



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018

Case Study

Agency Name: Carat, BC&F Dentsu, MKTG
Advertiser Name: Movember Foundation
Gold Beacon Award Category: Charity

The Right to Grow

Men's mental health charity, Movember Foundation, needed help to get traction in a crowded charity 'market', and at a time when growing a moustache was no longer distinctive. With clever targeting in an unexpected way, Carat, BC&F Dentsu and MKTG returned the cause to the spotlight, brought in a record level of donations and-won Gold in the Charity category in the Beacon Awards.

Background

New Zealand has a mental health crisis – it has the highest rate of male suicide in the world (three times that of female suicide) and the highest rate of youth suicide in the world. As a charity that raises money for men's mental health by encouraging men to grow moustaches during November and fundraise through sponsorship, Movember's cause is more important than ever. But with a crowded charity 'market' and the current popularity of moustaches as daily wear, its previously distinctive message was struggling to get cut-through.

Campaign Objective

Working with Movember as their pro-bono charity partner, Carat, BC&F Dentsu and MKTG were tasked with matching the previous year's \$1.1 million in donations and getting people talking about Movember – and in doing so, reminding men to participate and talk about mental health.

The campaign needed to overcome three main challenges: standing out in a crowded charity market, promoting the growing of moustaches at a time when facial hair is increasingly common, and targeting a wide audience with a virtually non-existent budget.

Campaign Overview

Research revealed the key insight that the experiences of adolescence have a major impact on mental health outcomes as an adult (source: Ministry of Health NZ) and that the suicide rate amongst young Kiwi men is 30 per 100,000, double the rate of Australia.

The campaign focus therefore switched from targeting everyone to concentrating on 'High School boys'. The aim was to open a direct conversation with boys to get them talking about the issues with each other, and in doing so recruit new entrants into Movember.

The talking point of the campaign would come from exploiting the social tension around the 'clean shave' policies at nearly half of New Zealand high schools, which prevent young men from growing facial hair.

Media Strategy

Rather than trying to reach the target audience through their preferred social media platforms, the agencies went straight to the top using the oldest media channel of them all: sending a personally addressed letter to the principals of 178 schools who had 'clean shave' policies.

The letter was cheap to send and harder to ignore due to its personal nature. It asked the principals to relax the 'clean shave' policy for the month of November – "Let the Bros Grow Mo's". They were also sent an online link where they could download posters supporting Movember to put up in their schools.

The agencies' hypothesis was that while some might agree, a sizable percent would say no, creating a flashpoint between charity (supporting a good cause) and discipline (keeping consistent school rules) and generating controversy as a result.

The letter was also sent to national and regional media who followed up with stories, while some outlets ran the letter as a full-page ad for free, adding public opinion to the debate. It also ran on Movember's Facebook page.

The agencies negotiated with media owners for display space to support the campaign across digital, billboards, magazine and newspaper advertising.

Results

The strategy that cost just \$178 in postage stamps exceeded its targets and delivered a turnaround in growth across the board with:

- Over \$1.7 million in donations, the highest in seven years and exceeding the target of \$1.1m
- 14% increase in participation of Movember YOY
- 49% increase in funds raised YOY (up over 54% on the 3-year average).

It generated earned media across 38 national and regional media outlets, and free display media to an estimated value of \$550,000, creating an R.O.I. of \$1 spent to \$9,562 earned.

Removing other variables, this was the only new activity for Movember in 2017, all other campaign variables remained the same.