

CIPR PRIDE AWARDS 2010

Region: Scotland
Category Name: Community Relations
Category Number: 5
Entry Title: Know the Score (KtS)
Entrant Organisation: The BIG Partnership

Strategy: Events

Cocaine use in Scotland is increasing and the Scottish Government is committed to tackling the issue, particular among 16-22 year olds who are most at risk.

The BIG Partnership worked with the Scottish Government's strategic marketing and communications team on the objectives, strategy and creative development of the campaign.

We set out to challenge the perception among 16-22 year olds Scots that 'cocaine is glamorous' or 'safe' and to plant a seed of doubt that deters usage.

Part of a multi-agency approach – including cinema, outdoor, online advertising and field marketing – PR communicated the serious health risks associated with cocaine use.

We were tasked with publicising the overall campaign, creating local events to engage the audience and informing them about the dangers of cocaine, whilst empowering them to make positive life choices.

We underpinned all campaign activity by driving people to www.knowthescore.info.

Our campaign strategy involved engaging this hard-to-reach audience by capturing their interest and generating peer to peer communication.

Since appearing in the James Bond movie, Casino Royale, freerunning has becoming increasingly popular among young people.

This non-competitive sport combines physical strength with endurance, and provided us with the hook for our PR proposition. We harnessed its popularity and used social media plus traditional channels to engage our audience and communicate the realities of cocaine use.

Chris Grant and Scott Houston from Glasgow Parkour Coaching (GPC) helped us take the campaign 'local', engaging directly with young people at free events in Glasgow, Kilmarnock, Dumfries, Dundee, Aberdeen, Edinburgh and Inverness between March and April 2010.

Working with Cocaine Anonymous, Greater Glasgow and Clyde Health Board and the local authority Alcohol and Drug Partnerships (ADPs), we promoted the roadshows, sourced case studies/spokespeople, organised media interviews and gave advice to young people at the events.

Implementation:

The KtS social marketing campaign, which was launched by Community Safety Minister Fergus Ewing at a Glasgow freerunning workshop on January 21, set the scene for subsequent PR activity.

The events offered 210 young Scots the chance to try freerunning. We tapped into Scotland's active freerunning communities across Scotland to identify case studies for the media and YouTube.

The Alcohol and Drugs Partnerships gave a factual perspective to the campaign and their spokespeople added credibility.

Using their networks of local sports clubs, community groups, youth projects and students' organisations plus relevant retailers/clubs in each area we were able to reach thousands of new members, fans and customers with our campaign message

Via these channels we registered people for the events and generated widespread broadcast, print and online coverage in national/local media that promoted the events and raised awareness of cocaine use.

BIG also helped populate – and drive awareness to - a dedicated Facebook page (<http://facebook.com/freerunningwithknowthescore>), and live Twitter feeds from the event which directed visitors to the KtS website.

Community engagement

To give the campaign reach, BIG identified and contacted 260 stakeholder groups across the seven regions, from national organisations including Youthlink Scotland to local youth groups, community groups and students' organisations.

We produced a stakeholders' information pack consisting of the following:

- Posters
- Background to KtS
- Freerunning photos
- Details of the Facebook page/event registration details

This pack was e-mailed and posted to them so that we reached their fans, members and customers.

Prior to this, we telephoned every organisation, explained the campaign aims, what it was offering and how their members could participate. We asked every group to publicise the information via noticeboards, intranets, newsletters, e-zines and e-mails and followed up with further calls to check the information had been received/was being used.

We identified 40 online blogs, forums and chat rooms that targeted 16 to 25 year olds, posting photos, posters, campaign details and the Facebook page/web address. We targeted 42 relevant Facebook groups and distributed fliers at local sports clubs, shopping centres and students' unions in areas where registrations were slow.

Creativity:

We identified freerunning as the platform theme for our campaign as it allowed us to communicate the cocaine message but also empower our audience to make positive life choices.

We used our instructors to communicate the cocaine message by showing that freerunning is increasingly popular and is one activity which many young people enjoy.

We produced a short film of the instructors freerunning around Glasgow and posted it on YouTube, uploaded it to our Facebook page and sent links to all our stakeholders, Facebook/online groups.

At the events campaign pop-up stands promoted KtS and young people received campaign t-shirts, rucksacks, sweat bands and information.

Using a comprehensive community engagement strategy around freerunning, combined with traditional media relations and online activity, we directly engaged with 5650 young people.

We reached 3900 young Scots directly through youth groups, record shops, student groups or football development squads. Not all these people attended the events but via intensive communications activity, we know they were exposed to KtS and its messages.

Evaluation and measurement:

Measurement included:

- Community groups engaged
- Stakeholders reached
- KtS information that groups forwarded /publicised
- Facebook success
- Event registrations
- Case studies/spokespeople identified
- Journalists who attended the events
- Items of coverage
- AVE/PR value/ROI
- Awareness of KtS, particularly freerunning events.

Cost effectiveness:

We reached 5650 people including:

- 3,900 16-25 year olds via 260 community groups
- 300 people through fliers
- 660 people via Facebook
- 153 via event registrations
- 613 people via YouTube
- 24 via Twitter

Final results against objectives:

The campaign achieved:

- Engagement with contacts/workers/influencers in 260 community groups/clubs across seven cities
- 40 community organisations posted campaign information on their website/notice boards/newsletters
- 631 Facebook fans
- 153 event registrations
- 81 pieces of coverage (29 print, 40 online, 12 broadcast)
- 24 Twitter followers
- 618 YouTube views
- Total 5,870,102 OTS (1,567,872 OTS print, 654,230 OTS online, 3,648,000 broadcast media)
- Independent research showed that 16% of 300 16-22 year olds were aware of the freerunning events and 25% of these were either planning to, or had, attended an event.