

## New Zealand Effie Awards 2016

### Case Study

<b>Category:</b>	Most Effective PR/Experiential Campaign & Hardest Challenge
<b>Award:</b>	Gold x 2
<b>Agency:</b>	Ogilvy & Mather
<b>Client:</b>	NZ Police
<b>Title:</b>	'Do You Care Enough To Be A Cop?'

#### Summary

New Zealand Police had significant under-representation of female and ethnically diverse frontline officers. They needed to motivate more empathy-driven women, Māori, Pasifika people and people from other ethnic backgrounds to contemplate a policing career with NZ Police. A series of live social experiments by Ogilvy & Mather challenged perceptions about what it takes to be a police officer and sparked nationwide and global conversation and debate. It also shone a light on a human trait fundamental to good policing: Care.

#### Key Learnings

Research into the target audience of 18 – 29 year olds revealed a generation that cares about the world and its future, wanting to make a positive impact if they can. A series of live social experiments challenged their perceptions about what it takes to make a great police officer and showed that they themselves had the exact qualities that NZ Police seek in frontline officers.

#### Marketing Challenge & Objectives

Ogilvy & Mather faced twin challenges of fundamentally reversing New Zealand Police's significant under-representation of female and ethnically diverse frontline officers, while at the same time executing a campaign that attracted people who aligned with one of NZ Police's key organisational values, 'Empathy'.

The bullseye target audience were 18 – 29-year-old Māori, Pasifika and ethnically diverse males and females. Adding to the challenge was the fact Pasifika and Maori target audiences were decidedly lukewarm towards a Police career; extensive consultation with these communities provided a number of cultural insights and barriers, that led to an existing perception that a role with Police would be better suited to others.

The clear objective was to bring significantly more diversity into frontline applicants for New Zealand Police frontline roles, with a specific focus on attracting more women, as well as Maori and Pasifika.



Communication Agencies Association

Research revealed a key insight that (contrary to popular belief) the target audience of 18 – 29 year olds is a

generation that cares about the world they live in, about causes that make a difference and about a future with purpose. They are socially aware, environmentally conscious and mindful of making a positive impact.

However, they weren't linking the attributes they most value and foster (compassion, helping to create change, community) with the exact same qualities that NZ Police seek in frontline officers. The target audience didn't realise they were already on the trajectory for a career with NZ Police; they just needed help over the line towards awareness and consideration.

These insights led to the development of a communications strategy using live social experiments that would challenge perceptions about what it takes to be a Police Officer – to trigger the target audience into a moment of realisation and show them that the human traits they value are exactly what's essential for a role with NZ Police. It would also authentically prove that young Māori and Pasifika (especially women) have the same values as NZ Police and possess 'best fit' qualities in spades.

### Communications Strategy

Using raw, real-life situations that NZ Police frontline officers have encountered in the past, Ogilvy & Mather set up live social experiments that they engineered and secretly filmed in high-traffic locations around Auckland. Actors recreated live snapshots of NZ Police's priorities: At-risk-youth, alcohol-related crime and trauma, and mental health – all serious issues in communities across New Zealand.

The aim was to authentically capture reactions of the general public and see who cared enough to step up and help others in true need. It was based on a hypothesis that the target audience would likely be those people, and therefore strong candidates for NZ Police.

To pre-validate the strength of the hypothesis, Ogilvy & Mather's creatives and strategists attended a NZ Police recruitment day for students in Auckland; met with and interviewed new recruits; and ran community consultations with young Maori/Pasifika in four different towns.

Pivotal to success was gaining talent approvals from unsuspecting members of the public after they were secretly filmed responding to the situations (with care and without).

The initiative encompassed highly responsive and engaged social media management. The NZ Police social (and PR) teams were pre-briefed to monitor and respond, especially to questions around authenticity. The newcops.co.nz website was also aligned with the campaign.

The social experiments had staggered releases on NZ Police's Facebook page to build momentum and discussion.

Early momentum was built through a partnership with Mai FM, due to its strong 18- 29 following and social network, which is particularly favoured by Māori & Pasifika. An on-air mention by Mai FM late morning DJ K'Lee of her exposure to the NZ Police social experiment led to significant online engagement and pick-up by national and international news media online, on radio and on television.

There was no investment in social media amplification – exposure was completely organic.



## Results (100 words)

'Do You Care Enough To Be A Cop' exceeded its targets, gaining millions of views worldwide and creating positive discussion around the perception of what it takes to be a police officer.

In support of this, we saw a 22% increase in website traffic to newcops.co.nz (vs. the same period in 2015), 28% more people starting the recruitment seminar process, with an increase in applications across key demographics, including 18-29 year old women, Maori and Asian candidates.

Beyond the application and website numbers, the campaign has had a huge impact on the NZ Police brand, shifting the perception of NZ Police on the whole, and the type of people they recruit to be cops – something that typically takes months, if not years, to achieve.

In 3 months, we saw an unprecedented increase in measures surrounding 'care', with 73% of people agreeing that NZ Police care about their community (up 8%); a 100% increase in the belief that 'care' is a trait that NZ Police are looking for in candidates; and from a prior base of zero, 23% of people surveyed believing that being a caring/helpful person could make you a good cop.