



**Category:** Not-for-Profit Campaign

**Company:** Police Federation of England and Wales

**Entry title:** Believe in Blue

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**Brief and objectives:**

The Police Federation of England and Wales (PFEW) is the staff association for 122,000 police officers, serving as a national headquarters to 43 local federations, aligned to each of the 43 police forces in England and Wales. Believe in Blue (BiB) is a multi-faceted campaign to provide a platform to showcase the positive side of the police service.

Main objectives were:

- Increase public awareness of the variety and scale of what officers do, showcasing positive police stories
- Build an online community to provide evidence of support, boost morale and use to share wider messages and gain further support
- engage with local forces and Federations.

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

Following years of negativity, damning media coverage of the police service (eg Hillsborough, 'Plebgate'), attacks from Government in relation to poor police pay and conditions amid cuts and austerity – the rationale was to lead a positive campaign showcasing all that is good in policing. We wanted to help show why officers deserve more from the media, public and politicians who ultimately make decisions affecting them.

We consulted our national board through meetings and workshops. They geographically represent our local federations. We explored Carl Jung brand archetypes – to create an emotional connection with the public to ensure BiB would be taken into their hearts – and found police to be most aligned to 'The Sage' implying knowledge, wisdom and professionalism, a fair, firm hand and guidance with a slight air of elitism borne from responsibility and wisdom - and we needed to show this to our target audiences.

We worked to understand what officers believed the job entailed and how they felt the police were perceived by the outside world. Research found that positivity did exist among all audiences, especially the public (backed by Ipsos MORI - 68% of people trust the police), but is stifled by a lack of opportunity to be heard, so as the national voice of the police service there was a real opportunity to capture this support through a central portal, with a constant feed showcasing our heroic members.

We also found that internally the sense of 'struggle' and 'injustice' was very strong, compounded by a common feeling of being under appreciated and vilified, and that officers are ordinary people doing extraordinary things. This needed to be shown.

BiB was an opportunity to create a platform that reached three main target audiences: the public - giving the silent majority channels to voice their support for officers; and the media and politicians – delivering positive stories and engagement that has a genuine impact on opinion, reportage and public feeling.

### **Strategy and tactics, including creativity and innovation:**

We established a main campaign website to showcase all our assets including videos, social wall and good news stories, which poured in from officers and members of the public wanting to say thank you, as well as stories from our own national bravery awards. Quotes and online comments were used in collateral to make them more real.

We packaged a number of impactful videos - some using a cutting edge 'timeslice' technique - under the BiB banner to give viewers a richer online experience. The main videos were provided with Welsh translations.

We used Facebook and Twitter as 'free' channels to share website content and good news stories from other sources (newsjacking). We used paid for advertising to increase organic awareness of the brand.

We set up a Thunderclap to build on our social media engagement and linked with 'celebrities' and popular police commentators to endorse the campaign eg. Nick Knowles.

We used our own internal channels including our flagship publication POLICE magazine (issued to 122,000 officers and 47,000 stakeholders every other month) and ebulletins to our 1800 reps and staff. We shared toolkits of collateral - social media graphics, posters/adverts - with local federations, forces and stakeholders for them to use across their own channels.

### **Implementation of tactics:**

BiB was timed to go live after the Government spending review and announcements on police pay.

The campaign had been used as a backdrop to our conference in May, as well as the main theme of our bravery awards in July, celebrating the brave and heroic everyday acts of officers, (attended by the Prime Minister, Home Secretary and unofficial ambassador Nick Knowles.)

In November we attended the annual conference for police communicators to promote the campaign and the Thunderclap, with a fantastic response from forces which was followed up by providing them with a toolkit of assets and collateral which many used.

In December the Thunderclap thanked officers for working during the festive period, taking advantage of the season of goodwill in December, reaching over 1.3m people.

Since then the campaign continues to go from strength to strength with increasing support and engagement on social media. For example, the campaign hashtag #believeinblue has been used during recent terrorist attacks in London and Manchester helping spread love for a formidable job like no other and in tribute to officers who have died or been injured.

### **Measurement and evaluation:**

We met all our main objectives. Anecdotally we had some great feedback from forces and federations, with a number of them using BiB collateral, as well as officers and police supporters using the BiB hashtag.

Our large reach and engagement shows we have increased public awareness of what the police do and built an online community which we will use to provide support for other campaigns. We have around 11,000 engaged supporters (from Twitter, Facebook and Thunderclap).

Politically, politicians have come on board and the then shadow Home Secretary Andy Burnham told delegates at our conference in May 2016 'I believe in blue'.

To date:

Nearly 2.5m video views

Website

50,519 visits viewing 67,000+ pages

120+ stories added

Facebook

5,111,288 total reach

150,923 total engagement (the number of unique people who engage with our page posts eg. by commenting, liking, sharing or clicking)

7,406 page likes

Twitter

762,300 impressions

2,413 followers

Link clicks – 7,063

Retweets – 3,264

Likes – 4,922

Replies – 323

Average monthly engagement more than 2% (twice UK average for page of similar size)

Thunderclap

Reached over 1.3m people

### **Budget and cost effectiveness:**

£100,000 - approx. total

£45,000 website and social media channels built and established

£15,000 film editing

£10,000 social media advertising

£10,000 asset production

£20,000 ongoing maintenance

A member pays £17 a month to PFEW. Based on figures above, cost is £2.22 per website view and less than £10 per engaged person, which reduces as figures continue to grow going forward.