

NORTH LONDON WASTE AUTHORITY

REPORT TITLE: RECYCLING COMMUNICATIONS CAMPAIGN UPDATE

REPORT OF: Managing Director

FOR SUBMISSION TO: AUTHORITY MEETING

DATE: 21 JUNE 2018

SUMMARY OF REPORT:

This report provides a summary of the second year of NLWA's recycling communications campaign titled 'Save Our Stuff'. The report provides details of the number of north London residents who watched the campaign advert during the year, the results of some pre and post campaign research to measure recognition and impact of the campaign which was carried out before and after the first phase of advertising, and notes some learnings that will be carried through into the third and final year of the campaign in 2018-19.

RECOMMENDATIONS:

The Authority is recommended to note the report.

SIGNED:

Martin Capstick, Managing Director NLWA

DATE: 11 June 2018

1. INTRODUCTION

- 1.1. For the past two years NLWA has delivered a recycling communication campaign targeted at north London 'millennials' (those aged 18 -34). From 1 April 2018, the campaign commenced its third and final year. This report provides Members with a summary of the campaign outputs for the second year of the campaign - financial year 2017-18.

2. CAMPAIGN AIMS AND OBJECTIVES

- 2.1. The primary aim of recycling campaign is to raise awareness of recycling amongst north Londoners aged 18 – 34, often referred to as 'millennials'. The brief for the campaign was to develop a high-level (non-instructional) and motivational campaign with a compelling and persuasive consumer proposition focussed on motivating residents to recycle more.
- 2.2. The target audience was chosen on the basis of those that were the least competent at recycling, and therefore had the most potential to change. The national sustainability charity the Waste and Resources Action Programme (WRAP) had categorised these recyclers as 'aware, but inactive'; and 'contemplated, but not engaged'. These residents were typified as most likely to be aged 18-34, and to be living in flats, terraces or maisonettes. Communications can be targeted by both age and housing type attributes enabling us to deliver a communications campaign that principally just reaches millennials. We therefore don't spend money by communicating with non-target audiences..
- 2.3. Pre-campaign and regional research two years ago (at the start of the campaign) showed that for this target audience recycling is, in general, not on their minds. In addition, they tend to be less receptive to messages from authoritative organisations (and to more rely on peer to peer information, particularly through social media). So it would be a challenge to have an impact, particularly if the campaign was clearly shown to have been developed by the North London Waste Authority.
- 2.4. The appointed communications agency - Media Therapy - therefore developed an unbranded television, (using Sky Adsmart) video-on-demand and digital advertising campaign which would be viewed by the target audience in the home. The main aim of using a mixture of channels to show the advert was to ensure that as big a proportion of the target audience saw the advert as possible based upon the budget available. The primary aim of the campaign was to encourage viewers to watch the advert which focussed on the impact of a future world without key materials, the result of us failing to recycle in the current day.
- 2.5. The secondary aims of the campaign were to encourage advert viewers to visit the campaign website where there was information about what materials can and cannot be recycled together with links to borough websites for

further information including how to order replacement recycling containers or the closest recycling facilities. The campaign is called 'Save Our Stuff'.

- 2.6. As in the first year, the year two media plan for the campaign was evenly weighted across the seven north London boroughs and used postcode (for the digital advertising) targeting and geo-demographic to postal area level targeting for Sky Adsmart television advertising. The campaign was delivered in two bursts of advertising: 4 September to 30 October 2017 and 6 January to 26 February 2018. For the second burst of advertising Sky had further developed its targeting of adverts so the advertising space was bought on a borough by borough basis which has enabled a borough by borough breakdown of advert views and other metrics. However, advertising relies upon human interaction so if £100 is spent on advertising in each borough this does not mean that the same number of residents will watch the advert in every borough. Appendix A provides a breakdown of views of the advert by borough for phase 2 of the 2017-18 campaign.
- 2.7. The total budget for the campaign including agency, production and media costs was £305,000. The campaign adverts for both year one and year two can be viewed at <https://saveourstuff.co.uk/watch-stuff>

3. TARGETS AND ACHIEVEMENTS

- 3.1. Table 1 below sets out the campaign targets for 2017-18, which include both the target number of times we aimed for the adverts to be viewed, as well as the number of times the target audience had the opportunity to see the advert and then what was achieved. The advert was viewed 3.1 million times in 2017-18 compared to 1.6 million times in 2016-17 and compared to a target of 2.2 million views.

Table 1 - Comparison of the target number of views of the Save Our Stuff advert with the actual number of views and impressions achieved for 2017-18 with comparisons for 2016-17

Metric	Target for 2017-18	2017-18 achievements (with 2016-17 in brackets)
Total views of the advert	2,239,448	3,103,057 (1,646,632)
Impressions		6,390,272 (6,781,076)
Sky Opportunities to See		9 minimum (6)

- 3.2. Table 2 sets out, for phase two of the campaign only, the number of views of the advert broken down by source, either Sky or Video on Demand, as well as the number of clicks through to the website resulting. The targets for phase two of the campaign were to achieve 600,000 views of the advert as a result of Video On Demand, the campaign achieved 947,594 views. For Sky the target was to achieve 484,160 views of the advert, the target was exceeded with 520,764 views.

Table 2 - Comparison of the target number of views of the Save Our Stuff advert through video-on-demand and resultant number of clicks through to the campaign website and views of the advert on Sky for Phase 2 of the campaign only

Metric	Target for 2017-18	2017 – 18 achievements
Video on demand (VOD) views of the advert	600,000	947,594
Impressions from VOD		1,363,097
Clicks through to the website from VOD		11,824
Click through rate from VOD		0.87%
View through rate from VOD		69.5%
Television (Sky Adsmart) views of the advert	484,160	520,764

- 3.3. The campaign over-achieved on all the targets set. The key performance indicator for the year's campaign was to deliver a total of 2,239,448 views of the advert. The actual delivered views were 3,103,057 representing a 25% additional views delivered over the original plan.

4. PRE AND POST CAMPAIGN RESEARCH

- 4.1. The initial creative development of the campaign had been guided by some concept testing research carried out in 2016 both on-street and with focus groups of north London millennials. This research showed that whilst the sample of millennials involved in the research claimed positive attitudes and behaviour towards recycling, men were less motivated than women. That research also showed that the Save Our Stuff campaign stood out well and seemed very different from other recycling adverts people have seen previously, the combination of being engaging and informative resonated well with the target audience. However, the research also concluded that for the strongest impact, the message needed to be clear and woven throughout the narrative, humour should be a key hook for the campaign, but certain details could jar and distract from the key message.

4.2. In June 2017, the Members Recycling Working Group asked for work to be undertaken to ensure that the campaign resonates with all north London millennials and requested that post-campaign research should be carried out to assess campaign effectiveness. As a result, some pre and post campaign research was carried out in summer-autumn 2017, before and after the first phase of advertising. The research methodology involved an initial online survey (August 2017) and then a second online survey (October 2017) to measure the recognition and impact of the campaign. The research involved over 200 participants for each survey drawn from north Londoners aged 18-34 across all seven boroughs with a mix of gender and ethnicity.

4.3. Results of the 2017 campaign research

4.3.1. The research showed that the 'Save Our Stuff' campaign brings a unique voice to the mix of communications about recycling and that it stands-out well. The researchers concluded that part of the campaign's success is likely to be due to the benefit of having delivered a first year of the campaign in 2016-17, upon which the 2017-18 campaign builds.

4.3.2. The humour used in the advert was generally well liked and appreciated for being a friendly way of approaching a serious message. All ethnicities and genders found the advert appealing although appeal was strongest amongst white males. The researchers concluded that care needs to be taken not to isolate different groups of people in future iterations of the advert.

4.3.3. 45% of the target group who participated in the research agreed that the advert makes them more likely to recycle. 51% said that as a result of seeing the advert their recycling behaviour will remain the same. Some of this response is rooted in a belief by these respondents that they already do enough, although we know from their previous claimed responses that they are no more likely than average to be engaging in recycling behaviours.

4.3.4. Spontaneously, those who said that the advert makes them more likely to recycle also suggested they will have heightened awareness around their own recycling behaviours. Those who recognised the campaign are more likely to claim an impact on behaviour.

4.3.5. The research showed that the core message to encourage recycling is communicated quite clearly and the overall structure of the advert is generally right and is an efficient and clear way of delivering the message.

4.3.6. The humour of the campaign is well received, but amongst certain groups of the target audience the research showed that the theme

lacks relevance. This was due at least in part to the setting of the advert in a pub.

4.3.7. The researchers noted four points to consider for year three of the campaign:

4.3.7.1. Continue to use humour. However, try to avoid some elements which could offend e.g. in the 2017-18 advert a packet of snacks is thrown at the main character. For some this was a possible cause for offence, because although this was part of the humour, it could also be seen as unnecessarily aggressive behaviour.

4.3.7.2. Although the year two advert showed a group of north London millennials with the main character, the researchers recommended consideration of a wider range of people to be more relevant to different ethnicities and genders (if the setting continues to involve a group of north Londoners).

4.3.7.3. Ensure the storyline doesn't detract from the message and land the message earlier on in the advert.

4.3.7.4. Consider not setting the next advert in places that can be polarising in appeal. A more neutral setting will broaden the appeal.

4.4. The research has proved useful for endorsing the overall approach to the adverts and learning lessons for 2018-19 in order to broaden the appeal.

5. ADDITIONAL ELEMENTS OF THE CAMPAIGN

5.1. Campaign website

5.1.1. The role of the campaign website is to have a campaign destination with additional themed content to support the advertising. Content is designed to extend the moment of interest from the 30 second advert whilst providing opportunities to 'find out/learn more' about recycling, both generally and at a local borough level.

www.saveourstuff.co.uk

5.1.2. Information from Hub Analytics Jan 8th 2018 – March 31st 2018

Average Bounce Rate: 72.29% (visitors who view only one page)

Unique Visitors: 4,343

New vs. Returning Visitors: 91.86% New vs. 8.14% Returning

Most Active Demographic: 25-34 Males

- 5.1.3. The first two years' of activity have clearly shown that whilst we are effective in driving high levels of clicks to the campaign website, bounce rates remain relatively high, indicating that the appetite for further recycling content or information from our millennial audience is not high.

5.2. PR event to support Save Our Stuff and Recycle Week

- 5.2.1. On 4 October 2017 we delivered a PR event in White Cross Street market in Hackney. The event consisted of a free lunchtime 'bar' serving non-alcoholic cocktails with the catch that the bar had no glasses - highlighting the impact of a world without glass. Instead, in order for passers-by to have a free cocktail, they had to drink from an array of ceramic or metal tankards, goblets or cups.
- 5.2.2. Edward Firth, the main actor in the first and second year campaign adverts was on hand and in character to answer questions about recycling in north London supported by NLWA and our media agency staff who provided leaflets about what can be recycled in north London.
- 5.2.3. Unfortunately no media coverage resulted from the event. The reaction of passers-by to what we were doing was extremely positive and approximately 130 leaflets were distributed over the lunch period and there was some social media activity too. However, overall this activity did not achieve the objectives set so it is not something which will be repeated for year three of the campaign.

5.3. Social Media

- 5.3.1. Although it was not designed to be a social media campaign, Save Our Stuff has for the past two years included an element of social media activity. In 2016-17 the social media activity was spread throughout the campaign, but in 2017-18 this was focussed upon the two periods when the adverts were being shown with targeting by age and location. Facebook and Instagram were used to generate video views and Taboola (a new content delivery platform which delivers social media posts across a range of outlets/websites) was also used to accompany the second burst of advertising to drive clicks to the website where the video was housed. The key measurement metric we used for assessing the impact of social media was views of the film (for Facebook and Instagram) and clicks to the campaign hub (for Taboola).

5.3.2. Summary: Social Performance

- 5.3.2.1. The overall all channel performance delivered for a social media budget of £2,500 for burst two only was as follows. Appendix B provides an explanation of the terms used,
- 3,372,406 impressions
 - 180,996 engagements
 - 179,372 video views
 - 5.37% engagement rate
- 5.3.2.2. Comparing the results of the social media activity between the two bursts of activity in the 2017-18 campaign the results are show below. Appendix B provides an explanation of the terms used.
- 5.3.2.3. Impressions:
- 5.3.2.3.1. September - October 2017 - 550,195;
January - February 2018, 3.372,406
- 5.3.2.4. Total Engagements:
- 5.3.2.4.1. September - October 2017 - 6,467; January - February 2018, 180,996
- 5.3.2.5. Engagement Rate
- 5.3.2.5.1. September - October 2017 - 1.20%; January - February 2018, 5.37%
- 5.3.2.6. Spend
- 5.3.2.6.1. September - October 2017 - £454; January - February 2018 - £2,750
- 5.3.2.7. The differing results between the 2017 and 2018 social media activity clearly indicate that a concentrated burst of social media working alongside the Sky AdSmart and Video on Demand advertising is the most effective in driving results. More detailed analysis of the social media results shows that Taboola activity provided strong levels of clicks to the campaign website but had a very low engagement rate post click. Moving forward into year three we therefore do not propose to use Taboola as part

of the social mix but rather continue with the strategy of supporting the main advertising campaign bursts and rationalise budget into Facebook and Instagram only. It should be noted that previous Facebook activity was seen to be not cost efficient at delivering impressions and views when significantly scaled.

6. SUMMARY OF YEAR TWO OF THE SAVE OUR STUFF CAMPAIGN

- 6.1. The second year of the Save Our Stuff campaign was executed on time and on budget matching and beating all the key performance indicators regarding media activity as well as setting evaluation benchmarks for moving into year three.
- 6.2. We had encouraging results with strong target audience coverage, with the new added value of being able to measure media effectiveness in terms of reach and frequency by individual borough for the second burst of the campaign.
- 6.3. Overall, the campaign continues to perform well with research indicating a strong awareness and recall as well as a clear indication of improved motivation to change recycling behaviour as a result of the advertising.
- 6.4. There are some considerations to be taken into account for the third year's advert, and two elements of the year two campaign will not be repeated for year three. However, overall it is proposed to continue with a similar campaign and range of media as in the previous two years and to focus of metal recycling for 2018-19.
- 6.5. At the end of the year the campaign won the #Do Different Regional award at the Marketing Agencies Association #Do Different Creative Awards.

7. COMMENTS OF THE LEGAL ADVISER

- 7.1. The Legal Adviser has been consulted in the preparation of this report and has no comments to add.

8. COMMENTS OF THE FINANCIAL ADVISER

- 8.1. At the end of the second year of the three year campaign, spend was in line with budget and it is anticipated that the lifecycle costs will be contained within the approved budget of £915,000.

List of documents used:

None

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APPENDIX A: BREAKDOWN OF VIEWS OF THE ADVERT BY BOROUGH FOR BURST TWO OF THE CAMPAIGN

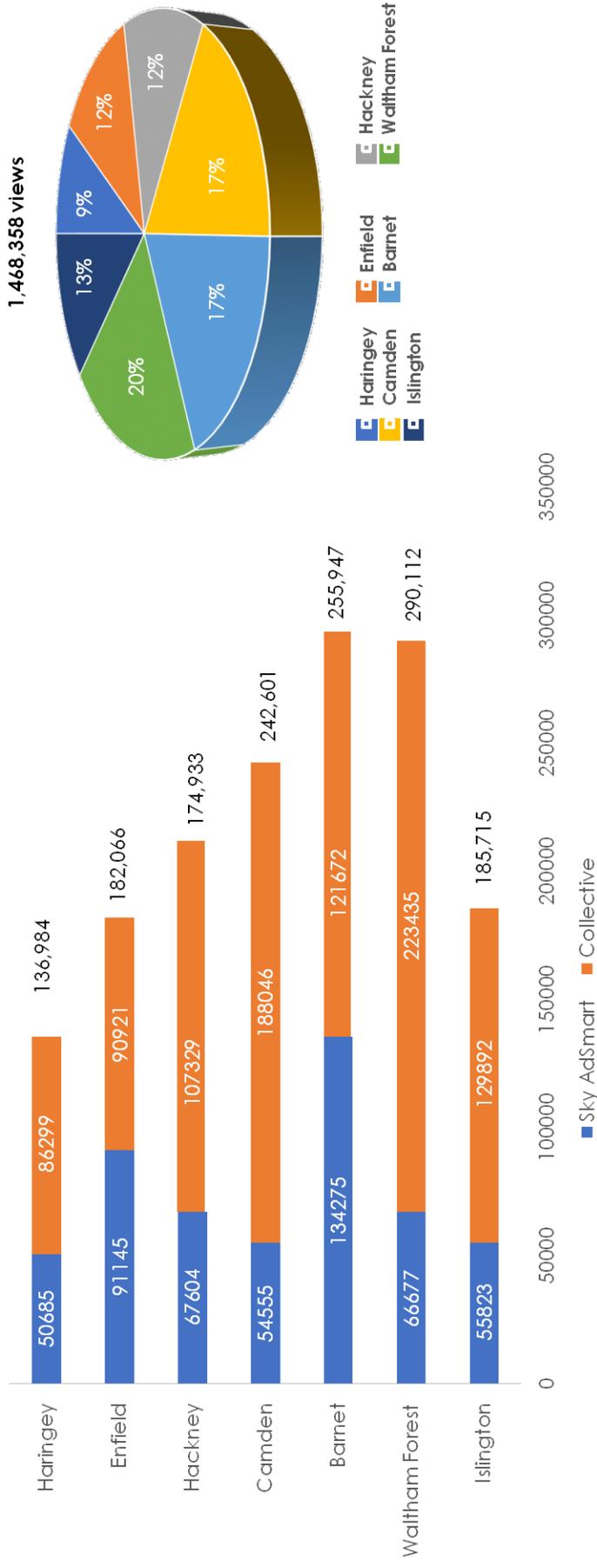
The table below and diagram over show the breakdown of views of the Save Our Stuff campaign advert for the second phase of advertising from 6 January to 26 February 2018 based upon the figures below. SkyAdsmart is advertising on Sky TV, Collective is the name of the organisation which supplied advertising alongside video on demand programmes. The adverts were shown alongside a range of programmes for which the viewing audience was most likely to be in the 18 - 34 year old range.

Overall the views ranged from 137,000 in Haringey (9% of the total) to 290,000 in Waltham Forest (20% of the total). Enfield, Hackney and Islington had broadly similar numbers of views - around 180,000. Camden and Barnet both had around 250,000 views.

Borough	Sky AdSmart	Collective	Total	Percentage
Barnet	134,275	121,672	255,947	17%
Camden	54,555	188,046	242,601	17%
Enfield	91,145	90,921	182,066	12%
Hackney	67,604	107,329	174,933	12%
Haringey	50,685	86,299	136,984	9%
Islington	55,823	129,892	185,715	13%
Waltham Forest	66,677	223,435	290,112	20%

Combined Total Views: 1,468.358

Combined views by borough



APPENDIX B - GLOSSARY OF COMMUNICATIONS TERMS USED IN THIS REPORT

1. Bounce rate - Measures website page entrance and exits. A high bounce rate occurs when most users visited only stayed on one page then left the site.
2. Clicks and Click Through - Click through is the process of clicking through from an online advertisement to the advertiser's destination. In our case this means clicking through from the Save Our Stuff advertising video to the Save Our Stuff website.
3. Click Through Rate (CTR) - is the percentage out of total engaged users, i.e. those who saw the advertising video who clicked through to the Save Our Stuff website.
4. Content - The substance of the message being shared on digital platforms (text, photos, videos etc.)
5. Engagements - The number of users who interacted in some way with the content on social media e.g. by clicks, likes, share, or comments.
6. Engagement Rate - Similar to CTR, Engagement Rate is calculated based on the reach of a post/piece of content (how many people saw it) compared to how many people interacted (engaged with it). For example, if the reach was 100 and 10 people 'liked' the post the Engagement Rate is 10%.
7. Impressions - the report uses the term 'impressions' for both Video on Demand and social media.
 - a. Impressions for VOD - the number of times the audience had the opportunity to see the video advert.
 - b. Impressions for social media - Number of times the content is displayed to be viewed on people's feed/timeline.

In both cases, the term is similar to the term 'Opportunities to See' used for television advertising.
8. Opportunities To See (OTS) - denotes number of times the viewer is most likely to see the advertisement, essentially the frequency of media exposure to television advertising for example. It is used to answer the question - 'how many times?' Our target audience of north London millennials had the opportunity to see the Save Our Stuff advert nine times or more on Sky TV in 2017-18.
9. Views - Number of times the content has been viewed from beginning to end.
10. View Through Rate (VTR) - the VTR of an advert is the percentage of people who saw an advert all the way through, out of all the people who had the

advert loaded on their electronic device or served to their television. It is a term only associated with video adverts. So, for example if 200 people were served a video advert, and 10 of them watched the whole thing, the view-through rate would be 5%.

REPORT ENDS