

AMEC COMMUNICATION EFFECTIVENESS AWARDS 2012 ENTRY

BEST USE OF COMMUNICATION MEASUREMENT: PUBLIC SECTOR & SINGLE EVENT

ENTERING COMPANY: 360^m (A SENTIA MEDIA COMPANY)

CLIENT: FAMILIES COMMISSION

CAMPAIGN: WHITE RIBBON CAMPAIGN 2010

ANALYST: NGAIRE CRAWFORD

OBJECTIVE/BRIEF

The Families Commission is a New Zealand Government agency that aims to promote a better understanding of family issues and needs among government agencies and the wider community through engagement, research and advocacy. The Commission is also responsible for leading White Ribbon Day in New Zealand, a day when people around the world wear a white ribbon to show that they do not condone violence towards women, and the associated campaign that encourages men to stand up against violence towards women.

After the Commission approached Sentia Media /360^m in 2009 to help it measure its reach and profile across print media so that it could demonstrate the benefits to potential sponsors, the organisation returned in 2010 to increase the scope and depth of the project so that it could more effectively demonstrate to its board the work that is put into the campaign, and to identify where additional funding could be invested. The key objectives for the 2010 project were to:

- (1) **Measure** the overall penetration of key campaign messages across all media types (print, broadcast, online).
- (2) **Demonstrate** the impact of the proactive communications and campaign management by the communications team.
- (3) **Help to demonstrate** to potential sponsors the quality of coverage that the campaign receives.
- (4) **Aid** reporting upwards to the board on their return on investment (ROI) in the campaign and its overall benefit to the Families Commission objectives.
- (5) **Assess** the overall tone of family violence coverage where it was linked to the campaign and uncover any possible resistance from media to report on the issue, especially given that the specific target of the campaign is men.

Key events in the White Ribbon 2010 campaign included:

- > The White Ribbon Ride, a motorcycle convoy around the North Island of New Zealand that promotes men standing up against violence towards women.
- > The Men's Breakfast for high-profile New Zealand men to show their support for White Ribbon Day.
- > The White Ribbon Day running race through central Wellington
- > A range of community concerts, festivals, stalls and marches.

STRATEGY

The Commission wanted to take a broad view of how the campaign was covered in the media in the build-up to White Ribbon Day on 25 November 2010. In order to successfully measure both the build-up to the Day itself and the impact that the campaign may have had on family violence reporting during the campaign period, the analysis project ran from 1 October to 31 December 2010. To keep within the Commission's budget, press coverage was analysed from the entire period, while full broadcast reports (rather than just summaries) and online content was collected from 15 November to 31 December, based on the Commission's proactive events calendar.

EXECUTION/IMPLEMENTATION

360^m used the CARMA methodology to analyse the collected media coverage quantitatively and qualitatively (see **APPENDIX B**). 360^m divided the campaign into three distinct categories to look at the media profile of:

- > The White Ribbon Day campaign, and its associated events and activities;
- > The Families Commission, in its role as facilitator of the campaign and as an anti-violence advocator; and
- > Family violence in general (for example, see **APPENDIX A, Example 1A**), to see if discussion of family violence incidents and statistics increased during the campaign, and if this discussion was linked to the key campaign messages and events.

360^m provided the Families Commission with a written report, and conducted a series of presentations for the communications team and their managers. This included in-depth discussion with the Senior Analyst managing the project about what worked well in 2010 versus 2009.

The analysis focused on both the topics of media coverage, to evaluate the impact of proactive event planning (**OBJECTIVE 2**), and the messages (**Example 1B**) that were conveyed in the media reporting. This enabled the measurement of both the overall penetration of the key campaign messages and the kind of

messages that were more broadly associated with domestic violence during the campaign (**OBJECTIVE 1**). The tone of the media coverage was also assessed to measure overall how the media discussed White Ribbon Day and issues associated with the campaign (**OBJECTIVE 5**).

In addition, in order to demonstrate ROI to the board and potential sponsors, audience figures, circulation and regional breakdowns were also incorporated into the report to give a clearer picture of the widespread nature of the coverage (see **APPENDIX A, Examples 2A & 2B**) (**OBJECTIVES 3 & 4**). Along with the favourability rating of the coverage, these additional details demonstrated the quality of reporting that the campaign attracted. In order to increase the value for the Families Commission and to evaluate their general profile during the campaign, the analysis also examined how the Commission itself was mentioned in relation to family violence awareness and prevention (**OBJECTIVE 4**).

CONCLUSIONS

The White Ribbon campaign in 2010 was adversely affected by a major event the week before White Ribbon Day: 28 miners in the Pike River Mine died after a series of explosions on 18 November 2010. This disaster occupied the attention of most national media in NZ for the next month. This contributed to a limited national narrative about the campaign, with major papers and broadcast outlets unlikely to cover White Ribbon Day and associated events. However, the White Ribbon Ride proved to be a key driver of favourable reporting, particularly in community and regional publications and radio (which also provided a consistent style of messaging throughout the period); the ride was also the subject of coverage that conveyed the majority of messages related to men, which is the key focus of the campaign, rather than a broader anti-violence message (**Example 1C**).

ACTIONS:

- > The report was presented to the CEO and board of the Commission to demonstrate the value of the White Ribbon Campaign and the need to invest in the campaign further (**OBJECTIVE 4**).
- > The report showed the Commission that there is minimal engagement with the event from major metropolitan newspapers in NZ. As a result, the Commission has organised some advertising spend in many of these papers for 2011 to see if this results in increased editorial content (**OBJECTIVES 1, 2 & 5**).
- > Based on the findings of the report, the board agreed to **additional funding to extend the White Ribbon Ride** into the South Island for the 2011 campaign (**OBJECTIVES 2 & 4**).
- > The Commission has **revisited how it uses ambassadors**, as the analysis found that national ambassadors did not generate coverage that conveyed key messages. For 2011, ambassadors will be more focused on their local communities and events, rather than having multiple ambassadors at the same event (**OBJECTIVES 2 & 3**).
- > Analysis of reporting on the campaign is now **built into the White Ribbon campaign budget** each year, with the **2011 analysis extending to social media**.
- > The Relationships Manager at the Families Commission has become a **significant supporter of media measurement** due to his experience with this project and its ability to demonstrate ROI and support a business case for increased funding. He often presents and speaks about his experience with 360^m analysis at networking and industry events around Wellington.

Online coverage was more likely to focus on broader anti-violence messages, rather than the more specific messages that appeared in coverage around the White Ribbon Ride, as news sites tended to circulate the major stories from the national media brands. However, proactive coverage that drew from Commission updates on Facebook or Twitter did not directly correlate with mainstream media coverage (see Key Findings, **Example 3**). Mainstream media made little reference to the social media campaign, and the analysis identified some missed opportunities, given the high volume of photos of the event that appeared in community coverage (for example, the campaign's Twitter handle could have been printed on White Ribbon riders' t-shirts or helmets to maximise vision).

One of the key issues for organisations using public funds for campaigns to promote social change is showing that the money has been well spent, is achieving the desired outcome from an awareness point of view, and is bringing about effective social change.

*The media analysis of our campaign helped us not only measure the extent of media coverage, it also told us where such coverage was occurring, whether our key messages were being used, and the audience that the media organisation reached. This helped us understand that our programme was, indeed, creating widespread public debate, generating action and involving large numbers of individuals, organisations and communities. **The analysis has enabled us to state with confidence that the White Ribbon Campaign is being seen, heard and acted upon.***

**Steve Attwood, Relationships Manager,
Families Commission**