

Best use of Media Relations

Umpf for Bupa Care Services – “Winter Wellness”

Brief and objectives:

Bupa Care Services runs an annual Winter Wellness campaign in partnership with the Royal Voluntary Service to emphasise the importance of keeping the elderly communities ‘well’ during winter.

From 10th October to 17th November 2013, events to promote wellbeing took place at over 200 care homes across the UK as well as in the community.

Umpf was briefed to help raise awareness of the campaign and most importantly the events in priority Bupa care homes. Our focus was on generating awareness of the events on an individual basis in small hyperlocal communities, as well as talk about the campaign as a whole.

The objectives as outlined by Bupa at the start of the campaign were to:

- Generate media coverage in the regions of priority care homes and in age appropriate titles
- Create 3 million impressions (measured on title circulation)
- Three or more key messages to be included in 75% of coverage
- Generate coverage with 100% positive sentiment
- Achieve a Bupa reference in 100% of coverage

Soft targets included:

- Support and amplify above-the-line activity including print and radio advertising (measured by including a specific enquiry number to track calls made to Bupa Care Services as a direct result of the campaign)
- Achieve branded campaign coverage on local radio stations

“The residents knew every word of the songs - it brought in the sunshine.”

Alison Bellamy, Yorkshire Evening Post

“It gave the residents something to trumpet about.”

Derby Telegraph

Strategy and tactics (including innovation and creativity):

The NHS, Age UK and other charities have historically dominated the conversation around keeping elderly communities well over winter. As such, we developed a different and unusual hook, to avoid competing for the same column inches.

We decided to explore the relationship between music and wellbeing to provide a fresh angle with a strong news hook; creating broad media appeal and creating rich content for print, broadcast and online titles. Our multi-stage campaign was thus structured under the theme of music and the benefits it can bring to the lives of the elderly.

Implementation (including where, when and for how long):

To provide our initial news hook, we conducted research among 2,000 70-90 year olds to find out which song made them feel the greatest sense of wellbeing when they listened to it.

We then worked with a music scientist, Professor Grenville Hancox (of the Sidney De Haan Research Centre for Arts and Health) to determine the 'formula' for the perfect feel-good song.

The majority of participants named Louis Armstrong's 'What a Wonderful World' as their top feel-good track, so we enlisted the help of UK's only Louis Armstrong lookalike *and* soundalike, Shenton Dixon, to put on Louis Armstrong tribute gigs for elderly communities.

We selected five care homes, all in Bupa Care Services priority areas, to hold the special events and invited media. This provided interview, photo and audio content for media and thus generated coverage in each of our priority regions ahead of Winter Wellness Week. In areas where we hadn't held events, we used the research findings and images and positioned them as a curtain raiser story for the upcoming local Winter Wellness series of events arranged by Bupa and RVS.

Our second wave of activity was around the individual activities of the 200 Bupa Care homes; selling in tailored press releases to the local media across the country for each event. For this section of the campaign, the Umpf team was divided into Bupa Care Service regions who worked with individual care homes to create tailored press releases which matched (sometimes multiple) care homes to local media. We then worked to provide

images, quotes and press visits to care homes during Winter Wellness Week. Over the course of the week we contacted over hundreds of titles on behalf of 204 care homes.

Demonstrate the types and variety of media utilised:

Because our target demographic was predominantly elderly people in small catchment areas, the focus of our press office activity was targeted to hyper-local and regional publications. We targeted print and broadcast media and we also targeted age-appropriate publications to reflect our primary audience and included online outlets to reach family, carers etc.

Research, planning, measurement and evaluation (outcomes and outputs):

Outputs:

1. We achieved over 130 individual pieces of coverage. Highlights included:

- Yorkshire Evening Post (full page with front page splash)
- Birmingham Post
- Derby Telegraph
- Southern Daily Echo
- South Wales Evening Post
- BBC Radio Kent
- Swansea Sound

a) 80% of coverage contained three key messages or more – a 5% overachievement on the brief

Key Message	Message penetration
Bupa is helping older people stay well this winter	100%
Bupa is working with RVS to provide practical help and support	80%
Winter Wellness	100%
'Get Ready for Winter Leaflet'	59%
Winter Warmer Recipe Booklet	60%

- b) All coverage included Bupa branding
 - c) 100% positive sentiment across traditional media and social
 - d) We achieved coverage across 80% of Bupa care homes
 - e) In addition, of all media coverage we generated for the Winter Wellness campaign, 37% mentioned the phone number for further enquires
 - f) 12 pieces of local radio broadcast coverage were achieved
2. Consumer research
 3. Partnership with Professor Hancox
 4. Curtain raiser events at 5 care homes providing entertainment for elderly residents
 5. Large-scale media relations
 6. Social media content for Bupa's social channels

Outcomes:

1. We achieved campaign awareness through positive, branded media coverage generating impressions of 5,504,073 (an 80% overachievement from the original target)
2. Due to campaign activity, 1,209 calls were made to Bupa's Winter Wellness telephone line on the specific number used in PR activity requesting further information about Bupa Care Homes
3. 440,3258 people were exposed to three or more of Bupa's key messages

Budget and cost effectiveness:

We delivered the entire Winter Wellness campaign for £16,600 +VAT. This included:

- Umpf's fees for handling all media relations
- Talking head fees
- Musician costs
- Photography fees
- Research costs

We estimate that our campaign reached 331 people for every £1 spent on PR. This equates to a cost per thousand people reached of £3.02. As well as generating over 131 positive,

branded pieces of media coverage across local print and broadcast outlets, the campaign helped generate over 1,200 direct new enquiries to Bupa Care Services.