

MAKING BABY CPR UNFORGETTABLE

HOW ST JOHN AMBULANCE AND TESCO
PUT FIRST AID IN PARENTS' HANDS



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AUTHORS: ALANA KING (BBH)

EMMA SHEPPARD (ST JOHN AMBULANCE)

ROBERT ADKINS (TESCO)

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How do you impart knowledge to people who are too afraid to learn?

Knowledge a parent needs to remember in a moment of sheer terror when their child is in danger.

Knowledge, moreover, that is complicated, technical and hard to remember.

That's the challenge St John Ambulance, the UK's leading first aid charity, faces when teaching parents first aid. We found that the emergency parents most fear is their child stopping breathing (74%). But only 25% of parents said they would know what to do if the worst happened.¹

We set out to close this gap between intent and action by teaching parents baby CPR, which is what they'd need to do if their baby stopped breathing.²

OUR STARTING POINT: THE SUCCESS OF THE *CHOKEABLES*

We learned a lot about teaching parents first aid from our 2015 *Chokeables* campaign, a 40" film in which animated choking hazards taught parents what to do if their child chokes.



First, we learned the value of being specific. People pay attention to information they want to know, so we delivered a single lesson (choking) that a single group (parents) wanted to learn, rather than teaching many lessons to the general public.

Second, the value of relevance. With the *Chokeables* we tried to fit into the world of new parents. We drew on the visual world of children's animation, but subverted it with grown-up humour. And knowing that new parents use Facebook to swap parenting tips and moral support, Facebook became a key channel.

Finally, the value of humour. We wanted to prevent parents from getting scared and switching off. As one new mum told us, she "just puts her head in the sand" instead of

¹ Research conducted by OnePoll on behalf of St John Ambulance with 2000 parents in the UK, December 2015.

² CPR stands for cardiopulmonary resuscitation. It's a way for one person to act as the heart and lungs of a person whose heart has stopped and who is no longer breathing. Breathing into the lungs delivers oxygen, and compressing the chest pumps oxygenated blood around the body. It's not a long-term solution but it's a temporary life-support system to minimise harm until an ambulance arrives.

learning first aid.³ Like a parent sneaking pureed vegetables into their children's favourite pasta sauce, we smuggled in serious knowledge under cover of an amusing video.

A FRESH CHALLENGE

The success of the *Chokeables* helped us pick baby CPR as the most relevant lesson for our next campaign. As one parent told us, it's the most excruciating fear: "Nothing else springs to mind where the consequence is as bad as stopping breathing, they will die."⁴

But here's the kicker: baby CPR is complicated, far more complicated than choking. Here's how to perform CPR on a baby:

1. Call an ambulance.
2. Tilt the baby's head back.
3. Put your mouth over the baby's mouth *and* nose.
4. Breathe five puffs of air into the baby's lungs ("a cheekful of air").
5. Place two fingers in the centre of the chest (between the nipples).
6. Compress the baby's chest about a third of its depth thirty times at a rate of 100-120 compressions per minute.
7. Then give two more puffs of air
8. And then thirty more chest compressions.
9. Repeat until the ambulance arrives.

Could you repeat the steps back? And how do you think you'd fare if you were holding a baby, blue and limp, in your arms, with your heart and mind racing?

Exactly.

MAKING BABY CPR UNFORGETTABLE

People are more likely to remember information that's distinctive, so we wanted an engaging, eye-catching way of relaying the lesson. After a number of attempts, we knew we had found our answer when the creatives developed Nursery Rhymes Inc.: the familiar world of nursery rhymes turned upside-down to teach baby CPR.

In the first film, Humpty Dumpty and his colleagues are stuck in a meeting room, struggling to make the baby CPR lesson rhyme. They discuss their frustration at the lesson's complexity, all the while demonstrating the steps on a puppet baby.



³ Qualitative research groups with first time mums with babies younger than 24 months, conducted in London and Sutton Coldfield, June 2015.

⁴ Ibid.

The idea for Nursery Rhymes Inc. naturally fell into a two-part drama that allowed us to repeatedly demonstrate baby CPR. In the second film, the nursery rhymers have (more or less) managed to compose a rhyming song, and reprise the demonstration as they sing their catchy, memorable tune.



REPETITION REPETITION REPETITION

But the key to making baby CPR unforgettable—the heart of our strategy—was repetition. Repetition informed our creative, channels and media. But St John Ambulance is a charity and can't simply spend their way to a high OTS. So we had to find clever, cost-effective ways of repeating the lesson.

Our big breakthrough was going beyond recognised media channels and starting from the point of view of parents' everyday lives. We wanted to earn a place amongst the baby stuff that fills a family home: an item parents would interact with repeatedly.

Where better to put the lesson than on a babygrow? It's an object parents could use again and again, each use reinforcing the lesson: each time they dress their baby in it, each time they wash it, fold it and put it away becomes a reminder of how to perform baby CPR.



Helping parents remember informed every detail of the babygrow's design.

The number of puffs and pumps appeared in the correct sequence on the front of the baby grow to remind parents of the steps. We listed the steps inside the babygrow, and again on the tag. That's three exposures to the lesson by the time they've handled the babygrow once. Our design also used the visual world of the Nursery Rhymes Inc. campaign to piggyback on existing memory structures built up earlier in the campaign.

And of course, the design was informative *and* cute, to avoid scaring parents away.

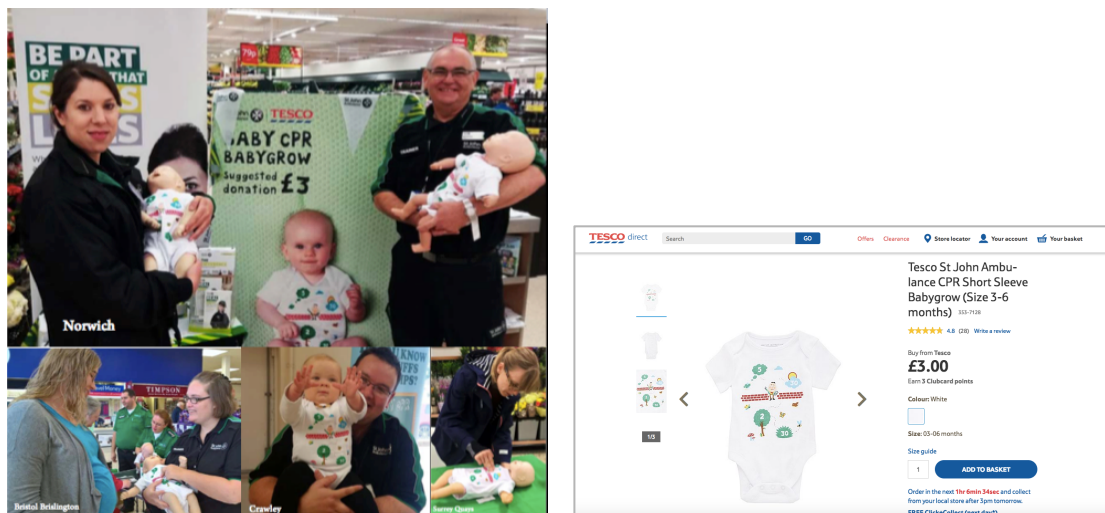
EVERY LITTLE HELPS TEACH FIRST AID

We were very proud of the idea of a babygrow that teaches, but we needed to actually get the babygrow into parents' hands.

But St John Ambulance is a charity, not a clothing designer, manufacturer or retailer. That's when we consulted the agency's client roster and realised that help was close at hand: Tesco, the U.K.'s biggest retailer, is also a BBH client. Why try to make and distribute the babygrow ourselves when we could ask the retail experts?

Tesco's scale provided crucial reach and distribution that St John Ambulance couldn't provide on its own: partnering with Tesco helped St John Ambulance increase physical availability, as Byron Sharp would say. In fact, the babygrow partnership increased both physical *and* mental availability: a babygrow that makes CPR unforgettable, distributed through the U.K.'s largest retailer.

Luckily, Tesco was immediately enthusiastic. They agreed to produce the babygrows, distribute them at a daylong event at 115 stores, and sell any remaining garments online.



Bringing Tesco and St John Ambulance together was far more than a marriage of convenience: it was a genuine partnership built on shared values.

Tesco's guiding principle is that "every little helps", and when we approached Tesco, their key marketing objective was regaining the trust of Britain's shoppers, recommitting to serving Britain's shoppers a little better every day.

Dave Lewis has spoken about the fact that big emotional ads aren't right for a brand trying to regain trust.⁵ Tesco's marketing, like St John Ambulance's, tries to concretely help people: like a press ad that shows exactly how much uncooked spaghetti makes one portion. A babygrow that teaches CPR is perfectly aligned with Tesco's commitment to rebuilding trust through helpfulness.

⁵ "Great big emotional advertising when trust is low is not the most appropriate thing to do." From "Tesco chief Lewis: Big ads 'not appropriate' when trust is low," *Campaign Live*, November 21, 2016.

The perfect
amount of
spaghetti for
one person

Perfectly priced at 99p.
Pop into your local Tesco or
visit tesco.com/groceries.

GETTING EVERYBODY ON BOARD

The campaign generated masses of enthusiasm and participation from St John Ambulance and Tesco at all levels.

St John Ambulance staff and volunteers stepped up to the plate, with 150 people putting themselves forward to help run the in-store event. Sue Killen, St John Ambulance's CEO, was behind the initiative:

“Working with Tesco gave us a great opportunity to help spread the incredibly important lesson to millions of adults in a creative and memorable way.”

Tesco mobilised colleagues across *twelve* departments—from marketing to legal to the F&F supply chain team—to get the babygrow from concept to reality. Tesco also got four of its agencies to pitch in, helping to distribute the babygrow and produce films. One colleague named Vicki commented: “wow, this is a fantastic, brilliant idea” and added “what a little cutie you are too Lucy.”⁶ And Michelle McEttrick, Tesco's Group Brand Director, said:

“We're delighted to be supporting St John Ambulance in bringing this lifesaving lesson to parents – a perfect example of *Every Little Helps*.”

SPREADING THE WORD

Designing and distributing the babygrow was, we realised, not the end of the story. We had to ensure parents heard about it in the first place, and used the opportunity to repeat the lesson yet again.

Tesco helped produce a short film starring Lucy, our youngest ever brand ambassador, that introduced parents to the babygrow, and helped customers find a store hosting an event. Lucy also gurgled grownups through the steps of baby CPR. Tesco publicised the babygrow on their social media channels, and on the Tesco Baby Club website, which gets around 9,000 sessions every day.⁷

⁶ Comments on OurTesco.com, November 2016.

⁷ Tesco Baby Club analytics, January 2017.



To ensure our babygrow got the attention it deserved when it appeared in store, we ran a PR campaign before launch, engaging national and regional news outlets, influencers and bloggers. Blogger engagement opened the door to working with mumsnet, the U.K.'s most popular parenting website, who hosted a Facebook Live event demonstrating baby CPR and publicising the babygrow.



RESULTS

Our main criterion for success is how many people have been exposed to this life-saving knowledge: 19.4 million people watched our Nursery Rhymes Inc. posts, 5.2 million people saw the Baby Lucy film, 31,000 people visited the website to learn more about the campaign and first aid, and 20,000 babygrows have gone to parents.⁸

A lot of this visibility was earned rather than paid. Few films go viral without paid media, but our Baby Lucy film took off, with 4 million organic views less than 3 days after it went live. The film did so well organically that we stopped paid media after only £800.

Parents' comments told us exactly how welcome the babygrow was:

⁸ Of course, some enthusiastic people will have seen all three films and picked up a babygrow.



Moreover, the babygrow generated a huge amount of buzz. Our PR push before the event got 177 pieces of coverage in national and regional publications. The live event with mumsnet was their best-performing live event to date (with 13,000 views), and 13 parenting blogs featured the babygrow. We even trended on Facebook, putting us, finally, in a league with Jay Z.



Finally, the babygrow has raised £12,561 so far. Fundraising wasn't our original objective, but we're delighted with the bonus five-figure sum: after all, every little helps.

Saving the best for last, the result we're most proud is a little boy named Joel. Joel's mum Alex told us that she'd seen the Nursery Rhymes Inc. advert the day before Joel

stopped breathing suddenly. She said: “if it wasn’t for the Nursery Rhymes advert from St John Ambulance, Joel wouldn’t be here today.”⁹



THREE KEY LEARNINGS

1. *Be entrepreneurial.* Taking on the challenge of teaching baby CPR *and* making a charity’s budget go far as possible meant we had to behave differently as an agency. We pushed ourselves to be agile, delivering highly crafted work *and* quick-turnaround, cost-effective assets.
2. *Get by with a little help from our friends.* Instead of treating clients as entirely separate entities, we realised they have complementary skills and aligned incentives. The partnership between Tesco and St John Ambulance delivered results that were far more than the sum of their parts.
3. *Focus on impact, not delivering assets.* Challenging ourselves to deliver enough organic impressions to teach a complicated but important lesson pushed us to innovate. We started out with traditional media and ended up producing a piece of clothing that in turn gave us an unmissable opportunity to pursue a mutually beneficial partnership with Tesco.

⁹ You can hear more about Alex and Joel’s story on the St John Ambulance website. <http://www.sja.org.uk/sja/support-us/our-campaigns/baby-cpr-lesson.aspx>