

Region	Thames & Chiltern
Category Name & Number	7. Public Sector
Campaign name	Just Tick It
Entrant organisation	3 Monkeys Communications
Client name	Office of Fair Trading

Strategy

Over recent years The Office of Fair Trading (OFT) has received increasing numbers of complaints from consumers who have been conned into buying fake tickets for music, sports and other events. Our brief was to develop an integrated campaign with the OFT team and its other marcomms agencies to raise awareness of the issue and help consumers differentiate between legitimate and fake ticket websites.

The objectives were to:

- Increase awareness of online ticketing scams amongst all consumers with a particular focus on festival fans
- Drive people to Consumer Direct, OFT's consumer-facing website, where consumers can both lodge complaints and find information and advice
- Work with local authority Trading Standards Services across the UK to drive grass-roots awareness

We called the campaign "Just Tick It". We wanted to engage consumers with an active overarching message and provide them with easy to remember, practical advice. So we created a simple, short checklist of points for consumers to "tick off" when buying tickets online. The "Just Tick It" message and sub-set checklist were reinforced throughout the campaign to drive behaviour change.

We then adopted a three-pronged approach:

- Quantify the extent of the problem to create headline news
- Engage our audience by demonstrating just how easy it is to be duped by fake websites
- Enlist the support of high-profile, well-respected, "aspirational" spokespeople to attract wide media attention and to make consumers - particularly younger people - take notice of the campaign

Implementation and creativity

3MC conducted consumer omnibus research to find out what percentage of people regularly buy tickets online, how many of them have been scammed, and the average loss per victim. Our headline findings were strong: one in five knew someone who had bought a ticket from a scam ticket site and one in twelve has been scammed themselves losing an average of £80 each. The digital agency created a fake ticket website, linked to a page with tips on how to work out if a ticket website is genuine. Its URL was included in all media materials referenced in broadcast interviews. 3MC leveraged its contacts to recruit a host of high-profile music and sporting stars to lend their weight to the campaign fee-free. The band Muse also provided comment on the issue for a press release prior to their sell-out tour in November 2009, and posted a response to the campaign on their website. Kate Nash and Blur's Dave Rowntree were secured as campaign spokespeople and took part in a junket for a wide range of on and offline print and broadcast media. The ambassadors were able to bring a personal voice to the issue and make it relevant to the audience. Kate Nash spoke about a friend's experience of being scammed for a festival ticket, which not only left her out of pocket but also unable to join her friends. Other artists explained how it upset them to hear about fans that have been scammed

when trying to see them play, losing money in the process. To generate maximum news awareness for launch, 3MC supported the research findings with case studies, recruited to share their first person experience. 3MC compiled a regional media toolkit for Trading Standards Officers to enable them to generate grass-roots level awareness and coverage. The toolkit was distributed by OFT and followed up by 3MC to show how content could be utilised. It included:

- Template press release, including quotes for spokespeople and the Just Tick It check list
- 'How to' templates and case studies to strengthen media interest
- Regional list of venues and a 'how to' overview on hooking the campaign onto calendar events post initial launch
- Campaign Q&A document
- E -toolkit comprising of campaign banners and a widget that linked to the Consumer Direct campaign microsite

Evaluation and measurement

- Activity generated **131 items of coverage** in one month (September - October 2009)
- Coverage highlights include articles across a range of the national newspapers including The Sun, The Guardian, The Metro; broadcast pick-up across BBC Breakfast, Sky News, Radio One Newsbeat; coverage across key music websites and regionally
- The campaign achieved a total **OTS of 66,243,000**
- The total **AVE (Advertisement Value Equivalent) achieved was £734,620**
- The OFT was **directly mentioned within 94 per cent of the volume** (123 items), with Just Tick It referenced within 66 per cent (86 items). Consumer Direct was referenced within 44 per cent (58 items)
- One or more of the six 'top tips' appeared within 40 per cent of the volume, 23 per cent of the OTS (15.4m)
- The launch story prompted a Twitter flurry, with BBC World, BBC News 24 and Guardian Money all posting details of the campaign launch through their accounts
- As a result of the initial news story, several high-profile stakeholders including event organizers and secondary ticket outlets approached OFT and 3MC to lend their support to Just Tick It – by name, voice and action including onsite presence and inclusion in member materials i.e. newsletters.
- The PR campaign had a strong presence youth media; as a result, we **reached over 8 million 15-25 year olds**, and achieved a gross rating point of 0.88 (i.e. 88% of the possible target group), while the 35-44 years olds – the second focus audience - reported a Gross Rating Points of 112.
- Pre- and post-campaign awareness tracking conducted by GfK NOP showed that after just a month of activity, **12% of all respondents reported seeing or hearing something about scam sites**, with younger consumers more likely to say they were knowledgeable about scam ticket websites.

Cost-effectiveness & final results against objectives

- 12% awareness levels after one month's activity
- In the first two weeks of the campaign (10 – 29 October) there were a total of 4,022 unique visitors to the fake ticket website, and 25,000 visitors to the scams section on the Consumer Direct site
- Widespread adoption of the campaign by local Trading Standards' stakeholders

"PR was crucial to driving the success of the awareness campaign, especially given the tight turnaround and budget (five weeks from appointment and £35k to include all fees and costs). 3MC worked like a true extension of our in-house team, adding real value. The campaign achieved excellent exposure across both traditional and online media, making the issue relevant to the target audience via heavy-weight ambassador support. Engagement with Trading Standards' stakeholders was very effective at driving grass-roots awareness in the regions and amongst our key partners. The Just Tick It

campaign has since been referenced as a blueprint campaign example by the International Consumer protection and Enforcement Network.”

David Murphy, Head of Marketing, Office of Fair Trading