

Driving strategy winner

Charity: Comic Relief/Sport Relief

Partner: DataTalk, Streetwise Analytics, The BPS

Entry: Sport Relief 2012 registrations - Leveraging an 'infectious brand'

Challenge

Comic Relief had a target of over 1 million participants in the Sport Relief Mile 2012, requiring an increase in registrations of over 33%. Though recruitment budgets were frozen, it was hoped increased attention on sport due to the Olympic Games, would help.

Solution

Initial focus was on doing what had worked previously as effectively as possible, so Streetwise Analytics worked with DataTalk and the British Marketing Survey (BMS) to refresh the existing household level segmentation and add depth to the understanding of segment communication preferences.

Results

Data exploration driven by insight derived from BMS consumer engagement tracking enabled exploration of views, opinions and preferences of consumers that live nearby. People who anticipated 'engaging in charity communications' alongside 'health activities' formed localised hot spots, with an index of over 145 compared to conventional intention distributions. This identified the segments most open to engagement with Sport Relief participation.

Historically the database split into two groups: fundraisers who originate events, actively participate and generate sponsorship, and donors who provide revenue mainly via payment on the night of TV events. Fundraisers generated a high proportion of the income and were the traditional focus of all outbound communication activity.

Localised analysis of historic transaction data around participation in and donation to Red Nose Day and Sport Relief showed that, not only are fundraisers much more valuable individually than donors, their presence generated nearly six times the value of revenue from donors. Density of donors is nearly three times higher in the vicinity of a fundraiser, with almost double the value of donations. This fact had never been identified before. Composition of teams involved in Sport Relief events was also explored. Over 60% lived within 400m and intriguingly formed linear-like shapes, indicating local street geography was having an impact.

Fundraisers and donors were matched to Channel Spectrum, a communication preference directory derived by DataTalk from the BMS and other data. Differing preferences for the two groups showed the influential groups were more engaged with direct channels, whereas the passive groups opted out of these but were open to localised communications such as newspapers and leaflets. Comic Relief explored how supporter engagement could change. A new strategy saw the construction of a marketing directory, used with household demographic segmentation to coordinate communication with active fundraisers and stimulate behaviour of donors/team participants. As a result Comic Relief began to invest in acquisition communications for the first time.

Conclusion

This insight into the cross-over effect of 'real' neighbourhood relationships completely refocused CRM activity, and shows how data analysis can fundamentally change the perspective of an organisation. It demonstrates that word-of-mouth communication between supporters, particularly with an 'infectious brand' such as those built by Comic Relief, can cross internal organisation boundaries and generate an unforeseen but significant uplift.

Comic Relief were able to identify completely new communication methods during the subsequent highly successful Sport Relief 2012 campaign. Dramatic effects have been seen, such as an uplift index of nearly 600 for a localised campaign in Belfast, and Comic Relief is now able to extend the reach of their TV exposure.

What the judges said

This project shows a holistic understanding of the relationship between insight, marketing, human behaviour and brand. The genuine discovery of something new challenged conventional thinking and led to a significant change in the way in Comic Relief conducted its communications strategy.

