

**churchill™**

# Marketing Society Excellence Awards

Brand Activation



# Executive summary

This is the story of how a household insurer transformed itself into a social crusader, forming a campaign that aimed to improve road safety by bringing the once-ubiquitous lollipop lady back to our communities.

While the number of 'lollipoppers' on the street has been steadily diminishing, our research found that 65 % of child pedestrian casualties occur during the school run. Embarking upon a multi-channel campaign that would be the first of its kind for the business, we promised to provide financial support for up to 50 new lollipoppers for a year from September-2016. A central website-based hub was created to collect nominations – from which 50 schools would be chosen at random.

To maximise coverage and encourage our audience to actively engage by making a nomination, we formed strategic partnerships with influencers including Channel 4, Bauer Radio and Mumsnet. Churchill's integrated campaign also used different phases on social media to launch, recruit and celebrate lollipoppers across the country – this included creating the first 'National Lollipopper Day' on 29th November.

By bringing about a positive change from both a moral and business perspective, Churchill ultimately aimed to lead key brand metrics including 'acts in the interest of others' and 'consideration'. We also aimed to sustain our position as insurers within a competitive, challenging marketplace, overcoming such uncontrollable issues as increased Insurance Premium Tax, which was driving customers to shop around for the best insurance deal at renewal.

The results exceeded all expectations. As well as achieving growth in all of our key brand metrics, we grew our IFPs (total policies) by c.2,000 per week (from a decline of c.3,000 per week), increased phone quotes by 24 % and saw a rise in sales versus forecasts.

Ultimately we've managed to raise awareness of an important societal issue, without compromising the business' cheeky, informal tone.

[300 words]

# Main entry

A good company delivers on brand promises via its products. An exceptional company, however, lives and breathes those brand promises to also drive a wider, societal change.

Churchill has always strived to be regarded as a dependable brand. With a primary target market of customers aged 45-65, we know that people look to us as insurers that will just get the job done, honestly and efficiently, should the need arise. However, we wanted to see if it could go further than that, using our trusted position in the marketplace to demonstrate how we can play a valued role in society – beyond the realms of insurance.

## Project objectives

Collaborating with agencies MediaCom and WCRS, we aimed to form a campaign that would:

- Engage consumers outside of their insurance renewal window, in a fun yet relevant way to drive growth in our key brand metrics (i.e. awareness, acts in the interest of others and consideration).
- Sustain our position as insurers within a competitive, challenging marketplace. Crucially, we wanted to reverse the decline in total policies (IFPs), despite such uncontrollable issues as increased Insurance Premium Tax driving customers to shop around for the best insurance deal at renewal, as well as reduced media spend.
- Increase our positive sentiment levels even further, reinforcing our brand slogan: 'Depend on the Dog' and brand values: 'Doing Right by You'.
- Position ourselves within the social campaigning space, to bring about improvements from both a moral (road safety) and business (fewer insurance claims) perspective.

## Campaign groundwork

The number of Lollipoppers on the street has been steadily diminishing, following new 2002 legislation which meant Lollipoppers are no longer a legal requirement for schools. Alarming, however, when we commissioned a Road Safety Analysis in March-2016, we found that 65 % of child pedestrian casualties occur during the school run. It was clear the safety of children in the UK was being put at risk.

Eager to bring these worrying statistics to the forefront of people's minds, we publicised this information with broadcast news stories, supported by road safety charity Brake, before we launched our official campaign. This acted as an effective way of reminding people about our ongoing concern with the issue of road safety, opening up the lines of conversation prior to the roll out of our branded activity.

## Cross-brand creativity

This campaign was, quite simply, the first of its kind for the business. While we'd supported road safety awareness via activity such as our sponsorship of BRAKE's 'Beep Beep Days' (engaging children aged 2-7 with road safety basics through fun activities) – we'd never attempted an issue-led marketing campaign of this scale.

By showing our support for 'lollipoppers' by lobbying for more of them to be put on the streets, our Lollipoppers campaign (commencing April-2016) aimed to prove Churchill's credentials as a champion for people on wider issues. While traffic is indeed related to one of the products we offer as a business, we wanted to approach this campaign from a road safety – rather than insurance – perspective.

Before we released any of our creatives, we established a financial fund that promised to provide support for up to 50 new lollipoppers for a year from September-2016. A central website-based hub was created to collect nominations that was open to all schools – either self-nominating, or for pupils, their parents or grandparents to nominate their school. From there, 50 schools would be chosen at random.

We then embarked upon a multi-channel campaign, built on strong media partnerships, to maximise coverage and encourage our audience to actively engage by making a nomination.

## TV

We aimed to drive fame and cut-through via a TV advert that promoted the campaign. Channel 4 was chosen to establish the initiative nationally, as we believed it to be the best fit in terms of its public service remit and programming output.

In return for our exclusivity to the channel, our creative



was premiered with an attention-grabbing C4 ident, along with the intro 'Exclusive partnership with Churchill'. It was deliberately shown in an ad break for high-rating show One Born Every Minute, as we thought it best fit with the older target audience (i.e. those with families to look after) and celebratory tone of the programming.

In keeping with other Churchill adverts, we wanted the advert to be humorous, fun and attention-grabbing. As this was a standalone campaign, we wanted to use an actor that we'd never used before. After being sent a list of actors associated with C4 programming, we decided that well-known comedy actor Robert Webb would be the right choice. For example, the Churchill brand has always been associated with 'Britishness', and we felt that Robert encapsulated those typically-British traits – particularly fun and silliness – perfectly.


The advert shows Robert Webb (along with Churchie) 'testing' a lollipop lady candidate – Eileen – to see if she's got what it takes to make the cut. Eileen is the hero of the piece, emphasising the focus of our campaign. The advert ends with a call-to-action to go online to nominate via the C4 website, along with our recognisable 'Depend on the Dog' slogan and Churchie emblem.

Following its premier on April 11th, the advert had 76 TVRs focused on prime-time slots to capture our target audience, exclusive to all C4 channels, while also being promoted via the channel's website (below).

[Home](#)



Nominations are now closed.



Thanks for entering!

Team Churchill are working hard pawing through over 51,400 nominations from across the UK. You can keep up to date with Churchill's Lollipoppers by liking Churchill on Facebook and following on Twitter! Thanks for all your nominations and good luck in the

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## Radio

While the TV advert was designed to officially kick off the campaign activity and raise awareness across the country, we also wanted to give a more personal voice to the activity. Therefore, we decided that radio would be also be used as a key channel throughout the campaign.

Bauer Media was strategically selected due to the tone that the media company could bring to the campaign via such popular stations as Kiss, Absolute Radio and Magic. As well as providing national coverage, it also had a regional presence, to ensure local communities could identify with its campaign-related content on a more personal level. By allowing radio presenters to talk to listeners in a chatty, anecdotal way about 'famous' local lollipop ladies and their importance to the community, we aimed to encourage more people to engage in the issue (by phoning into the show, nominating via the website, etc.).

Using a pre-recorded advert and a guided script, radio activity included three key bursts:

- Launch activity, to drive nominations for schools that needed a lollipop lady/man.
- A drive for recruitment, to encourage nominations from listeners who thought they may be suitable to become a lollipop lady/man.
- Drumming up awareness of National Lollipop Day, a day that Churchill created to promote the cause and award the work of existing lollipop people (also strongly promoted by our social activity – see later).

The three on-air bursts delivered a total of 92,997,100 impacts (a 5.7 % increase on planned) and Bauer delivered £25,000 as added value, via engaging extended live reads promoting the nominate phase of the campaign.

## Mumsnet

To directly target parents of the school children we were trying to protect, we also partnered with Mumsnet – the UK's most popular parenting website. Original content was at the heart of this partnership, as we drove the creation and sponsorship of 'The Schoolgate', a hub which hosted content on road safety, including such articles as '6 ways to teach your kids about road safety'. Related articles ended with links to our website to nominate or find out more about the campaign.

This was the first time our business had actively driven such content, to generate conversation on a larger scale within an influential, targeted demographic. To ensure we maximised reach even further, content also extended to sister sites, Mumsnet local and Gransnet.

## PTA partnership

As well as Mumsnet, we forged a relationship with PTA UK, a national charitable organisation, representing the PTAs of more than 14,000 schools nationally. For example, our activity was mentioned in the organisation's direct mail, sharing our functional strength and improving the likelihood of the campaign being mentioned within schools on a more 'official' basis.

## Social activity

### Launch phase:

Our social activity kicked off with Facebook, where we drove people to our website to make a nomination for a school in need of a lollipop. This launch phase consisted of four adverts: the repurposed C4 launch film, a behind-the-scenes video, a photo montage and a refreshed cut of the film.

The content shared, community management of the campaign – driving conversation and engagement – as well as the raising of the issue in the build-up to launch, saw staggering increases in positive sentiment (+1,000!).

Social activity, alongside the tone and careful selection of media partners, also drove genuinely organic conversation, with 60 % of the nominations at launch coming from such closed organic Facebook groups as private parent groups.

### Recruitment phase:

We supported PR activity by using Jeff Brazier to encourage people to sign up and become lollipopers, whitelisting Jeff's tweet with £5,000. This was targeted to a specific female audience aged 25-40 and 50+ with a specific interest in daytime TV, parent/grandparent blogs and schools. Such activity resulted in just under 425,000 Twitter impressions and 218,702 video views.





## Celebrate phase:

Using TV personality Alison Hammond at the start of November to launch our celebrate phase, we drove people to our website to nominate existing lollipopers for our inaugural Lollipopper of the Year Awards. The 'celebrate' stage culminated on 29th November with National Lollipopper Day.

Created specifically for the campaign, we deliberately selected this date to coincide with Road Safety Week, celebrating all lollipopers by tweeting about them and allowing others to do the same. We:

- Took out a slice of prime Twitter advertising real estate by purchasing a promoted trend for 24 hours on 29/11 – **generating 17.4m impressions.**
- Hosted a #Lollipopers Twitter party. Publicised via Mumsnet prior to the 'event', this live chat encouraged Mums to join in a conversation about their own child's lollipopper, as well as sharing tips and tricks on surviving the school run. Such activity generated 4.8m impressions, smashing existing Mumsnet benchmarks (see later). This was the first time a Twitter party was incorporated into one of our campaigns.
- Posted content throughout the day to support the trend, including staggered announcements of award winners on social, and a video of Alison Hammond presenting the trophy to the overall winner.





## Evidence of effectiveness

The Lollipopers campaign exceeded our targets in terms of engagement levels, brand preference uplift and the number of nominations and schools taking part.

For example:

- We anticipated about 1,000 schools taking part – 7,000 schools ended up participating.
- The campaign received 55,000 nominations – 916 % more than anticipated (6,000).

Engagement levels:

- We received c.150,000 visits to the stand-alone Lollipopper website.
- We received 1,750 total mentions online (excluding Facebook).

Social activity created:

- A Facebook reach of 3m and 1.26 Twitter impressions during the 'recruitment' phase for lollipopers.

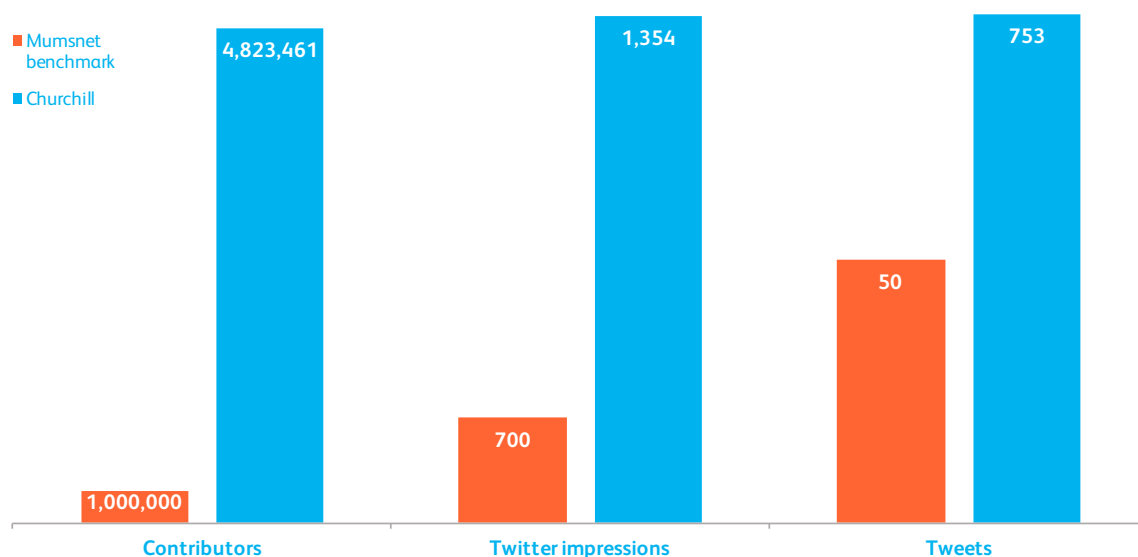


- A total of 86.5m impressions on National Lollipop Day – across Facebook and Twitter. Also on the Day, Churchill received more organic impressions on Twitter than in October and November combined (71,689).
- The Day saw Twitter's own editorial team inserting Lollipopers into the Moments news menu. Paid cost for this placement alone would have been minimum £30k.
- The Lollipopper promoted trend (29th November) achieved 2.33m tweet impressions, 2.4k mentions of #Lollipopers, and a 1.2 % engagement rate.
- We achieved 17.4m trend impressions – **an increase of 153%** in hashtag mentions vs #merryfixmas (just in the UK, versus the global #merryfixmas), showing that National Lollipopper Day was effective in driving organic conversation.
- Widespread press coverage, including coverage in Metro.co.uk, BBC Radio Leicester and the Yorkshire Evening Post.
- Our top tweet (left) created:
  - 333,995 tweet impressions.
  - 5,360 tweet engagements.
  - 1.60 % engagement rate.

The Mumsnet Twitter party on National Lollipopper Day smashed all of the website's own benchmarks:

## Impact of the 'Twitter Party' vs Mumsnet benchmarks

Our Twitter Party on National Lollipopper day exceeded Mumsnet's benchmarks for impressions, contributions and tweets.



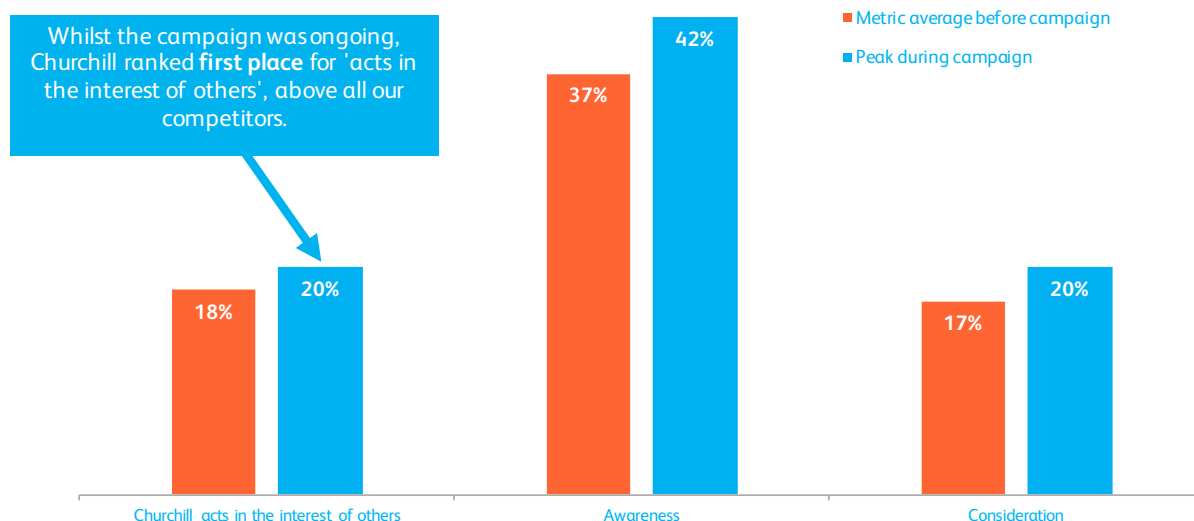
Brand preference:

Achieving our objective, the Lollipoppers campaign gave us license to talk with consumers outside of the renewal window, in a fun, celebratory yet relevant tone that only Churchie can get away with. Subsequently, we achieved growth in each of our key brand metrics:

## Growth in key brand metrics as a result of the campaign

Proving that we were engaging consumers outside their renewal window, our three key metrics all peaked whilst our Lollipoppers campaign was running.

Achieved 1st place in all 3 key metrics!





Positive sentiment:

We also smashed our objective to improve positive sentiment. Pre-campaign sentiment levels averaged 7 %, but during the week of launch, positive sentiment hit 70 % - [the highest ever in Churchill records](#).

## Commercial success

In a competitive and challenging market, we've achieved overall stability and specific areas of improvement:

- Prior to the campaign, our IFPs had been in decline since August-2015 (by c.3,000 per week). Since campaign launch the decline slowed, and since August we've been in growth of c.2000 policies per week.

Furthermore:

- Phone market results have increased by 5 % since 2015 (before the campaign ran), despite a market decline of 5 %.
- Quotes were +24 % on the Phone and +16 % on Web vs. forecast.
- Sales were +2 % vs. forecast.
- Gross CPA were 7 % positive to forecasts.

Ultimately, the Lollipopers campaign proved that we can confidently step outside the realms of insurance and use marketing campaigns to drive a significant positive societal change. By doing more than just putting our name to existing road safety initiatives, we've cleverly designed a multi-platform campaign – based around strategically well-chosen partnerships – that stands alone as branded Churchill activity. Without compromising our informal, fun tone, we've managed to raise awareness of an important issue, while reinforcing our brand values of being a dependable name that our customers can trust...celebrating the personalities and heroics of Lollipopers in a way that only Churchie can!

