

HOW OUR NEW WINTER PREPAREDNESS CAMPAIGN REALLY TOOK FLIGHT

4.4 Public Sector



Christmas comes but once a year

“Christmas is up there with divorce, moving house and changing jobs as the sixth most stressful life event”.¹

It's great fun but with nearly a third of us getting stressed just at the thought of hitting the high street at Christmas time, it can take its toll.

The stress isn't helped with Christmas falling at a time of year when even the healthiest of us can be struck down with a bad cold or flu. This is intensified by the fact that in the lead-up to the festive season, many people can lose sight of their own and their family's health. Whilst primary care and emergency services are accessible throughout the holidays, GP's surgeries – often the first port of call – are closed.

But there are lots of straightforward measures to prepare for winter ailments, and to help alleviate the pressure on the NHS across Scotland.



For the last five years, NHS 24 had been running a ‘**Be Ready for Winter**’ campaign on TV, Radio, Press and Digital using the same creative but tracking showed there was a real feeling of campaign wear out: on prompted response, only 13% of people recalled online, 28% radio and 45% TV – reasonably low for such an established campaign.



¹Survey by memorisethis.com

The Challenge

What's more, the 'Ready for Winter' marketplace had become crowded with the introduction of the Scottish Government's own Winter Preparedness campaign, which had used similar language:



VS



Although 66% of people recalled at least one element of the 2013/14 Be Ready for Winter campaign when prompted, 31% thought it was something to do with keeping warm (11%), Winter travel advice (10%) or preparation for Winter (10%) – highlighting the ambiguous title for the campaign.

"The Winter campaign has yet again had to fight with other winter messages – 'tweaking' of the campaign name might be a consideration for the future to ensure health take-out."

Why Research Ltd

The need for a new campaign was heightened further by 2014's double whammy – two four-day GP closures on back-to-back weekends. We had to get our audience doubly prepared:

Our challenge:

- Create a brand new 'Be Ready for Winter' campaign
- Raise awareness of GP surgery closing times across the festive season
- Engage three very different audiences with four key messages
- To get people aware and prepared, thereby alleviating pressure on the frontline phone and emergency services over these shutdowns
- Directing people to online NHS Inform resources as their first port of call

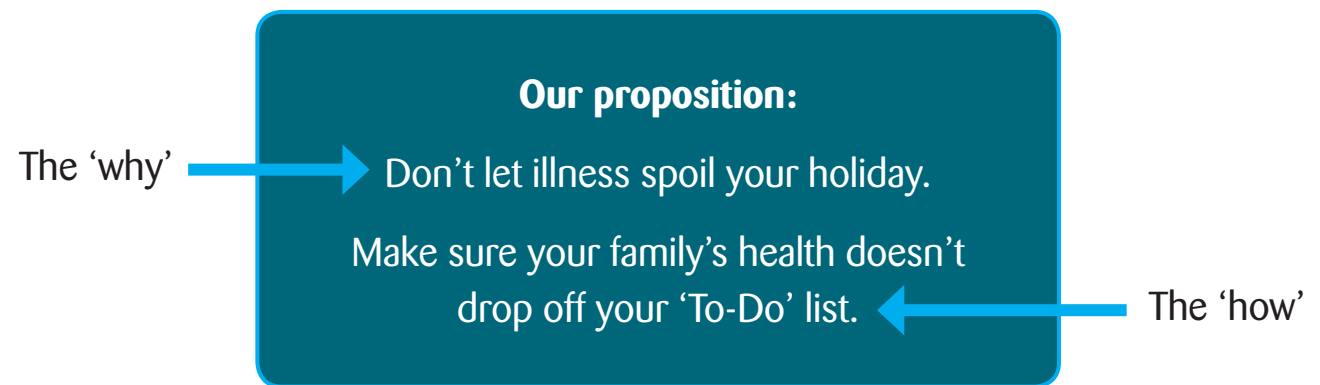
Taking our audience under our wing

Our audit revealed that 'Be Ready for Winter' had become overly familiar language in the context of:

1. The existing campaign running since 2009
2. The Scottish Government winter preparedness campaign (which isn't surprising as it had a 65% higher media spend)

We needed to reframe the debate. But we also had to tread a very fine line. On one hand, we had some serious subject matter – looking after your health at a time when access to resources is limited, and pressure on NHS Scotland is extreme. On the other, we wanted to try to reflect the appropriate spirit of Christmas. In creating a distinctive campaign, we didn't want to evoke Scrooge!

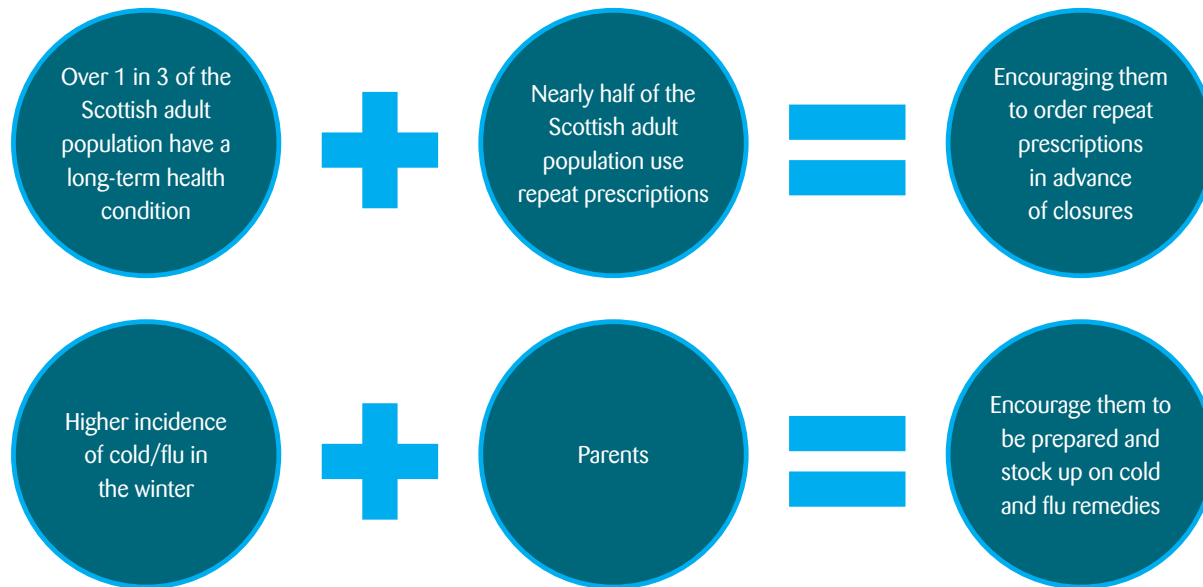
Our strategic approach acknowledged that for many people the run up to Christmas becomes about numerous lists: presents, food shopping, cards. So we created a compelling 'why' – acting as a wrapper for all messages to give people a reason to listen and, importantly, act.



So who were we trying to reach?

On one level, all Scottish adults – anyone can fall ill over the Christmas period.

But there were a couple of key audiences that we needed to acknowledge specifically:



Determining the messaging mix:

Not all messages are relevant to all audiences, e.g. repeat prescription users are skewed heavily to over 55s so there's potential for other audiences to deflect from messaging around checking/re-ordering prescriptions.

We had to find a way to push out four key messages:

1. Know when your GP surgery will be open over the festive period
2. Make sure you have repeat prescriptions
3. Restock your medicine cabinet
4. Use your local pharmacy.

Media

We used media to our advantage by flexing it creatively across specific channels at specific times:

	Medium	Format	No. weeks	Nov	December			
				24	1	8	15	22
Overarching health-wise message used with checklist →	Press	SNPA Package	2	27th	2nd			
	Digital	Amnet/ Facebook	5	26th				
Overarching message used to launch campaign ATL →	Radio	National & Community Stations	5	26th				
	TV	30" & 20"	4					
Pharmacy health-wise posters used to encourage stocking up on cold & flu remedies →	Pharmacy Posters	A1 & A3	2					
	GP Posters	A3	5	26th				

Display banners launch campaign (check opening times and be prepared) with FB ASUs targeting Parents (stock up message) and Young Singles (repeat prescription message) ←

← Overarching health-wise message launching after other media

← GP posters used to encourage checking opening/closing times

The creatives had a hoot

As sometimes happens, one little turn of phrase in the agency creative brief provided a little spark for the creative team:

What do we want them to THINK?

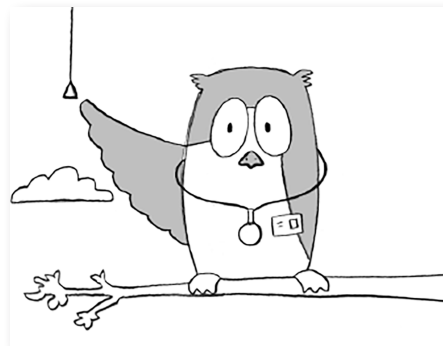
"I need to get organised health-wise for the holiday season, so I/we can stay as healthy as possible and not let illness stop me/us enjoying myself."

This idea of 'health-wise' led us to think about how to convey the campaign messages through the wisest animal of all, who would act as our campaign mouthpiece.

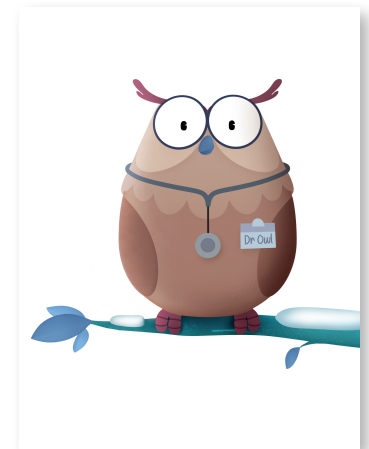
Meet Dr Owl:



From a scamp in the initial presentation, Dr Owl evolved into our poster boy, featuring in press, radio and TV:



Until we briefed STEAK Kollektive to animate him into the wise gatekeeper of the forest he's meant to be:



NHS
SCOTLAND

BE HEALTH-WISE
THIS WINTER

From scamp to storyboard...

From a scamp, to a storyboard, to a fully rendered Dr Owl, a character was born.

We injected a sense of lightness and humour into the ad with an upbeat character offering a real personality people would warm to and pay attention to.

Dr Owl is a wise GP who extols the wisdom of taking certain steps to ensure a healthy and happy holiday period. The GP in this case is quite a character – a charming visual icon that gives us real stretch across all media and at every touch point.

What's more, owls have strong cultural significance: not just for their perceived wisdom but because of their universal appeal in design right now. For example, a search for 'owl' on John Lewis has 146 products from greetings cards to ornaments to clothes, for adults and children alike. There are even pop-up owl cafés in the UK following a trend from Japan: <http://annietheowl.com/>

Because of our recommendation to use an owl as a Doctor we had to secure the approval of the BMA, already a key partner in 'Be Ready for Winter', to ensure their ongoing support. But we secured their wholehearted buy-in and got the same from the public in creative testing:

They related to the character of the owl and some said they could imagine him appearing across different seasons.

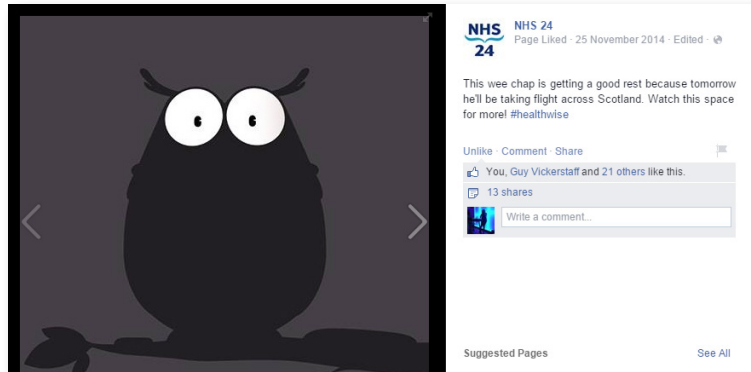
The headline is a clear and unambiguous instruction to look after your health.

Respondents could imagine how it would look and work as a finished article.

The cartoon is amiable – people warmed to him; he looks professional, people would trust him.

An Introduction to Dr Owl

We first introduced Dr Owl to our audience through the NHS 24 Facebook and Twitter pages as a teaser:



30" radio ad featuring Dr Owl giving some health-wise tips this winter. Voiced by Bill Paterson, he's got a real gravitas and sense of warmth.

Before a campaign launch on 26th November to cover the full festive period:

TV Ad



30" TV ad featuring Dr Owl and some of his woodland patients.
<https://vimeo.com/113485816>

Radio Ad

CLIENT	:	NHS 24
JOB	:	WINTER – RADIO 30"
DATE	:	22 OCTOBER 2014
TITLE	:	'BE HEALTH-WISE THIS WINTER' V3
DR OWL	:	DOCTOR OWL HERE... AS A DOCTOR, I KNOW HOW IMPORTANT IT IS TO BE HEALTH-WISE THIS WINTER... ... AFTER ALL, NO ONE WANTS ILL-HEALTH SPOILING THEIR BROOD'S CHRISTMAS AND NEW YEAR.
SFX	:	[Wood pigeons cooing]
DR OWL	:	SO MAKE SURE YOU KNOW WHEN YOUR GP SURGERY CLOSES....
SFX	:	[Woodpecker pecking]
DR OWL	:	... AND REOPENS.
SFX	:	[Wings flapping]
	:	AND DON'T GET IN A FLAP WITH REPEAT PRESCRIPTIONS – ORDER ONLY WHAT YOU NEED IN PLENTY OF TIME....
DR OWL	:	MAKE SURE YOUR FAMILY'S HEALTH DOESN'T DROP OFF YOUR 'TO-DO' LIST THIS WINTER. FOR MORE HEALTH ADVICE, VISIT NHSINFORM.CO.UK

Digital



BE HEALTHWISE THIS WINTER

nhsinform.co.uk/winter

Dr Owl says: know your GP's opening times & pick up cold remedies and repeat prescriptions

A variety of targeted Facebook ASUs were served to encourage people to be health-wise – here's a generic version served to all audiences.

Flash display banners across formats served to our key audiences.

This winter, make sure you know when your GP surgery closes...



Thurs 25th to Sun 28th Dec

Thurs 1st to Sun 4th Jan



...and reopens.



And remember to check...



...you have cold and flu remedies



NHS
SCOTLAND

BE HEALTH-WISE
THIS WINTER

Posters & Press



Press ads
with your
winter checklist.



Pharmacy posters
encouraging people to
pop in and stock up.



GP surgery posters
encouraging people
to make sure they order
their repeat prescriptions
before the
festive closures.

Time to make an appointment with Dr Owl

PATIENTS are being encouraged to make sure they know when their GP surgery is open over the festive holidays.

Dr Owl, the symbol of the NHS's Be Health-Wise This Winter campaign, said surgeries will be open on Christmas Eve before closing for four days – Christmas Day, Boxing Day, Saturday and Sunday, December 27 and 28. They will then reopen on Monday, December 29.

GP surgeries will then follow normal opening hours but close again from Thursday, January 1 until Monday, January 5.

Residents are also being urged to make sure they have cold and flu remedies to treat common winter ailments and to plan ahead for any required repeat prescriptions.

General advice and information on how to stay healthy this winter can be found at www.nhsinform.co.uk/winter or NHS inform on 0800 22 44 88.



REMINDER: Dr Owl

RIGHT PRESCRIPTION

Give a hoot and get stocked up

Don't run out of medicine this festive season, says Dr Owl

Express Reporter

People across Renfrewshire who are on regular repeat prescriptions are being urged to plan ahead to make sure they have enough to last over the holiday period.

The Be Health-Wise This Winter campaign, organised by NHS Scotland, features a character named Dr Owl, who is urging people to organise repeat prescriptions as soon as possible and make sure they have cold and flu remedies to deal with common illnesses circulating at this time of year.

Dr John McAnaw, head of pharmacy at NHS24, said: "With less than a couple of weeks

left until Christmas, people will be focused on getting organised to make sure they can make the most of the holiday period.

"It is important not to forget about putting winter health necessities on your to-do list. It also only takes a few minutes to collect some over-the-counter remedies for common winter ailments.

"If you take regular prescription medicines, please ensure you check you have enough left to cover the holiday period. It is also important not to over-order, so only request what you need and make sure you don't run out of anything during that time."

This year, GP surgeries throughout most of the country will be closed for four days at

Christmas, from December 25 to 28, and again for four days at New Year, from January 1 to 4.

The Be Health-Wise This Winter campaign is being supported by Co-operative Pharmacies.

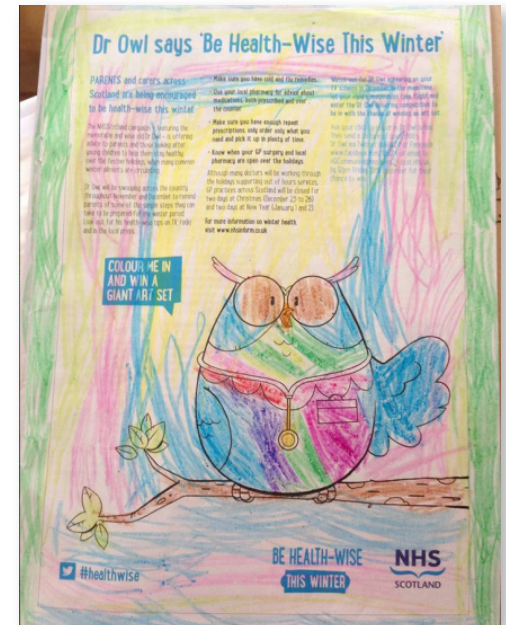
Nisith Nathwani, regional development manager for Co-operative Pharmacies, said: "Our pharmacists are trained to offer health and medicines advice and should be the first port of call for minor illnesses during the winter months."

Brosses at NHS Scotland say the last day for re-ordering any repeat prescriptions in time for Christmas is Friday, December 19.

For more information on how to stay healthy this winter, visit www.nhsinform.co.uk/winter or call NHS inform on 0800 22 44 88.

“It only takes a few minutes to collect remedies

Dr Owl appeared as a colour-in competition within Primary times prompting over 100 entries from across Scotland. Dr Owl's creator chose Freya Cowie's as winner because: "It's so colourful and cheerful. I think it would brighten up any room it was in. Just lovely."



Wise up and stay healthy over winter



treat common winter ailments at home can not only help ensure that people in Grampian make the most of the festive period, but it also means local health services can provide help where it is most needed.

"As winter approaches, it is important for everybody, parents and elderly people especially, to take a few simple steps.

"Using your local pharmacy for advice on medicines, both prescription and over-the-counter, is one and finding out when your local GP practice is

We also received some invaluable PR coverage within local newspapers. Press titles ran with pun headlines using 'wise up' and 'give a hoot' showing real buy-in to the message. Dr Owl was also represented as a GP, which reinforced campaign messaging.

Was it a wise move?

A small budget with a variety of channels and a tough Christmas market to cut through was always going to be challenging. However, Dr Owl did it.

From tracking results, we can see he was a popular asset to the campaign and was fit for purpose to get the key messages across:

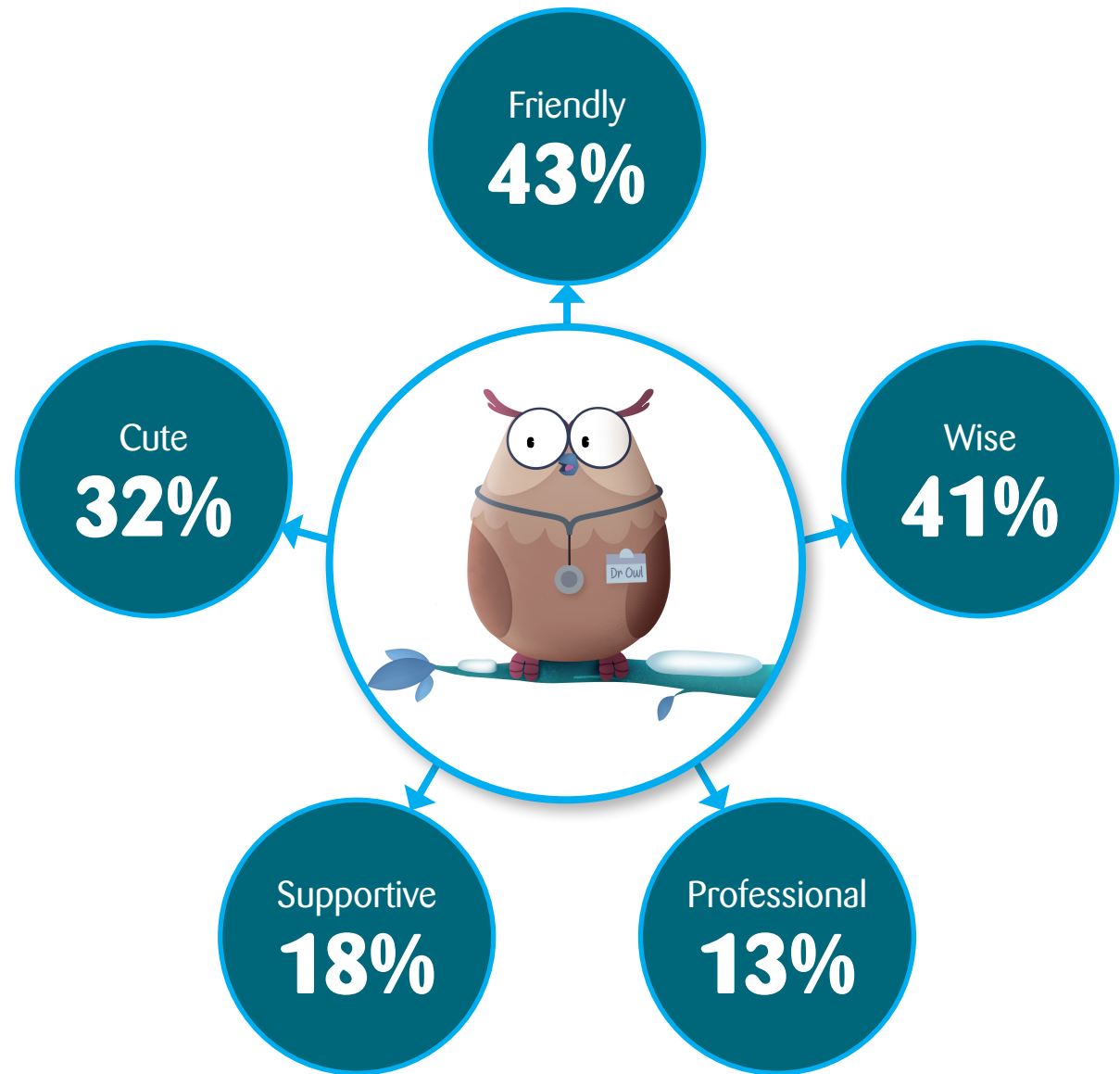
Perceptions of Dr Owl

"He's doing the job he's designed to do...clearly working as a visual cue for campaign messaging recall"

Progressive

"Character is a diamond that scratches every other stone"

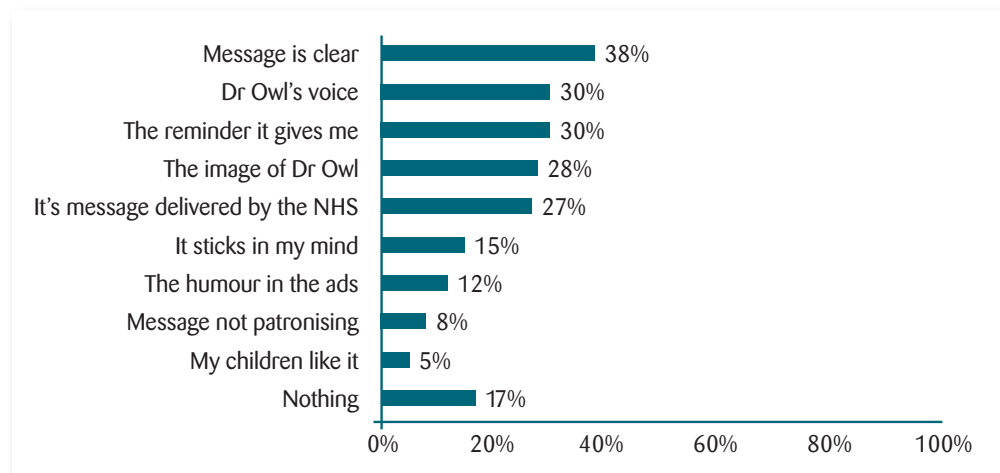
Cyrus A. Bartol



Dr Owl's lasting impression

His appropriateness for this campaign was emphasised by the strength of takeout of both messaging and delivery/tone in campaign appeal:

Most appealing aspects of the campaign



He worked particularly hard for the key audiences who needed to act:

Those with long-term health conditions were more likely to recall the poster **(56% vs. 48%)** and the TV ad **(58% vs. 50%)**

Parents were more likely to recall the radio ad than those without kids **(53% vs. 43%)**

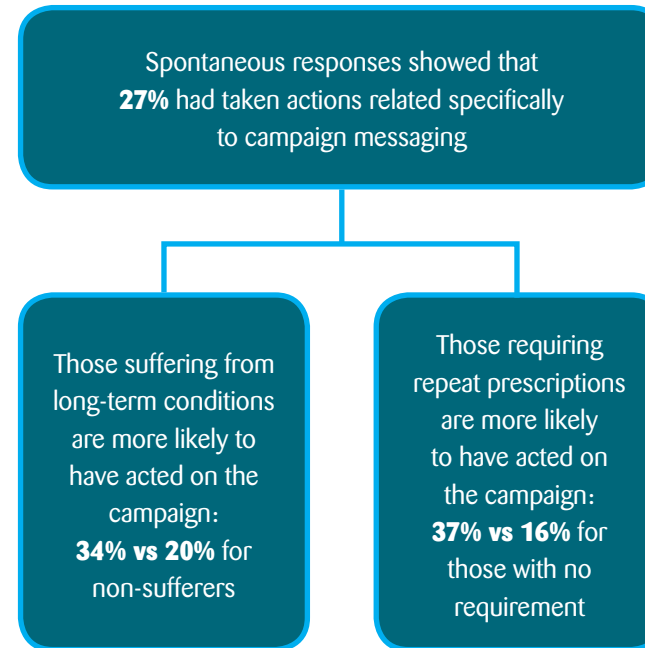
51% of those who have repeat prescriptions could recall the radio ad

Ruling the Roost

This performance was particularly impressive for a first campaign burst when compared to the previous established campaign that had run for five years with identical media weights:

- Progressive reported “*Impressive unprompted accuracy*”: **24%** could accurately describe one of the key campaign messages completely spontaneously
- Prompted recall reached **72%** – outstripping the 66% of the previous, well-established campaign. What’s more, there was some very specific, spontaneous takeout which, for a first airing of the campaign, indicates very strong cut-through
- **56%** recalled advertising that linked their health to being prepared for winter

It wasn’t just about awareness – there was evidence of action too:



Online analytics soared

Given the likelihood to go online for information, we improved all analytics for **inform.co.uk/winter** versus the previous, well-established campaign with results showing real engagement with the messages:

- **14,265** people visited the landing page – up nearly 74% year on year (**87% new visitors**)
- Viewing an average of **1.25 pages**
- Spending **28 seconds** – twice as long as the previous year reading through content
- Biggest peaks on 2nd December and 16th December
- Most peaks are at 5pm and continuing to stay high throughout the evening, most likely due to people being home from work

What's more, we saw fantastic display advertising results with **11,750** clicks through to the site (**vs only 1,200 in 2013 - 879% increase!**) and STV Player sent through **656** visits from pre-rolls – a significant amount considering all messaging was within the advert proving people were really interested in finding out more.



“Next!”

We gained widespread local press and broadcast coverage, as well as coverage at the Daily Record online and at STV News online which featured photographs and video from the launch. The PR and social media activity gained impressive coverage for the campaign.

- A total of 14 press releases generated **95** items of positive media coverage across print, digital and broadcast media.
- Across social media, there was a significant amount of audience engagement. On Facebook campaign specific posts garnered **69,075** views and the highest exposure on Twitter was **49,936** reach.

Now Dr Owl is looking forward to Easter with a clean bill of health, co-launching with our competition winner, Freya Cowie.



“To be prepared is half the victory.”

Miguel de Cervantes

Campaign Partners:

Story: Strategic planning, creative, digital and production

Flaunt: Production

Carat: Media planning and buying

NHS 24 In-house: PR and social media

‘story’
the best selling agency

NHS
SCOTLAND

