



Commercial Communications Council

GOLD Case Study

Agency Name: OMG
Advertiser Name: Kiwi Bank
Beacon Awards Category: Best Use of Social
Title: I AM HOPE

Kiwibank's purpose is Kiwis making Kiwis better off.

Our campaign objective was to use Kiwibank's sponsorship of the New Zealander of the Year Awards (NZoTY) to bring this purpose to life.

Taking a badge-on sponsorship position to a national conversation on mental health and suicide with a \$30k budget was ballsy, and it paid off, smashing all brand and engagement metrics.

BUT most importantly a Kiwibank used the power of social for good – 536,000 kiwis said I AM HOPE[5] and donated to kids counselling to save Kiwi lives....we think that's pretty special!

INSIGHT

The New Zealander of the Year Award celebrates outstanding Kiwis.

For Kiwibank, purpose is central to their business. Being 100% Kiwi-owned, 'Kiwis making Kiwis better off' is a clear purpose that sets them apart from large overseas-owned banks.

The marketing challenge NZOTY celebrates outstanding Kiwis. Kiwibank has always been a sponsor, but not always extracted the most value because it's hard to out-shout the property.

Kiwibank wanted to be more than a passive, badge sponsor. In their purpose we saw the answer. It's as much about the work Kiwis do as it is the individual themselves.

What if we celebrated the reasons why they won as much as the individual – what if Kiwibank could champion parts of the story that the news cycle doesn't always follow and draw attention to the work?

It's the work, not the winner, that connects with Kiwis and has a real impact in their lives.

The winner was announced as Mike King youth suicide prevention advocate.

The consumer insight was youth suicide in NZ is an unspoken national tragedy, with the highest death rate for teenagers in the developed world. [7]

The human truth is nobody wants to talk about suicide. It's a difficult topic. Kiwis weren't willing to open themselves up for support.

If we could demonstrate that an individual's action in speaking up would have an impact, we'd be able to gain the support of all New Zealand and create a national conversation.

STRATEGY

Our strategy was to ask New Zealanders to be heard at scale. Encouraging kiwis to be the message and medium.

In doing so we could hold a hand out to those struggling but also direct attention and focus for the work going on in youth suicide.

If we were going to take this step, we needed a communication strategy & social execution that would allow Kiwis to be in the campaign, the talent and the channel.

And we needed to be positive about depression ... Not easy in the realm of suicide and mental health, but when we researched Mikes work we found the affirmation he used to get youth to reach out to each other – “I AM HOPE”.

Facebook would be our channel. We identified it had to be more than sentiment. A personal statement in 2019 is a Facebook profile change. It's a powerful broadcast statement of a deep change in attitude to the users community.

It was a brave move, many have failed, but if we knew it could be a powerful call to action for others to join in support.

The goal was that I AM HOPE statement would create conversation in newsfeed and allow Kiwis to show support in their own voice.

We needed the profile to link back to a tangible proof point for the Kiwibank purpose.

To be more than just support we needed to make a tangible difference. Each profile upload would be supported with a \$1 donation to the I AM HOPE charity that would give youth free counselling....
Kiwis would be our voice at scale.

We would leave the community management to Kiwis and be judged only as the enabler. It was brave, but we knew Kiwibank had no right to speak on suicide. If we did we would correctly be called out for brand activism - It was a sentiment tightrope.

The strategy was agreed, now it was up to New Zealand to prove us right.

EXECUTION

We knew the execution on Facebook wouldn't be a slow burn so we had to seize the moment and use the news cycle to our advantage.

On the night of the awards we had an approach for each of the winners.

As soon as Mike was announced, we worked quickly with him, to bring the campaign to life.

- 12hrs after the event, we shot a Jack Tame Interview with Mike the very next morning. We needed to give meaning to our ambition, what was happening to the donation from Kiwibank and the end goal of Gumboot Friday/ Youth counselling.
- While editing, we teased I AM HOPE with a TVNZ news interview with the winner posted to Kiwibank's page"
- Launch; the Kiwibank "I AM HOPE" profile went live with a \$1 per upload, supported the post with Mike and selected TVNZ influencers. We nervously watched uploads against our \$20k target.
- Within 24hrs; we had reached the first target and we realised we could use this base to make I AM HOPE so much bigger.
- We shot released a second Facebook video that announced increased support up to \$50k for kids counselling and used media interest to give traction to the campaign.
- 12hrs later it had gone viral, the new goal of had been smashed with earned media fueling exponential growth.
- At this point we were managing media both positive and negative to keep the campaign growing and sentiment positive while we grappled with how much support we had left.

- Our next move was to increase the support again to 100k. Within hours we had smashed that target, reaching 536k.
- We then had the difficult task of announcing to NZ that the 1\$ contributions were maxed out.
- We waited for a sentiment backlash, but the community came around us with support.

Objective achieved ... Our purpose was very much a reality for NZ.

RESULTS

The ultimate expression of making Kiwis better off is saving people from depression and suicide

1 in 4 of the NZ population* uploaded a profile with the powerfully caring statement "I AM HOPE".[5]

A small social campaign with under \$3,000 in media spend on Facebook moved Kiwibank from a badge sponsor to a bank enabling a conversation in social and earned media.

The growth was exponential, in 96 hours Kiwis wearing I AM HOPE on their profile reached 536,000 and post engagements reached 1.9M.

Even today, thousands of Kiwis are still using the Kiwibank "I AM HOPE" Facebook profile and living the Kiwibank purpose ...
Kiwis making Kiwis better off!

Metrics as a consequence of the campaign:

1. The Facebook profile had 1.9m engagements[5]
2. 48% of Kiwis reached and 40% engaged via social[5]
3. 16 Million earned media reach (NZ population 3x over)[6]
4. 536,000 Kiwis uploaded "I AM HOPE" in a country of 4.8 Million people[6]
5. We rallied the country to raise \$1.2 Million for youth counselling
6. A staggering 34,000% ROI was delivered for paid media

Impact on brand metrics

1. 68% campaign awareness[3]
2. Awareness spiked in 18–24y/os (89%) and 24–39y/os (79%)[3]
3. 67% increase in opinion for those aware of the sponsorship[3]
4. 74% lift in positive social sentiment Jan–Feb[4]
5. 70% of major competitor customers reached, 26% engaged[3]

Sources

[1] Baseline Consultancy, Kiwibank New Zealander of the Year analysis – March 2019

[2] All Banks Media SOV – Jan-Dec 2018

[3] Baseline Consultancy, Kiwibank – I Am Hope campaign results, April 2019

[4] Agency Research, 'I AM HOPE' Campaign Sentiment Report – 2019

[5] Facebook Ads Manager, Kiwibank – 17 Feb 2019-24 Feb 2019

[6] iSentia, NZoTY/Gumboot Friday coverage 18 Feb 2019-23 May 2019

[7] Agency research – 'I AM HOPE' Post Campaign Analysis – 2019

[8] <https://www.newstalkzb.co.nz/on-air/kerre-mcivor-mornings/audio/nathan-wallis-new-zealand-ranks-bottom-of-developed-countries-on-youth-mortality-rates/>