



**Gorkana**  
A CISION® company

# LONGITUDE PRIZE 2014

## Nesta - Case study

### Introduction

Nesta is an innovation charity, dedicated to supporting the ideas that can help improve lives. In May 2014, Nesta led a partnership to launch the Longitude Prize worth £10 million.

In order for this campaign to achieve maximum results, Nesta collaborated with Gorkana to assess what opportunities different marketing channels provided and what Nesta could implement in future phases of the competition.

### AMEC Awards 2015



Best Measurement of a Not-For-Profit Campaign



Integrated Communications

# Nesta...

Find out more about Gorkana:

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# Analysis

## Objectives:

- Stimulating public voting by assessing what key messaging was resonating throughout targeted communities and establishing what channels were most effective.
- Generate early competitor registrations and using the analysis to define key messaging.
- Divide share of voice across all six challenges evenly, defining what messages achieved most impact, media attention and campaign support.

## Results:

Gorkana conducted detailed qualitative analysis on mainstream media coverage with key metrics based on impact and message goals. The market research, carried out in partnership with YouGov, was used to calculate both the percentage of key demographic groups reached and average frequency of exposure.

The analysis collected determined share of voice for each challenge and what the primary drivers were for each channel.

Gorkana developed a market mix model that showed how mainstream and social media coverage worked with other activities such as e-mail campaigns leading people to vote via a dedicated micro-site.

The research not only enabled Nesta to demonstrate the effectiveness of its campaign but has also helped it plan for future phases of the prize.

“As part of the Longitude Prize campaign we needed to encourage the public to vote and get potential competitors to pre-register. The Gorkana report showed how different marketing activities, including media coverage, contributed to driving the public to vote at different phases of the campaign.”

Simon Morrison, Executive Director of Communications, Nesta



GORKANA-WINNER of 13 AWARDS

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