



Metrica & NSPCC working to protect children

The NSPCC is the UK's leading charity, specialising in child protection and the prevention of cruelty to children since 1884. The NSPCC's mission is to end cruelty to children - FULL STOP. The organisation believes this can be achieved, but only with the support and commitment of everyone, in every part of society.

Someone to Turn To

A survey conducted by the NSPCC revealed that young people are worried about a range of issues, from exam stress and appearance to neglect, abuse and bullying. Although young people suffer from these anxieties, they are often reluctant to seek help from parents or friends.

As the campaign name suggests, the over-riding aim is to encourage young people to find someone to turn to. This can be in the form of asking for advice, phoning the NSPCC Child Protection Helpline, knowing about protection services or getting relevant information for themselves, or if they want to help a friend.

Objectives / Brief

Someone To Turn To was a campaign through which the NSPCC sought to position itself amongst mass audiences as a service that children and young people can look to for help, rather than a rescuing organisation for victims of abuse. Its secondary objective was to raise awareness of the NSPCC helpline, website and print-handouts. In order to achieve these objectives NSPCC resources were focused on generating quality coverage through high deliveries of its key messages.

Process evaluation was a crucial part of the campaign, allowing the NSPCC to assess not only the effectiveness of message deliveries but also plan future campaign strategies in the most effective way.

The results of Metrica's evaluation had to clearly demonstrate the campaign's success in meeting the PR objectives. To this end, the following measures formed the core of the evaluation:

- ♦ *The quantity and favourability of the campaign's coverage* - this enabled the NSPCC to assess the longevity and effectiveness of the campaign and how the media was interpreting the team's PR output.
- ♦ *How many adults were reached by press coverage (reach) and how often (frequency)* - vital for enabling the NSPCC to see how effective their campaign strategy had been in exposing different stakeholders to Someone To Turn To coverage. This information would affect all future campaign strategies.
- ♦ *Reach and frequency information to key audiences of UK adults who regularly give money to charity and parents with children living at home* - this information was key to assessing whether the campaign was reaching the right people.
- ♦ *Metrica monitored the number of deliveries of each message* - this showed the NSPCC the percentage of coverage that delivered each message as well the proportion of the target audience that was reached.
- ♦ *Metrica included standard evaluation measures* –prominence of mention, spokesperson presence, effectiveness of celebrity endorsement and breakdowns by media and article type.

Like many of Metrica's clients, the NSPCC was keen to set timely, action-specific, measurable targets for the PR team working on the campaign. The NSPCC reviewed performance on past campaigns to ensure that targets were achievable and realistic. *"Working closely with Metrica in the past meant we were able to set specific targets for this campaign,"* Vindy Bains – Someone To Turn To coordinator at the NSPCC.

Implementation and results

As well as generating awareness about the campaign and relevant services, the NSPCC needed to:

- ◆ Persuade fundraising audiences to give money for the NSPCC's services for children and young people.
- ◆ Reach parents with children living at home.
- ◆ Move all adults from awareness towards responsibility, by empowering and enabling them to be someone that children and young people feel confident talking to.

To assess the campaign's effectiveness at reaching the charity's different audiences Metrica used ConsumerPulse™. Each year Metrica completes a lifestyle survey of a representative sample of the UK population. Respondents are asked an all-encompassing range of questions providing real data on consumer behaviour. To the independent user ConsumerPulse™ is a professional PR planning tool. Internally, the data is fed into our analysis to give accurate information on target audience exposure to clients' coverage.

Using this unique resource Metrica measured the campaign's effectiveness at reaching:

- ◆ People who regularly give money to charity.
- ◆ Parents with children living at home.
- ◆ All UK adults.

Over 45% of each group was reached by coverage, an excellent result that demonstrates effective media targeting.

The primary message 'talking about a problem can help it stop' was delivered in over half of the campaign coverage (54%). The three secondary messages were also delivered in over 20% of articles. This was an excellent result and was vital to ensure children and young people were encouraged to talk about their problems.

The most effective NSPCC messages were *'talking about a problem can help it stop'* and *'Worried? Need to talk? NSPCC can help you find someone to turn to'*. On average, readers were exposed to these messages twice over the campaign which, according to marketing research, maximises readers' retention of information.

Combining message measurement and reach and frequency to target audiences is the most effective and credible way of judging the success of PR activity. The NSPCC was able to assess which messages were most effective in reaching each audience. Once messages were matched with audiences, resources were then re-focused to optimise the return on the PR team's output.

Conclusion

The flexibility and bespoke nature of Metrica's media evaluation system allowed the NSPCC to set and measure against specific targets for the PR team.

The Someone To Turn To campaign was a great success. With the close integration of PR objectives to action-specific targets and media evaluation, the PR output was focused and allowed optimisation of returns. Metrica's media evaluation ensured an objective assessment of the success of the campaign and contributed to the building of a knowledge bank for the design of future strategies and campaigns.

John Grounds, Director of Communications at the NSPCC said: *“The evaluation results have been an invaluable planning tool, meaning the NSPCC can plan for future campaigns by seeing which Someone To Turn To strategies worked and delivered their targets. Fantastic stuff!”*