

CIPR PRide awards 2013

Category: Best Use of Digital

Entry: The London 2012 Games are coming to Surrey, Surrey County Council

1. Brief and objectives

The brief for this campaign required extensive communications to Surrey residents and businesses living on or near to the Olympic road cycling and torch relay routes.

Key objectives for the campaign were:

- To inform Surrey residents and businesses about the cycling events coming to Surrey.
- To encourage residents and businesses to plan in advance for disruption.
- To create excitement about Olympic events you can watch on your doorstep.

2. Strategy and tactics

The overall strategy for communications work was to:

- Provide clear information and messages across all strands of activity, including digital, so that residents and businesses had a clear picture of what was happening in Surrey during the Olympic year.
- Work with local public sector partners, LOCOG, TfL and stakeholders such as the National Trust, to ensure consistency of information, messages and timing of communications materials.
- Create a 'Go Surrey' brand to ensure all Olympic activity was easily identified and pointed people to a dedicated website - gosurrey.info and social media to encourage a channel shift away from calls to the council's contact centre.

A simple but striking brand look and feel made sure every piece of communications, including digital, was instantly recognisable as being part of Surrey's 2012 story.

By using innovative engagement and tactics, the integrated campaign told residents and businesses about road closures and local impact, while creating excitement and a buzz around the events, which attracted a million spectators to watch the cycling events along the route.

3. Implementation

Communications for the Road Race, Time Trial and Torch Relay were integrated for a consistent and cost effective approach and were tested in 2011 when LOCOG held an official test event, the London-Surrey Cycle Classic. The main campaign started in Surrey in June 2012 and ran until the end of July. It used not only digital, but also offline tactics and a

county-wide advertising campaign to maximise reach.

4. The types and variety of digital media utilised

Website

A bespoke Go Surrey website was developed prior to the test event and was constantly updated with new and helpful information for residents and spectators. It included information on road closures, where to watch the races, how to keep your business running and frequently asked questions. The website was also used on event days to communicate live road re-openings, which were promoted on the home page and through social media channels.

Social media

Extensive social media activity was carried out on Go Surrey feeds prior and on event days. A community of followers were built on Facebook and Twitter before the events took place. On event days, the feeds were used as a channel to answer questions, put out messages, provide a race commentary and information about road closures and re-openings.

IPhone app

A 'Surrey Road Cycling' iPhone app was developed to enhance spectator experience and to act as the digital alternative to printed spectator guides. The app included interactive maps to show what route the cyclists were taking and where spectators could find amenities such as: food and drink, toilets, medical and information points, train stations, local attractions and big screens where they could watch the events unfold. The app also included a live feed to the @GoSurreylive Twitter account where they could follow the race commentary as it happened.

5. Research, planning, measurement and evaluation

Success was defined by:

- The number of people who received information digitally, rather than calling the council's contact centre.
- Number of visits to the website, downloads of the iPhone app and interaction on social media.
- The awareness of the events taking place.
- The amount of positivity towards the events.

Key outcomes from the digital campaign tactics:

- The iPhone app was downloaded over 11,000 times and was the App Store's sixth most downloaded free sports app in July 2012.
- The Go Surrey website received 400,000 visits in July, with 180,000 visits on event days.
- There were 32,779 views of Olympic campaign films on You Tube.
- Over 3,000 Twitter users followed the [@gosurreylive](#) feed whilst the [Go Surrey Facebook page](#) generated over 1,000 likes.
- On the event days, Go Surrey received 700 @ mentions and 500 RTs on Twitter, along with 850 likes and 70 comments on updates and photos on Facebook.

In addition, independent evaluation was carried out one week after the events had taken place. It showed:

- Prompted awareness of digital communication channels combined was 21%.
- 91% knew in advance that events were taking place.
- Spontaneous awareness of the advertising campaign was 44%, which rose to 67% when prompted.
- 78% said the campaign had made them feel more positive about the events taking place.

Budget and cost effectiveness

The budget for the entire campaign was over £100,000, with the digital element costing £9,000.