

## CAANZ Beacon Awards 2016

### Case Study

|                                    |                           |
|------------------------------------|---------------------------|
| <b>Agency Name:</b>                | <b>FCB Media</b>          |
| <b>Advertiser Name:</b>            | <b>Maritime NZ</b>        |
| <b>Gold Beacon Award Category:</b> | <b>Best Use of Mobile</b> |

#### *Using Mobile to Own a Moment*

*Maritime NZ had succeeded in increasing the number of boaties wearing lifejackets, but needed to make it top of mind for everyone every time they went out on the water. Tracking and targeting boaties via their mobiles, FCB Media helped Maritime NZ make lifejacket wearing more habitual and won Gold in the Best Use of Mobile category in the Beacon Awards.*

#### Background

Maritime NZ has significantly increased the percentage of boaties carrying and wearing lifejackets. By deploying multiple media nudges across the boating occasion they're successfully changing behaviour.

But new Ipsos research showed that while lifejacket wearing was at record levels, it still wasn't habitual for everyone: only 40% of boaties wore a lifejacket every time.

#### Campaign Objective

As summer 2014 approached, Maritime NZ needed FCB Media to make lifejacket wearing more habitual.

This would be measured via improvement in the number of boaties who reported wearing a lifejacket every time. This was a harder task than previous years so any improvement on 40% would be deemed success; each percentage point could be multiple lives saved.

## Campaign Overview

Previous research showed wearing lifejackets clashed with the emotional sense of freedom people went boating to enjoy. This had previously inspired the media strategy of integrating into the occasion itself to normalise the behaviour; wrapping messages across planning, setting out and being on the water.

In revisiting the strategy, the agency identified that while the message was ubiquitous early in the planning process, the media presence was lightest at the critical behaviour change moment.

To make lifejacket wearing more habitual FCB Media had to cement the message in the moment itself. This would mean becoming more visible and reaching boaties when they were physically out on the water.

## Media Strategy

Despite media space on the water being naturally limited, FCB Media developed a strategy based on Maritime Safety research that showed mobile phones as the most commonly used communication device by boaties, coupled with significant improvements made to 3G and 4G coverage across coastal regions by the end of 2013.

These two factors combined to create an opportunity to become the go-to and unmissable mobile companion for those out on the water and to integrate Maritime NZ's message into the behaviour change moment.

The new strategy required FCB Media to recalibrate its media investment, prioritising "on the water" mobile investment over media such as TV, which reached boaties earlier in the boating occasion.

The agency worked with Metservice to co-create a 'Metservice Marine' app offering up-to-the-minute marine information and warnings. The ultimate companion for boaties, the app loads a Maritime NZ lifejacket-wearing prompt every time it opens, ensuring the message becomes a ubiquitous part of boating.

FCB Media also developed an industry-first system to serve mobile ads to people they knew to be out on the water by creating a unique location-based mobile targeting system – a world first for Google – that covered New Zealand's entire coastline.

This was activated across social media channels, Google Display Network and 24 different ad networks, and had maximized exposure at New Zealand's top 300 fishing spots and most common boating accident areas.

By October 2015, FCB Media had effectively created an always-on “virtual coastguard” system that ring- fenced the entire country, serving “put it on” prompts to people once on the water anywhere around New Zealand’s 14,000km coastline.

## Results

FCB Media’s campaign for Maritime NZ is an example of mobile technology being used to its potential to drive behaviour change at a precise moment. Research after the first summer of app promotion and mobile targeting (Oct 14-Mar 15) showed a significant increase in the number of people saying they wore a lifejacket every time they went boating.

The Marine Forecast app has had 100,000+ downloads (equivalent to c.50% of all boat owners) and is now being used c. 236,000 times a month (Dec 15) – more than double the previous December and has delivered hundreds of thousands of “on water” prompts – all directed to phones on the water.