

2018 ENTRY FORM

(Note: word count 2,500)

Entry ID:	02061
Entry Title:	The Face Of Change
Client:	Movember
Product:	Movember Charity
First Media Appearance Date:	21 st October 2017
Category:	I – Limited Budget. Less than \$100k
Category Description:	<p>Campaigns with a total production and media spend of \$100,000 or less. It must be a stand-alone campaign as opposed to a single execution of a larger campaign. This category is all about achieving a lot for a little. Judges are looking for strategic thinking, creative work and results that show how to convert a modest budget into a significant commercial result. Note: the budget limit of \$100,000 must include the cost of any promotional prizes or incentives.</p>

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1. Case Summary (0%)
 Please write a brief summary of the case study and results not exceeding 90 words.

Regaining Mo’mentum

Movember needed to start a national conversation about men’s mental health but were being crowded in a country with the highest number of charities per capita and a current fashion for facial furniture.

To turn that around, all we needed was a budget of **\$178**. The platform we used was distinctive, innovative and powerful - but also one of the oldest.

Our strategy turned \$178 into **over \$1.7 million** in donations - a **55%** increase above average and **the best result in seven years**, generating another **\$550,000** in media exposure.

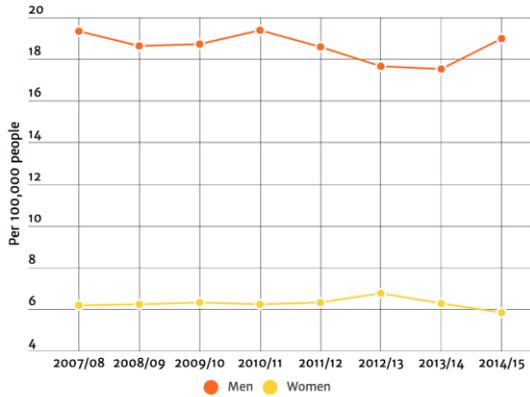
2. What was the challenge and what were the objectives? (10%)
 What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign?

Our Dying Men

NZ is famous for being a green, rugby-loving paradise with nothing more troubling than endangered birds and the occasional lost hobbit. But there’s one sad statistic that few people know: New Zealand has the highest rate of male suicide in the world.

Male suicide is three times that of female suicide.¹

Suicide rates by gender



Year	Men	Women
2007/08	19.0	5.8
2008/09	18.2	5.8
2009/10	18.4	6.0
2010/11	19.2	5.8
2011/12	18.2	6.0
2012/13	17.2	6.5
2013/14	17.0	6.0
2014/15	18.5	5.5

¹ Source: NZ Chief Coroner’s Office, October 2016

Facing Up To The Problem – Literally

Movember is the charity that raises money for Men’s mental health. They do this by encouraging men to grow moustaches during November and getting everyone they know to support and sponsor them. As men often don’t like to talk about sensitive issues like depression and mental health, Movember cleverly allows this support to be signalled in a distinctively male way – by literally “facing up” to the problem.

Working with Movember as our pro-bono charity partner, our 2017 objective was to beat **\$1.1 million in donations** – the previous year’s total.

To do this, we needed to find a new way to *generate talkability*. If we could get the nation talking, men would be reminded to participate and they would be talking about their mental health – Movember’s ultimate goal.

But we had three main challenges to overcome first.

- **We’re already the world’s most crowded charity market²**
NZ has the highest number of charities per capita in the world, there’s one for every 100 adults. Why should anyone pay attention to us?
- **Mo’s weren’t standing out any more**
Movember has been going successfully since 2003 but had started to lose momentum. Facial hair has grown in popularity which means that sporadic mo-growing doesn’t stand out so much anymore.
- **Target: Everyone. Budget: Nothing.**
This is a charity – every cent is dedicated to the cause. And our target was pretty much everyone.

Faced with these major challenges, it was clear that we’d have to take a fresh approach to Movember’s next marketing campaign. We’d have to create something that would stand out, something they’d never done before.

Movember had two objectives for the campaign:

1. To beat the **1.1 million** in donations we received in 2016
2. To get men talking about mental health

² <https://www.charities.govt.nz>

3. What was the strategic thinking that inspired your big idea? (15%)

What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set?

If we were to have any chance of achieving our objectives with no budget and so many other charities competing for attention, we needed to find a way to stand out. Having a worthy cause simply wouldn't be enough.

Creating a point of social tension

As an agency, we always look to build our campaigns on a point of social tension that encourages people to share their opinions. So we set out to find a topic that would inspire some healthy debate and get the nation talking about men's mental health.

We uncovered a powerful insight:

The people who needed Movember most weren't able to participate: schoolboys

New Zealand has by far the highest youth suicide rate in the developed world.³ And while the male youth suicide rate is at an all-time high, conversations amongst the group are at an all-time low. For young men, talking about their mental health is often seen as weakness.

What's more, further research into mental health revealed just how important it was to change this behaviour at this age:

The experiences of adolescence have a major impact on mental health outcomes as an adult⁴

Quite simply, positive or negative mental health behaviours begin to form at high school. Starting a conversation amongst students would help give them confidence to speak up. This behaviour change could save lives.

So how was this vitally important audience being excluded from Movember?

We found that **many High Schools in New Zealand have a 'clean shave' policy** that prohibits young men from growing facial hair.

It was the perfect point of social tension.

The boys' naturally sprouting follicles, signalling their rite of passage to manhood, was in an eternal conflict with the old-fashioned fixed institutional rules – and the adults who enforced them.

We knew that inviting students to participate would divide the public. But whether they were with us or against us, they'd be talking about men's mental health, and that's what really mattered.

It was time to **fight for their right to grow**, and to open Movember up to a new and vitally important audience.

4. What was your big idea? (10%)

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the

³ Unicef, *Children in the Developed World*, 2017

⁴ Ministry of Health NZ

broadest sense, ie., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline.

Movember would spark a national conversation by inviting High School students (who were banned from participating) to take part for the first time.

5. What was the creative execution and how did it bring the big idea to life? (15%)

Describe the creative work that delivered the big idea.

Targeting schools with the clean-shave policy, we sent 178 personalised letters to principals requesting, for the first time, they suspend their rules allowing schoolboys to participate in Movember.

Taking no for an answer

Our hypothesis was that while some might agree to it, some would say no. This would create a debate between charity – supporting a good cause – and discipline – keeping consistent school rules. The clash of viewpoints would be bound to generate controversy.

Some said yes, some said no. But no matter their stance, the mental health of their students and Movember's cause became a talking point.

We'd lit the fire, now we needed to fan it by making the letter go public

We also sent the letter to media and printed it in national newspapers. We knew the public would be as divided as the principals. But for every person who brought up the importance of following school rules, there would be another to remind them of the important benefits that Movember could have on students' mental health.

Using this point of social tension got people not only sharing their opinions, but also sharing our campaign's important message.

6. What was the communications strategy? (10%)

Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience.

Our letters were designed to get a reaction

Charity advertising can be easy to ignore, but by challenging principals on their school's rules, we knew we'd get a strong reaction.

For those who got on board, we'd also sent an online link where they could download posters supporting Movember to put up in their schools.

But the message wasn't just for the schools, it was always intended to be **overheard by the country as a whole.**

Getting the nation talking

We sent the letter to national and regional media who followed up with national and regional stories.

Then we negotiated (begged) with media owners to run the letter as a full-page ad for free that week. We knew that public opinion would add impetus to the letter.

Soon, mainstream TV networks, radio stations, online news outlets and 38 media outlets across the country picked up on the

story reaching the entire population twice over.

(We also posted the letter on old school social media too - like Movember's Facebook page.)

PR was used to spread the debate. In addition, we negotiated with media owners to give us more display space to support the campaign.

We gained:

- 5 full page newspaper ads
- 5 full page ads in magazines
- 1,999,068 digital impressions

List all consumer communications touch points used in this campaign.

- Print
- PR
- Digital

7. What was the spend? (0%)

Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

Media Spend:

Media spend = **\$178** (the cost of sending the letters to principals)

Donated media (rate card value) = **\$568,130**

Outline the media spend in relation to competition and versus last year:

When compared to other charities' spend in 2017, our Movember campaign was just a drop in the ocean, at **0.03%** of category spend.

2016 Media Spend: **\$342,905**

Creative Production Spend:

\$0

8. What other marketing efforts were used in conjunction with this campaign? (0%)

List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

This was the only new activity for Movember in 2017. All other campaign variables remained the same. As in all years, Movember used generic campaign billboards which were not connected with this initiative.

9. What were the results? (40%)

Outline the results achieved by the campaign against the short and long-term objectives set,

provide conclusive proof that it was the campaign that drove the results and outline the return on investment.

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over-time. Show the compelling evidence that will convince even the most cynical finance director. They will be awarding points on the following basis:

Overall achievement against objectives (10%)

Clear demonstration of long term results beyond 6 months (5%)

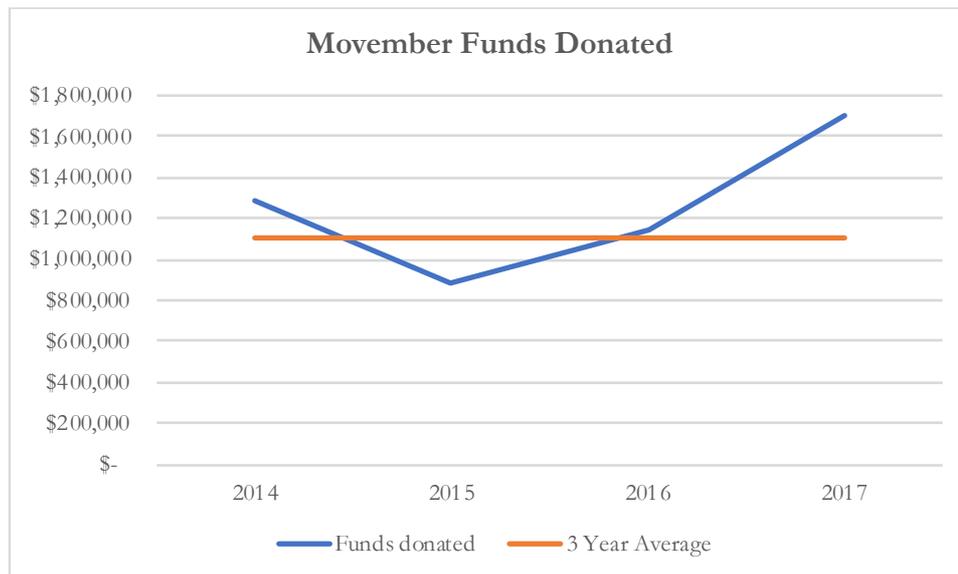
Convincing proof that the results were a direct consequence of your campaign, the inarguable evidence. (15%)

Return on investment. This could be expressed as an ROI (Return on Investment) figure, or some other numerical way of demonstrating commercial payback that justifies the investment in the campaign in the first place (10%)

Feel the Mo'mentum

Our new strategy delivered a turnaround in growth across the board:

- **14% increase in participation** in Movember YOY.
- **49% increase in funds raised** YOY, this was up over **54%** on the 3-year average.
- Over **\$1.7 million** in donations, the highest in seven years.



With just \$178 in hard cost to the charity, we achieved an **R.O.I. of \$1** spent to an amazing **\$9,562** earned.

And we got the nation talking about mental health

We generated earned media across the following 38 media outlets some of which included: Stuff, Newshub, Newstalk ZB, The Dominion Post, TVNZ Breakfast, Radio New Zealand, and many other community media channels.

Our Movember media campaign has been a spectacular success by every metric. But we'll leave the last word to our client:

"This is the highest fundraising campaign I have overseen in my 7 years with the foundation, an amazing result considering we



have been growing Mo's for 13 years in New Zealand. As a very small team in New Zealand your support, energy and contribution is crucial to our success and more than qualifies you all as VIM (very important Mo), not an award given out very often. You can all go into 2018 knowing that you are helping men in this country live better lives."

- Robert Dumme, Movember NZ General Manager.

TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):

1,517