

Carers Wales

Campaign Management

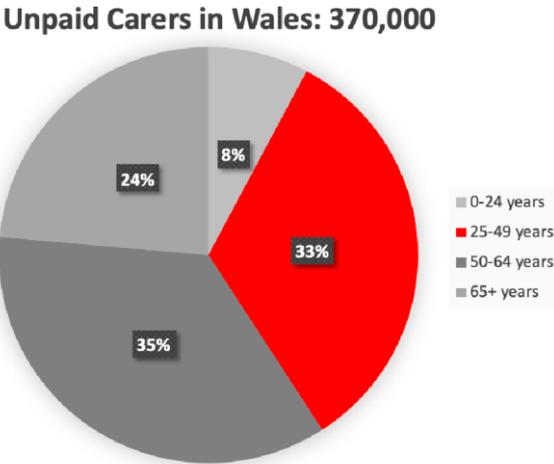
THE POSTCARD POP-UP

Our Carers Wales postcard campaign 'Time to Care' begins in digital form on 10th June, at the start of Carers Awareness Week. Launching our presence online is Welsh actor and family man, Luke Evans. Our physical fundraising event, the Postcard Pop-Up shop, runs 14th-16th June, in Cardiff's St. David's Centre. Our event asks participants to take 5 minutes out of their busy day to come and, for a £1 donation, write a postcard to show someone that they care. The participants can take the card with them or it can be placed on the walls of the shop as part of a Carers' Gallery (see Appendix A); containing both written postcards and photos of carers and their stories, with links to the Carers Wales website. A feature wall provides an opportunity for social media channel photos. The postcards come in three designs or a blank template for children to create their own design on the front. All of the postcards will contain the event hashtag, #TimeToCareCardiff, to link the physical with the digital, driving traffic to the Carers Wales website and social media channels. Finally, for those who cannot attend the physical event, there will be a downloadable postcard template on the Carers Wales website for further online traffic making the event easily replicable. The event will be sponsored by Admiral, who will donate 50p for every hashtag used, raising additional funds for the campaign up to 17th June.

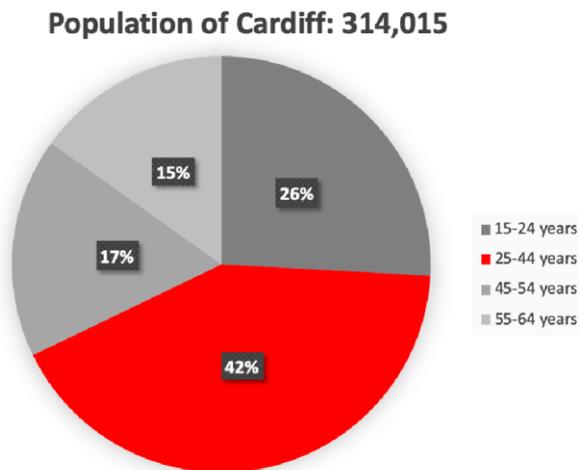
AUDIENCE RESEARCH

DEMOGRAPHIC DATA

Demographic data shows that there are approximately 370,000 unpaid carers in Wales. There are 122,246 carers between the ages of 25 and 49, making this age group one of the biggest groups of unpaid carers (Carers Wales, 2011).



The 25 to 49 age group form the biggest part of the population in Cardiff and account for approximately 110,000 residents (Local Media Works, 2018).



Out of 12,870 unpaid carers aged 25 to 49, 5,088 are males and 7,782 are females. This group is the largest group of unpaid carers in the city (Carers Wales, 2011). This is why we chose to target this audience.

USE OF SOCIAL MEDIA PLATFORMS

Millennials spend their lives on social media, favouring a range of platforms with YouTube and Facebook being the most popular ones (GWI 2016, p. 26). However, Instagram users are most likely to be 'Personal Sharers' as opposed to 'Passive Networkers' on Facebook (GWI 2017a, p.15). Instagram is also the fastest growing network and has more than doubled its active usage over the past years (GWI 2016, p. 27). Following this trend, the average digital consumer spends 2 hours and 13 minutes on social media on a daily basis (GWI 2017b, p. 20). With such a reach, Instagram provides the best method for share-ability. Based on this information, the campaign focuses on Instagram as the main digital element.

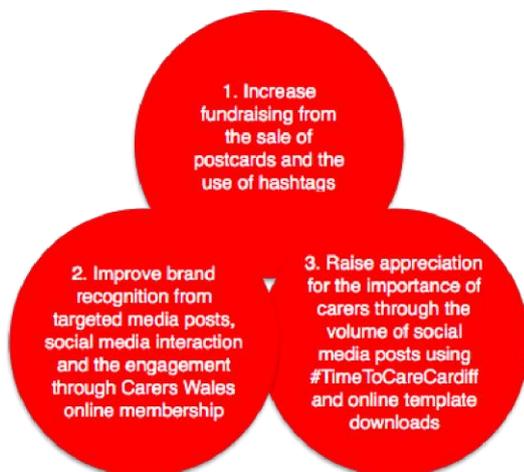
Millennials, or people from the age group between 25 and 49 in general, have a clear preference when it comes to who they follow on social media. In this age group, people mostly follow actors, followed by musicians. This sets actors significantly apart from other influencer groups like sports stars, bloggers or vloggers. Data also suggests that Instagram users are 23 percent more likely to discover brands via celebrity endorsements (ibid, p. 17f). Furthermore, over a third of consumers (36 percent) follows their favourite

brands on social media (ibid, p.20). To support this trend, the campaign utilises a celebrity influencer, Luke Evans to appeal to our target public.

When investigating people's behaviour on Instagram, it has been found that over 60 percent of users upload pictures of themselves regularly, and over half of them like pictures of other people on a regular basis. More than a third of Instagram users regularly visit celebrity accounts, and almost 30 percent follow a brand or company. A third of people using Instagram are commenting on content regularly and a quarter of the users share Instagram content on social media platforms on other social media sites (ibid, p.16).

At the same time, the tradition of writing postcards has actually been embraced by Millennials even in the face of digital temptation, as they are 55% more likely to send postcards than other age groups (Gatwick, 2017). With 38% of Millennials and 24% of those aged over 35 sending postcards, they are still a popular way of communicating (ibid). Therefore, we have chosen postcards for this event to suit the offline communication trends for our audience.

SMART OBJECTIVES



These smart objectives align with Carers Wales' overall objectives, to improve brand recognition and maintain financial stability.

KEY MESSAGES

The 'Time to Care' campaign message asks the target audience to take 5 minutes out of their busy lives to show someone that they care. This leads into the key message for the current carers that Carers Wales hears and recognises the incredible work they do. This is important because 6,000 people become carers every day and the campaign is directed at raising awareness for potential and unaware publics that anyone can become a carer in their lifetime.



AN OUTLINE OF STRATEGIES AND TACTICS

The campaign focuses on six different strategies to meet the described objectives; a pop-up shop, media relations, storytelling, a digital component, influencer relations and sponsorship. All the metrics used in this section are based on the budgeting plan (see Appendix C).

The Postcard Pop-Up in St. David's Centre will be the main aspect of the campaign and fundraising event. With an estimated footfall of 10,000 visitors on a Saturday¹, St. David's

¹ Measured by the group on 30th March

Tactics	Carers' Gallery in-store about carers and their stories in form of posters Selling postcards for £1 Photogenic feature wall with Carers Wales brand logo to increase likelihood that people use hashtag and post about event
Tactical Objectives	Sell 333 postcards per day Attract approx. 1,000 walk-ins per day

Centre is a suitable location to attract a high number of walk-ins. According to information on St. David's Centre's website, it can be assumed that the organisation offers charities to hold fundraising events in their centre for little or no cost (St. David's, 2019)². A pop-up increases the tangibility of Carers Wales and raises brand recognition amongst an audience not usually acquainted with the topic of caring.

Part of the store will be a feature wall to attract walk-ins (see Appendix A) and make the event photogenic and more engaging for the target audience. Feature walls gain increasing popularity among millennials for self-broadcasting on social media (Mintel, 2018).

Storytelling will be used as a strategy to overcome the obstacle of humanising the brand and to establish an emotional bond with the target audience. The storyline will follow a linked narrative with carers as heroes on their quest to juggling caring, jobs, family and fighting against isolation and mental or physical overload (Carers UK, 2019).

Carers stories can be explored instore or online on Carers Wales' social media channels and website. The target audience is asked to be part of the storyline by writing their own story and showing that they care in two different ways:

Tactics	Posters to attract people to event Share carers' stories in-store on postcards and posters Share carers' stories online on website and Instagram channel
Tactical Objectives	Attract approx. 1,000 people per day to pop-up store Drive 10% of people who engage with stories to website

² Renting the space was still considered in the budget

1) Writing a postcard in-store to give it to a loved one or to put it up in-store next to Carer's Gallery 2) Sharing a photo in front of the feature wall with the hashtag #TimeToCareCardiff on Instagram or Twitter.

A digital component will be implemented to reach an audience outside of Cardiff and to combine the physical event with a digital element. This way the brand can easily engage and make use of user-generated content created with #TimeToCareCardiff. Assuring a digital component also increases the scope of the campaign and makes the event replicable for following years and further fundraising events in other parts of Wales.

Tactics	Launch Instagram channel
	Promote event and hashtag on Twitter and Instagram
	Templates to download on website to increase webpage visits and replicability in the future
Tactical Objectives	Get a minimum of 433 people to share their photo and #TimeToCareCardiff
	Increase website traffic by 10%
	100 downloads of digital postcard templates included in fundraising toolkit
	Increase likes, comments, shares, mentions by 10% per post

A part of the digital component will be influencer marketing. This will include an influencer relationship with actor Luke Evans and further engagements with local micro-influencers (see Appendix G). Luke Evans is a proud Welshman who often participates and is involved in charitable events. In the past he has been engaged in campaigns for Save the Children, Comic Relief, The Princes Trust and #MarchForOurLives (see Appendix B).

Additionally, he is a family person and sends his aunt a postcard from every place he travels to. Therefore, it is highly likely that he is willing to participate in the Carers Wales campaign with an Instagram post to drive awareness for 'Time to Care'.

Tactics	Instagram promotion with Luke Evans
	Influencer engagement with local micro-influencers
Tactical Objectives	Gain 300 Instagram followers
	Increase engagement with #TimeToCareCardiff and @carers_wales

To help generate funds, a sponsorship by car insurance company Admiral Group, whose headquarters are in Cardiff, next to St. David's Centre, is proposed. Many of its employees are likely to be carers as well because Admiral is one of the biggest employers in Wales with 6,500 people in Cardiff, Swansea and Newport (Kelsey, 2018). The company is highly ranked for employee satisfaction according to The Sunday Times Best Companies list, based on 2019 employee surveys.

Admiral already has several community giving strategies in place like the Admiral Chest Community charitable giving or their new program called the Ministry of Giving. Recently, Admiral announced that it is giving sizeable donations to a small

Tactics	<p>Link sponsorship to hashtag usage #TimeToCareCardiff to increase engagement with campaign</p> <p>Admiral Group PLC donates 50p for each hashtag shared up to the date of 17th June</p> <p>Admiral Group PLC is mentioned as a sponsor on postcards</p>
Tactical Objectives	<p>Generate a minimum of 433 hashtags per day to generate a minimum of £216.50 per day</p>

number of charities in South Wales over two years, totalling £400,000 (Admiral, 2019). Founder, former CEO of Admiral and family man, Henry Engelhardt is one of Wales' wealthiest men, ranking 20th on the Sunday Times Giving List 2018.

The last strategy to mention will be media relations to obtain coverage and raise authenticity of the brand to a wider audience.

Tactics	<p>Press release and interviews</p>
Tactical Objectives	<p>Increase media coverage across local and at least one national platform</p>

PROPOSED COMMUNICATION CHANNELS

The campaign will use transmedia storytelling on owned, earned and shared media channels by using a linked narrative.

OWNED MEDIA

The campaign will be announced to members of Carers Wales with the next issue of the quarterly Caring Magazine. This will introduce the 'Time to Care' fundraiser in St. David's featuring carers, who are the heroes of their stories.

The campaign will be further promoted in Carers Wales' regular email updates leading up to the event during Carers Week.

The carers' stories will be available online on the Carers Wales website.

Postcard templates matching those sold in the pop-up are being added to the Carers Wales fundraising toolkit, ready to download.

The postcards are the pivotal point of the fundraising. Three postcard designs (see Appendix D) are aligned with the brand image, emphasising the campaign. A link to the Carers Wales website, the campaign hashtag and Admiral as a sponsor are mentioned on the back of every postcard.

Flyers and a poster (see Appendices E) created for the 'Time to Care' campaign that promote the pop-up and #TimeToCareCardiff will be distributed on free noticeboards in coffeeshops and libraries in Cardiff and around St. David's Centre.

SHARED MEDIA

'Time to Care' will be launched by Luke Evans with an Instagram post at the beginning of Carers Week, introducing the #TimeToCareCardiff and driving traffic to the new Carers Wales Instagram channel @carers_wales³. The Instagram channel is used to replicate the Carer's Gallery digitally, which will be physically exhibited in the pop-up.

During the campaign week and the event-weekend, Carers Wales' social media channels including Facebook, Twitter and the new Instagram account will be used for updates about the campaign. Twitter and Instagram will be used to highlight user-generated content by participants who engage with #TimeToCareCardiff, which is promoted in-store and by Luke Evans and

³ Matching the existing overall Instagram channel @carers_uk

micro-influencers. A Facebook event page is set-up to promote the event (see Appendix F), creating further shareable content.

During the event, Carers Wales volunteers are encouraged to track and share updates and repost mentions on Instagram and Twitter.

EARNED MEDIA

Prior to Carers Week, a press release will be sent out to local and national media (see Appendix G), informing about the campaign. The media will also be invited to the event opening to allow for and make use of interviews with different parties involved with the campaign like Claire Morgan, a Carers Wales member whose story is shared in the campaign or Admiral's CEO David G. Stevens CBE.

Part of the earned media is also every postcard that is written and put up in-store by a participant rather than taken home.

EVALUATION METHODS

The campaign is evaluated based on two metrics: outputs and outcomes.

With the output, activities related to the inputs and communication channels used are tracked.

OUTPUT		
Earned	Owned	Shared
Published press releases and articles	Number of posters and flyers	Mentions and shares of #TimeToCareCardiff and tags on Twitter and Instagram
Number of postcards written	Number of carers' stories	

The outcome measures the extent of change achieved regarding attitude and behavioural change. The impact describes how many people have been reached by the campaign. The effect illustrates the opinions and perspectives resulting out of the campaign. The result is used to evaluate the behavioural change.

OUTCOME		
Impact	Effect	Result
Approximate readership of local and national media	Sentiment of posts created with #TimeToCareCardiff or @carers_wales	Followers gained on each social media channel (mainly Instagram)
Number of walk-ins	Sentiment of comments on social media channels	Number of social media comments
Impressions of Tweets, Instagram posts, stories and Facebook event page posted by Carers Wales	Number of likes gained on different social media content	Sign-ups to Facebook event Number of postcards written
Impressions of Luke Evans Instagram post		Downloads of fundraising toolkit with postcard templates
Website visits and considered bounce rate, and average page visit duration on toolkit and carers' stories		Amount of money raised through hashtags Amount of money raised in pop-up

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Available at: <https://stdavidscardiff.com/our-business/commercialisation>

Appendix

Appendix A

'Time to Care' Postcard Pop-Up – Carer's Gallery proposed layout



Appendix D

Appendix B

Luke Evans previous charity work featured on Instagram.

Working with Comic Relief - <https://www.instagram.com/p/BurAA7tHVt9/>



Working with Save the Children – <https://www.instagram.com/p/Bt57UpvnSht/>



Appendix C Budget

Item	Quantity	Cost	Where
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Appendix E

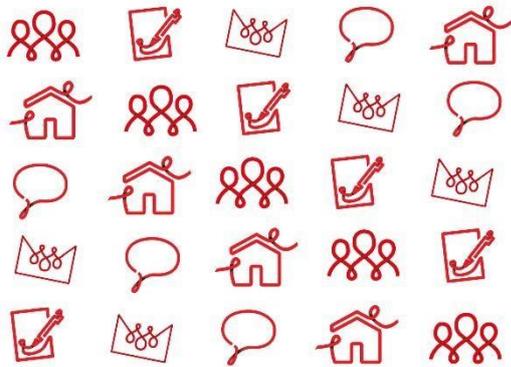
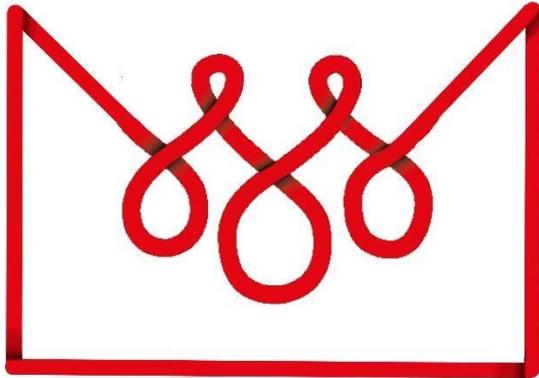
Gallery images	1000 postcards	£29.99	https://www.vistaprint.co.uk/marketing-materials/postcards?couponAutologid=1&rd=1&GP=04%2f04%2f2019+10%3a19%3a24&GPS=535279
String	120 metres	£2.70	https://www.wilko.com/en&GNF=1
Wooden Pegs	28 packs	£28.00	uk/search/?text=string+and+pegs
Flyers	1000	£22.49	https://www.vistaprint.co.uk/marketing-materials/flyers?xnid=TopNav_Flyers_Advertising_Marketing+Materials&xnav=TopNav
Postcards	3000	£89.97	https://www.vistaprint.co.uk/marketing-materials/postcards?couponAutologid=1&rd=1&GP=04%2f04%2f2019+10%3a19%3a24&GPS=5352796604&GNF=1
Posters	100 A3 posters	£64.73	https://www.vistaprint.co.uk/marketingmaterials/flyers?xnav=Marketing+Materials%3ACategory+Page_Category+Page_undefined_primary-left-navigation_1_FU5
Kiddy Tables	4	£12.00	https://www.allbouncesurrey.co.uk/category/childrens-tables-and-chairs/152/childrenswooden-tables-and-chairs
Chairs	16	£24.00	
High Tables, Side tables and cloth	5, 1, 1	£45, £4.50, £7.50 = £92.40 incl VAT.	https://www.southwaleshire.com/checkout/cart/
Card Reader	1	£19	https://www.izettle.com/gb/hkd1?utm_source=affiliate&utm_medium=cpc&utm_campaign=EU_GB_PF_AQ_CRD_AFF_HF-REA-DATECS-19&utm_content=Brilliant+British+LTD
Venue Hire	1 for 3 days (£429)	£1287.00	https://www.appearhere.co.uk/spaces/st-davids-dewi-sant-cardiffduplex-corner-plot-shop-space
Pens	20 black, 48 coloured	£11.00	https://www.wilko.com/en-uk/cart
	TOTAL EXPENDITURE	£1683.28	
	Sale to B/E		1,684 postcards OR 3,367
			hashtags 1300 hashtags and 1000 postcards approx.
			433 hashtags and 333 postcards per day

Appendix F

Selfies	Must use hashtag and donation bucket		
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Postcard Design



Cardiff
metocare
Cardiff#Timeto
#TimetocareCardiff
Cardiff#Timeto
metocareCard
Cardiff#Time

Appendix G

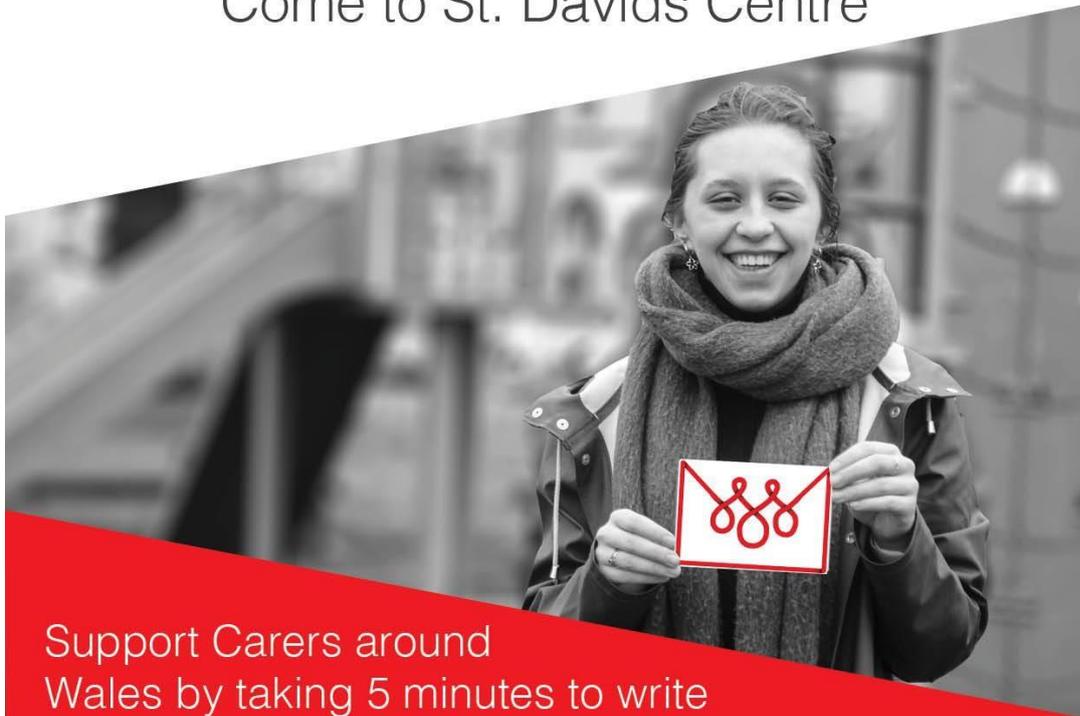
Poster Design



Time to Care

14 - 16 June 2019

Come to St. Davids Centre



Support Carers around
Wales by taking 5 minutes to write
a postcard to someone you care about

£1 donation

#TimeToCareCardiff

Sponsored by:
 Admiral

Appendix H

Facebook event page banner



Take five minutes
to tell someone
you care

#TimetocareCardiff



Appendix G 'Time to Care' campaign event - Media List

Media Outlet	Channels	Reach?	Contact	Notes
Wales Online	web/social - instagram 56.8k followers	Local (mainly)	newsdesk@walesonline.co.uk	
BBC Wales Today	web/tv/radio/social	National	wales.today@bbc.co.uk	BBCWalesToday on Twitter & BBCNewsWales on Instagram & Facebook
ITV Wales	web/tv/social	National	wales@itv.com	ITWales on Twitter
Heart (South Wales)	Radio	Local	02920 315100	
Cardiff Student Media - Quench Magazine	online	Local	q3@quenchmag.co.uk	Q3 section likely most appropriate - Sam Harford current section editor
Cardiff Local	tv/web/social	Local	Contact form - https://www.cardifflocal.tv/contactus/	cardifflocaltv on Instagram
Radio Cardiff (98.7 FM)	Radio/web	Local	newsdesk@radiocardiff.org	
Cardiff Life Magazine	Print/social	Local	Editor - Emma Dance - emma.dance@mediaclash.co.uk	CardiffLifeMag on Twitter & Instagram
BBC One - The One Show	TV/web	National	theoneshow@bbc.co.uk	
S4C	web/tv/social	Local (Wales)	http://www.s4c.cymru/en/contactus/page/17077/contact-form/	S4C on Twitter & S4Cymru on Facebook
Western Mail (Wales)	Print	Local (Wales) - circ. 13419	newsdesk@mediawales.co.uk	
Western Daily Press	Print	Local - circ. 14472	newsdesk@westgaz.co.uk	
South Wales Echo	Print	Local - circ. 12649	newsdesk@walesonline.co.uk	Print branch of WalesOnline
Wales on Sunday	Print	Local - circ. 9898	newsdesk@walesonline.co.uk	
Business News Wales	Web	Local (mainly)	news@businessnewswales.com	For Admiral angle on story
Cardiff Blog	web/instagram - 3,483 followers	Local base/ wider reach	https://www.instagram.com/cardiffblog/	
Welsh Rugby Union	web/instagram- 236k followers	Local base/ wider reach	https://www.instagram.com/welshrugbyunion/	
Discover Cymru	web/instagram - 52.9k followers	Local base/ wider reach	https://www.instagram.com/discovercymru/	For an Instagram Story Feature
Visit Cardiff	web/instagram - 2,944 followers	Local base/ wider reach	https://www.instagram.com/visitcardiff/ / hello@visitcardiff.com	
Girl About Cardiff	web/instagram - 1374 followers	Local base/ wider reach	https://www.instagram.com/girlaboutcardiff/	
That Cardiff Girl	web/instagram - 2570 followers	Local base/ wider reach	https://www.instagram.com/thatcardiffgirl/	Former Cosmopolitan Features Writer & Social Ad exec
We Are Cardiff	web/instagram - 9416 followers	Local base/ wider reach	https://www.instagram.com/wearecardiff/	

Cardiff Mummy Says	web/instagram - 7302 followers	Local base/ wider reach	https://www.instagram.com/cardiffmummysays/	
Sam Warburton	web/instagram - 122k followers	Local base/ wider reach	https://www.instagram.com/samwarbs/	Ex-Wales rugby captain
The Humans of Cardiff	web/instagram - 6206 followers	Local base/ wider reach	https://www.instagram.com/thehumansofcardiff/	

Influencers	
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