Household Surveys Marketing Campaign

A response to the Covid-19 Crisis
DissComm 2020
Contents

• Background and Context
• Challenge Faced
• Elements of Marketing Campaign
• Reach and Impact
• Lessons Learned & Future Plans
Background & Context
Structure of Household Collection

- Approximately 100 Interviewers
- 30,000 Households per Quarter
- Initial contact on doorstep with householder
- Subsequent quarters are collected using CATI
Impact of Covid-19

- Interviewers removed from the field
- Depending on Householders to respond to letter
- No response means no opportunity to use the persuasion and marketing skills of interviewers
- Lack of initial engagement impacts across subsequent quarters
Challenge
How to reach audience remotely

• How to overcome lack of personal contact
• How to create a call to action
• How to reassure householders re legitimacy and confidentiality
• How to acknowledge difficult circumstances faced by all
Choosing the correct platforms and content types to maximise impact

- Social Media
- Traditional Media
- Text – Letters, Ads, Articles
- Visual – Images, Animations, Audio, Video
Elements of the Marketing Campaign
Objectives

• Create awareness
• Highlight legitimacy and confidentiality
• Appeal to community spirit, create call to action
• Emphasise the ease of taking part
Platforms Used

• Social Media (Paid and Organic)
• Newspaper Advertising & Placed articles/interviews
• Radio Advertising & Field staff interviews
• Direct Marketing to households through letters and postcards
Your Country, Your County, Your Community

- Built on previous ‘Because you told us’ campaign (run in parallel)
- Specific reference to Covid-19
- Emphasis on importance of official statistics for post crisis planning
- Help everyone by telling your story
Cork - Covid-19 is shaping all our lives. In these uncertain times ... we want to hear the impact this is having on you and your family. Tell us your story. If requested, participate in our Household Surveys. It will only take a short amount of time. By helping us – we can highlight how Covid-19 is shaping your life. #COSOireland #TellUsIreland

Siligo - Don’t let your voice go unheard. Covid-19 is impacting on all our lives ... here in Sligo. The CSO needs to measure this impact. Tell us how your life is being impacted so we can produce the statistics that will help guide policy formulation and future planning post Covid-19. If requested to participate - tell us your story. Our Household Surveys will only take a small amount of your time and is very important ... See more

www.cso.ie
Campaign Strategy

- ‘Because you told us’ - Ongoing
- Your Country, Your County, Your Community - Specific Covid-19 messaging
- Multiple Platforms
- Repeat messaging
Platforms Used

- Radio Advertising Slot in 17 local radio stations
- Newspaper ads with 27 local & national newspapers
- Radio and Newspaper Interviews with Field Staff
- Digital Marketing on Facebook, Instagram & Twitter
- Organic posting on all social platforms
Digital Marketing Reach

Because you told us

<table>
<thead>
<tr>
<th>Platform*</th>
<th>Reach</th>
<th>Impressions</th>
<th>Video Views</th>
<th>Page Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>735,083</td>
<td>2,923,430</td>
<td>115,023</td>
<td>118,475</td>
</tr>
<tr>
<td>Instagram</td>
<td>319,504</td>
<td>948,480</td>
<td>105,209</td>
<td>105,551</td>
</tr>
<tr>
<td>Twitter</td>
<td>689,039</td>
<td>689,039</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Digital Marketing Reach

*Your Country, Your County, Your Community*

<table>
<thead>
<tr>
<th></th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Reach</th>
<th>Impressions</th>
<th>Video Views</th>
<th>Page engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook*</td>
<td>May 1- July 3</td>
<td></td>
<td>1,067,918</td>
<td>7,460,000</td>
<td>98,427</td>
<td>108,056</td>
</tr>
<tr>
<td>Instagram*</td>
<td>May 1 -July 3</td>
<td></td>
<td>420,448</td>
<td>2,350,000</td>
<td>110,075</td>
<td>110,075</td>
</tr>
<tr>
<td>Facebook*</td>
<td>July 21 – Aug 2</td>
<td></td>
<td>373,369</td>
<td>991,334</td>
<td>12,418</td>
<td>13,798</td>
</tr>
<tr>
<td>Instagram*</td>
<td>July 21 – Aug 2</td>
<td></td>
<td>345,218</td>
<td>767,761</td>
<td>35,997</td>
<td>36,385</td>
</tr>
</tbody>
</table>
# Digital Marketing Reach

## Combined Reach

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
<th>Impressions</th>
<th>Video Views</th>
<th>Page Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,173,369</td>
<td>11,391,334</td>
<td>225,918</td>
<td>240,298</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,085,218</td>
<td>4,067,761</td>
<td>250,297</td>
<td>251,985</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,258,587</td>
<td>15,459,095</td>
<td>476,215</td>
<td>492,283</td>
</tr>
</tbody>
</table>
Lessons Learned
What we now know

• Multiple platforms using consistent messaging are most effective
• Digital Marketing is cheaper, easier to target and easier to measure impact
• Lifespan of campaigns is 6/8 weeks max. Need to change it up after that
• Campaigns need to be sustained to grow brand awareness
• Crisis campaigns will work better from the foundation of ongoing awareness campaigns