

**MAKE NEW
FRIENDS!**



**How ProjectScotland
and The Union made
volunteering cool.**

PRÉCIS.

Despite being a brilliant way to gain career experience, young peoples' perceptions of volunteering was that it is for 'old people', preventing 16-30 year olds from applying for ProjectScotland's voluntary placements. Using unique and memorable creative, our integrated campaign saw a 547% increase in applications, turned around the volunteering stereotype, and helped young people in Scotland get on in life.

Cultural context

"Boosting youth employment and reducing youth unemployment is one of the biggest national challenges we face in this country. You can't claim to be serious about the future of your economy, or the future of your country, without being really serious about the employment prospects of young people."

Angela Constance, MSP and Cabinet Secretary for Education and Lifelong Learning

A community struggle

For many of our young people, it can be a struggle to realise their potential and find their place in society. Couple that with the fact that in the middle of 2013, the youth unemployment rate in Scotland was as high as 22.3%, and we can't ignore that finding a job can be a daunting task for young people. Young job-seekers find themselves stuck in a spiralling cycle; no experience means they can't get a job, and no job means that they can't get experience. Opportunities for young people to prove themselves are sadly lacking, and long spells of unemployment lead to reduced self-confidence.

ProjectScotland, should be the knight in shining armour. It is a charity that helps young people improve their lives through volunteering. Its purpose is to give them the belief, confidence and skills they need to make a successful transition to full-time

employment. It does this by matching 16-30 year olds with voluntary placements in partner charities all across Scotland.

Battling the stereotype

Unfortunately, our target demographic was held back by a common perception; that volunteering isn't 'cool' – it's something that their spinster Aunts do. Research showed that 'the older charity shop worker'¹ was a common volunteer stereotype identified by 16-24 year olds living in Scotland.

Our challenge was set; to create brand awareness of ProjectScotland, and to reposition the entire notion of volunteering as a way for young people to get ahead, gain experience, make friends, build confidence, and break the cyclical nature of job-hunting that was a strong factor in Scotland's high youth unemployment rate.

The campaign was set for a two year period, commencing at the start of 2013.

¹Volunteer Stereotypes, Stigma, and Relational Identity Projects. 2012. European Journal of Marketing. Mary Ho and Stephanie O'Donohoe.



PRÉCIS.
AMBITION & CLARITY OF OBJECTIVES.
STRATEGIC THINKING & EFFECTIVE PLANNING.

EXECUTION & IMPLEMENTATION.
SCALE & EVIDENCE OF RESULTS.
CONCLUSION.

AMBITION & CLARITY OF OBJECTIVES.



Objective 1:

Reposition the notion of volunteering and promote awareness of ProjectScotland.

We needed to tell young people about ProjectScotland, whilst fighting their prejudice against volunteering; turning it from old-fashioned and boring to exciting, enjoyable and, most of all, beneficial to them.

Objective 2:

Drive volunteer applications.

Through brand awareness, we needed to increase applications for volunteer placements, so that ProjectScotland could help young people gain the skills they needed to improve their careers and their lives.



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AMBITION & CLARITY OF OBJECTIVES.
STRATEGIC THINKING & EFFECTIVE PLANNING.

EXECUTION & IMPLEMENTATION.
SCALE & EVIDENCE OF RESULTS.
CONCLUSION.

STRATEGIC THINKING & EFFECTIVE PLANNING.

A judgemental demographic

In a world of high volume messaging, brands are having an increasingly big influence on young people's decisions. ProjectScotland's target demographic, therefore, falls into the group that is the most judgmental of brands – they are heavily influenced by them, but equally are prepared to bypass any that they deem to be uncool². As such, it was vital that we rose to this challenge, creating a likeable brand with stand-out in a cluttered marketplace.

The digital generation

Social media is a huge platform for today's youth, with research³ showing that our target demographic spend up to 4 hours per day on social media platforms. Additionally, 16-30 year olds are digitally savvy and more likely to use mobile platforms to access web content than desktops. However, they also are high consumers of broadcast media, often accessing broadcast and online at the same time, via mobile platforms.

²Hashtag Nation. 2012. Havas Worldwide.

³Ipsos MORI for Ofcom. 2012.

Applied insight

We factored this knowledge in to our campaign making our site mobile friendly, driving our audience straight to the most important part - the application form. We reduced the application form requirements, included progress indicators and made it the first item available on a mobile browser. Our target audience could then make the journey from offline stimulation to online applications quickly and easily. Additionally, offline activity was supported through social media, where we used imagery and headlines from our campaign activity to reinforce our messaging.

The right messaging

Research showed that the biggest perceived benefit of volunteering to young people was the experience it gave them which would, in turn, help them to get a job. We already knew that those stuck in the vicious cycle of no experience = no job, no job = no experience, desperately needed this valuable experience. Further research showed that "young people benefited in many ways from volunteering including, building confidence, meeting new people, building skills and having new and different experiences."⁴

⁴Volunteer Now. 2012.

We needed to highlight these benefits in our messaging, making it clear how volunteering with ProjectScotland would specifically help volunteers. Thus, our creative proposition was:

'Get the experience you need to get the job you want, with ProjectScotland.'

This was communicated through headlines and messaging of the campaign.

Refining and perfecting

With limited budget for testing, we conducted surveys within ProjectScotland's volunteer network to find out how the creative would be received. We were able to identify which messages were the strongest and most memorable, and which required tweaking or amending in order to be most relevant to our market.

The importance of creativity

With our insight about young people's relationship with brands, the challenge of creating a brand that youth would be proud to associate with gave us an exciting opportunity to use creativity to attract and engage our audience. We had to be different and captivating in order to stand out both from competitors and non-competing brands that were hogging our demographics'

attention. We took care to strike the right balance between attention-grabbing creative and ensuring the messaging was relevant.

A quirky identity

After an extensive search for the voice of our campaign, we found the perfect solution in the vocal skills of Alexander Armstrong. With a unique voice that was recognisable but adaptable to our style, we created radio ads and pre-rolls that were memorable, unique, and easily identifiable as ProjectScotland's. We developed this further, using language and imagery to create content that was silly, sometimes cheeky, often ironic, but always easily recognised.

We crafted a tone of voice with a sense of the irreverent, and a visual platform that was surreal, odd, weird, but always funny, memorable and distinct. We used imagery that was ironic and relevant, and colours that were considered and selected for their boldness and to separate us from competing charities. These elements combined gave ProjectScotland tremendous stand-out across radio, online, web, broadcast and other collateral.



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AMBITION & CLARITY OF OBJECTIVES.
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EXECUTION & IMPLEMENTATION.
SCALE & EVIDENCE OF RESULTS.
CONCLUSION.

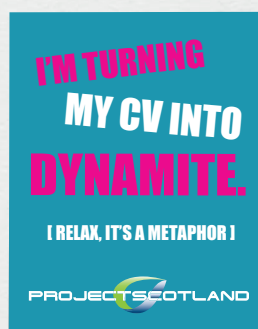
EXECUTION & IMPLEMENTATION.



We launched an integrated campaign to re-position the concept of volunteering to our target market, combining unique creative with a considered marketing strategy and created:

- Online display advertising to help drive prospective applicants to the website including targeted messages specific to Facebook, Gumtree and network display.
- Broadcast radio and pre-rolls for VoD, YouTube and ProjectScotland's website with a memorable tone of voice and strong call to action.
- PPC and SEO to ensure good quality paid and natural traffic sources.
- Stickers as part of a welcome pack supplied to volunteers that could be shared and discussed with friends.
- A partner toolkit with linked buttons to increase traffic to the website which was supplied to charities and stakeholders.

STICKERS



- A field campaign that could be rolled out at various events.
- A re-designed, simple to use website with branding consistent with the 'Get on in life' campaign.
- Emails through prospect.co.uk targeted people actively looking for jobs.



FIELD CAMPAIGN

Collaboratively with Media Spark, we developed a media plan that would best target our audience. Radio ads commenced on Sundays and ran through to Wednesdays, a crucial time for us, as volunteer application are highest on Mondays-Wednesdays, when the target audience are most likely to be searching for jobs.

Outdoor advertising was placed in public transport locations in areas where youth unemployment was high, and pre-rolls were bought against 'The X Factor' and 'Britain's Got Talent' – both shows with very similar viewer profiles to our target audience.

Additionally, we saw an opportunity in ProjectScotland's charity partners; a cost-effective communication channel to speak to our audience, via reciprocal links. We created and supplied a package of online buttons within our branding to attract further traffic to our website.



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AMBITION & CLARITY OF OBJECTIVES.
STRATEGIC THINKING & EFFECTIVE PLANNING.

EXECUTION & IMPLEMENTATION.
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EXECUTION & IMPLEMENTATION.

OUTDOOR CAMPAIGN

**16-30? VOLUNTEER
AND GOAT* ON
IN LIFE!**

ProjectScotland will give you the experience to
enhance your CV and kickstart your career.

Apply now at projectscotland.co.uk


PROJECT
SCOTLAND



* SEE WHAT WE DID THERE

6 SHEET

**16-30?
THEN VOLUNTEER AND
GET A TASTE FOR
SUCCESS***



*** SUITABLE FOR VEGETARIANS**

ProjectScotland will give you the experience to
enhance your CV and kickstart your career.

Apply now at projectscotland.co.uk

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Supported by
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EXECUTION & IMPLEMENTATION.
SCALE & EVIDENCE OF RESULTS.
CONCLUSION.

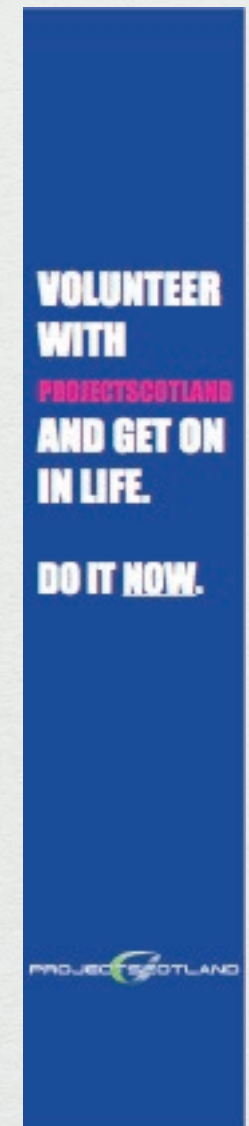
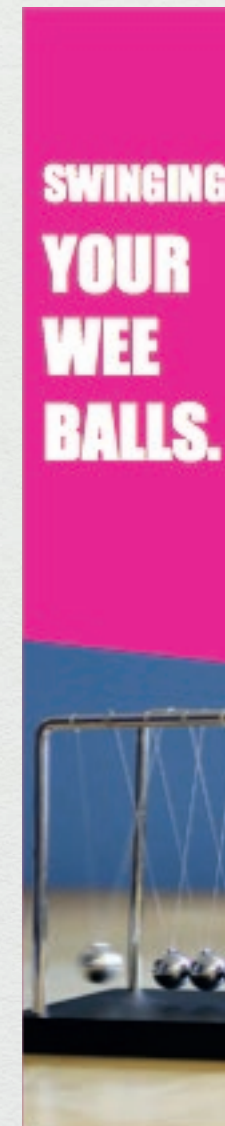
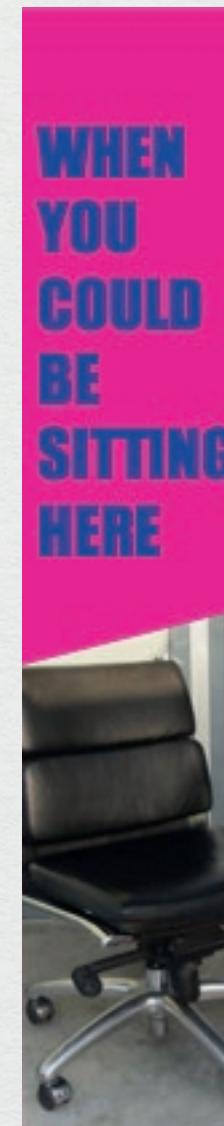
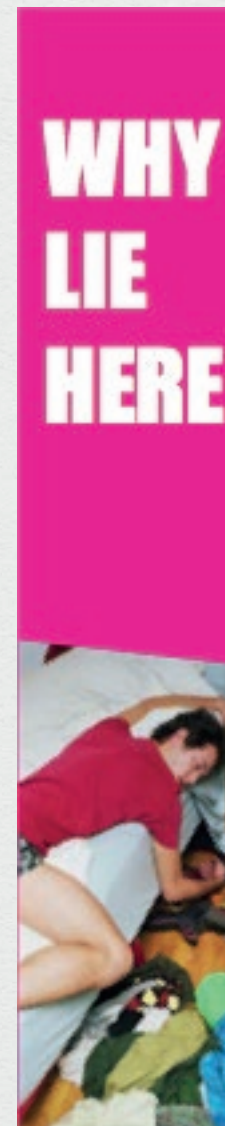
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POP-UP BANNERS



ONLINE BANNERS



ONLINE BANNERS



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PRE-ROLLS

MOTHER

Alexander Armstrong:

This is a mother. Maybe not yours. But someone's. Look at her! Could you make her proud? Could you? Here are some other mothers. Could you make your mother proud? Could you? Have you won Wimbledon? Why not? Have you made something of your life? Fear not. For volunteering with ProjectScotland, gives 16 to 30 year olds the confidence, and pride, to look deep into their mother's eyes and say, 'I did good, maw!'

Redeem yourself at projectscotland.co.uk or she'll give you that look. That one.

YOU CAN VIEW THIS PRE-ROLL AT
[WWW.PROJECTSCOTLAND.CO.UK/ABOUT-US/OUR ADVERTS/](http://WWW.PROJECTSCOTLAND.CO.UK/ABOUT-US/OUR_ADVERTS/)



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STRATEGIC THINKING & EFFECTIVE PLANNING.

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EXECUTION & IMPLEMENTATION.

PRE-ROLLS

EMPLOYER

Alexander Armstrong:

Look at them. Sitting behind their big desks waiting to poo-poo on your hopes and dreams. You're nothing to them. You stink. Of underachievement. But ProjectScotland gives 16 to 30 year olds the chance to better themselves through volunteering. You'll soon have employers eating out of your beautiful hands. See! Now look at them. They want you. Oh yes! Give your career a damn good seeing to at projectscotland.co.uk.

YOU CAN VIEW THIS PRE-ROLL AT
[WWW.PROJECTSCOTLAND.CO.UK/ABOUT-US/OUR ADVERTS/](http://WWW.PROJECTSCOTLAND.CO.UK/ABOUT-US/OUR_ADVERTS/)





PROJECTSCOTLAND
projectscotland.co.uk



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AMBITION & CLARITY OF OBJECTIVES.
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EXECUTION & IMPLEMENTATION.
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0131 226 0700
volunteer@projectscotland.co.uk

HOME VOLUNTEERS MENTORS PARTNERS SUPPORT US ABOUT
CONTACT US →



↓ APPLY NOW

HOW IT WORKS →
VOLUNTEERING MAP →
CASE STUDIES →
FAQS →
APPLY →
RECOMMEND YOUR FRIEND →
PS...YOU'RE A CHAMPION →
VOLUNTEERING LINKS →

VOLUNTEERING APPLICATION FORM

1. YOUR DETAILS 1 → 2 → 3

Excellent. You've decided to apply. It's just a few short questions. Let's start with who you are so we can get back to you for a chat.

- * ☐ Are you aged 16-30?
- * ☐ Do you live in Scotland?
- * ☐ Can you volunteer for 20-30 hours per week for a minimum of 3 months?

Title

First name

Last name *


Please Select

Gender *

Date of birth *

Please Select


WEBSITE



0131 226 0700
volunteer@projectscotland.co.uk

HOME VOLUNTEERS MENTORS PARTNERS SUPPORT US ABOUT
APPLY NOW →

HELPING YOUNG PEOPLE IN SCOTLAND TO GET ON IN LIFE THROUGH VOLUNTEERING



CHANGE YOUR LIFE

GET APPLYIN'! 1 → 2 → 3

It's the shortest questionnaire in the universe. Three ticks and you're ready to roll.

- ☐ Are you aged 16-30?
- ☐ Do you live in Scotland?
- ☐ Can you volunteer for 20-30 hours per week for a minimum of 3 months?

LET'S DO THIS! →

OPPORTUNITIES NEAR YOU RIGHT NOW

609 volunteering opportunities
173 charities across Scotland

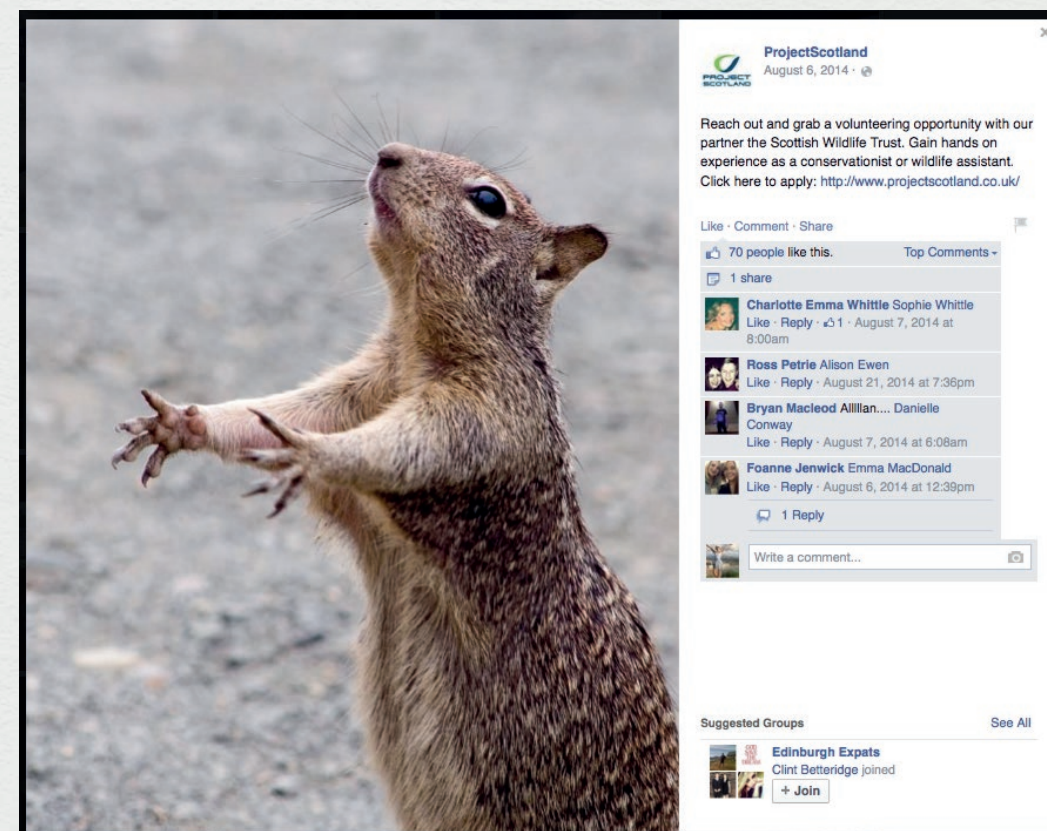
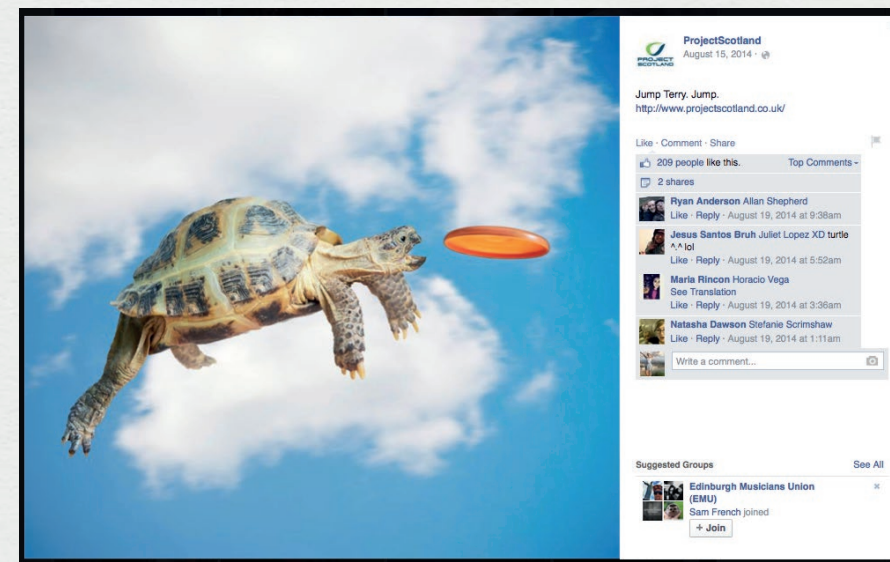
SEARCH NOW IN YOUR AREA →

VOLUNTEER STORIES: FROM HEE HAW TO YEE HA.

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EXECUTION & IMPLEMENTATION.
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EXECUTION & IMPLEMENTATION.



SOCIAL MEDIA - We extended our funny and ironic creative accross social media.



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**EXECUTION &
IMPLEMENTATION.**

RADIOSCRIPTS

DREAM

Alexander Armstrong:

You have a dream. Not the one with the monkfish, the Mexican and your grandmamma. The other one! Where you acquire great skills, build your self-confidence and meet loads of nice new people through volunteering, remember?

ProjectScotland is that dream! But it's real, with skin and bones and armpit hair. So if you're

16-30 don't just lie there in those filthy sheets! Wake up! Take an ice-cold shower, slip on some undercrackers and type projectscotland.co.uk with those do-gooding digits! Tap! Tap! Tap! Tippy Tap! Tap tap. Tippy tippy tip tap.

SPRING

Alexander Armstrong:

Ah, you look different. There's a spring in your step. A shiny glow from your rosy, facial cheeks. You've been on the ProjectScotland again, haven't you? And no wonder! Those wonderful volunteering folk offer you the chance to do good, acquire new chums and gain invaluable experience to land a job dripping in filthy lucre.

They will make you feel bigger, better, nicer. If you're between 16 and 30 uncork this heavenly brew at projectscotland.co.uk and drink! Drink! Drink I tell you! Drink! Drink now! Drink all of it! Drink! Drink! Drink! Gobble it down. Drink!

**LISTEN TO ALL OUR RADIO ADS AT
[WWW.PROJECTSCOTLAND.CO.UK/ABOUT-US/OUR ADVERTS/](http://WWW.PROJECTSCOTLAND.CO.UK/ABOUT-US/OUR_ADVERTS/)**



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We enjoyed remarkable results throughout this campaign, which delivered outcomes far ahead of targets.

**ONE DAY
I'LL STINK**

[OF SUCCESS]

PROJECTSCOTLAND

547% INCREASE!
TOTAL APPLICATIONS ROSE FROM 786 IN 2012, TO 4,300 IN 2014

392% INCREASE!
TOTAL PLACEMENTS ROSE FROM 139 IN 2012, TO 540 IN 2014

SITE VISITS PER WEEK INCREASED FROM 3,418 IN AVERAGE IN 2012, TO 12,558 IN 2014

PRE-ROLLS DELIVERED 128,962 VIEWS, WITH 886 CLICK-THROUGHS

CLICK-THROUGHS FROM EMAILS WAS 2.78%

PPC MORE THAN DOUBLED PROJECTSCOTLAND'S WEB TRAFFIC

APPLICATIONS IN ABERDEEN, IRVINE, PERTH AND DUMFRIES DURING THE PERIOD OF OUTDOOR ACTIVITY ROSE BY 252% COMPARED TO THE SAME PERIOD THE YEAR PRIOR.



The above data shows visits to the website during November 2014. The increased site visits directly correspond with radio activity. Furthermore, data gathered from application forms shows that 54 applicants first heard of ProjectScotland via radio advertisements.



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SCALE & EVIDENCE OF RESULTS.
CONCLUSION.

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Why it's all relevant:

- In 2014 ProjectScotland placed over 600 young people across Scotland.
- 93% of ProjectScotland volunteers think their experience made them more ready for work.
- 78% of ProjectScotland volunteers continue on to employment, education or training.
- So far, ProjectScotland volunteers have contributed over 2.9 million volunteering hours since 2005.

Not only did the marketing deliver record numbers of applications, ProjectScotland's recent Benchmark Study of other National Youth Employability Programmes* showed that the end-to-end costs of a ProjectScotland volunteer placement was more than 30% below that of the nearest programme – for the same or comparable positive outcomes. This demonstrates both cost efficiency and value for money.

*National Youth Employability Benchmarking – ProjectScotland – 2013.

“My time volunteering with ProjectScotland helped me to overcome depression and insomnia, and gain a more positive outlook. I've been a lot happier since starting my placement and this has helped me to make some very positive steps towards improving my life.”

NICOLE SKIPPER, 2014, PROJECTSCOTLAND VOLUNTEER

“When I was at Whiteinch (a ProjectScotland charity partner) my placement was well structured, and everyone worked to give me the kind of experience I needed. I didn't feel like an extra body just lending a hand, I was part of the team and it made the whole placement feel more worthwhile.”

BECKY HOGG, 2013, PROJECTSCOTLAND VOLUNTEER

“You've nothing to lose and everything to gain by volunteering with ProjectScotland. It's a great experience. I've made friends, increased my skills, and become more confident.”

TUESDAY MENNIE, 2013 PROJECTSCOTLAND VOLUNTEER



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EXECUTION & IMPLEMENTATION.
SCALE & EVIDENCE OF RESULTS.
CONCLUSION.

CONCLUSION.

Young people in Scotland considered volunteering to be something for 'old ladies'; not cool or fun. The Union opened young people's eyes to the world of opportunity volunteering through ProjectScotland offered them, with a campaign that showed positive and measurable change.

Best of all, we saw young people gain the skills and experience they needed to enhance their CVs and pave their way into full time employment, reducing unemployment rates and improving the lives of Scotland's youth.



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CONCLUSION.