting for a transplant in the UK; three people die every day due to a shortage of donors. Ultimately, Liquid's brief was to help save lives.

Liquid and the client, MLS and Transplant Sport, set KPIs to:

- Increase sign-ups to the Organ Donor Register (ODR) in the West Midlands by 4% during the period of the campaign
- Secure 30 pieces of broadcast coverage
- Achieve total coverage reach of 140 million
- Recruit sports ambassadors to promote the Games and therefore ODR sign-ups.

There are specific challenges with donation among BAME communities, so Liquid was tasked with targeting activity in this sector.

The idea, research and planning:

Liquid created a unifying campaign message as a first task. We wanted clarity on an emotional, highly personal issue and devised the strapline #ItTakes2 because:

- a) it takes just two minutes to register with the ODR online
- b) it takes two people for a transplant (the donor and the recipient).

The client loved the message's simplicity and the way it suggested positive, affirmative action and partnership.

We analysed previous coverage for the Games and saw opportunities to maximise publicity via inspirational case studies, highlighting the transformative impact of organ donation and the sacrifice of donors. Games participants range from three years old to octogenarians, so media coverage needed cross-generational appeal.

Liquid's media approach for peak activity (June-September 2018) centred on three strands:

1. Pre-event: using inspirational transplant patient case studies to secure coverage, promoting sponsors and ambassadors, and facilitating a Business Breakfast
2. Event activity: inviting and managing press, organising interviews and managing social media channels during the Games, held in Birmingham in 2018
3. Post-event: issuing round-up press announcements including a template release for all hospitals working in organ transplants.

Strategy, tactics, creativity and innovation:

Liquid led on all creative content, including the over-arching message (embedded in social media) of #ItTakes2, and media outreach.

To promote partners and sponsors, Liquid drafted and issued press releases for West Midlands Trains; Queen Elizabeth Hospital Birmingham; Birmingham Women's Hospital; and Birmingham Children's Hospital. We also pitched spokespeople from the Global Kidney Foundation and British Heart Foundation for interviews.

We leveraged the support of hospitals and the Games' local organising committee (LOC) to obtain case studies to pitch to national/regional print, online media and broadcast titles. The work paid off with front page stories (e.g. Daily Mirror, Birmingham Mail) and national TV coverage including ITV's "Lorraine" show.

Liquid ensured each press release was accompanied by a case study to attract journalists. The strategy paid dividends (Measurement & Evaluation).

A focus was put on placing interviews with BAME competitors to highlight the negative statistics around BAME patients waiting longer for transplant organs. Liquid secured the support of the England and Wales Cricket Board to promote the Games at the England vs India Test match at Edgbaston. Young transplant patients gave a guard of honour to welcome the England team - and the England & Wales Transplant Cricket Team took a lap of honour.

As part of our public affairs work, Liquid arranged a debate at the University of Birmingham on the issue of transplant consent, broadcast via Facebook Live.

To maximise post-event coverage, Liquid drafted a template press release for hospital teams throughout the UK, so they could share achievements with local media.

We also looked at setting a World Record to celebrate the fortitude of transplant patients - and act as a strong media story.

Delivery:

Activity directed people to the ODR through a unique, trackable link, included in press material.

We also ran a targeted social media campaign, #ItTakes2, to include video, influencer outreach, community management and “live” Games content. Profile/reach was boosted by celebrity endorsements (e.g. Philip Schofield, Holly Willoughby).

Fun videos showed everyday tasks that can be completed in two minutes (brushing your teeth, making a cuppa), highlighting how #ItTakes2 minutes to sign the register, and potentially save a life.

We recruited high-profile Games ambassadors including Manchester Utd legend Andrew Cole, Olympic swimming star Sharron Davies and triathlon champion Jodie Stimpson.

National television stars Holly Willoughby, Philip Schofield and Eammon Holmes acted as celebrity champions by joining the #ItTakes2 social media campaign, posting videos of support.

Sport is defined by character, so we celebrated the collective achievement of the Games’ competitors by setting a new World Record – for the most transplant recipients in one room. For the opening ceremony at Symphony Hall, we gathered 724 children and adults, breaking the previous record of 438. The attempt was broadcast by BBC and ITV television news.

The Business Breakfast at Birmingham Chamber of Commerce boosted awareness of organ donation in the corporate sector and helped fundraising activity.

Measurement and evaluation:

Partnering with sports stars and celebrities was used to drive tangible results, borne out by a comparison of outputs against KPIs:

- Liquid gained 44 pieces of broadcast coverage including “Lorraine,” Sky News, Channel 5 News, Channel 4 News, ITV and BBC (up 46% on KPI).

Liquid also achieved 89 pieces of regional coverage and 25 national articles, including front page of the Daily Mirror.

- Coverage reach was 629.36 million (+349%)
- 22 ambassadors secured (+46%)
- 7.2 % increase in organ donor registrations (+75%).

The last KPI is by far the most significant. During the campaign, 76,014 people signed the donor register in the West Midlands - 5,145 more than the previous year. Each donor can potentially help nine patients.

In addition to broadcast coverage:

- 51 case study-led stories were placed in print and online titles

- 10 pieces of coverage included BAME case studies.

Post-event momentum was maintained with 20 additional pieces of coverage – 16 using Liquid's press release template.

The client was so pleased it presented medals to our team at the Games' awards night.

Liquid was appointed to manage national PR for the 2019 Games in Newport.

Budget and campaign impact:

Total fee for the 10-month campaign was £14,670 plus £2,000 OPEX, the majority for social media advertising (£789).

In addition to surpassing all KPIs, Liquid played a role in influencing health policy.

On the Games' final day, the Government announced a landmark change in policy to "presumed consent," which could save an extra 700 lives each year.

The campaign also helped Birmingham become Transplant Sport's first ever Donor City.

Liquid's campaign for the Games was integrated, incorporating media relations, social media, public affairs and event management.

In the short-term, we drove donor registrations, topping 76,000 signatures in the West Midlands – up 5,145 on 2017.

It is hard to think of a campaign with the potential to have such a profound impact, and our team felt enriched by the campaign, professionally and personally.