



GOLD Case Study

Agency Name: Dentsu
Advertiser Name: The Movember Foundation
Title *A moment AGAINST silence*
Beacon Awards Category: Charity

Last year 685 Kiwis took their own life¹.

Three out of four were men.

Suicide amongst our men is a national tragedy.

To mark a national tragedy of this scale, it's common practice to observe a moment of silence within sporting fixtures. But in this case, silence is the last thing we need, and we needed to change the status quo.

So, on September 7th, before the All Blacks game against Tonga, we got the nation talking by reframing a moment of silence to ***A moment AGAINST silence.***

Here's how we did it.

INSIGHT

New Zealand is suffering from an epidemic of suicide, particularly for men.

That's right. New Zealand is a world-leader in one of the worst ways possible.

Our men kill themselves at a shocking rate of nearly three times that of female suicide².

The increasing suicide rates amongst Kiwi men is a national tragedy.

Last year we conducted the Gold winning Beacons and Effies campaign, 'The Mensus', New Zealand's first census for men's feelings, which uncovered that **when men are struggling with mental health, they simply aren't talking.**³

When we started thinking about why this is and speaking to males about why a conversation about mental health is considered tough, we uncovered an interesting insight.

When men spend time together, they stand shoulder to shoulder.

¹ New Zealand Coroners report, 2019

² Statistics New Zealand

³ Movember Mensus, November 2019, n2,700

Their focus is on the activity in front of them (like watching rugby), not each other. This gets in the way of them connecting at a deeper emotional level or noticing if a mate needs support.

Giving more meaning to the Mo

Given Movember don't have an advertising budget, we've been strategically leveraging the programs and partners Movember support throughout the year, to add depth to the behaviour we are trying to encourage amongst males. **Talking to their mates.**

Last year Movember formed a funding partnership with Headfirst, the mental health organisation of the All Blacks.

For Suicide prevention month (September), Movember wanted us to leverage the newly formed partnership with Headfirst to make talking about mental health part of the national conversation. They set us the following objectives;

1. Leverage the newly formed Headfirst partnership to raise awareness of New Zealand's alarming suicide rates
2. Create a media led campaign that would encourage men to talk

STRATEGY

The All Blacks are a national icon for many Kiwi men, and indeed to much of the world. They are also the epitome of New Zealand masculine culture with their tough, relentless pursuit of sporting excellence.

And Kiwi men and rugby go hand in hand. 36% of Kiwi men regularly follow rugby, and 25% 'almost always' watch the All Blacks.⁴

When looking into The All Blacks schedule, we found that they would be playing their last game before the Rugby World Cup on September 7th, against Tonga at FMCG stadium in Hamilton. Right in the middle of suicide prevention month.

We had the perfect environment to reframe the deadly impact of silence, to talking.

But we couldn't hijack the whole game. We needed the right moment to activate within.

When we started thinking about rituals within rugby, we uncovered the perfect moment where silence is most prevalent.

During a moment of silence.

To mark a national loss or tragedy, the All Blacks, the opposing team, and everyone in the crowd literally stand side by side and stay silent.

It was the perfect moment for us to make an example of the behaviour that is contributing towards the devastating suicide rates amongst our men.

And given the iconic status the All Blacks have amongst many Kiwi men, this moment would provide a captive audience for us to influence, both within the rugby stadium and on TV.

The strategy: Get men to talk about their mental health, by reframing the common practice of a moment of silence to a moment AGAINST silence.

EXECUTION

⁴ Roy Morgan, Dec 19

A moment AGAINST silence

Before the All Blacks send-off game for the Rugby World Cup against Tonga, we asked people not to stand in silence, but to make as much noise as they could to show support for our men and encourage them to talk.

Pre-Match

Five days out from the game, we released a social video on The All Blacks social channels that outlined the devastating suicide statistics amongst Kiwi men.

The voice of New Zealand rugby, Grant Nisbett, supported by Prime minister, Jacinda Ardern outlined the statistics and let Kiwi males all around New Zealand know that we would be observing a moment AGAINST silence at the All Blacks game this weekend.

We pitched the idea into prominent New Zealand male personalities who had a history of talking about mental illness, to share the promotional video and talk about the importance of talking within news media.

Mental health advocates, Kevin Mealamu and John Kirwan talked about the idea throughout the week on Sky rugby programming. Current All Blacks shared the video, and some even opened up about their struggles with mental health within news media.

Newspapers, digital media and Outdoor media in and around FMCG stadium talked about what would be happening, so Kiwis were prepared for the moment.

The Moment

While the moment would be executed within the stadium, we needed SKY to broadcast the moment to ensure every man and his mate would participate at home or in the pub. But the moment where we would be activating fell within the middle of an ad break!

We got SKY in and discussed the idea and the impact this would have on New Zealand men. We talked to them about the moment having the potential to change this ritual within rugby fixtures long term. Upon careful consideration SKY shifted their entire ad break to ensure the moment played live on TV.

Moments before kick-off, we stopped the nation.

The ground announcer asked everyone in the stands, and those watching the game at home, to stand for an important announcement. We played the video on the in-ground screens, and through SKY TV, asking everyone in the crowd to talk and make as much noise as possible, against silence.

In ground signage and boom sticks within the crowd promoted what we wanted everyone to do. Talk.

Post-Match

Directly after the moment, we knew the next 24 hours would be critical to get PR coverage, given the topicality of the event. So, we worked with SKY to get immediate footage clearance.

We packaged up the moment for The All Blacks social media and distributed the content to news media to talk about A moment AGAINST silence.

RESULTS

As this campaign was a focussed suicide prevention initiative for Movember, we didn't have a fundraising objective.

And as all money raised during their fundraising campaign gets donated back into the programs they support (like Headfirst) they don't invest into brand health tracking.

So, the measure of success would be based on awareness and earned media coverage.

A Pre-Match that got the nation talking

The pre-promotion video gained immediate publicity and earned reach across social media and within news coverage.

- 542,375⁵ Kiwis watched the video shared on the All Blacks Facebook and Instagram accounts with an engagement of more than 95,000 (likes, shares and comments)

The moment itself

- 25,800 people at FMG Stadium in Hamilton observed A moment AGAINST silence.⁶
- Two minutes of broadcast coverage on SKY got an additional 279,000 people participating in the moment at home.⁷

Post-Match coverage that kept the conversation going

Coverage of the moment against silence was picked up by One News, Newshub and SKY, appearing as the second story at 6:00pm.

- An additional 190,112 Kiwis watched the moment through the All Blacks Facebook and Instagram channels⁸

The moment has had a longer lasting impact, with the idea having been replicated around the world.

It's probably best said by the CEO of World Rugby, Brett Gosper, resharing the video, saying;

'Powerful work for a tragic phenomenon that is global in scale #talk #momentagainstsilence'.

⁵ Facebook reporting

⁶ FMCG stadium, ground attendance

⁷ TV map (excludes out of home viewing such as pubs, restaurants etc.)

⁸ Facebook reporting