

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Low Budget Campaign

Company: LOROS Hospice

Entry title: Dying Matters Week 2019 campaign

Brief and objectives:

Dying Matters Week is a national awareness-raising week to encourage people to talk more openly about death, dying and bereavement. The aim of the week is to encourage a shift in attitudes to accept death as a natural part of life.

This year LOROS Hospice decided run an ambitious campaign focused on the general public - ordinary people who have not thought much about death yet and for whom it's a taboo subject.

We had one overarching objective:

- To get people to discuss the topic of death, dying and bereavement more openly.

This was supplemented by secondary objectives.

- To use humour to make the topic more accessible
- To engage with patients and their families in discussion about death and dying
- To create a lasting legacy to carry on the conversation after the week has ended.

The idea, research and planning:

We introduced death in a way which wouldn't offend and encouraged engagement - asking people 'what's your funeral song?'

To support this, LOROS staff and volunteers were polled on their favourite funeral song. The winning entry was Queen's Don't Stop Me Now, not a traditional funeral choice. We designed a social media campaign which would run throughout the week, using #WhatsYourFuneralSong on Twitter, Facebook and Instagram.

Two events provided focus to the week. The first was We Need to Talk About Death, with Dr Kathryn Mannix, an author who has written a book on death and dying which has transcended the medical profession and become a Sunday Times bestseller. To keep the

atmosphere positive we included quizzes, prosecco and a goody bag. Virgin Radio DJ Amy Voce, who is a friend of the Hospice, hosted.

Our second event was a comedy night, more clearly using humour to tackle death, and we approached comedian and actor Greg Davies.

Strategy, tactics, creativity and innovation:

The comedy event with Greg Davies needed to be closely tied into the campaign.

We've been huge fans of Cariad Lloyd's award winning podcast Griefcast, in which she talks to fellow comedians about death and grief. Greg agreed to be interviewed by Cariad for a live edition of Griefcast. The event proved hugely popular and sold out in three hours.

To kickstart our #WhatsYourFuneralSong social campaign we created a lip synch video, using the winning song from our poll. The video was planned carefully and filmed in a single take through the Hospice, starring our staff and volunteers.

We developed a poignant patient story for use on social media; a young mother who prepared her family for her own death by talking about death and dying. This brought the focus back to the patients.

The BBC was trailing 'Miriam's Dead Good Adventure'. We contacted the programme and interviewed the series producer Simon, using the programme to trail our campaign.

Delivery:

The week started with the launch of our lip sync video on ITV Central News who used it on their Twitter and Facebook as well as in the TV news bulletins. People quickly responded with their funeral song choices. BBC Radio Leicester interviewed several LOROS staff the following day.

We Need to Talk About Death with Dr Kathryn Mannix and Amy Voce was a sold-out success and we operated a waiting list. It was streamed live on Facebook and Twitter for those who could not get a ticket.

Patron Greg Davies recorded an episode of the podcast Griefcast to a packed audience. The event combined Greg's comedy with talking openly about death. The CEO of Hospice UK, who support the national Dying Matters Week campaign, attended as a highlight of the week.

Measurement and evaluation:

All our objectives were met.

The #WhatsYourFuneralSong received 480,000 impressions on Twitter. The video itself received 98,000 views, with 525 comments across all social platforms, 1872 likes, 795 shares.

The video was well received by the Hospice community, who widely tweeted their support. A hospice in Canada also asked to use the video as part of their training materials.

On LOROS' Twitter we had 95 retweets, 647 likes, 246 link clicks, with 87,300 tweet impressions. Our Dying Matters Week webpage received 500 visits and newsletter 3,130 opens.

We Need to Talk About Death: Great engagement on Twitter with 16,421 total impressions and 403 engagements. On Facebook we achieved a reach of 3,555 and 317 engagements. The event was live streamed on Facebook and Twitter with 2,346 total views. 100% of feedback reported that the event had prompted them to talk to their loved ones about dying.

Greg Davies: This was a highlight of the week as his celebrity status brought huge interest and introduced a whole new audience to the discussion. It was made more accessible through the Griefcast podcast, which was podcast of the year in 2018, and will leave a lasting legacy. All respondents to feedback survey confirmed that the event had prompted them to have conversations about dying with friends and family.

Many productive conversations about funeral songs were had throughout the week with members of the general public. The live singer performing funeral song choices received 3,955 views on Facebook.

The week received some great coverage including three pieces on BBC Radio Leicester, two slots on ITV Central News and articles in the Leicester Mercury, Loughborough Echo, Hinckley Times, Dluxemagazine.co.uk and Niche Magazine.

Budget and campaign impact:

The budget was £3,000 plus £2,225 in-house staff time.

This comprised:

Print material £950

Audiovisual hire £945

Event sundries £281.10

Videographer £200

Total spend = £2,376.70

Income from events=£3,546

The campaign has had a huge impact and really raised the profile of LOROS Hospice.

Central to our approach this year has been using humour to engage people in talking about death. Starting with our light-hearted lip sync video, and continuing with our events and comedian Greg Davies, adopting an irreverent approach to death and dying allowed us to tap into a new audience who otherwise might have found the topic distressing and failed to engage.

Hospice UK has invited LOROS Marketing and Communications Team to run a workshop for next year's Dying Matters Week, showcasing creativity on a shoe string.