

ORGAN
DONATION
SCOTLAND

#Take2Minutes and make it count

Category: Public Sector

Author: Story and The Scottish Government



‘story’

Precis

This paper tells a story about a short tactical campaign that punched way above its weight. A campaign that reached over 8.5m people at a cost of less than 3 pence pp, to deliver **10,298** website registrations and support a **fourfold** increase in the total number of registrations in 2015.

Ambition and clarity of objectives

If you're a fan of Countdown, this story should appeal because it's about numbers and conundrums.

Let's start with the numbers – one big, one medium and one small. And the answer we need to get to is:

How come, with over two million Scots on the NHS Organ Donor Register, people on the transplant waiting list are still dying?



Ambition and clarity of objectives (cont)

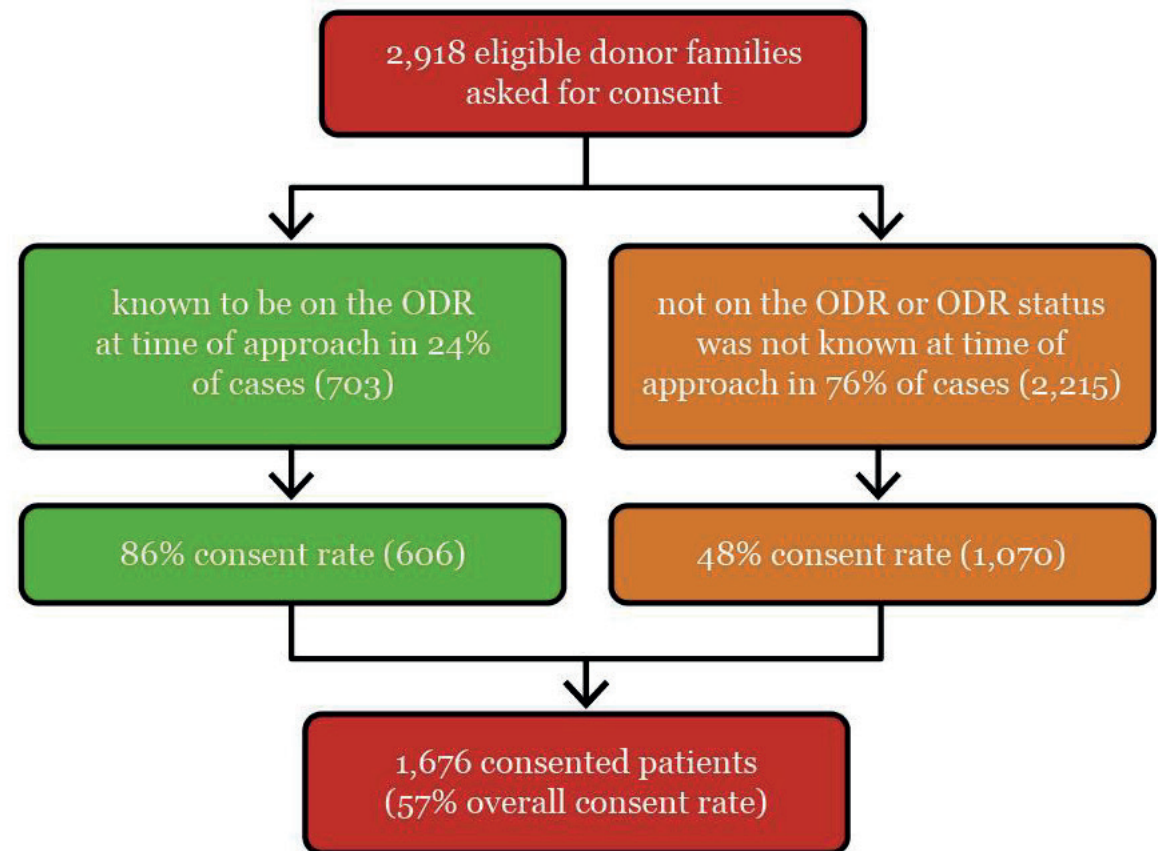
As you can see, if you're one of the 560 or so people waiting on a life-saving transplant right now, the numbers just don't add up.

The thing is, if every one of those c.500 people who could have become donors actually did, it's highly likely there would be enough organs available for everyone who's waiting.

So what's the problem?

It's this – research shows that if families don't know their loved one was on the ODR, the chances of them agreeing to donate their loved one's organs are drastically reduced. At a time of deep shock and grief, it's not surprising that if they didn't know their loved one's wishes, their default position tends to be to answer the emotionally-charged question of organ donation with a 'no'.

But if the transplant team can approach a family with unequivocal proof their loved one wanted to be a donor, they're almost TWICE as likely to agree to it:



[source: A strategy for delivering a revolution in public behaviour in relation to organ donation. Prepared by 23red for NHS Blood & Transplant, March 2014]

Ambition and clarity of objectives (cont)

So, the value of getting more and more people to join the ODR is obvious - not because we'll increase the number of *eligible* donors every year (that c.500 number is finite) but because we'll increase the number of *actual* donors.

But here's Conundrum no.1:



Even though the vast majority of Scots agree with organ donation in principle (96%), only 41% have joined the ODR. For those who've not yet joined, one of the most common reasons they cite is they've 'just not got round to it'.

So our objectives were clear – we had to get as many people as possible to join the ODR NOW. Because the more people who do, the more lives can be saved.

So far, so simple. But now we were faced with big Conundrum no.2:



For the last three years, the campaign had been broadcast-led, with a media budget to suit. With the creative worn out, it was time to develop new ATL creative, but that wouldn't run until 2016-17. With a media budget a fifth of the size of the previous campaign, our ambition to not just maintain registration levels but GROW them was huge!

Strategic thinking and effective planning

SOLVING THE



Strategic thinking and effective planning (cont)

Our strategic planning generated two key insights that shaped our campaign strategy:

- **The right timing could make all the difference:** on-going tracking uncovered a trend – people were more motivated to join the ODR at certain times of the year when they were more likely to be thinking about/spending time with their loved ones.
- **Showing the real ‘face’ of organ donation was compelling:** previous campaign bursts had shown the value of using case studies to show how vital organ donation is.



This led us to identify the Festive season as the main thrust of our campaign period (supported by smaller tactical bursts around National Transplant Week and Valentine's Day). It's without doubt the time of year people are thinking about or spending quality time with loved ones.

But it's also a time of year we'd previously avoided from a campaign point of view. Why? Because it's also one of the busiest times of the year, with people running around, buying presents, writing cards, peeling sprouts. For those who 'just hadn't got round to it', it was going to be tough to convince them to add one more task to their lengthy list and get them to register right now.

So, we made a strategic decision to steer clear of the obvious 'gift' angle our Festive timings might have dictated – instead, we turned the frenetic aspect of the Festive season into a positive by highlighting that it only takes two minutes to join the ODR but those two minutes now could be life-changing for someone else. And we wanted to give a face to that 'someone else', i.e. someone that was waiting on a transplant.

Our proposition was direct but emotive:

Two minutes of your time now could give someone a lifetime later.

Spread some proper goodwill this season – join the ODR today.

REACHING BIG NUMBERS

In the absence of broadcast media, a digitally-led campaign was the obvious way to reach large numbers cost-effectively, with the added bonus that people were only one click away from the registration form when they saw our campaign.

Originality, creativity, execution and implementation



The core aim of our creative was to get people to realise that joining the ODR took just two minutes.

The Festive Season's always hectic as we all try to fit too much into too little time, shopping, cooking, tidying, wrapping presents, writing cards – we're all up against the clock.

But for those waiting for a transplant, 'time' has a more profound meaning. Compared to the time we put into everything else during the Festive season – some of it pretty pointless (who eats sprouts?! – two minutes really isn't much to ask.

And it would certainly be two minutes really well spent – you could save a life...

Originality, creativity, execution and implementation (cont)

#Take2Minutes

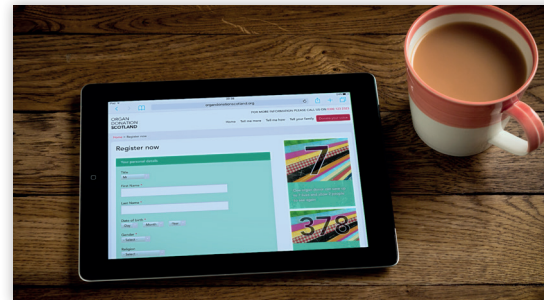
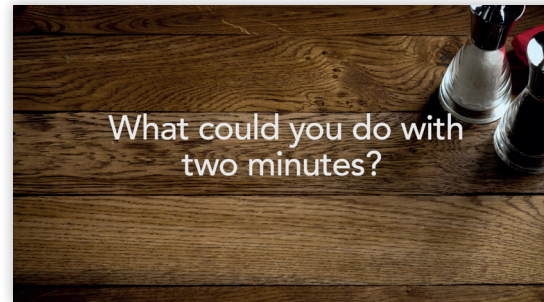
Our creative idea focused on combining the 'two minutes' message with a 'Face' of the campaign, i.e. a case study waiting on a transplant right now, to make the message more compelling and increase the sense of urgency to register.

On the face of it, a case study-focused campaign may not sound that original. But this is organ donation we're talking about – we had to be super-sensitive to the fact that the 'Face' of our campaign would likely be uncomfortable with overly heart-rending creative.

Consolidated PR were instrumental in identifying and reaching out to people on the waiting list – with their help, we got Tricia, a bubbly 36 year old mum of three, to be the face of our campaign. She's been waiting on a vital kidney transplant since 2011, having dialysis three times a week, waiting and hoping for the call that could change her life.

We brought the idea to life in an animated film that ran across Facebook, Twitter and www.organdonationscotland.org using Tricia's kids for the voiceover to ramp up the emotion, with the recording scheduled to work around her dialysis sessions:

<https://vimeo.com/148852112>



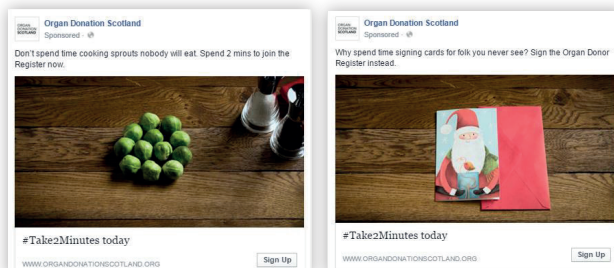
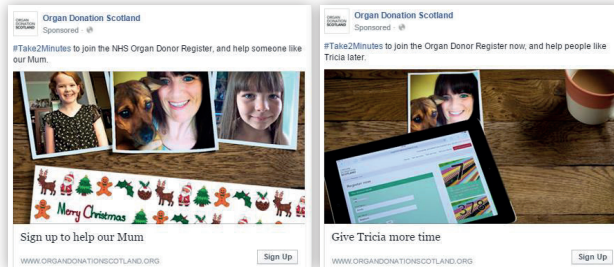
Originality, creativity, execution and implementation (cont)



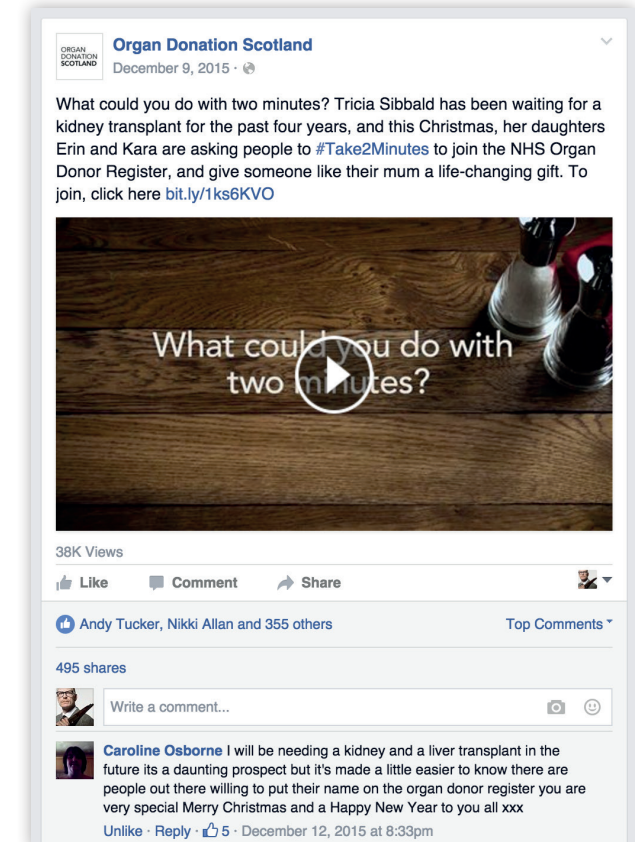
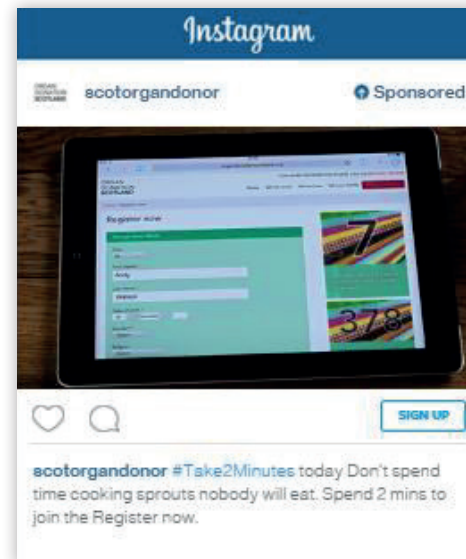
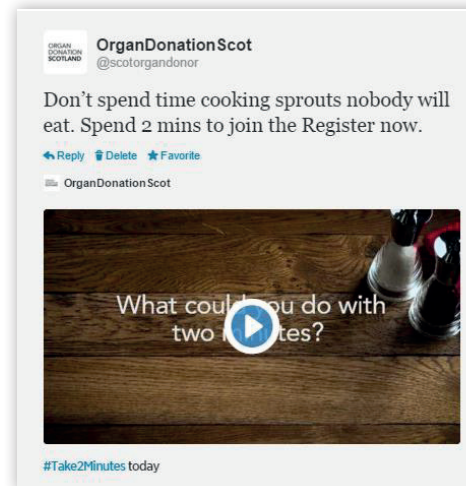
Facebook and Twitter ads ran alongside, driving people to register:



And over on FB/ [organdonationscotland](#), we ran a series of posts:

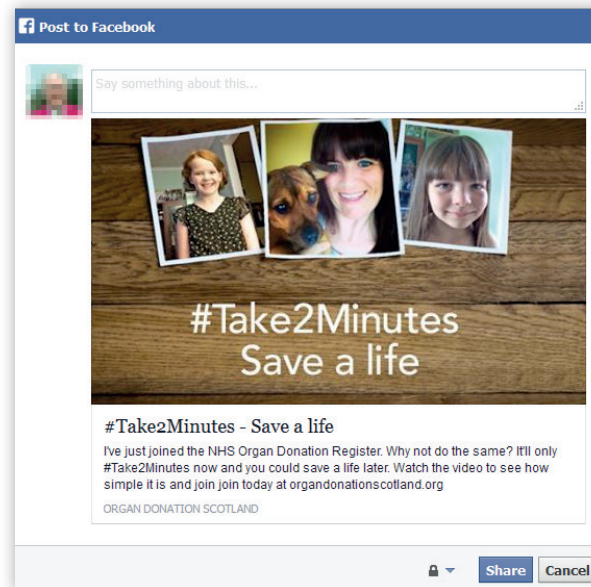
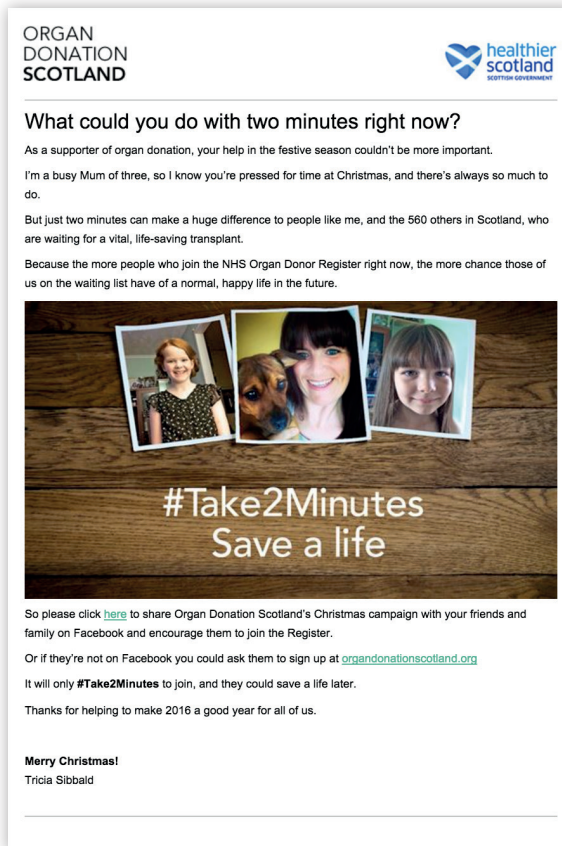


We became one of Instagram's first advertisers:



Originality, creativity, execution and implementation (cont)

We sent our 11,000 strong database a campaign email from Tricia, asking them to share the campaign and encourage their friends and family to register NOW:



We also added a shareable post to our Registration 'Thank you' page, encouraging people to share their decision to join the ODR and encourage others to #Take2Minutes to do the same.

The digital campaign was supported by PR activity, handled by Consolidated, and field marketing activity in shopping centres – devised by Leith Links, this took the form of wrapping present stations, the idea being that while they saved you two minutes by wrapping your gifts, you could use that two minutes wisely and join the ODR.

The wrapping paper was designed by Tricia's daughters, Kara and Erin, and highlighted their mum had been waiting on a kidney transplant for over four years and encouraged people to #Take2Minutes to join the ODR.



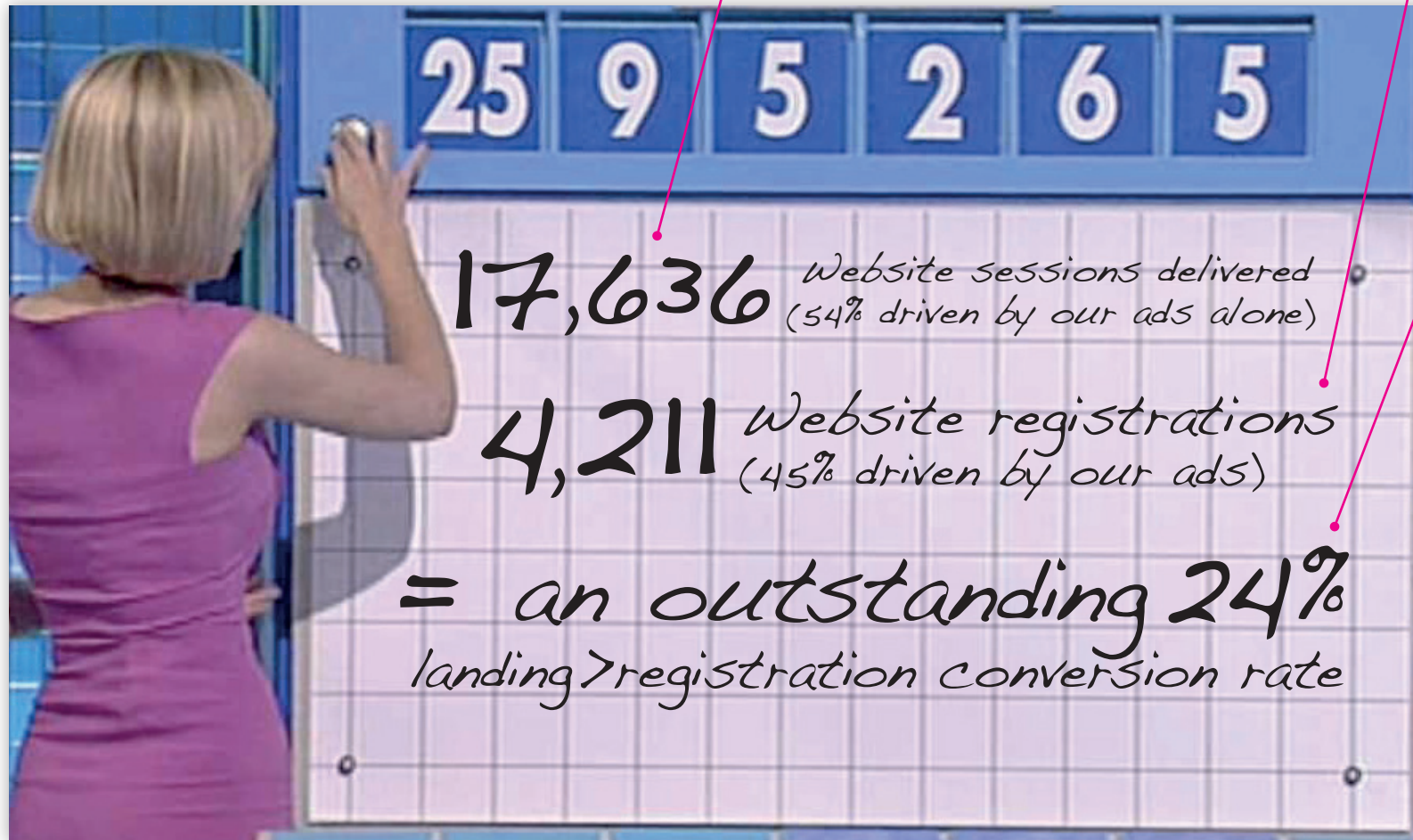
Scale and evidence of results

So, in the absence of broadcast media and a much smaller campaign budget this time round, what did we manage to achieve?

Countdown fans, get ready for some big numbers again!

A massive increase on the 10,975 sessions delivered in the first five weeks of the broadcast-led activity in 2014

Another huge increase on the first five weeks of the previous broadcast activity, which delivered 1,247 registrations.



Up from 11% during the first five weeks of the 2014/15 campaign.



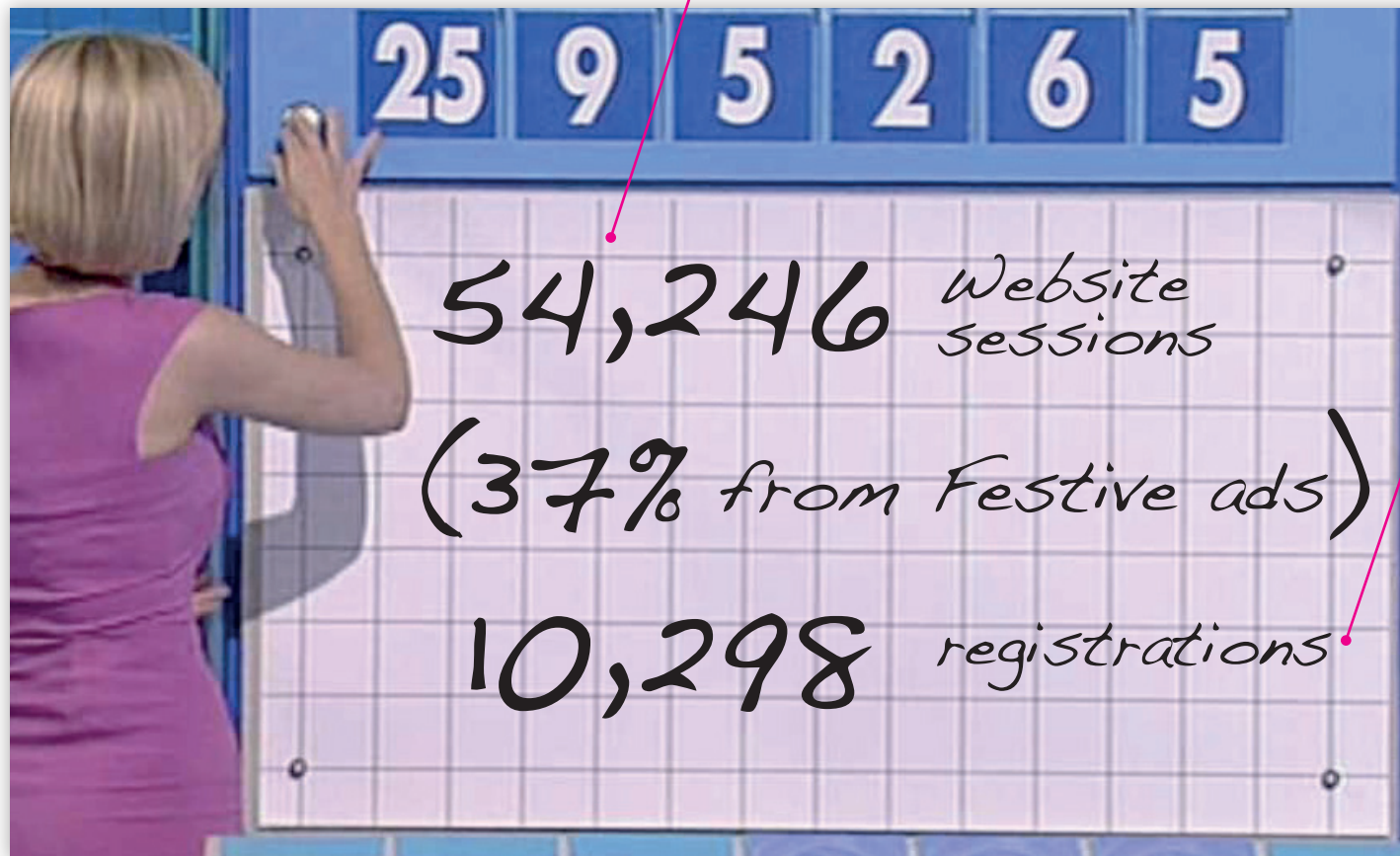
Meanwhile, people took the time to view our hero video right to the end over 77,000 times on Facebook and YouTube.

And 1,377 people gave us one minute more than we were asking, sharing the news they'd registered from our Registration 'Thank you' page.

Scale and evidence of results (cont)

Looking at a year on year¹ comparison over the period 1 Aug – 15 Feb, we've driven:

A 73% increase on the previous year.



An impressive 19% conversion rate – and a far bigger number than the 3,345 people who registered during the same period last year.



AND HERE'S THE SAME PERIOD'S YEAR-ON-YEAR COMPARISON FROM OUR FB PAGE:

New Likes = **3,953** (v 2,313 2014/15)

Daily Reach = **8,530,881** (v 4,202,675)

Daily Talking/Liking/
Sharing our content = **66,957** (v29,980)

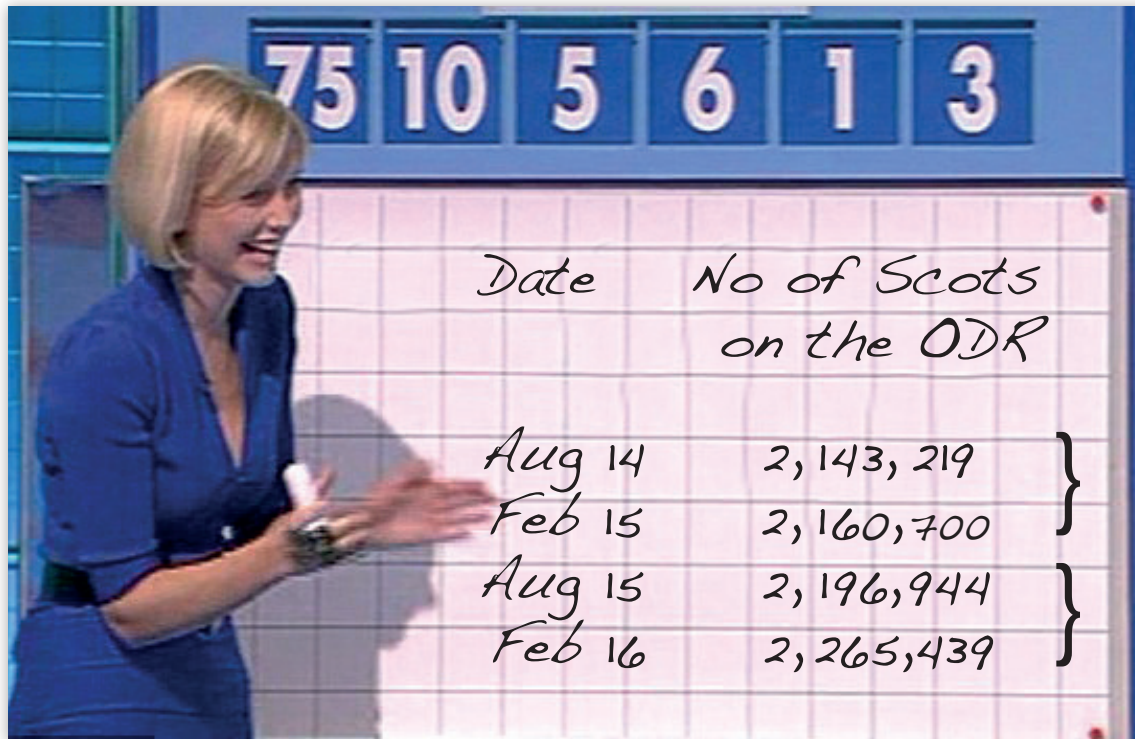
¹ In order to give a fair comparison between 2014-15 and 2015-16 activity which had different campaign periods, and taking into account the smaller tactical campaigns for National Transplant Week (31 Aug – 13 Sept '15) and Valentine's Day (10 – 15 Feb '16), our year on year comparisons cover the period 1 Aug – 15 Feb.

Scale and evidence of results (cont)

In a nutshell, we've increased registrations via organdonationscotland.org by **310%** and more than doubled our FB key metrics, on only **20%** of the media budget we had in 2014/15.

And now for the really big numbers!

Let's take a look at how many Scots have joined the ODR via any method (e.g. online, phone, etc):



The numbers don't lie.

From Aug' 14 to Feb '15, the number of Scots on the ODR increased by 17,481.

Over the same period this year, that number has increased by a staggering **68,495**

Broadcast-Led Activity

Digital-Led Activity

Why this campaign should win a Star Award

If you'd asked us what we thought the odds were of massively outperforming the previous broadcast-led campaign in terms of registrations, we'd have probably been fairly conservative – it was a daunting prospect to try and grow the number of Scots on the ODR without the might of broadcast media behind us this year.

But through a combination of strategic and creative thinking and the willingness of Tricia to bring a poignant humanity to the topic, we created a beautifully simple campaign that has delivered outstanding results.

With a further **68,495** Scots now on the ODR, we can only hope that this campaign has helped to improve the odds of getting a life-saving transplant for every one of the 560 people waiting right now, including Tricia...



“Getting that call would mean everything to me. Apart from having my health and more independence, it would mean my kids would be able to enjoy their time with me a bit better, which would mean the world.”

Tricia Sibbald, on the transplant waiting list since 2011.