



**Category:** Integrated Campaign

**Company:** Consolidated PR and The Scottish Government

**Entry title:** We Need Everybody

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**Brief and objectives:**

In Scotland nine out of ten people support organ donation. However only four out of ten are on the NHS Organ Donor Register (ODR).

Increasing numbers on the ODR is vital, as only 1% of deaths happen in circumstances where a person can become an organ donor.

And with over 500 people in Scotland currently waiting on a life-saving transplant, the immediate need is evident.

An integrated campaign approach was deployed to galvanise Scots to help save a life, with the following objectives set:

- Increase proportion of Scottish population on the ODR (above 43% in 2015/16)
- Encourage people to share their wishes and build social norming around supporting the life-changing impact of organ donation – contributing to increased authorisation (above 47.4% in 2015/16).

The PR campaign was planned over two distinct phases – campaign launch in July and Organ Donation Week in September.

**Rationale behind campaign, including research and planning:**

Working with the lead creative agency, we developed PR approach around the following key research insights:

- There was little sense of urgent need, the subject had dropped off people's radar
- It was easy for people to make excuses as to why they hadn't joined the ODR, many found contemplating death uncomfortable, with others dismissed it built on beliefs around myths such as being too old, or too ill
- People responded better to positivity in relation to organ donation, rather than being guilt-tripped into considering it.

Whilst the big campaign idea was being developed, the job for PR was clear.

To demonstrate need, PR needed to educate on why ODR figures needed to be increased and dial up the urgency by leveraging waiting figures.

To combat people's go-to excuses for not being on the register, PR should be focused on demonstrating that anyone in Scotland can be an organ donor.

To build a positive movement around organ donation, we needed to highlight the support that exists through stories of those whose lives had been saved, whilst demonstrating the high-profile Scots and organisations that back organ donation.

**Strategy and tactics, including the roles of various integrated activities, creativity and innovation:**

The integrated idea was 'We Need Everybody'. The campaign depicted naked people of all shapes and ages to bust common myths and excuses about who can join the ODR and start a movement mobilising 'everybody'.

The campaign was designed to target all adults aged 18+ using paid, earned and owned channels including TV, paid digital and PR.

In true integration, the hero character selected to star in the TV campaign was recruited through PR.

Gordon Hutchinson, whose inspirational story of having a transplant aged just 13 after having been born with a heart defect, was the perfect, positive figure to lead the campaign and inspire people to action.

With the advert highlighting people of all shapes and sizes in the buff, Gordon appeared at the end – also naked – showing his transplant scar whilst delivering the message that by joining the ODR, everybody could save a life.

PR needed to provide a continual drumbeat of content that supported the call to action.

Tactical plans included:

- Stakeholder outreach – pushing out campaign assets and messaging to both existing and new partners at launch of both phases
- Launch moment – delivering impact for Gordon's inspirational story and the 'we need everybody' call to action
- Getting Naked – creating and managing a series of workplace and case study photocalls to maintain momentum
- Feature placement – rolling case study placement demonstrating the importance of organ donation
- Digital – ongoing content creation and social media management.

### **Implementation of tactics:**

The campaign launched with Gordon Hutchinson re-creating the advert (fully clothed) surrounded by the myth-busting ad images, with the story of his transplant journey helping grab the headlines.

Thanks to the strength of the ten case studies sourced, significant features followed including a man who got his transplant in time to walk his daughter down the aisle and a 27 year old who was saved by a liver transplant after spending her new year in a coma.

To build the positive movement, we recruited transplant recipients to get naked in the same vein as the advertising creative, covered only by a sign with the campaign url, creating images with impact and stories that resonated.

The infectious nakedness continued with transplant surgeons, footballers, DJs, council workers and university students all stripping off in support.

To mark Organ Donation Week, and continue the positive momentum, Martin Compston, Dougray Scott, Laura Fraser and the Proclaimers were amongst the 15 celebrities whose support helped reinforce the 'We Need Everybody' message leading to a sizeable Daily Record exclusive.

Coverage was seeded across social media channels throughout to help demonstrate the groundswell of support, using the powerful mix of the creative assets and emotive stories to drive response.

### **Measurement and evaluation:**

In terms of overall campaign effect, progress was made on the key objectives

- In January 2017, 44% of the Scottish population was on the ODR, compared to 42.7% in January 2016 (+4.4%). This is c. 98,897 new registrations
- Significant increase in authorisation rates (consent). In 2015/16, the deceased donor authorisation rate in Scotland was 57.4%. Third quarter data for 2016/17 shows this has now risen to 64.4%, (+12.2%).

Registrations via the campaign website increased by almost a fifth - 19.6% between 1<sup>st</sup> July 2016 and 1st January 2017 – compared to the same period the previous year.

PR delivered strongly as part of the overall marketing mix with 121 pieces of coverage achieved and strong key message penetration:

- Demonstrating need: 95% of coverage carried the 'We need everybody to join the ODR' messaging, 42% of coverage carried the less than one per cent stat
- Combating go-to excuses: three quarters (75%) of all coverage highlighted that anyone can be an organ donor
- Driving response: three quarters (75%) of coverage carried the url to register

The campaign attracted unparalleled levels of stakeholder, celebrity and case study support, building our norming strategy:

- Almost a third of coverage carrying a case study story
- Transplant surgeons getting naked creating highest organic reach Facebook post (49,435) with the most shares (283)
- Dougray Scott's support lead to our highest ever post reach: 213,000 with 6,800 reactions, comments and shares

**Budget and cost effectiveness:**

£33k ex-VAT (£30k fee, £3k costs)