

AMEC Global Communication Effectiveness Awards 2013 Entry Form (Maximum 4 sides A4)

Category: Best Use of Communication Management: Not For Profit

Entering Company Name: NHS Blood and Transplant

Client: NHS Blood and Transplant

Campaign title: The Perfect Storm [Olympic Campaign]

Objective/Brief:

NHSBT faced its biggest challenge in recent years preparing itself for the Olympic Games against the backcloth of a "Perfect Storm" of national celebrations and sporting events.

With the influx of over 1 million+ extra visitors coming into the UK the Department of Health set blood stock-build targets for NHSBT to deliver prior to the Olympics. (Stock build to take place April-July 26th 2012)

The National Blood target pre Olympics: 55,000 units

Blood Type Targets (day's stock)

O-	6.6
B-	7.9
AB-	11.4
A-	9.7
O+	10.4
B+	7.9
AB+	10.5
A+	7.9

Budget agreed of no more than £950,000 than usual spend from April – Sept

- Stock build started in April 2012; stocks were at four year low, at 8000 units below plan.
- Delivering the target would require stocks to rise to a four year high for that time of year.
- Stock build would have to take place against a range of events (Jubilee, UEFA Euro 2012, Wimbledon, Olympic preparation) all of which traditionally see stocks drop.
- Red blood has a 35 day shelf live and stock can only rise to around 64,000 before unacceptable wastage occurs.

Strategy:

Phase 1 Launch the 30% Appeal (April)

Eight blood donors (each representing a blood type) were painted with an exact representation of the bodies' circulatory system. Recipients of blood transfusions had their arms painted to represent the transfer of blood from donors to patients. They were then photographed in iconic locations around London to link the story to London 2012.

Broadcast briefings were held concurrently with all major news channels and bespoke feature packages were developed for each to secure well-messaged, in-depth news coverage at launch.

Phase 2 Team GB (May-June)

Eight celebrity captains were introduced each representing a blood type; Gary Lineker O-, Sarah Beeny B+, Saira Khan A -, Twin B B - , Jayne Torvill AB -

Graham Bell AB +, Rachel Riley A +, Greg James O+

These celebrities became the faces of the campaign being trailed across magazines, TV interviews and national newspapers. Featured heavily in social media, online activity and were incorporated into our internal communications.

Phase 3 Roll up your Sleeves (June-July)

PR events were introduced throughout the week. Rosie Fortescue (Made in Chelsea) was filmed replicating the famous World War 2 poster of the farm girl rolling her sleeve up under the heading "We can do it". This film was released on You Tube, Face book and was picked up by the national media.

An event was held at the "Bloody Tower" in London where beefeaters and visitors to the UK were invited to give blood. This event was again picked up by the national news outlets with films being run by BBC and ITN

Individual radio online and social media campaigns were run around particular sporting events and where appropriate teams captains were used to support the messaging e.g. Gary Lineker. - <http://www.youtube.com/watch?v=YNT3K2ipIm4&feature=vmshb>

Execution/Implementation:

Phase 1 Launch the 30% Appeal (April)

A simple creative proposition of increasing blood stocks by 30% going into the Olympics was developed. To launch to the appeal to the public and increase the visibility of our story, we worked with the World body painting champion to create a striking image for media.

Phase 2 Team GB (May-June)

The next stage of the campaign broke three weeks after the original launch and introduced the need to increase stocks for each of the individual blood types. Due to the fact that populations around the world have different blood type make ups we needed to increase by more than 30% blood types.

In order to try and educate the general population on the differences between blood types we introduced our own version of Team GB. In this case the GB stands for Give Blood and permission was given by the British Olympic Association to use Team Give Blood in this context.

Phase 3 Roll up your Sleeves (June-July)

In order to ensure that the campaign remained fresh and that donors didn't flood the operations a further boost around National Blood Week was introduced. Donors were asked to "roll up their sleeve" in support of the Olympic appeal. All the team captains were photographed and filmed rolling up their sleeves in their team GB outfits.

Conclusions:

What we achieved...

- Stock peaked the four days before the Olympic Ceremony at 62,000 units with all blood types above the Dept of Health target
- Stock averaged 55,000 units per day throughout the Olympics
- At the end of the Olympics the stock was at its highest seasonal level for ten years providing stability for the Autumn
- Individual Blood (working days) targets were hit

From a media perspective we saw amazing results;

- Over 1,000 pieces of media coverage achieved over the course of a 3 month campaign, including 141 pieces of broadcast coverage
- Total OTS of over 930 million, with a cost per 1,000 reached of £0.016
- Coverage had a direct impact on appointments - the launch of our appeal saw session searches on blood.co.uk double and resulted in a 29% increase in calls
- Financially the campaign has been successful. At this stage of the year we have spent £350,000 of the original £950,000 and with stock as high as it is, we will be able to absorb within the normal budget levels meaning that the campaign will have been delivered for no more than the same budget from last year. An amazing result!

Testimonial from Jo White – Associate Director, Red Consultancy

“This campaign was hugely rewarding to work on, alongside NHSBT, since it genuinely saved and changed lives by protecting the vital blood resources used by the NHS. The challenge was cutting through wider Olympic noise and creating fresh, arresting images to make coverage genuinely impactful and motivating for donors. The package was completed with compelling NHSBT spokespeople and case studies, showing the human side of the story, alongside unique creative tactics to grab public attention.”

We should win this award because;

1. We have delivered on time and to target the biggest stock build challenge NHSBT has had to face in recent years turning the negative impact of sporting events into a positive clarion call for action
2. The combined message of blood volume and blood types
3. Our Creative strategy predicted perfectly the euphoria around the Olympic Games and integrated seamlessly the Team GB message.
4. Our low cost media strategy was cut through in a very cluttered news environment

All this was achieved at a cost neutral position when comparing year on year budgets.