

## Basic Information

*Region (Check Region):*

Scotland

*Category:*

26. Outstanding Young Communicator

## Entry Information

*Entrant company name:*

Daisy Bartlett, Smarts Scotland

*Entry title:*

Daisy Bartlett, Account Manager, Smarts Scotland

## Entry

*Demonstrate your commitment to professional development and your career growth:*

After studying for a Master's in Communication for the Creative Industries at l'Université Paris-Sorbonne, I began my career in 2017 by working in small in-house PR & marketing teams. My interest in CPD started when I had the opportunity to attend the Arts Marketing Association Digital Conference 2018. Building on skills I identified there, I achieved my Google Analytics Individual Qualification in 2019.

A move to the agency-side in January 2020, and a re-focus on PR, gave me a desire to learn more about strategy, account management and business. I was promoted to Account Manager after only nine months with Smarts, at which point I decided to enrol on the CIPR Professional Diploma, to further develop my PR knowledge. Despite only starting the course in March 2021, it has already proven invaluable in helping hone my skills, particularly in the areas of PR planning and stakeholder analysis.

The Diploma is not only helping me broaden my PR skills, but has given me the confidence to advise clients at a more senior level, and is affording me opportunities to network with fellow CIPR members, learn from their excellent practices and apply these insights into any challenges I face as an Account Manager.

*Outline your work-related achievements over the last two years and how they contribute to the wider industry:*

Since joining Smarts, I have become a valued account handler leading successful campaigns on behalf of a variety of clients, including the Scottish Government's Healthier portfolio and Worldwide Cancer Research. I have helped these clients achieve an array of quality coverage in national and regional print and online media, as well as broadcast channels including BBC Scotland, STV News, Channel 5 and LBC News.

Highlights included:

- Helping develop a public awareness PR campaign around the law in Scotland changing to an opt out system of organ and tissue donation, with 47% of the Scottish population aged 16+ claiming to have acted as a result of the PR and ATL campaigns
  - Securing Gail Porter as a celebrity ambassador for the Scottish Government's Clear Your Head campaign, supporting the nation's mental health during the pandemic, leading to a 3-minute national broadcast package - a highlight of the campaign
  - Helping devise an influencer tactic to complement the Clear Your Head campaign, designed to encourage organic participation to maximise the available budget. We engaged 18 influencers to share something that helped clear their head, and tag others to #DoOneThing, the mechanic exceeded KPIs and achieved an organic reach, via tagging, of 254k.
  - Leading and executing a Cancer Survivor's Day tactic for Worldwide Cancer Research resulting in 169 pieces of coverage.
  - Being part of the team that pitched for and won new business, bringing in annual revenue of approximately £28,000.
- 

*Provide an outline of a work-related challenge you have faced in the last two years, including details of what happened, how you overcame it and what you learnt from it:*

---

In September 2020, the planned launch of the Scottish Government's Protect Scotland app, designed to enhance contact tracing measures during the COVID-19 pandemic, had to be brought forward as the press learned of the app and ran the story a day ahead of schedule.

The campaign had to be refocused at speed to ensure we capitalised on launch momentum, and I was challenged with swiftly reworking our PR plans and looking to other routes to maximise downloads of the app in this crucial window and help Scotland's fight against COVID-19.

I quickly focused my attention on an influencer campaign to encourage downloads, reworking the brief to ensure the ask was as simple as possible and updated the messaging in line with national communications. Within 48 hours content was appearing, securing 11 influencers with a combined following of over 675k.

While this was important to reach Scotland's younger audiences, it was essential to ensure we had a strategy in place in tandem to target an older demographic. As the story had already launched across national media, I worked to amplify the news on a local level by securing NHS Board support. By working with all 13 Scottish NHS Boards, we secured 33 pieces of regional coverage, including 2 radio features, in the week following. The campaign resulted in over one million people in Scotland downloading the app in the first seven days.

Despite only re-orienting my work into public health PR in January 2020, the constantly changing fast pace of the pandemic has helped me expand my skillset immeasurably. This has advanced my career, and I have quickly learned just how important it is to be confident of my newly developed skills and make important decisions independently.

---

*Provide an outline of a piece of work you have delivered or contributed to in the last two years that you are particularly proud of including details of the brief, objectives, strategy,*

*tactics, outputs, outcomes and budget:*

---

Organ Donation brief:

Make people in Scotland aware of the introduction of an opt-out system of organ and tissue donation, encouraging people to make and share their donation decision.

Objectives:

- Increase awareness in the general population of the opt-out law change from 67% to 76%
- Execute messaging that prompts the audience to act, with a target of 10% for claimed action among the Scottish population aged 16+
- Achieve 100 pieces of coverage, with 75% carrying three or more key messages
- Use of campaign content by 60% of target stakeholders

Strategy and tactics:

A crescendo of activity from November 2020 culminating in a law change in March 2021, based on three key areas:

- knowledge (overcoming barriers by educating what the law change meant for people),
- motivation (highlighting benefits of organ and tissue donation)
- normalisation (evidencing action to encourage others).

Results:

- 47% (+370% vs target) of the Scottish population aged 16+ claimed action as a result of the campaign
- 181 (+81% vs target) pieces of coverage, across broadcast, print and online, with a print OTS of 2.2 million, and 80% (+5% vs target) including at least three key messages
- 24 pieces of broadcast coverage, including BBC Reporting Scotland, STV News, Channel 5 and LBC News
- 15 case studies engaged, resulting in 66 pieces of coverage
- 83 stakeholders shared campaign content, including 100% of key campaign partners, with a combined following of over 2 million
- Engaged 10 x influencers, with a reach of 106k
- Awareness of the change in the law increased from 67% to 92% (16% above target)

Budget:

£55k (Fee: £42k, costs £13k)

---

## **Supporting Information**

*Additional supporting information (images, artwork, clippings and other media):*

---

Provided

---