



Government  
Communication  
Service

# GCS Evaluation Case Studies



## Organisation Goal (Objective)

- Deliver target of 100,000 additional UK exporters by 2020

## Communications Objectives

- To deliver 30,000 new UK exporters by 2020 by:
  - Highlight export opportunities available to British businesses overseas by publicising 1000+ real contracts every month
  - Increasing opportunities hosted on dedicated site ([exportingisgreat.gov.uk](http://exportingisgreat.gov.uk))
  - Work with partners & stakeholders to inspire a new generation of exporters

## Target Audience

- UK SMEs across all sectors who are not currently exporting but have the potential to do so within the next 5 years

## Preparation (Input Activities)

- Target audience insight (research), planning on content & message development, stakeholder mapping, social media strategy and briefs for media delivery, editorial and PR calendars
- Developed dedicated campaign website, eCRM programme and roadshow events
- Secured high-profile endorsements – Ron Dennis, Prof. Brian Cox, Kelly Hoppen, Richard Branson, engaged with partners and stakeholders, campaign toolkits, briefing packs and core script
- Media plan for radio, TV, digital out of home, radio, social media, pay per click and digital display

## Outputs

- Filmed and launched TV advertising (24 films in 18 countries) - 420 TVRs, 5.5 frequency delivered; 200+ articles in media, with a reach of 14 million
- 1.3 million views of campaign films online
- Over 30 partnerships secured with targeted stakeholders, over 60 toolkits shared/downloaded
- 178k unique visits to website since launch, 618k page views, 32% new visits
- Launch roadshow – 300 days, 100 events (up to October 2016)
- 1,000 attendees across 16 roadshow event days covering 14 cities

## Outtakes

- 80% positive/neutral sentiment of coverage achieved on social media, 100% across other media
- 7,500 downloads of guide to exporting
- 12,000 mentions of #exportingisgreat across social media
- Over 350 enquiries to local export support network
- Average time on site of 2 mins 10 secs

## Outcomes

- 3600 responses to export opportunities since launch (62% increase since Oct 2015 & 95% on same month previous year)
- In medium term, data will be available on Measurement of Export wins & number of companies winning exporting opportunities

## What we've learned to date (Evaluation Insight)

- Above the line advertising is the most effective driver of traffic (TV has had high engagement levels and goal conversions)
- The campaign website iterated following user feedback received in the first month



# Plastic Bag Charge Campaign

## Organisation Goal (Objective)

- From 5 October 2015, large shops in England charged 5p for all single use carrier bags (SUCBs)
- Reduce the public's consumption of SUCBs in English supermarkets by 80% in 12 months
- Reduce the public's consumption of SUCBs in English High Street stores by 50% in 12 months

## Communications Objectives

- To increase awareness amongst adults in England of the 5p charge on SUCBs from 74% to 85% between June-Sept 2015, and awareness of the environmental rationale for the initiative

## Target Audience

- Retailer outlets
- First wave (June): women, C2DE, young people under 34
- Second wave (Sept): 18-24 year olds, men, C2DE
- National media and social media users

## Preparation (Input Activities)

- Audience insight and desk research: using Scotland and Wales' experience of the introductions of a similar levy
- Internet Polls into attitudes /comprehension of 5p charge
- Content creation: 'Countdown' GIFs & infographics, tweets, Sparkol video, vines, intranet story, briefing for call centre
- Drafted a 'collection' of guidance for GOV.UK: retailer and consumer guidance, retailer artwork and press release
- Pre-engagement with retailers to 'sell in' artwork at point of sale

## Outputs

- Issued press release
- Published 'collection' on GOV.UK
- Posted vines and issued 13 tweets
- Published intranet news story

## Outtakes

- All national print outlets and national news channels covered the story
- Awareness of the charge rose to 98% in Sept (from 74% in June)
- Average time spent on GOV.UK consumer guidance was 2:30 minutes, and on retailer guidance was 4:40 minutes which indicates that, typically, readers view most/all of the content
- 902 retweets (significant compared to typical Defra retweet rates). Defra's most shared infographic tweet achieved 181 retweets

## Outcomes

- 78% reduction in SUCB usage in Tesco stores in the first two months (research 3 Dec 2015). All retailers' records received by 31 July 2016 will be published on a database
- Advocacy achieved with several large retail chains printing and displaying campaign artwork (including 430 Poundland stores - reach of 5.3m customers per week; all 1,650 Greggs stores; Asda's 450 stores, Waitrose, Tesco, Morrison's, Argos, Next and Top Shop)

## What we've learned (Evaluation Insight)

- Latest Internet Poll (Sep) showed: 18% of people still incorrectly think the charge is a tax increase; only 10% of people understand the charge raises money for charity; 51% said it would make no difference to their behaviour towards the environment



# Maternity Safety Announcement

## Organisation Goal (Objective)

- To reduce the number of stillbirths (SB), neonatal & maternal deaths & brain injuries that occur during or soon after birth by 50% by 2030 (& by 20% by 2020)

## Communications Objectives

- To build public awareness and increase confidence in the Government's plans to improve maternity services
- To engage at least 8 key stakeholders to support announcement and ongoing programme development
- To achieve at least 80% positive/neutral coverage, use of #NHSMaternity and coverage in breakfast news

## Target Audience

- Maternity service (MS) users, MS professionals, patient safety experts, stakeholder organisations and charities within the maternity sector and general public

## Preparation (Input Activities)

- Audience media consumption insight used to leverage breakfast TV as a key message delivery channel
- Stakeholder mapping to identify key stakeholders to influence the audience & therefore to endorse key message
- Media led announcement - media release drafted, Q&A drafted for reactive use, vine, GOV.UK story drafted, infographics, stakeholder mapping & correspondence

## Outputs

- Broadcast coverage achieved in all major outlets across the UK
- Over 2000 unique views of GOV.UK story page
- Public endorsements secured from 18 stakeholder & clinical voices

## Outtakes

- 274 retweets/comments on Facebook & Twitter
- 89% positive/straight sentiment coverage achieved
- 1 in 10 heard a great deal/fair amount about plans to improve maternity care (this is an ongoing KPI)

## Outcomes

- 44% believe maternity services will improve in the next five years (post announcement)
- Advocacy secured amongst 18 key stakeholders, incl. creation of a cross-sector maternity communications group to support ongoing campaign development

## What we've learned (Evaluation Insight)

- Carefully targeted stakeholder engagement can amplify the key messages across media and social media
- The use of innovative social media channels such as 'Vine' proved extremely successful with plans in place to use it for future announcements

## Communications Objectives

- The aim of this announcement was to highlight what the government was doing to address the issue of road potholes by: moving the focus away from a funding backlog; gain recognition for increased and consistent funding; and partnership work to improve local road infrastructure

## Target Audience

- Drivers, other road users and residents in urban neighbourhoods with locally maintained roads

## Preparation (Input Activities)

- Secretary of State visit and pre-recorded interview was arranged, along with stakeholder briefings and a package of media and social media activities
- Audience research showing:
  - only 12% of residents think there were fewer potholes than last year
  - 60% of drivers don't know if spending has risen or fallen
  - 32% are aware of the 'Pothole Fund'

## Outputs

- Secured both national & regional TV, radio coverage 26.1m reach
- National & Regional press media coverage achieved 6.75m reach
- 5,610 unique views on GOV.UK

## Outtakes

- Key message was included in 94% of coverage
- Overall media sentiment was positive (85% by reach)

## Outcomes

- Advocacy secured with 20% regional print and online coverage carried by third parties

## What we've learned (Evaluation Insight)

- Use of audience insight to inform channel selection mix
- Strong, trusted influence of regional media confirmed
- BBC features increased coverage and impact
- Insights provided which fed in to development of further regionalised digital and interactive products



# Power to Switch Campaign

## Organisation Goal (Objective)

- Many people could save up to £200 by switching energy supplier but research indicates that only 14% of people switched supplier in the year before the campaign and a further 58% of people have never switched
- Switching energy supplier regularly is a sign of a vibrant market and creates savings directly to the public so the objective was to increase the number of people switching supplier

## Communications Objectives

- Raise awareness of the benefits of switching energy suppliers and the ease with which customers can switch to get a better deal
- Promote the financial savings available (c£200) by switching suppliers and increase the rate at which people switch by 25% pa

## Target Audience

- UK households with a contracted energy supplier
- The 67% of disengaged with switching (according to research)

## Preparation (Input Activities)

- Advertising campaign cost £4.7m
- Campaign content creation
- Used audience research that showed that 67% of the target audience was disengaged with switching and targeted those

## Outputs

- The marketing campaign included outputs within a mix of channels: (Media, Radio, TV and Digital / social media channels)
- Delivered targeted reach (98%)
- Earned coverage was strong, with the launch driving strong coverage (65 pieces on day 1 with excellent message penetration)

## Outtakes

- 55% awareness level (typical campaign average is 15%)
- 370k unique views of dedicated Webpage (42k of those clicked through to an Ofgem approved PCW)
- 566k YouTube video views

## Outcomes

- Average saving of £312 per customer achieved
- 80% (58k) more households switched compared with previous year
- £5 consumer savings per £1 spent (£25m increase in total savings)
- Continued switching levels after the campaign showed an increase of approx. 20% increased (compared with previous year and are highest to date at 3.5m in 2015 so far)
- Advocacy: The campaign was supported, primarily in social media channels, by many 3rd parties including energy companies, Price Comparison Websites, and consumer finance organisations including Which?, Citizens Advice and MoneySavingExpert

## What we've learned (Evaluation Insight)

- Low cost digital display ads led to millions of impressions, with high click through rates, however, these visits resulted in no additional actions e.g. clicks on to PCWs