

I can't wait for ISPCC

Ogilvy Dublin

Introduction & Background

Ireland was the most charitable country in Europe in 2011 and the second most charitable nation in the world. But with the Irish economy on its knees it is estimated that charitable donations fell 15% in 2011¹. With so many Irish families failing to make ends meet, it is no surprise that charities are fighting for a bigger share of a declining donations market.

Unfortunately, children's charities are suffering greatly with donations down by a dramatic 25% on average. As a result, the sad truth is that the quiet suffering of society's most vulnerable members – children – is being increasingly ignored, their voices silenced. The ISPCC is Ireland's oldest children's charity and is the only organisation in Ireland providing unique 24-hour support services for children and young people, through their Childline service.

The ISPCC's vision is for an Ireland where all children are heard and valued. It is this vision that drives Ogilvy Dublin to apply its talent and resources, pro-bono to help the ISPCC effect social change.

This story shows how a deep insight unlocked a proposition for the ISPCC that inspired great creative work and delivered a strong and impactful message. In a market declining by 25%², the 6% increase in donations shows how the call to action to 'Join the fight for children's rights' was mobilised. The fact that the launch ad received 695,000 views on YouTube (see Fig 1), website traffic increased by 54% (see Fig 2), and volunteer numbers rose by 25% during the campaign shows how people were not only engaged with the campaign but compelled to act.

What OgilvyDublin developed with the ISPCC was more than an advertising campaign. It was a campaign about fighting for the rights of the children of Ireland, for the right to be loved, for the right to be happy, for the right to be heard.

¹ Source: Independent.ie, December 29th, 2011

² Source: Average calculated from children's charities donation data

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Awards

Public Service, Social Welfare & Education

Gold

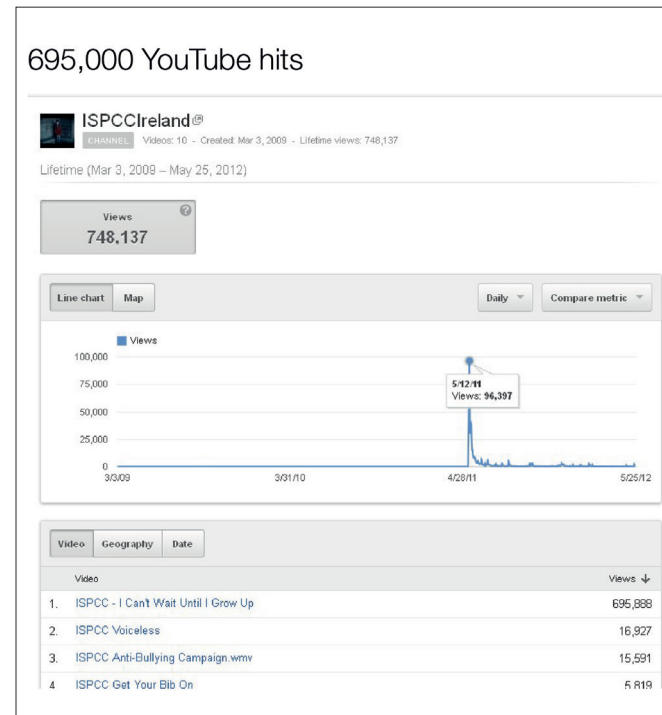


Fig. 1

Marketing Objectives

1. **Stop the decline in donations and inject growth into this source funding.**
Childline receives no statutory support and the charity desperately needed funds. But donations to children's charities were falling at that same time as demand for ISPCCC services was rising.
2. **Drive brand awareness and stand out in a cluttered competitive environment.**
Competition for donations within the children's charities market includes Barnardos, Temple Street Children's Hospital, Barretstown, Laura Lynn Foundation, Make a Wish Foundation, Crumlin Children's Hospital as well as international aid organisations.
3. **Develop a communications campaign that would hit two target audiences:**
 - ▶ The children who avail of the ISPCCC services Childline is a preventative service supporting and helping children in their formative years. It is a service that children in Ireland clearly trust, reflected in the number of children contacting the service every year. We needed to maintain awareness with this age group and educate them about their rights.
 - ▶ Adults who are potential and existing donors. With charitable donations to children's charities down 25% and over a quarter of Irish adults having no disposable income, we needed to create a powerful campaign that would connect with an audience with the ISPCCC cause and compel them to give or continue giving what they could afford.
4. **Provoke debate at political level on the rights of children – get the Children's referendum back on the table.**
The ISPCCC has long advocated constitutional change to enhance the protection of children and to enshrine the rights of children within the Constitution. Strengthening children's rights in the Constitution will help build family and community bonds and send out the message to children and young people that they are cherished as individual rights-holders. We needed to make the issue of children's rights top of mind at political level in order to ensure the children's rights referendum gets and stays on the government agenda

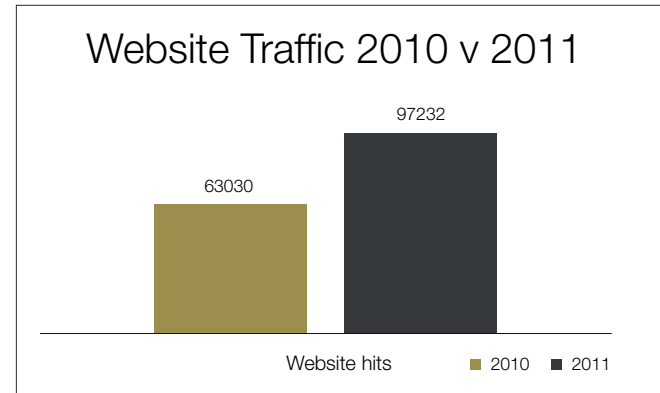


Fig. 2

Company Profile

At Ogilvy Dublin, we imagine more. We imagine more powerful brands. We imagine more creative ideas. And we imagine more effective communications.

Across our business, we have built a real team comprising the best people. It's what sets us apart. Our most important emphasis is on our people, and the reason for this is that we are in the ideas business. We create powerful ideas that build brands and build businesses. And ideas don't come from structures, or processes, or tools – they come from people. Ideas require imagination, and only people can imagine.

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Marketing Objectives

5. Help more children

The demand for services of the ISPCCC are consistently growing throughout this recession. The ISPCCC must increase the capacity and reach of its services in order to be able to cope with the increased demand.

In 2010, Childline received 865,261 contacts from children. Sadly nearly 40% of calls, over 800 calls every day go unanswered. Most disturbing is that 13% of calls to Childline relate to abuse and violence.

The Task

A cluttered and noisy competitive context

With a greater demand on resources in Irish charities, competition for donations is rife. Our message needed to cut through the clutter, compel and provoke action. International charities use disturbing imagery of starving children in developing countries in order to communicate the plight of famine. It is against this backdrop that we needed to communicate that children in Ireland are suffering too. A soft approach would simply not be heard, we would have to push the boundaries of what is socially tolerable in order to deliver the message.

No media or production budget

The ISPCCC does not have a budget for direct recruitment of donors in the way that some other charities do. The most difficult barrier to achieving our marketing objectives was thus the absence of a media or production budget. We thus needed a highly creative communications strategy with a compelling idea that would punch far above its weight.

A campaign that could connect with two completely different target audiences

We needed a campaign that would continue to drive awareness amongst the children who used the service but would also motivate adults to donate. This is a huge challenge given the different strategies required to reach both audiences.

A message that would be loud enough to be heard

The issue of Irish children being abused physically and emotionally is a harrowing and dark subject and one that touches many households in Ireland. It's a disturbing subject

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The Task

and one that is too easy to brush under the carpet. Given that children's charities are declining at a far greater rate than other charities (25% versus 15%) illustrates that children are being ignored. We would have to push the issue and in doing so would invariably encounter reaction and backlash.

A general public with a declining ability to give

In 2011, 28%³ of Irish consumers had no additional money to spend each month after their monthly bills were paid. Ireland was in the middle of a full economic meltdown and people were just trying to keep their heads above water. Giving was not top of mind for people.

The Strategy

Strategy: Move people from Apathy to Action

The dramatic decline in children's charity donations is enough to know that the suffering of children in Ireland is not being heard. There is an apathy towards, and acceptance of this issue in Ireland. This is further evidenced by the glaring omission of children's rights in the Irish constitution.

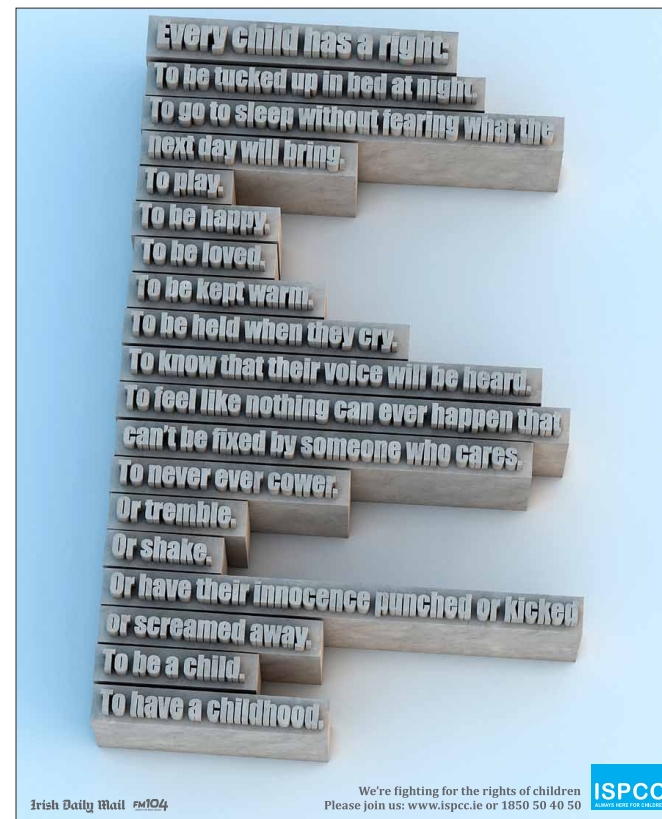
The strategy was to move the public from apathy to action. We would do this by unlocking an insight and reaching a compelling proposition that could not be ignored.

Research

In compliance with international research standards, as well as for sensitivity reasons, we could not talk directly to children who had availed of ISPC services. Instead, we conducted depth interviews and interactive discussion groups with ISPC volunteers, who explained the nature of the calls they receive from children. Physical and emotional abuse was rife amongst callers and there were many tales of neglect. Apart from the harrowing stories of bullying, beatings and intimidation, many Irish children's basic needs were not being met. Often children were going hungry in households where parents are sometimes too drunk or too broke to have food in the house. Children were being left home alone, or had to go about their day without any help or supervision. They were being denied a childhood.

³Source: Mintel 2011

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The Strategy

Insight

We reached a powerful insight very early on in the process. If we truly believe as a nation and as individuals that every child has a right to a childhood, then as adults and citizens, it is our responsibility to ensure that they have one. Their childhoods are entrusted to us. It is our duty to protect.

This insight led us to explore the rights of childhood. We set out to define those rights. We spoke about the big and small things that make a childhood: Every child has a right to be tucked up in bed at night. To play. To be happy. To be loved. To be kept warm and fed. To be protected by their parents and feel safe. We spoke about bedtime stories being read and parents dressing a grazed knee.

Using our insight, we would need to remind our target audiences of the preciousness of childhood, something that we all have in common. We needed to do more than to connect, we need to compel people to act.

ISPC Proposition

Protect the preciousness of childhood.

Tone of voice

Tone of voice is not usually a strategic issue, but in this instance it was. The campaign needed to shout as loud, if not louder than international charities. The imagery associated with physical and mental abuse is highly emotive and is almost a no-go area. But we couldn't sugarcoat the issue, if we were to move people from apathy to action. We needed to ignite a reaction and together with our client, we made a strategic decision to take the associated risks.

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The Idea & Communication Activity

The Creative Idea

Fight for children's rights

The symbol

The shield is a symbol of protection. To raise consciousness of children's rights, and our responsibility to protect them, we created a blue shield as a campaign symbol and turned this into a 'pin'. Sales of pins raised funds as well as consciousness.

Communications Strategy

We broke the challenge down into two phases under the overarching umbrella of a 'Protection strategy'. Phase 1 addressed the harrowing subject of physical abuse. Phase two ('Children believe what they are told', currently in campaign) would be developed in the future to raise awareness around the emotional abuse of children.

Key media periods

With a limited media budget we had to choose times throughout the year where we could do a burst of activity that would punch far above its media weight. We focused on child-centric moments throughout the year such as Halloween and Christmas and developed themed creative around such events, ensuring that our campaign message was consistently delivered throughout.

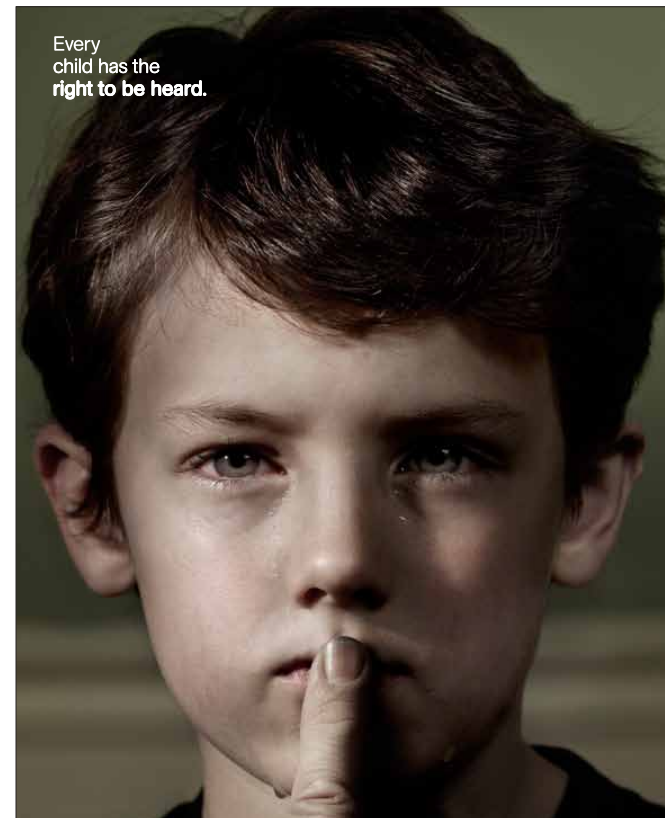
Launch Manifesto

We launched our campaign with a manifesto for the ISPCC: a list of commandments for children's rights that appeared carved in stone: 'Every child has a right: to be tucked up in bed at night without fearing what the next day should bring...'

TV

Our television execution was called 'I can't wait until I grow up'. The ad was directed from a child's point of view where the child resists physical abuse and stands up for his rights. He asks us to 'fight for the rights of children like me, who don't have a childhood...'

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The Idea & Communication Activity

In May 2011, we launched the ad to media and released it online. Later in the year we aired on TV in a limited capacity. The ad provoked much reaction for its hard-hitting content. The ASA upheld one such complaint, which prevented subsequent airing. The strategic decision to push boundaries involved such a risk, and at this stage in the campaign, the TV re-ignited momentum and served the campaign well.

Radio and Press

We developed radio and press executions as part of the campaign. These extended the campaign with a visual metaphor for a child's rights being silenced. 'Shhhh'. It's not a word. It's a sound. What does it mean? Be quiet ... no one can hear you.' The press ad portrays the face of a boy who has been silenced by an adult's hand. It's a simple, cruel and upsetting image and a tear runs down his cheek as his right to speak is denied.

Hallowe'en

Our Hallowe'en creative showed that the evening could have a more frightening reality for a child at risk of abuse with its stark image of a hand looming out of the dark with 3 cigarette burns.

Christmas

At Christmas our radio ad, Silent Night, played on the truth that Christmas is not so silent for many children at risk as our protagonist attempts to stand up for his baby sister. We also brought his story to life in press: 'Jimmy knew he had done the right thing for his baby sister. Then the blows landed. And a silence most unholy filled his night'.

We turned a Christmas tradition on its head by installing a nativity crib in Stephen's Green Shopping Centre, Dublin. With a cruel twist, instead of wise men and farm animals, an abandoned infant is surrounded by discarded wrapping paper, beer cans and spirits bottles – a dramatic reflection of a scene that is repeated in some Irish homes even on Christmas Day. Passers-by were encouraged to donate and engage by downloading the radio ad through a QR code.

DM

Tying in with the overall message of our campaign, the direct mail letters showed the devastating reality of what it's like to be a child in a house without love on Christmas Eve.

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Every child has the right to only fear
ghosts and ghouls at Halloween.

Results

1. Stop the decline in donations and inject growth into funding.

Individual ISPCCC donations were declining by 22% in 2010 and the outlook was bleak, as disposable incomes nationally continued to decline. As a direct result of this campaign, donations to the ISPCCC increased by an impressive 6% year on year. A change of this magnitude represents a step-change for the organization and reflects the level of engagement with the campaign. There is a fight for children's rights underway in Ireland.

2. Drive brand awareness and stand out in a cluttered competitive environment.

The absence of a budget for post-campaign evaluation means our awareness metrics have come from actual consumer participation, such as hits and clicks online, and national press coverage of the campaign. Further participation is measured by the increase in volunteers and indeed increase in children using the Childline services.

The TV ad launched online in May 2011. By the end of June it had over 695,000 views on YouTube. During the same period, we also saw a huge spike in activity on ispcc.ie with over 34,000 visits (see Fig 3) and 102,000 page views, 78.77% of which were new visitors. This represents a 104% increase in activity for the same period the year before. Over 43% of launch week visits were by people who actively searched for ispcc.ie to view the TV ad.

There were over 70 media requests to the ISPCCC in May 2011 showing that the campaign entered public discourse, and had a huge impact on a national audience. The most notable coverage of the campaign included:

- ▶ News stories in Irish Independent, Irish Times and tabloids.
- ▶ The Pat Kenny Show – RTE Radio 1.
- ▶ The Last Word Interview with Matt Cooper – Today FM.
- ▶ TV3 Midweek Show.
- ▶ Online media including Newsweek, Huffington Post and Journal.ie.

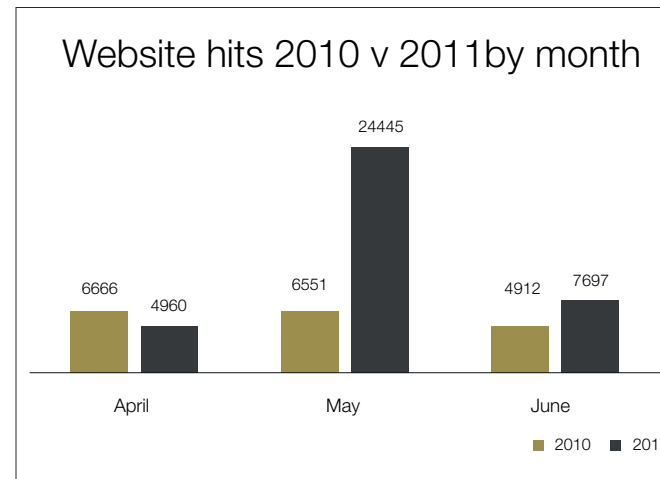


Fig. 3

Results

The campaign opened the discussion on physical abuse. We have had calls and emails from people supporting it as well as people who felt angry and uncomfortable about it. We take this as a positive as we feel it is a reality, albeit an uncomfortable one and should be discussed”.

Mary Nicholson, Advocacy & Communications Manager, ISPCCC

The campaign reach went far beyond our borders with hits to the website coming from 125 countries. Not only was our domestic profile growing, we were putting the ISPCCC on the map.

3. **Develop a communications campaign that will hit two target audiences:**
 - ▶ The children who avail of the ISPCCC services: 1,707 more children contacted the ISPCCC than in the same period in 2010.
 - ▶ Adults who are potential and existing donors: There can be no doubt that our campaign connected with and provoked strong reactions from our adult audience. The growth in funding combined with the increase in volunteer enquiries shows that the campaign addressed the apathy. It both connected with and compelled this audience to act.
4. **Provoke debate at political level on the rights of children – get the Children's referendum back on the table.**

In March 2012, the children's Minister Frances Fitzgerald promised to end what she called the 'shambolic' child protection system put in place by the previous Government. The Children's Rights referendum will now take place in Autumn 2012. While the ISPCCC cannot claim sole credit, at least the debate and discussion around our campaign has kept awareness high amongst policy-makers and the public alike.

“We have been pushing for the referendum on an ongoing basis, the 'I can't wait until I grow up' campaign has helped to highlight the issues we campaign about and also reinforce our fight for children's rights and how we value children.”

Mary Nicholson, Advocacy & Communications Manager, ISPCCC

5. **Help more children**

The campaign caused a large amount of debate, it got Irish media and the public talking and attitudes shifting. On the back of our campaign there was a 25% increase in volunteer numbers, and continued growth in the number of children using the Childline services, which ultimately means more children can be heard and helped.

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Impact on behavioural activity and payback

Our total investment in the campaign was €68,000 for media and production. The value of the media generated by the campaign in newspapers and radio alone, was €241,477 (see Fig 4). The return on investment for this media alone is 3.5:1. This does not capture the value of online exposure and interaction.

Furthermore, people wanted to volunteer and offer their help. When The ISPCC receives an increased level of media activity it tends to lead to an increase in the number of people applying for information about volunteering. During this time, volunteer numbers increased by 25% on the same period the year before which is very strong.

The campaign generated much debate amongst social media platforms, conversations that were not led by the ISPCC so it was interesting to watch people debate issues themselves. The charity received very strong support nationwide for the campaign, with the majority of people understanding why we were pushing a conversation on this issue.

The huge response to and viral nature of the 'I can't wait to grow up' execution proves the impact our campaign had on our audiences and how our message was mobilised.

ISPCC Media Book

Date	Publication	Medium	Headline	Readership	Advertising equivalent	€'s PR Value
9/6/11	Irish Daily Star	Press	Shock ad is shown on TV	243,315	€4,100.00	€12,300.00
16/5/11	Evening Echo	Press	Hard-hitting, yes, but ISPCC ad delivers vital message	55,896	€4,600.00	€13,800.00
14/5/11	Limerick Leader	Press	I can't wait until I grow up' young callers tell childline	49,605	€4,768.30	€14,244.90
14/5/11	Limerick Leader - County Edition	Press	I can't wait until I grow up' young callers tell childline	78,708	€4,768.30	€14,244.90
14/5/11	Evening Herald	Press	I'm horrified by shock ISPCC ad- abuse victim	187,233	€6,190.30	€18,570.00
13/5/11	Mayo Advertiser	Press	Join the fight for children's rights	72,000	€1,500.00	€4,500.00
13/5/11	Evening Herald	Press	ISPCC's ad is a work of genius	187,233	€61.40	€184.20
13/5/11	Irish Times	Press	ISPCC advert depicts 'extreme cruelty'	288,450	€69.80	€209.40
12/5/11	Cork Independent	Press	ISPCC launches May campaign	150,444	€20.00	€60.00
11/5/11	Evening Herald	Press	HAS CHILD CRUELTY AS GONE TOO FAR?	187,233	€12,365.00	€37,095.00
				1,500,117	€38,402.80	€115,208.40

Fig. 4

Impact on behavioural activity and payback

Date	Radio Station	Medium	Headline	Air Time in Min	Advertising equivalent €'s PR Value	€'s PR Value
25/5/11	4 FM	Broadcast	ISPCC summer campaign	9	€3,240.00	€9,720.00
12/5/11	Today FM	Broadcast	ISPCC made shocking online advertising	0.5	€720.00	€2,160.00
12/5/11	WLR FM	Broadcast	ISPCC summer campaign	1.5	€187.20	€561.60
12/5/11	Radio Kerry	Broadcast	New ISPCC campaign add	2	€302.40	€907.20
12/5/11	RTE Radio 1	Broadcast	Issue of child abuse and violence	13	€29,250.00	€87,750.00
12/5/11	RTE Radio 1	Broadcast	Comments on the ISPCC ad	0.5	€1,125.00	€3,375.00
11/5/11	News Talk	Broadcast	Newstalk Breakfast Show's newspapers review	2	€2500.00	€7500.00
10/5/11	Galway Bay FM	Broadcast	ISPCC launch a new campaign aimed at raising awareness	0.5	€59.00	€177.00
10/5/11	4 FM	Broadcast	ISPCC launching new campaign	0.5	€180.00	€540.00
10/5/11	Clare FM	Broadcast	ISPCC launching new campaign	0.5	€52.80	€158.40
10/5/11	98 FM	Broadcast	ISPCC launching new TV ad	0.5	€216.00	€648.00
10/5/11	NewsTalk	Broadcast	ISPCC to launch a new campaign	2	€2,500.00	€7,500.00
10/5/11	Cork 96 FM	Broadcast	ISPCC prepares to launch 'a heart-hitting' advertising campaign	0.5	€167.00	€501.00
10/5/11	Red FM	Broadcast	ISPCC launches new campaign in Cork	0.5	€120.00	€360.00
10/5/11	NewsTalk	Broadcast	ISPCC to launch a new campaign	0.5	€375.00	€1,125.00
10/5/11	Today FM	Broadcast	ISPCC launch new campaign aimed at raising awareness	0.5	€720.00	€2,165.00
10/5/11	NewsTalk	Broadcast	ISPCC to launch new campaign today	0.5	€375.00	€1,125.00
				35	€42,089.40	€126,268.20
Total					€80,492	€241,477

Eliminating other factors

There was no other change in funding or other promotional activity, or any other change in the ISPCC during the period of this campaign that could have influenced these results.

Fig. 4

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Summary

Against a gloomy economic backdrop, falling charitable donations and a concurrent rise in the need for child-centred services, the I Can't Wait to Grow Up campaign for the ISPCC effectively delivered on all fronts: awareness, advocacy and donations.

A lack of marketing and production budgets did not prove a barrier to the effective transmission of a powerful and emotive societal truth: every child has the right to a safe and secure childhood.

The multi-award winning campaign creative dramatised this truth in a range of compelling and thought-provoking ways that captured the public imagination and stoked national debate.

As a direct result, donations to the ISPCC rose by 6% year-on-year. Volunteer numbers rose by 25%. Almost €250,000 worth of media value was generated and the campaign was covered by media almost worldwide. The ISPCC website attracted unprecedented traffic levels. Over 1,700 more children contacted the charity's services during the period.

And it achieved all this and more with almost no budget.

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