

NHS Blood and Transplant

Capturing conversations

The challenge

NHS Blood and Transplant (NHSBT) is a specialist health authority that works to encourage people to donate organs, blood, stem cells and tissues. Every year, the communications team run a series of campaigns to raise public awareness of blood and organ donation.

In June 2015, as part of National Blood Week, NHSBT launched the #MissingType campaign, the main objective of which was to encourage 40,000 new volunteers to register as blood donors during the month.

Central to this strategy was a social media campaign, with the idea to remove the letters 'A', 'O' and 'B' (all blood types) from recognisable names, places and brands, and to encourage individuals, brands and organisations to create social media content in response.

Gorkana was tasked with creating a measurement programme to gauge success in three areas:

1. Raise awareness about the decline in new blood donors coming forward to donate
2. Promote people who have already donated and encourage others to do so
3. Analyse the effect of the campaign on target audience groups

AMEC Awards 2016



Awarded **Platinum** for 'Grand Prix for most effective media intelligence, research & insights company campaign'



Awarded **gold** for 'Best use of integrated communication measurement/research'



Awarded **gold** for 'Best measurement of a public sector campaign'

NHS
Blood and Transplant

Find out more about how we can help you:

Gorkana.com +44 (0)20 7674 0200
@Gorkana salesteam@gorkana.com

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Monitoring and Analysis

“We see Gorkana as a vital ingredient of our campaigns. Their evaluation reports give us a real understanding of both the media, social media and insights and, more importantly, the business impact of campaigns such as #MissingType.

Andrea Ttofa, Head of Media and PR, NHSBT

Knowing what works well and taking learning forward is vital as the media and social media landscape is constantly changing and we absolutely must constantly evolve to ensure we publicly promote donation as effectively as possible to continue saving lives.”

What we did

We worked closely with the NHSBT communications team to create a measurement programme to identify both media outputs and audience outcome. All traditional coverage was coded by experienced analysts to ensure metrics were reached effectively, such as message delivery and favourability.

Social media coverage was monitored by Gorkana's social media tools, capturing mentions and conversations across multiple channels. The analysis focused on overall outcomes as well as specific PR tactics, which enabled us to evaluate all parts of the campaign.

Our report showed, amongst other metrics, the volume of coverage achieved in each region and which key journalists were driving coverage for that region. This allowed NHSBT to work out which areas of the country were underperforming and which media contacts they should begin to target.

To understand whether audiences had been targeted effectively, we integrated market research, conducted with YouGov to identify specific audiences such as ethnic groups and young adults, as well as the media they were exposed to.

Results

NHSBT generated highly successful results within traditional and social media in terms of engagement, but it was crucially important that people booked appointments to give blood.

Analytics showed a disparity between high click-through rates and relatively low appointments booked, which led the organisation to investigate their supply and demand model regarding available clinics and sessions.

Our data also showed that a large percentage of referral traffic from social media came from mobile, where hitherto it hadn't. This insight was used to justify more budget being allocated to the development of the website in order to make it mobile optimised ready for future campaigns.

The integration of data on donor registrations with data on media coverage provided a range of important insights. Gorkana showed that there was a direct correlation between traditional and social coverage and new donor registrations across June 2015, with registrations peaking on the 5th June - the day the main story of the campaign hit the media.

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