

CAANZ Beacon Awards 2016

Case Study

Agency Name:	FCB Media
Advertiser Name:	Ministry of Social Development
Gold Beacon Award Category:	Best Small Budget (to 100k p/a)

Not OK In Any Home

With domestic violence affecting a quarter of of all high income homes, the Ministry of Social Development needed to overcome the stereotype of it being a lower socio-economic problem. With a modest budget, FCB Media focused on one innovative media idea to help change perceptions and and won Gold in the Best Small Budget category in the Beacon Awards.

Background

Domestic violence is inherently a “hidden” problem – irrespective of the socio level of the household, it occurs behind closed doors. Unless there is direct personal experience, studies show it’s media – both broadcast and social – that play a critical role in constructing public perceptions and norms.

Research shows most people associate domestic violence with lower socio-economic homes. But it actually affects a quarter of all high income homes. For sufferers outside this established “norm”, it adds to their sense of isolation and holds them back from seeking help or receiving help from others because they don’t identify with it.

Campaign Objective

The Ministry of Social Development needed to increase understanding of family violence and – specifically – where it is actually occurring. Within the ‘It’s Not OK’ campaign, FCB Media was tasked with creating activity that would have direct impact on perceptions of where domestic violence occurs as well as confidence to start a conversation about domestic violence or to take action for yourself or someone else.

This had to be achieved with scale, despite a budget of less than \$50k.

Campaign Overview

FCB Media had to challenge the established media stereotype of domestic violence being a lower socio-economic issue in a way that those outside it could identify with. This meant turning an “unseen” problem into a visible and identifiable one while remaining within the modest budget and resulted in a single focused media idea that pushed the boundaries between editorial and advertising in a new way.

It would be a social marketing approach that would require collaboration unlike the usual agency/client/sales team relationship and a government client prepared to back a focused use of budget in the hope of generating wider conversation.

Media Strategy

The strategy had to meet three main imperatives: a modest budget; making the issue identifiable for those in higher socio-economic homes; and to be unexpected and surprising enough to generate new conversations about domestic violence.

FCB Media identified HOME magazine as the ideal partner due to its high socio-economic readership and role as a window into other people’s homes and lives. Its recognized way of presenting features provided an opportunity to generate conversation by being unexpected.

In collaboration with the team at HOME, FCB Media created a special eight-page feature, “Paradise Hill”. The idea relied on the home being perceived as genuine editorial, so the fictional luxury home shoot looked and read just like the magazine’s regular content, with no references to content being “sponsored” or placed as an “advertising feature”.

It showcased a new designer home and the seemingly regular family living there, but in each photo (shot by one of the magazine’s regular interior photographers) there were subtle tell-tale signs that violence had been occurring. The story of the home and couple was designed to build intrigue across the pages so the truth could be subtly revealed at the conclusion and support information given.

Social conversation and sharing was aided by a digital version of the idea on HOME’s website. Facebook film showcasing the spread and explaining the partnership was used for PR and social media outreach to ensure the idea scaled and changed the media narrative. News outlets, related organisations and influencers with a vested interest in sharing were also targeted.

Results

FCB Media's innovative social marketing idea – focusing a small budget on one innovative media experience that could puncture the media conversation – worked.

The concept scaled beyond the magazine to reach a potential audience of over 1.1 million New Zealanders. It featured across a range of news media and was shared widely across social media, including 94,000+ Facebook engagements.

Subsequent research showed the idea succeeded in delivering objectives:

- 92% of people felt it would make people think differently about where family violence is occurring.
- 28% of people actually discussed domestic violence with someone as a direct consequence of seeing the video.
- 1 in 4 said they would be likely to offer help to someone they suspect may have a domestic violence problem or step forward themselves as a direct result of seeing the video.