



THE PRESSIES 2020 Entry Information

Please fill in all details below and include this top sheet with **your email entry only**.

AGENCY NAME	Mango Communications Aotearoa
MEMBER/NON-MEMBER	Member
ENTRY TITLE	Metlifecare Virtual Village
ENTRY CATEGORY:	Best Community Management Impact
ADVERTISER/CLIENT:	Metlifecare

Credits for Awards Show:

- To ensure accuracy and consistency please supply your CREDITS carefully.
- Remember that the information provided will be published and displayed on screen or engraved onto a trophy
- Please add all credit details in the tables below ensuring to include anyone that needs to be credited at the awards evening.
- Please provide job titles for all people credited.

Agency	Name	Job Title
Mango Communications Aotearoa	Claudia Macdonald	Managing Director
Mango Communications Aotearoa	Jill Dryden	Head of Corporate Communications
Mango Communications Aotearoa	Max Burt	Senior Account Director
Mango Communications Aotearoa	Isabelle Clarke	Account Manager
Mango Communications Aotearoa	Becky Dawson	Account Manager
TRACK Aotearoa	Tessa Stewart	Group Account Director
TRACK Aotearoa	Stephanie Peploe	Account Director

Advertiser/Client:

Organisation	Name	Job Title
Metlifecare	Julie Garlick	GM Marketing
Metlifecare	Kate Drury	Brand Manager
Metlifecare	George Harley	Marketing Executive
Metlifecare	Amanda Marris	Marketing Executive
Metlifecare	Jo Chee	Marketing Executive
Metlifecare	Dominic Hoskins	Digital Marketing Executive
Metlifecare	Maria De Guzman	Marketing Executive



2020 ENTRY FORM

(Note: word count is 1,200)

Entry Title:	Metlifecare Virtual Village
Client:	Metlifecare
Product:	Retirement Villages
First Appearance Date:	2 April 2020 (during lockdown)
Category:	H – Best Community Management Impact
Category Description:	<p>This category will celebrate the success of exceptional community management that has had impact on a brand, organisation or community. Community management has increasingly become a powerful engagement tool for consumers.</p> <p>Judges will be looking for an effective strategy that reflects the company’s personality, position and business objectives.</p> <p>Campaigns will need to show that they have delivered engagement, sentiment change or a positive impact on objectives for the business or community organisation.</p> <p>Judges will look for entries that define the role of CM and an effective and robust implementation plan that shows a profound effect on the campaign.</p>



Title:	Metlifecare Virtual Village
Client:	Metlifecare
Product/Service:	Retirement Villages
First Media Appearance Date:	2 April 2020 (during lockdown)

In reviewing these entries judges will be looking for best practice in PR, social or experiential that has contributed significantly to the success/results of a campaign in the context of this entry category.

Please share the details of your campaign as indicated below:

<p>1. ENTRY SUMMARY (Mandatory) (0%) Provide a short summary of the campaign ensuring that implementation or production is at the core of the entry. (Guide: 100 words)</p>
<p>Metlifecare’s Virtual Village is an online hub of activities and interaction for its 5,600 elderly residents, and all elderly Kiwis. Launched in April as we entered level 4 lockdown, Virtual Village was a response to widespread concern about the effect of physical and social isolation on our elderly population.</p> <p>Virtual Village was conceived as a powerful digital solution to a unique communications problem – keeping its community of elderly Kiwis connected, occupied and in good spirits during a singularly distressing period in history.</p> <p>It delivered on all fronts. In two weeks we had more than 10,000 unique page views and cumulatively reached over 1.2 million people. One verbatim comment sums up the success – “Virtual Village was a great idea ... and made residents feel less isolated from their families”.</p>
<p>2. CHALLENGE. What was the problem or challenge the Client faced? (0%) In this section judges will be looking for a clear, concise definition of the problem identified, and the business objectives used to define success. (Guide: 150 words)</p>
<p>As COVID-19 spread across the globe, it was clear this was a crisis that did not affect all people equally. In early March we had already seen the virus’ disproportionate effect on the elderly, not only in the dramatically higher fatality rates but also in the magnified impact of isolation.</p> <p>For retirement village operator Metlifecare, home to more than 5,600 elderly residents, this was a parlous moment. With its uniquely vulnerable population, the operator took the decision to go into lockdown harder and earlier than the general population. We needed a solution to keep residents connected and help maintain morale across the lockdown period. While this was an initiative driven by genuine concern, our business objectives were to:</p> <ul style="list-style-type: none"> • Create an impactful activity that helped Metlifecare residents, generally aged 70 plus, and their family feel safe, supported and part of a community during isolation • Generate nationwide media coverage demonstrating early leadership around the care of elderly New Zealanders during Covid-19 • Help educate residents’ families and the wider NZ public that in a time like this, there is nowhere better for your loved one than in a Metlifecare village • Deliver all of the above ASAP. Speed to market was key
<p>3. INSIGHTS. What were the key insights? (15%)</p>

Explain the insights that informed your campaign.
(Guide: 150 words)

- Loneliness/isolation is one of the most significant negative health indicators for elderly - *Age Concern NZ*
- Anxiety can be caused by too little and too much information. Clear, regular communication that's easy to digest and trust is key
- Stability in our lives comes from routine. Metlifecare residents have packed schedules filled with activities from Bowls to Book Club. COVID-19 restrictions threw that out the window. We needed to reinject routine into residents' lives
- While many Metlifecare residents are digitally savvy, some are not as comfortable with new technologies. In times of physical distancing connection requires a digital solution. But it can't be complicated, app-based or high bandwidth. We needed something browser-based that only required clicking
- Metlifecare collaborated with AUT University to identify six dimension of wellbeing for elderly. It was critical these were considered in our response

4. SOLUTION. What was your big idea? (15%)

The judges will be looking for an idea that addresses the challenge and answers the insight.
(Guide: 150 words)

Our big idea was, wait for it, a **calendar**. Yup, Virtual Village version 1.0 was essentially an online day planner, accessible at a new microsite **virtual-village.co.nz** and displaying a week's worth of activities at a time. It divided each day into chunks and provided our residents and elderly Kiwis at large with simple bespoke activities they could participate in remotely, from New Zealand's longest online daily quiz to home workouts and singalongs with Jason Gunn.

We knew that, isolated from their neighbours, one of the most distressing challenges elderly residents and Kiwis would face was how to fill their time productively while feeling like they're engaging in a shared experience. We didn't want to create a new social media or communications platform – Facebook already exists. We wanted to recreate the activity-rich days Metlifecare residents already enjoyed in a way that could be delivered remotely.

Not only did the calendar format provide important structure and occasions to look forward to, it was also very simple. Everyone can navigate a calendar.

5. IMPLEMENTATION. What channels did you use and how did you execute? (30%)

Judges will be looking for ways your efforts delivered outstanding results. The judges will be looking for evidence of why your activity was exceptional, plus any innovative use of traditional + new platforms.

(Guide: 300 words)

For Virtual Village to be effective, time was critical. The solution had to be delivered while isolation was a significant concern.

Virtual Village was presented to client on 20 March and in market on 2 April, 9 days after the country went into level 4. The platform was built as a bespoke microsite living at virtual-village.co.nz, before being migrated to the Metlifecare website shortly after launch ensuring speed to market.

To launch Virtual Village with engaging content for residents from day one, we began with three bespoke content streams: New Zealand's longest daily quiz, themed word searches and tailored home workouts. For the first two weeks, we researched and prepared each daily quiz, and worked with Jason Gunn to deliver 10 'isolation station' episodes. Activities on the calendar become available at preordained times in the day to help provide a sense of structure and anticipation.

Activities on the calendar were supplemented by third party content, such as recordings from the Auckland Philharmonic Orchestra (Metlifecare sponsored). Once the platform and userbase was fully established, Metlifecare staff and residents took up the initiative, providing ongoing content/activities to populate the Virtual Village calendar.

To promote usage of Virtual Village, Metlifecare CEO Glen Sowry sent a personalised EDM and physical letter to residents ([archived here](#)). Uptake was strong and immediate.

Supporting PR

The initiative was promoted to the wider public through a comprehensive media relations push securing strong coverage, to encourage the wider elderly population to make use of the service, introduce prospects to the Metlifecare brand and to show sector leadership and to demonstrate to New Zealand at large that Metlifecare was going above and beyond to ensure its residents were receiving exemplary care.

6. What was the \$ spend? (0%)

Outline the total spend across all campaign elements.

Under \$15k

Under \$50k

Over \$50k

Over \$100k

X

7. RESULTS. What results did the campaign deliver? (30%)

How successful was the campaign? Outline the evidence for the judges. Judges will also be looking for how the results relate to the problem identified and objectives set. Please list what other marketing efforts/activities may have influenced the results. The judges will be looking to understand the following things:

- Overall achievement against objectives
- Proof that the results were a direct consequence of your campaign

(Guide: 200 words)

Virtual Village

- Over the first two weeks more than **10,000 unique page views** were accessed (Metlifecare has 5,600 residents) –by our residents and seniors across the country
- Virtual Village 1.0 was in market within 2 weeks of conception
- Considerable feedback was received from residents and families: “congratulations on your efforts . keep it going after lockdown”, “Virtual Village was a great idea ... residents felt less isolated from their families”, “love how considerate and caring you’re being for our loved ones”
- As its success grew, Metlifecare realised Virtual Village’s potential as a lead generation tool. In May/June, Virtual Village became the focus of an advertising campaign designed to drive traffic to the website, capturing email registrations
- Virtual Village is now a permanent fixture of Metlifecare’s online experience. Version 2.0 is a more evergreen experience that’s less scheduled, designed to be dipped in and out of as needed

Virtual Village PR

- Over **15+** pieces of impactful nationwide coverage secured including a segment on The Project, TV One News (broadcast and online) and stuff.co.nz
- A cumulative reach of over **1.2 million** people

8. THE HYPE FACTOR. Explain your point of difference and why you should win? (10%)

(Guide: 100 words)



Virtual Village was conceived as an innovative service designed to meet a genuine and pressing need, for Metlifecare as a business and New Zealand's wider elderly community.

It was a first in-market, and inspired competitor copycat version. The early days of COVID-19 inspired many businesses to move quickly, but to go from conception to deployment within two weeks required foresight, bravery and many late nights.

Development and content delivery was a massive task. The team went over and above to make it happen. Not just because we wanted to produce great work; we really believed this was important to support our elderly during anxious times.

1199

TOTAL WORD COUNT (count only words you insert in answer boxes)