



Category: Public Sector Campaign

Company: The Right Agency, Umpf and NHS Health Education England

Entry title: #NHyeS

Brief and objectives:

In August 2016 following a competitive pitch, Health Education England (HEE), an arm's length body of the Department of Health, appointed The Right Agency & Umpf to work on a joint campaign to raise awareness of apprenticeship opportunities within the NHS. We were given three specific objectives:

1. Promote the NHS as an employer of apprentices, offering exciting and varied careers
2. Signpost people to look for information on NHS apprenticeships via www.stepintothens.nhs.uk
3. Develop the NHS Apprenticeship brand.

Rationale behind campaign, including research and planning:

Our core audience groups were: young people in final stages of secondary or tertiary education, NEETs and job switchers. Two periods were identified as being best to reach our audiences:

- Summer into autumn: young people would be finishing exams and looking to start their careers
- The lead up to National Apprenticeship Week (NAW), March 6-10th, a government-run initiative celebrating apprenticeships and the positive impact they have on individuals and businesses

Focus group research involving apprentices and post-apprenticeship employees was conducted by HEE with the agencies and this was supplemented with a significant piece of consumer research with three key audiences.

This research identified the barriers to applying for apprenticeships, enabling the media relations campaign to focus on reversing those misconceptions.

The agencies worked closely with the client (HEE), in particular liaising with their local apprenticeship coordinators to leverage their strong local presence and social media channels.

Strategy and tactics, including creativity and innovation, and stakeholder engagement:

The brief included a list of statements showing the benefits of an apprenticeship role in the NHS ('Earn while you learn', 'Job variety' etc) so the strategy focussed on highlighting these roles and benefits. Our team turned these statements into questions, developing the creative hook for the campaign: '#NHyeS' ie 'Can you earn while you learn? #NHyeS', 'Is there job variety? #NHyeS'.

We delivered this strategy using a mix of news generation and case study development to raise awareness, overlaid with a social campaign to support awareness and drive traffic to www.stepintothenhhs.nhs.uk.

In addition, we developed a social media stunt to raise further awareness during NAW.

Implementation of tactics:

PR

Consumer research, looking at three groups, kick-started media relations:

- NEETs
- 14-18-yr-olds in secondary education
- Job switchers

We used the findings to identify the perceived barriers to pursuing apprenticeships and created a hard news story that questioned awareness of apprenticeship opportunities. It revealed the key barriers to pursuing an apprenticeship included:

- Fear of being 'too old'
- The assumption that apprenticeships are for those who underperform at school
- The assumption that apprenticeships don't lead to well paid, interesting careers

To help explode some of these myths we interviewed 30 former/current NHS apprentices, creating case studies/interviewees for the media around three key groups:

- ❖ Those who had used their apprenticeship to pursue an interesting – or unexpected – career (Engineers, Ambulance Driver etc)
- ❖ Over 25s and those who had pursued an apprenticeship later in life
- ❖ Academic people who had chosen apprenticeships over university.

The case studies and news story were sold-in to print and broadcast media and used on social media channels in the weeks preceding NAW to ensure we achieved maximum share of voice.

Social Media

We produced weekly content for the NHS Apprenticeships Facebook page and the Health Careers Twitter account. As well as providing information about apprenticeships and demystifying misconceptions, we created weekly posts highlighting vacancies on the NHS Jobs site. The #NHyeS logo was used across all pieces of content. We boosted key pieces of content, focussing on case studies of former/current apprentices, videos/rich media, and key moments such as the first Facebook Live interview and our activity around NAW.

Social Stunt

We developed a social stunt during NAW to highlight one of our core messages: the range of apprenticeship roles available within the NHS. For each day of NAW, we created a geotargeted Snapchat filter – each showed one of five available roles (Healthcare, Engineering, Pathology, Social Media, and Painting & Decorating). These filters were available exclusively to Snapchat users at job centres at ten cities in England. This highly

targeted campaign (people in job centres are almost exclusively there to look for work) was the first time HEE had used Snapchat as a marketing tool.

Twitter Take-over

We brokered an agreement with the Department of Work and Pension's Knowledge Hub to take over their Twitter account (@khubdwp), which promotes apprenticeships across a variety of sectors/organisations, on the first day of NAW. We supplied content, images and videos – the department reported the takeover resulted in the most successful day on the account since it launched in 2012.

Measurement and evaluation:

Objective & Result:

1. Promote the NHS as an employer of apprentices, offering exciting and varied careers
Media coverage of the research and case studies highlighting the key message (range and variety of roles, etc) reached 6.7m people via 30 pieces of coverage. This included a feature in The Times and Daily Mail, five pieces of regional broadcast coverage and regional print coverage across England (see attached). Facebook reach was 638,056 while page likes increased by 2,609 (405%)*. Snapchat filters were used by 1,825 people.
2. Signpost people to look for information on NHS apprenticeships via www.stepintohenhs.nhs.uk

Website analytics for www.stepintohenhs.nhs.uk during NAW versus the previous week showed:

- Users up 94.2%
- Page views up 121.7%
- Page sessions up 95.3%
- Looking at how users arrived at the pages:

Social media up 644%

Direct up 221%

Organic search up 54%

NB, HEE is unable to access NHS.uk data on apprentice-specific website job searches or apprentice-specific applications. However, data from the NHS showed that page views on www.jobs.nhs.uk during NAW were up 74.8% versus the previous week.

3. Develop the NHS Apprenticeship brand

The NHS Apprenticeship brand was developed by the team into the #NHyeS creative which was used across print and social media. It created a more accessible, youth-focussed execution, which worked seamlessly with the pre-existing key messages as set out by HEE in the brief ('Earn while you learn', 'Job variety' etc). See attached.

Budget and cost effectiveness:

- Six months' fees for two agencies
- Qualitative and quantitative research
- Development of the #NHyeS creative (logo, social assets, etc)
- Social media advertising (including content promotion, social ads and a national week-long Snapchat ad campaign)

Total: £35,000

For every £1 spent, the campaign reached a minimum of 212 people*

*Twitter content was posted by a different department and reach data was unavailable.