

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: Best Use of Media Relations

Company: Switched On

Entry title: ThankYou100

Brief and objectives:

To mark the centenary of World War One, the Royal British Legion (RBL) wanted to encourage the nation to say “thank you” to those who served and sacrificed, through a campaign called ThankYou100.

We needed to:

- Devise a creative to launch ThankYou100 in the UK
- Engage the public and inspire them to give thanks.

Our brief was purely concerned with delivering the above through earned media – social media, influencer marketing and paid media were handled in-house by RBL.

The idea, research and planning:

We explored the phrase and found that on average we say ‘thank you’ 5.5 times a day, which is more than 2,000 times a year. We found that ‘thank you’ is used so often, that it’s losing its meaning and our research suggested that half of all ‘thank yous’ uttered aren’t actually meant.

‘Thank you’ is a highly personal transaction, taking place most often between two people and we knew we wanted the ‘thank yous’ we inspired to carry meaning.

So we set out to first give people an understanding of the sacrifices made and the resulting impact on our lives now. We had to make people feel an emotion which in turn, needed to trigger an action – to give a meaningful ‘thank you’ and encourage others to do the same.

We needed to launch the ThankYou100 movement with impact while at the same time, communicating all of the essential campaign themes that the RBL had defined - commonwealth & diversity, tommies, youth, pioneers, arts & literature and women.

We needed something that spoke both to individuals and inspired them to give thanks as well as something that gave us a genuine news moment.

Our solution was a large-scale, impactful art installation spelling out the phrase 'thank you', each letter standing 8ft tall with the word spanning 52ft in length.

Strategy, tactics, creativity and innovation:

Devised and executed by Switched On, the front of the installation was adorned with a stunning artwork created by Sarah Arnett, that brought to life all six key themes through visual storytelling, in order to bring the public into close contact with the efforts of a generation from 100 years ago.

The sides and the backs of each letter were left blank, so the public were able to spend time taking in the visuals, before being inspired to leave their own messages of thanks directly onto the installation.

Choosing the anniversary of the 100 days offensive (the last 100 days of WW1), we unveiled our giant installation on 3 Aug 2018 at London's Southbank, where it remained in situ for two days.

We needed the installation to work hard for us. It needed to give us multiple coverage opportunities over a sustained period of time, and be seen by as many people as possible. So following the London launch, we scheduled a six-date regional tour of the UK, taking the 'thank you' installation to Plymouth (13 Aug), Birmingham (15 Aug), Dundee (17 Aug), Belfast (20 Aug), Liverpool (22 Aug) and Swansea (24 Aug).

Delivery:

We set the stage for the launch of ThankYou100 early morning on August 3rd 2018 by first organising a photo call. 14 news photographers from national papers, wire services and photo agencies confirmed their places, alongside our own 'house' photographer.

Then we set up a number of live OBs and pre recorded segments with a number of broadcast outlets, including Sky News, Good Morning Britain, BBC London, ITV News and Channel 5, using RBL stakeholders, armed forces veterans and our artist, Sarah Arnett, as spokes people.

The installation remained on the South Bank in London for two days, being seen by hundreds of passers-by.

Then we repeated the formula for all six of the regional dates throughout August – calling in photographers, setting up live OBs and selling-in at each location.

Once the launch period ended, phase two - Sept-Nov, was all about sweating our assets.

We helped deliver an RBL ThankYou100 news program, to tell the stories of all the ThankYou100 initiatives taking place around the UK.

We placed RBL spokespeople on broadcast, print and online spots.

We devised and delivered a compelling features program, landing bigger feature pieces that brought to life inspirational wartime stories from the scouts & guides, commonwealth

soldiers, war poets, photographers, pioneering women (the key campaign themes), using the incredible wealth of content created by the RBL's research team.

We supported the initiatives of ThankYou100 partners and ambassadors, including Rotary watches, the FA, the Premier League, Michael Morpurgo and Lord Ghadia.

Measurement and evaluation:

259 items of coverage across the four months, Aug-Nov 2018.

143 items landing in the 24 hours following the launch, 52 regional pieces, 50 general news items in support of ThankYou100 partners and initiative, and 14 in-depth feature placements.

100% of the coverage was positive.

97% carried a call to action asking people to give thanks to the war generation in the run up to the Centenary of WW1, in Nov 2018.

The earned media we generated carried a potential reach of 1.1 billion.

#ThankYou100 was trending on twitter at launch, on the morning of 3 Aug 2018.

Budget and campaign impact:

The campaign delivered high impact and - we feel - excelled against the goals set in the brief.

It inspired more than 200 registered ThankYou100-related community events and initiatives up and down the country, as people created their own celebrations of thanks to mark 100 years since the end of WW1.

Thousands of people engaged with our 'thank you' installation and it delivered more than 10,000 real and genuinely heart-felt messages of thanks written directly onto the installation by the public, as it toured the country.

Budget:

Launch build total: £35,100

Regional tour: £26,998

Agency fee: £40,000

TOTAL: £102,098