

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: Community Relations Campaign

Company: Carswell Gould

Entry title: Love Don't Hate

Brief and objectives:

Spectrum Centre for Independent Living lead a new city-wide initiative to raise awareness of hate crime in Southampton. In conjunction with major city stakeholders it set up a number of 3rd Party Hate Crime Reporting Centres to provide support to people who experience hate crime and to encourage victims to report incidents to the police. Spectrum briefed Carswell Gould to create a campaign to help raise awareness of hate crime in Southampton, make people understand what hate crime is and communicate to the city-wide population that you don't have to put up with it and there are many community groups who can support you.

The idea, research and planning:

Hate crime is a nationwide issue but was particularly rife in the city of Southampton.

Statistics revealed that Southampton was the second worst city in the UK for hate crime in 2016/17, with almost 600 incidents reported. This was a 30 per cent increase on the previous year and community organisations, including those led by Spectrum, suggested that the number of offences may even be higher.

To help reduce this figure, we first conducted research that framed how hard it was to report an incident of hate crime and then worked with the group to agree where our input would be most effective. To make the reporting process easier, the community-wide partnership created a network of 18 reporting centres across Southampton, where victims can access support. Our aim was to create a campaign that would build on the work already done to make reporting easier and engage with those who are perhaps too afraid to speak to someone in person but may feel more comfortable reporting anonymously.

Strategy, tactics, creativity and innovation:

The strategy we applied to the campaign was threefold. First, we agreed the requirement for a positive topline message. One conveying a strong anti-hate message. Second, we recommended the effective way to help the campaign gain greater media headline attention was to launch something new and unique to promote.

A tool or device that would not only educate people about what hate crime is but also make reporting it easier and without fear. For someone who speaks little English or does not feel comfortable speaking to a police officer, the app enables them to report hate crimes at the click of a button, using a clear and simple interface. The third strategy was to leverage facts we knew would assist our tactics; namely, the recently published figures that showed the city was a hate crime hot spot (and second in the UK), to promote the network of advocacy organisations, led by our client, who are committed to helping get the message to sufferers. And, importantly, National Hate Crime Awareness Week was coming up, the key time to launch this campaign.

Delivery:

Over the course of a month, we developed a new smartphone app, Southampton Love Don't Hate. This formed part of a wider Love Don't Hate campaign to help educate people about hate crime and promote the importance of online reporting. The app, which is available to download on Google Play and Apple for Android, allows its users to immediately report a hate crime to the nearest third party reporting centre. Users can also request a call back from the nearest reporting centre via the app should they require it and use the app to learn more about what constitutes a hate crime.

In addition to the app, we also designed a bank of creative assets, including posters, social media headers, gifs and email signatures, for partners and anyone else interested in supporting the campaign to use. We also sent a news story announcing the campaign to every partner to share on their own respective websites.

For the campaign to really hit hard during National Hate Crime Awareness Week, we contacted the Southern Daily Echo and negotiated them to be our media partner for the campaign and to launch the app. Throughout the week the paper ran a series of hard-hitting features on the impact hate crime has on the city. The articles also included case studies with victims of hate crime which helped to arrange through our client.

Measurement and evaluation:

During National Hate Crime Awareness Week, news of the campaign reached a potential of 316,000 radio listeners and one million readers across online and print outlets. Our #SOLoveDontHate hashtag, which we set up specifically for the launch of the campaign, also reached 104,714 accounts and made 119,235 impressions.

To date, the app has been downloaded a total of 152 times. As an example of how the campaign has mobilised the community to stand against the issue, since it launched more hate crime reporting centres have been set up and we have been asked to add them to the app.

Budget and campaign impact:

The budget was very small. We had a core budget of £4,000 to promote the new reporting centres and what they were doing. This meant we had to make every penny count and needed to be extremely effective in communicating the importance of the campaign in order to generate good will and encourage people to offer us their support pro-bono.

We felt the app was an essential tool to enable people to report hate crime more easily, so its development was carried out by us free of charge. Success also rested on us making it as easy as possible for the local advocacy organisations to spread the message. To achieve this, we created a marketing pack that equipped them with the essential marketing collateral they needed to use themselves. The packs included: social media graphics, suggested tweets, posters for window displays, a news story that could be added to their website and an email banner to be added to email signatures.