

Jack & Jill - A True Story, A Real Effect



DDFH&B and Mindshare

AGENCIES



CLIENT



AWARDS

PUBLIC SERVICE, SOCIAL WELFARE & EDUCATION
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COMPANY PROFILE

The DDFH+B Group consists of DDFH&B Advertising, Goosebump, The Reputations Agency, RMG and Mindshare Media – making it one of the largest Irish companies in creative advertising, media buying and customer relationship/digital marketing. Together, they provide channel-neutral, integrated marketing communications campaigns that deliver real, measurable results. They achieve this level of integration by working in a number of small, multi-disciplined teams, calling it ‘fun sizing’. They continue to be one of the most successful agencies in Ireland, working with clients such as Kerry Foods, SuperValu, The National Lottery, eircom and Fáilte Ireland as well as new clients including Littlewoods, and Molson Coors.

Mindshare was founded in 1997 and was the first global media agency; Mindshare Ireland opened in 1999. Since then, it has grown to become Ireland’s largest media agency. The name Mindshare comes from a firm belief that communication is about share of mind not share of voice. Mindshare is positioned in the media investment management business and offers a full range of services including traditional media planning, buying and reporting, all forms of digital media including search and SEO, consultancy, research, business planning, budget setting, and direct response. Our focus is on accountable return on investment solutions for our clients.

¹Source: The Wheel- Support and representation for community & voluntary organisations

INTRODUCTION & BACKGROUND

This is a story of collaboration, a story of how an industry came together to change the fortunes of Jack & Jill.

Founded by Jonathan Irwin and his wife, Jack & Jill was born from their own experience providing intensive home care for their severely ill infant, Jack Irwin. When Jack was born in 1996, there was no state provision to care for him in his own home. Today, there still isn't. The Jack & Jill Children's Foundation is an essential charity providing a life-line to vulnerable children who suffer severe brain damage, and to the wider family unit (otherwise unsupported by the system). Part of the service is end of life care where Jack & Jill nurses support parents to take their baby home to die.

On the island of Ireland there are some 8,000 registered charities with a turnover of €5.75¹ billion last year. They employ 100,000 people. In fact, charities employ 6% of the working population (UK figure 2.7%). The charities sector is under constant pressure to do more with less. Less than 20% of Jack & Jill's €2.7 million annual budget is state funded. In 2012 the recession impacted on donations, there was a slowdown in revenues from their mobile phone recycling initiative and these shrinking funds, combined with a cut in the HSE grant, threatened their services.

In 2010, Nestlé Ireland selected Jack & Jill as their corporate charity raising €45,000 for them. This case will show how the advertising industry turned something relatively small (€45,000 raised by Nestlé Ireland) into something quite extraordinary. The agency teams quickly recognised that fundraising alone would not be enough - we needed to tell the Jack & Jill story. Each industry player made more of what it had and changed the fortunes of Jack & Jill.

SOV 2012
(Total Market €12,264,389)

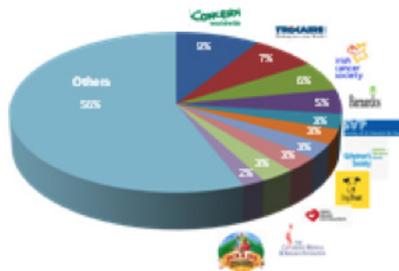


Fig 1

MARKETING OBJECTIVES

Due to lack of support from the HSE, Jack & Jill did not have enough money to support the families involved for the rest of 2012. There was an annual deficit of €400,000 - a shortfall that needed to be raised in a protracted period of time in order to ensure continuity of service. The problem was compounded by the fact that Jack & Jill was a small voice among the 8,000 other voices in the sector and there was a low level of awareness and understanding of the vital work they carried out. (Fig 1)

The first issue was the confusion about what this organisation did “They are that mobile phone company”; “they help hospitals”. This confusion; combined with the clearer understanding of the work carried out by competing charitable organisations like Barnardos, Focus Ireland, ISPC, Trocaire and Concern created a considerable problem for Jack & Jill. Fundamentally, Jack & Jill lacked presence.

Then there was the charity fatigue. It is natural for people to look for ways to abdicate responsibility, making charity needs the remit of the government rather than themselves or to believe the problem is so grave they cannot hope to make a difference.

Combine to this the constant “asks” being distributed through DM, paper inserts and the dreaded “Chuggers” or FOTS (Feet on the street) and it is easy to understand how Irish people were growing tired of the constant demands being presented to them, especially in these recessionary times.

We know it is personal, direct conversations that generate the best responses. TGI 2012 tells us that 53% of all charity donations are made to either friends or to people who call to our door (FOTS). The campaign had to feel personal.

Obviously, we had to raise the required money to counter the funding shortfall and ensure continuity of service for these families in need with no other support.

MARKETING OBJECTIVES

Key Objectives:

Commercial:

- ▶ Turn the €45,000 creative and media budget into €400,000 worth of donations.

Marketing:

- ▶ Create awareness of the one-of-a-kind home care interventions the organisation brings to families in communities across Ireland. Educate the public on the indispensable work of Jack & Jill.
- ▶ Ensure we create a sense of shared responsibility and ability to resolve the issues faced by Jack & Jill.
- ▶ Prompt consumers to take action and donate.

Role of Communication:

In order for this to work, we needed to ensure that we created presence for Jack & Jill and balanced this with an effective call to action.

THE TASK

Take €45,000 and turn it into €400,000 in 2 months and raise awareness and educate people in the process.

There was a gap between the rising demand for charitable services and the falling incomes in Ireland for the period. Revenue commissioners reported a 15% reduction in charitable contribution between 2009-2011, state funding was also down.

In 2012 the fundraising environment became even more challenging. In a very tough economic environment, the whole sector saw a decline in voluntary and statutory income early in the year and the competition for funds in the market place was acute. (Ruth Guy, Director of Fundraising, Barnardos: Barnardos annual review 2012.)

All charitable organisations were feeling the pinch and all had to take action to resolve their individual shortfalls. Barnardos, a well known charitable organisation in Ireland, shut its offices for a week in August 2012 to save money.

So, the problems faced by Jack & Jill were further compounded by the lack of funding in the sector as a whole.

High economic uncertainty naturally reduces charitable giving. The economic climate in Ireland at the time was poor. The Irish economy had been declared bankrupt in 2010. The austerity plan increased taxes and cut spending to the tune of €28.8 billion.

During this time of increasing austerity, unemployment was increasing (14.6% in 2012), contributing to feelings of uncertainty. According to the ILCU (Irish League of Credit Unions) Tracker, in April 2012 - 63% of people had less disposable income than the previous year, 1.645 million people were left with less than €100 at the end of each month and almost half (46%) were unable to save money.

Every Irish person had been impacted as a result of the austerity measures taken by the government. People simply didn't have the money to contribute without trading out of something else.

THE TASK

There were also changes in fundraising behaviours - almost anyone could become a charity with the creation of sites like “mycharity.ie” where people could create and gain support or donation for their own personal charity event. There was also the increasing appeal of big initiatives such as Today FM’s “Shave or Dye” activity where audiences could feel a sense of belonging and reward by participating in or donating to these charity movements.

Jack & Jill had never advertised before and to take the Nestlé contribution of €45,000 and commit it to advertising was a great risk for this small organisation. It is also important to note that €45,000 is not significant in the context of advertising campaigns. The task to deliver on the objectives, as outlined, was great in the prevailing market conditions and the competitive climate but to attempt to achieve it with a budget “for everything” of €45,000 at first appeared impossible. It would have been without the team of agencies approaching this project differently at every stage - working together to develop an effective campaign, sharing ideas, collaborating on formats and fully leveraging all relationships across creative, production and media suppliers to maximise exposure.

THE STRATEGY

The strategy was to create a truly collaborative, cross media campaign that would reach a large proportion of the adult population. We needed a brand response campaign - a campaign that could educate the population and establish Jack & Jill in the minds of Irish consumers, making it relevant to a broad audience, while accommodating the requirement to raise much needed funds - the direct response element.

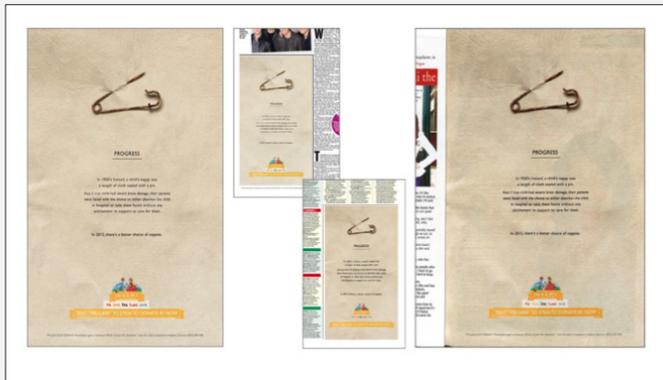
How could we hope to get Irish people to appreciate and respond to the seemingly niche activities of Jack & Jill and take it from a confused position in the mind of that target to a clear, relevant and compelling place? We needed an insight, a common denominator that would touch the hearts and minds of Irish people as they learned of the unmatched intervention and vision of Jack & Jill. We needed to make this campaign feel close and personal and communicate that Irish people can make a real difference to how Jack & Jill families live, every day. They could protect these families from financial and physical abandonment.

The strategy was based on the insight that personal stories always generate the best response (TGI) and on the role and experience of every parent - many Irish adults could relate to the mixed feelings of joy and anxiety associated with having and raising a child - that scary moment when you step out of the supported environment of the hospital and into a new life together as a family. We wanted to share what that experience felt like for a Jack & Jill family.

Our strategy and idea would have to:

- ▶ Inform people of the work of Jack & Jill
Jack and Jill are an indispensable life-line for families with severely brain damaged children
- ▶ Provoke them enough to rattle their inertia
Jack and Jill exists because nothing else does
There has been no progress in the provision of these services by the state
- ▶ Inspire them to donate
Only they have the power to bring these children home
Their donation will make a difference to families in their own area.

We needed to educate our target on the work of Jack & Jill, make an emotional connection and communicate that donating was simple to do.



THE IDEA

The strategy was brought to life through focussing on the story of two people, Brigid and her son Richard and the extraordinary challenges the family faced in bringing Richard home. We knew that we had to make this feel personal and convey the absolute terror and isolation that Jack & Jill parents feel at what should be a natural step for any family. We needed to connect with parents and appeal to everyone who is part of a family, demonstrating that without their support, there is nothing else.

The idea was built on the belief that there is no substitute for the home environment, not just for the child but for the entire family.

Essentially, a life lived in hospital is a life on hold.

The campaign communicated that “There is no care like home care”.

The idea centred on the story of Brigid and her son Richard, both beneficiaries of Jack & Jill. We filmed her story – her own experience of bringing up Richard along with his profound disabilities and the support that Jack & Jill provides. We communicated the fact that in 1920s Ireland such families had no entitlement to support and that by 2012 nothing had changed, this sharply pointed to the role people could have in making a difference to these families. The idea was carried through the line in a fully integrated campaign.

The agency teams worked together to ensure a suite of flexible assets was created, rather than suppliers being approached with a “one size fits all” request. As soon as the core work was developed an individual meeting was held with each supplier to talk them through what the campaign was about and what was required of them. We listened to their advice on which formats to create and built that into our campaign development.

Channel

All agencies and partners were working off the knowledge that what we were doing would make a real difference to these peoples’ lives.



THE IDEA

TV

A 150 second video was created to show Brigid's full story, which was envisaged to play only on the Jack & Jill website. We felt the small media budget (€10K) would be best used putting this full video into high viewing news programmes to quickly educate the nation. Despite the unusual and expensive copy length, we were able to secure spots on RTE Six o'clock news, Ireland AM and the Saturday Night Show (during which Brigid was interviewed).

Press

Because of the wide range of formats created, we were able to run three different executions, eight different sized ads and secure amazing positions including the back page of The Irish Times.

Radio

Radio offered us a natural way to localise our message, ensuring this campaign felt close to our audience. We secured a list of the number of families receiving support in each town and worked with IRS to record regional tag lines, passing on this information to the communities. So for example a radio tag read: "Over 60 families in Carlow and Kilkenny have been helped by the Jack & Jill Foundation since 1997. Text we care to 57034 to donate €5 to help families in Carlow and Kilkenny."

20", 40" and 60" ads were created to allow rotation of messages and to maximise the spots kindly given to us by the stations. The ads were also taken up by the community radio network so we are able to penetrate even the smallest neighbourhoods.

Outdoor

Although we had guaranteed awareness via press and TV, OOH was important to give us high frequency and to remind people to text whilst they were out and about. Source media incorporated formats that delivered coverage and frequency but also dwell time, to maximise text response. They secured a large number of traditional, digital and ambient sites; including 48 sheets, 6 sheets, transvisions, C-store screens, Dpods, SuperValu scrollers and washroom panels. This mix ensured we were communicating with people wherever they were, at home, at work or even out shopping.



THE IDEA

Ipsos MRBI conducted post campaign research on the 6 sheets and 48 sheets. Both formats scored recall levels higher than the industry norms, with 48 sheet recall at 39% and 6 sheets reaching 42%. In addition, the design scored 7.37/10, well above the recorded industry average of 6.79.

In fact, with no advertising budget, no available creative material, no media inventory and with just a belief in the power of advertising to tell our story - the unprecedented response of the agency teams and the media owners was the first indication that our strategy was working as we intended.

THE RESULTS

What was the true story and the real effect?

As with all charitable organisations, available funds are directed to the provision of services, and post campaign research was down the list of priorities. We will endeavour to convince you that our campaign was a success, that it did more than pay back the initial investment of €45,000.

It is, for us, the ultimate expression of advertising effectiveness - taking a relatively unknown organisation and delivering real presence and a compelling proposition that changed its fortunes through 2012 and beyond.

Charity benchmarking is fraught with complexity. There is no entirely satisfactory method of accurately comparing the fundraising performance of one charity with another. Yet, the cost of fundraising and its effectiveness are of increasing importance because of increasing public scrutiny of how donor money is spent.

The cost of fundraising varies widely across charities. Charities that obtain the majority of their income from government or institutional sources have a lower fundraising cost. Jack & Jill receive less than 20% of their funding from the HSE.

Commercial Objective:

Did we achieve our target of €400,000?

The investment of €45,000 yielded a return of €450,000 or a return of €10 for every €1 spent. (10:1)

According to The American Institute of Philanthropy² it is reasonable for charities to spend \$35 to raise \$100 or generate a return of \$2.86 for every \$1 spent.

This is an arbitrary benchmark of almost 3: 1 but even considering expected returns, cited by some Irish charitable organisations, of €4 for every €1 spent or 4:1- the Jack & Jill campaign blew this out of the water.

THE RESULTS

Let's look at marginal contribution:

Marginal Contribution = €405,000 (€450,000/€45,000)

Net Profit = €360,000 (€405,000- €45,000)

ROMI = 800 (360,000/45,000 X 100)

Consider then the media investment of €10,000 and the actual media realised- valued at €550,000 or a return of €55 for every €1 spent.

This campaign fully returned on its investment, exceeding all expectations and most importantly guaranteeing a continuation of services to the Jack & Jill families across the country.

Marketing Objectives:

Objective one: Create awareness of the work of Jack & Jill

There was a €10,000 available budget for media investment and this was turned into €550,000 worth of media delivered.

Well placed media pushed this campaign right into peoples' homes. 2,000 GRPs were achieved with each medium reaching between 60% and 80% of the adult population.

The TV was seen by over 2 million adults (60%) an average of 2.5 times; across 792 spots.

80% of all adults heard our radio an average of 10 times and outdoor reached over 1,050,000 people or 702 GRPs in each cycle.

The press, alone, reached 75% of all adults an average of 6 times.

Objective two & three: Create a sense of shared responsibility & Prompt consumers to take action

The public response was overwhelming with €450,000 in direct financial donations in just 8 weeks.

The charity received unprecedented support - 26,500 people texted "we care" and donated €5 each to Jack & Jill.

THE RESULTS

Zamano – the mobile provider- described this as “the best charity campaign we ever managed”.

Over €35,000 was donated online

Postal donations totalled €30,000.

A one off donation of €58,000 was given as well as another separate donation of €50,000 guaranteeing the same financial commitment in 2013 and 2014.

In total the campaign delivered donations worth €450,000 - €50,000 more than the target guaranteeing continuity of service into 2013 and definitely worth the initial investment of €45,000. Consumers took action with a 55% increase in public fundraising events on behalf of Jack & Jill.

Role of communications:

Did we get the balance right and were people interested in our story?

The Youtube video generated over 4,000 views

Twitter reached over 180,000 people

The Jack & Jill website saw an increase of 22,000 visitors

There were four national broadcast interviews and 12 regional radio interviews prompted by the telling of Brigid’s story

Over ten pieces of regional press coverage

A highlight was the interview of Brigid Flanagan (Richard’s Mum) on The Saturday Night Show so powerful it led to a website crash. Subsequently, the host, Brendan O’Connor became a celebrity patron of Jack & Jill’s.

To further underline the impact the campaign had on the public, Jack & Jill saw a massive increase of 55% in public fundraising events on their behalf. Proving that this campaign and Brigid’s story had real presence beyond just donating - again, people wanted to do more.

²Fundraising Performance: The First Annual Report on Fundraising in Ireland: Sinead Kelleher & Dennis O'Connor.

THE RESULTS

Together with our partner agencies, we developed an integrated communications campaign that told a simple story, a story that connected with people's hearts, minds and ultimately their pockets. This campaign touched the advertising community and so they took our message to the nation. It moved Jack & Jill from a small, peripheral charity to one at the forefront of people's consciousness. The work has ensured that Jack & Jill have a foothold and that future communication from Jack & Jill will build on this, ensuring they are able to compete for share of wallet with the bigger and more established charities.

"The way the agencies rallied around our call for help was wonderful. The dividends from this campaign continue right into 2014 and the ads created live on in people's hearts and minds. Thank you." Jonathan Irwin, Jack & Jill CEO.

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THE IMPACT

How did the target market behave after our communication activity?

There were multiple audiences for our activity: The power of the Jack & Jill story is what connects them.

In the first instance, Nestlé chose Jack & Jill as their corporate charity raising €45,000 to support them, but recognising that money would not guarantee the service, they sought to do more and brought their agencies together.

The interagency team worked to create a campaign that told the simple story of the work of Jack & Jill, a campaign that would maximise the return on initial investment building flexibility that would ensure we could make more of every media partnership and never miss an opportunity to tell our story.

Independent people took action and donated their money through various channels to Jack & Jill - including 26,000 people texting "we care" to our text number.

Irish Radio Sales were so moved by the story that they themselves ran a quiz night to raise additional funds for this great organisation. This is a small but significant example of people being moved to do more.

The story of Jack & Jill was picked up by the media with interviews on national TV and in regional press and radio raising awareness of the work of Jack & Jill to a rate card media value of €550k.

Our Mum, Brigid Flanagan, was interviewed on The Saturday Night show and this caused the Jack & Jill website to crash due to unprecedented traffic further illustrating the reach of this campaign and its ability to provoke a response.

Most importantly there was a 55% increase in public fundraising events on behalf of Jack & Jill and this clearly demonstrates the connection our campaign made with the public and the behaviour it prompted in them as a result.

Jack & Jill - A True Story, A Real Effect



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Jack and Jill Children's Foundation · 7,817 like this
October 20, 2012 at 9:44pm · 🌐 Like

Watch out for Brigid Flanagan on RTE Saturday Night Show, the amazing Jack & Jill mum leading our national fundraising appeal "Bringing Home"! Follow the conversation on Twitter: #WeCare

Like · Comment · Share 1

137 people like this.

Karl Johnston Brigid did a wonderful interview Delighted she had opportunity to let everyone know what an amazing and vital support Jack and Jill are to so many families 😊
October 20, 2012 at 10:31pm via mobile · Like · 🍷 2

Aisling McNiff Amazing
October 20, 2012 at 10:37pm via mobile · Like

Maria Howard Whoohoo Brigid, you rock!!!! Absolutely brilliant as was Brendan O'Connor to be fair. Lots of airtime & great interview.
October 20, 2012 at 10:43pm via mobile · Like · 🍷 1

Gervin Kielt Brilliant interview, Highlights what J & J do on a daily basis....Wake up gov't, take your heads out of your arses and SAVE MONEY.....If that's what you TRUELY want to do. Surprise surprise, the really skilled people for once come in a lot cheaper without scrimping!!!
October 20, 2012 at 10:54pm · Like · 🍷 4

Paul Dolan well done Brigid. All TDs and HSE chiefs need to reflect long and hard - they know what the right thing to do is
October 21, 2012 at 12:22am · Like

Peter Power such a good charity godsend to us
October 21, 2012 at 11:51am · Like

Sinead Vaughan Heartbreaking story xxx it definitely opened my eyes and idonated via txt immediatelyxx
October 21, 2012 at 7:16pm via mobile · Like

THE IMPACT

We have learned that this campaign continues to impact audiences even in 2014. The ad was adopted by students in DIT for their recent fashion show in Vicar Street and they donated a new student track which worked well with the TV execution and they added a new ask at the end where the students stood up with the message "Text we care to 50300". This further demonstrates how the original work continues to have real impact and people have the passion to keep it going, on and on and on. At the fashion show 80 people responded to the students call to text.

Justin McCarthy @JustinTodayFM Follow

If you have 3 minutes to spare have a look at this...its a new Ad to raise awareness of Jack and Jill. Brilliant Ad. youtube.com/watch?v=6kxGLx...

Reply Retweet Favorite

Jack & Jill Children's Foundation "Bringing Home" share More info

Jack & Jill Children's Foundation "Bringing Home"

The Jack & Jill Children's Foundation 'Bringing Home' campaign calls on the general public for financial support and features the personal experiences and st...

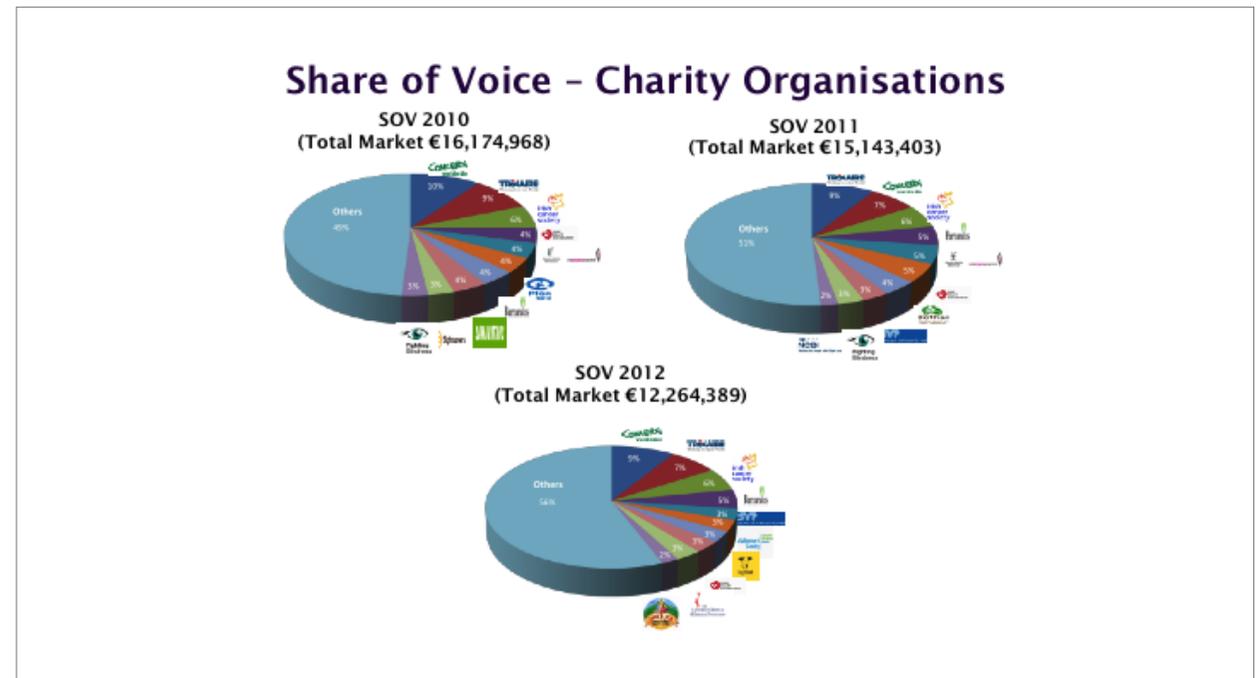
NEW LEARNINGS

Every charitable organisation has a compelling reason to support it - the difference lies in whether you are touched by that reason. Many charities talk about the work they do, the statistics they seek to address- “the what”: We needed to get a great response in a short time and we focused on “the why” - Jack & Jill do what they do because no one else does! Without them there is nothing for these families, they are abandoned. This campaign delivered both brand presence and direct response, motivating interest and action beyond the fundraising requirement - a hybrid campaign in action.

SUMMARY

This graph clearly shows a cluttered marketplace. This is a very busy sector. The top 10 make up less than 50% of spend. Jack & Jill just broke into the top 10 – theirs was a very small voice. We told a simple story, connecting with people’s hearts, minds and pockets. The return of €550,000 in media from a €10,000 investment was an effect of Brigid’s story, powerfully communicated.

A pure expression of advertising effectiveness: taking a relatively unknown organisation, delivering real presence and a compelling proposition to raise vital funds.



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MEDIA GALLERY

CREATIVE

