



JUDGE'S COMMENT:

“For a charity to win this category in the midst of a recession is a laudable feat in itself. Detailed audience understanding and testing resulted in an immaculately prepared campaign with some very impressive results.”

Mark Runacus, HS&P

THE TEAM

- Louise Dean – Broadcast Group Head, MC&C
- Mike Colling – Managing Director, MC&C
- Nicky Legg – Broadcast Director, MC&C
- Liz Hadfield – Group Head, MC&C
- Mark Cook – Whitewater
- Nick Couldry – Whitewater
- Marcella McGing – Whitewater
- Jonathan Jacques – Whitewater
- Brad Bell – Whitewater

OTHER CONTRIBUTORS

- Valldata – Fulfillment and website build
- Ansaback – Inbound call handling
- PTF – Outbound call handling
- Tangent

MC&C AND WHITEWATER

CLIENT • RSPCA

WHAT IS WONDERFUL ABOUT THIS WORK? • We demonstrated that the case for supporting the RSPCA is stronger than ever during the credit crunch. YoY ROI has almost doubled and spontaneous awareness is up 22%.

OBJECTIVES • To recruit donors of one-off gifts and monthly DDs. To promote pet care with 12 animal care cards that can be downloaded from the dedicated website.

STRATEGY AND TARGETING • The campaign was targeted at four main donor groups who share a love for animals and support animal welfare groups when a need is demonstrated. A growing number are marketing literate and resistant to emotionally manipulative charity advertising. They're used to emergency appeals, but never had the opportunity to help with an animal emergency. They recognise that although we're living through tough times, animals still need help!

DRTV was selected for its emotional appeal, high reach against audience segments, and a response driver for emergency appeals. Programming was selected to match the audiences' viewing habits. To extend the reach of the campaign we added terrestrial activity in one TV region. We identified door drops as most likely to generate ROI through uplift (for the West Country region). Other elements were cold mail, search, behavioural display and press inserts, each included for a specific audience. The whole campaign clearly came from the same creative family. RSPCA officer Tim Wass fronted the TV ad, representing the trustworthiness and determination of the organisation. Special effects and even music were eschewed in favour of a straight-talking, honest assessment of the situation. He asked for "help" rather than for a specific amount, and offered SMS as a response channel rather than traditional telephone. We texted respondents to say we would call them unless they asked us not to. Response to this and to the outbound call was higher than expected, and the lack of pressure meant average gifts were 30% higher than for inbound callers.

DATABASE • Donors are included in the RSPCA's stewardship programme and encouraged to convert from cash to RG or upgrade their monthly gift. Future communications can now also be based on which type of animal cards were requested.

RESULTS • We have created a high-volume, cost-effective source of new donors. We discovered that asking for a regular gift is a barrier to entry and that donors prefer text as a primary response channel. We have doubled response, doubled ROI, and recruited new donors in the tens of thousands. And spontaneous awareness of RSPCA is up from 23% before to 28% after.