

1 Objectives

Organisational objective:

- Achieve a successful Autumn fundraising push for the National Trust's coastal fund 'Neptune', in its 50th anniversary year

Communications Objective:

- Raise awareness of the campaign to prime our target audience to donate, join or volunteer

2 Inputs

Target Audience

'Explorer Families' - urban families with kids aged 5 to 11 who like to get out and do stuff together.

Overcome key challenges:

1. Low awareness of the National Trust caring for coastline (public awareness of the Trust as a protector of coastline was less than half of awareness of it as a protector of built heritage, plus charities like RNLI lifeboats are much better associated with the coast)
2. More widely, public connection with the coastline was at an all time low (down a third in five years)

By:

Increasing public awareness of the National Trust's work caring for coast, for ever for everyone

Measured via:

- Quality audience reach using Gorkana audience reach data
- Key message delivery
- Increased recall of the Trust as protecting coast using brand tracking

Increasing public affinity for conserving coast

Measured via:

- Shift in positive public sentiment towards NT vs other coastal charities

Driving public advocacy & action

Measured via:

- Increase in desire to support NT by donating, joining or volunteering

Planning insights

Whilst it was clear WHAT we needed to do, HOW best to do it still required an element of research, to better understand what was would help the public to re-engage with the coast (and therefore the National Trust's cause).

We turned to behavioural science and research about charitable giving, which suggested a positive approach (rather than a jeopardy message) that showed WHY our message mattered to our audience (not to us) was key. Our answer lay in a strategy of HUMANISING the coast the Trust protects - we called it talking Coastal EMOTION, not coastal erosion. This approach was supported by looking historically at the success of consumer PR campaigns, as measured by Gorkan - positive proactive campaigns perform better than average on reach and key message delivery.

When we talked to the public, it became clear that even if their connection to the Coast was reportedly low, everyone could quickly and fondly recall very similar memories of the coast as a child (piling into the car, cries of "are we there yet?", the first view of the sea on the horizon, the obligatory ice cream...). We saw that by reframing the coastline the Trust cares for as 775 miles of MEMORIES, rather than 775 miles of coast, we could create a universal message that could become very personally relevant and shareable.

Our creative idea was to kickstart "The Nation's Ode to the Coast", a love poem to the coast which was then handed over to be written by the nation, inspired by their memories and hopes which they shared using #lovethecoast (or by writing to the National Trust or completing a 'coastcard' at one of the Trust's properties or events).

3 Activities

- **Launch of the Nation's Ode to the Coast**, unveiling first verses with poet John Cooper Clarke and inviting public and influencers to contribute
- **Coastal soundmapping**
- **Shellsphere tour** - taking 'the coast' to city centres to remind people why they #lovethecoast and encourage poem contributions
- **Great British Walks report** - academic research on the benefits of being at the coast
- **Unveiling of final poem**, to coincide with National Poetry Day

4 Outputs

- Photography, videography, features, interviews with John Cooper Clarke and NT spokespeople
- Shellsphere tour - walk through experience in city centres plus photograph, news and features on the tour
- News, photography and features on the benefits of coastal walks
- Public and influencer contributions to the poem using #lovethcoast, coast-cards and writing to the Trust
- Unveiling of final poem, to coincide with National Poetry Day. Made for social film featuring John Cooper Clarke

5 Out-takes

- 361 pieces of coverage, peaking at 69% quality reach of our target audience in earned media (source: Gorkana); reach of over 350 million
- Average 82% key message delivery (25% higher than National Trust averages - source: Gorkana)
- 18,000+ contributions to the poem from the public (source: Adobe)
- Delivered organic content retention rate on YouTube of 84% (52% above industry average. Source - YouTube) for our poem film
- 5.5 million+ views of the final poem (source: YouTube, Facebook, National Trust)

6 Outcomes

- By the end of our campaign, National Trust was the best-known charity in coast – beating RNLI (lifeboats), who launched their summer campaign a week before we did (source: National Trust brand tracking)
- Upon seeing the final poem film, 32% of the target audience reported considering membership, 27% donation, and a 24% volunteering, results previously unheard of for the Trust (source: National Trust brand tracking)
- We were also one of the country's top 3 storytelling brands in 2015, beating BBC, Google, Facebook (Source: Aesop)
- We could identify that pieces of coverage directly led people from the article to the fundraising page, eg one piece on Guardian Online drove 6,000 people to the National Trust website's campaign page; coverage of the launch of "The Nation's Ode to the Coast" poem with John Cooper-Clarke led to a spike in # usage, as did our regional Shellsphere tour that saw us take 'the coast' to city centres nationwide

7 Impacts

- £396,000 direct donations as a result of the campaign (even though we were tasked with priming for fundraising, NOT fundraising)
- Contributed to 23% yoy increase in National Trust membership (source: National Trust)
- We now use this more integrated, multi-source approach for all proactive consumer PR evaluation, as well as having helped inspire a new integrated model, "AIDAH" for the wider organisation