

PRIDE AWARDS 2017

Category: Not-for-Profit Campaign

Company: Weber Shandwick

Entry title: Glasgow Children's Hospital Charity: Scotland's Biggest Bedtime Story

Brief and objectives:

For Glasgow Children's Hospital Charity, the Christmas Appeal is its biggest fundraising drive of the year. Last winter, their aim was to raise £200,000 to fund a neurosurgical endoscope. This equipment would be a huge help to surgeons, allowing them to perform minimally invasive, more effective and safer surgery – ultimately leading to a better outcome for young patients.

In previous Christmas Appeals, we had dozens of case studies at our disposal – allowing us to pitch to multiple media outlets and secure vital column inches. However, with the nature of this particular appeal, case studies were in short supply.

Our task, then, was to find a way to convey the importance of the Christmas Appeal and create content that could drive donations in the absence of a tried and tested formula.

Our objectives were:

- Help GCHC meet their £200,000 target through awareness raising
- Secure at least one broadcast piece for Christmas Appeal
- Create video content that would generate at least 10,000 views
- Increase pool of potential charity ambassadors by five

Rationale behind campaign, including research and planning:

At the heart of the campaign was a desire to do something different, and create a piece of compelling content for the charity's digital channels. But just any idea wouldn't do – we needed something that would drive awareness and encourage donations.

Our insights team got to work, looking for a platform on which our idea could rest. Their key insight was that, for many families, the Royal Hospital for Children can feel like a home away from home. And from our visits to the hospital we know how important reading is to the patients and their families – a neat tie in with the nature of the appeal.

From the National Literacy Trust, we discovered that bedtime stories are not only treasured by parents as crucial bonding time, but also have proven developmental benefits. Taking this further, we found that books remained a top present at Christmas time, and that the most popular book on Amazon at Christmas was from Gruffalo author Julia Donaldson.

Using these various insights, we came up with our main campaign platform – *Scotland's Biggest Bedtime Story*. This reflected the fact that bedtime stories are a welcome distraction for young patients, bringing children and their families together during difficult times.

Strategy and tactics, including creativity and innovation:

Our big idea was to create a video featuring multiple celebrities reading *The Gruffalo's Child* by Julia Donaldson. We knew from our research how popular she was with our target audience, so our first step was to get her onboard – and thankfully she was extremely enthusiastic.

Next, we got out our contact books and pitched our big idea to a wide range of celebs. The response was terrific – the charity holds a special place in the hearts of many Scots and that was reflected in the desire for people to take part.

We were able to secure a variety of Scottish names, including:

- Cast of hit BBC Scotland comedy *Still Game*
- Scotland manager Gordon Strachan
- Singer Amy Macdonald
- Paralympic tennis champion Gordon Reid
- Formula 1 presenter Susie Wolff.

However, while we had plenty of well-kent faces keen to get involved, we now had to tackle the hardest part of the endeavour – coordinating the filming of 30 extremely busy celebrities!.

Implementation of tactics:

The appeal officially launched on November 10, with a press release going to newsdesks. We also invited select journalists (print and broadcast) to the hospital to meet 15-year-old Ciara Allan who had undergone eight brain surgeries in just 12 years. With her family's permission, we allowed journalists to speak to Ciara and also her consultant, Mr Roddy O'Kane, who recently featured on BBC documentary *Scotland's Superhospital*. Together, they brought to life both sides of the journey and drove home the need to bring this neurosurgical endoscope to the hospital.

We followed this up with a concerted push on social media, highlighting the cause and putting Ciara front and centre. Another key milestone was the Christmas lights switch on at the hospital, with the cast of *Still Game* secured for the switch on. With our help we were able to get blanket coverage of the story (incorporating our Appeal messaging), including the front page of the *Daily Record*.

While all this was going on, in the background we were hard at work preparing *Scotland's Biggest Bedtime Story*. Using our own equipment, we visited as many celebrities in person as possible throughout November, filming them in their place of work, in hotels and sometimes at their home. And if we couldn't get to them, we coached them on filming themselves and sending us their video.

Facing a race against time to get everything ready for mid-December, we used our crack editing skills to bring together the 30 separate videos into one coherent package. We also liaised with the celebrities, providing them with social media packs to be used to promote the video.

On December 14, it went live on Facebook and YouTube. The reaction was beyond our wildest expectations. Within a few hours, views were in the thousands. With the help of our own social media planning and the helping hand of our celebrities, that number continued to skyrocket. Even better, we'd converted those celebrities into engaged advocates, with conversations in the offing about becoming formal charity ambassadors.

Measurement and evaluation:

Our video quickly was a huge viral hit:

- 168,000 views on Facebook (1580% above target)
- 1,600 likes and 1,700 reactions on Facebook
- 627 shares on Facebook and 95 retweets on Twitter
- Appeal donations surged after publication.

Media results for the overall campaign were similarly impressive:

- 4.2million opportunities to see/hear in print, online and broadcast
- Broadcast pieces on STV, Clyde, Capital and Heart
- Front page of the Daily Record.

Crucially, the outcomes were even more impressive:

- The charity's £200,000 target was smashed with time to spare
- Comments from donors and supporters were overwhelmingly positive
- Pool of potential ambassadors enhanced by over 20 (400% more than target)

Budget and cost effectiveness:

The campaign was delivered within the charity's standard £notforpublication monthly retainer, with a small budget of less than £notforpublication used to promote the video on Facebook.