



AMEC International Communication Effectiveness Awards 2015 Entry Form – Measurement Agencies

Category: Best measurement of a not-for-profit campaign

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Client: Nesta

Campaign title: Longitude Prize 2014

Objective/Brief:

- **To support the launch of a multi-million pound prize fund to solve one of the great challenges of our time**

Nesta is an innovation charity with a clear mission: to help people and organisations bring great ideas to life. Their funding, research and practical support help innovators to improve lives. Their goals include:

- helping great innovations to have an impact
- developing a network of collaborating organisations
- pioneering new methods to tap collective brainpower for the common good.

In line with these goals, Nesta led a partnership to launch the Longitude Prize in May 2014. At stake: a £10 million prize fund to address a serious challenge currently facing humanity. (The original Longitude Prize was offered by the British government for a simple, practical method for determining a ship's longitude; 2014 marked its 300th anniversary.)

To drum up interest in the prize, it was decided to let the public choose the challenge to be tackled. Six pressing issues were put forward for a vote:

- Antibiotics
- Flight
- Food
- Water
- Dementia
- Paralysis

An extensive marketing campaign was rolled out with the objective of getting 100,000 public votes and attracting future competitors. The aims of this campaign were to:

- Launch the Longitude Prize 2014
- Get the public voting for their favourite challenge
- Get potential competitors for the prize to register early to enter the competition.

Integral to the campaign was the PR team's ability to demonstrate their effectiveness in promoting the newly created Longitude Prize brand. They also wanted to integrate insights into the later phases of the campaign and generate entries for the chosen challenge.



Gorkana was asked to achieve this by:

- Demonstrating the reach and richness of the initial launch coverage
- Measuring the impact of different marketing channels (including earned media) on website hits
- Providing effective insight to better plan future phases of the Longitude Prize campaign.

Antibiotics ended up winning the public vote. The World Health Organization estimates that antibiotic treatments add an average of 20 years to all our lives. But in the 80 years since the discovery of penicillin, our overuse of antibiotics has increased bacterial resistance, leading to the emergence of untreatable superbugs that threaten the basis of modern medicine.

Strategy:

The first part of the strategy focused on proving the effectiveness of the initial launch of the Longitude Prize 2014. This was done by conducting detailed qualitative analysis on mainstream media coverage with key metrics based on impact and message goals. We also used market research to calculate reach and frequency of coverage to key target audiences.

It was also important to report on the framing of all six challenges, so mentions of each challenge were tracked in both mainstream and social media. Results were then displayed visually, allowing easy comparison.

We also had to demonstrate the effect that different activity strands had in driving people towards the Longitude Prize website and getting them to vote. We measured and isolated mainstream media, social media, Amazon email shots and iPlayer views in order to relate them to overall website hits. A market mix model linking the results for each activity was then correlated to visits to the Longitude Prize website.

Execution/Implementation:

Forming a brief

Initially, we had to understand the overall PR goals, campaign specific goals and activities undertaken. Once clear about these, we put in place a comprehensive analysis brief. In keeping with the Barcelona principles, this detailed both quantitative and qualitative monitoring and analysis of social and mainstream content.

Coverage was read and coded by experienced analysts based to ensure that important nuances were not lost. Coding included tracking website links and calls to action which allowed a causal link between coverage and website hits to be drawn.

Launching the prize

Integral to the successful launch of the campaign was a strong publicity push of the brand before the airing of the BBC's *Horizon* programme, during which all the challenges would be introduced. In order to measure the success of the initial activity encouraging people to tune into *Horizon*, we – in partnership with YouGov – analysed coverage mentioning the programme and included research on the media consumption habits of over 10,000 people to eliminate cross readership and calculate both the percentage of key demographic groups reached and average frequency of exposure.



Framing the challenges

Following the launch, the communications team continued to drive discussion around the prize, but also around the different challenges, with each challenge being lead by a celebrity spokesperson. This was done to maintain interest and coverage in the run-up to the deadline to vote. However, in taking this approach, it was important that each challenge received an equal share of voice, so that no accusation of bias could be levelled against the campaign. To report on this, the challenges were tracked within coverage and the results presented visually to quickly and easily understand how different challenges were reported in media.

Driving people to vote

One of the main aims of the campaign was to drive people to vote. During the briefing process it became clear that this was a campaign with a truly multi-faceted approach, including key activities in mainstream media, social media, email targeting through collaboration with Amazon and strong partnership with the BBC through the *Horizon* and *The One Show* programmes. We developed a marketing mix regression model to show not only how each of the various inputs related to the overall output, but also how they compared against each other. This regression analysis used statistical techniques to relate the outputs (traditional coverage, social coverage, email activity and iPlayer views) to the outcomes achieved (website hits).

Conclusions:

The integrated use of research techniques enabled Nesta to demonstrate both outputs and outcomes achieved in promoting the Longitude Prize, relating these back to the overall objectives of the campaign. The findings clearly demonstrated the effectiveness of the initial publicity push, the success of the PR team in framing the six challenges, and the contribution of different marketing elements to the overall results.

Measuring the publicity push

The research demonstrated the wide reach of the initial publicity push, which drove people to both vote and watch the *Horizon* special. By using market research into media consumption habits we were able to demonstrate that coverage reached 78% of UK adults an average of 77 times, with 93% of this coverage delivering at least one key campaign message. This showed that coverage was both wide-reaching and message rich (see *appendix 1*). The success of the initial launch led to the programme being the third most viewed on iPlayer the week of its release.

Checking framing

As mentioned, all six challenges needed to be framed equally to make sure the public were making decisions without being influenced by one challenge featuring more heavily than others. To evaluate this we tracked mentions of every challenge in both mainstream and social media (*appendix 2 and 3*). We displayed this information in a visually appealing way to help the reader quickly see which of the challenges had the greatest share of voice, with insight explaining the main drivers of the coverage championing the different challenges.

The report shows that in mainstream coverage the communications were extremely effective in equalising the share of voice for each challenge, with a difference of only one percentage point between the most prolific challenge (Antibiotics) and the least prolific challenge (Flight). This was a result of targeted engagement. However, for social media, our results demonstrated a much larger discrepancy: 1,900 posts for Dementia and 800 for Flight. Although we'd anticipated this, it still led to important learning for future elements of the prize. It's noteworthy that certain organisations offered support for the challenges. Most notably, the Alzheimer's Society latched onto the Dementia challenge, appearing alongside it in over 600 posts. This demonstrates the influence that organisations can have within their areas of specialty. As a



learning, the Longitude Prize team will target partnerships with health organisations as they seek to address the winning challenge, Antibiotics, in the coming stages of the Longitude Prize.

Understanding why people voted

There were four key strands driving people to vote: mainstream media coverage, social media coverage, iPlayer views and email activity done in conjunction with Amazon. In order to understand how the various activities affected people, we created a marketing mix regression model linking all the outputs to the website hits (see *appendix 4*). This method demonstrated the importance of considering the marketing mix as a whole. Although the analysis shows the clear impact of the Amazon activity it also demonstrated that mainstream and social media coverage accounted for 46% of website traffic overall and was the dominant driver at the campaign launch.

In the end, the 100,000 vote target was exceeded, showing the effectiveness of the campaign's holistic approach.

Why competitors registered

One of the key goals for the campaign was to attract competitors to pre-register for the prize, giving Nesta a database of professionals who would be interested in addressing the winning challenge. In order to understand what activity was driving this audiences' interest Nesta conducted research asking competitors where they had heard about the campaign. This showed that mainstream PR activity was driving the majority of registrations. This result combined with the results for public votes emphasised the importance of the different strands to the campaign.

Pleasing partners

There are a number of partners involved in Longitude Prize. We were able to show partners where – over and above the Longitude Prize brand itself – their specific brands were mentioned. In doing so we helped to show additional value for the partners' involvement. Our analysis showed, for example, that the launch funding partner, Technology Strategy Board (now Innovate UK), and the BBC were two of the most recognizable partners involved in the Prize, alongside Nesta.

Using insights to inform planning

The research we produced not only allowed the Longitude Prize team at Nesta to demonstrate the effectiveness of their campaign and their success in reaching their objectives; it has also helped them to plan future phases of the Longitude Prize which has multiple phases ahead of the prize winner being announced in 2020:

“As part of the Longitude Prize campaign we needed to encourage the public to vote and get potential competitors to pre-register. The Gorkana report showed how different marketing activities, including media coverage, contributed to driving the public to vote at different phases of the campaign. Furthermore we were able to show that mainstream media coverage had a significant effect in encouraging potential competitors [of the prize] to register.

Considering these results the campaign going forwards has three strands, one each to target competitors, general public and health stakeholders. Utilising the analysis results for each of the activities allows directed future messaging through the most appropriate channels.”

Simon Morrison, Executive Director of Communications, Nesta