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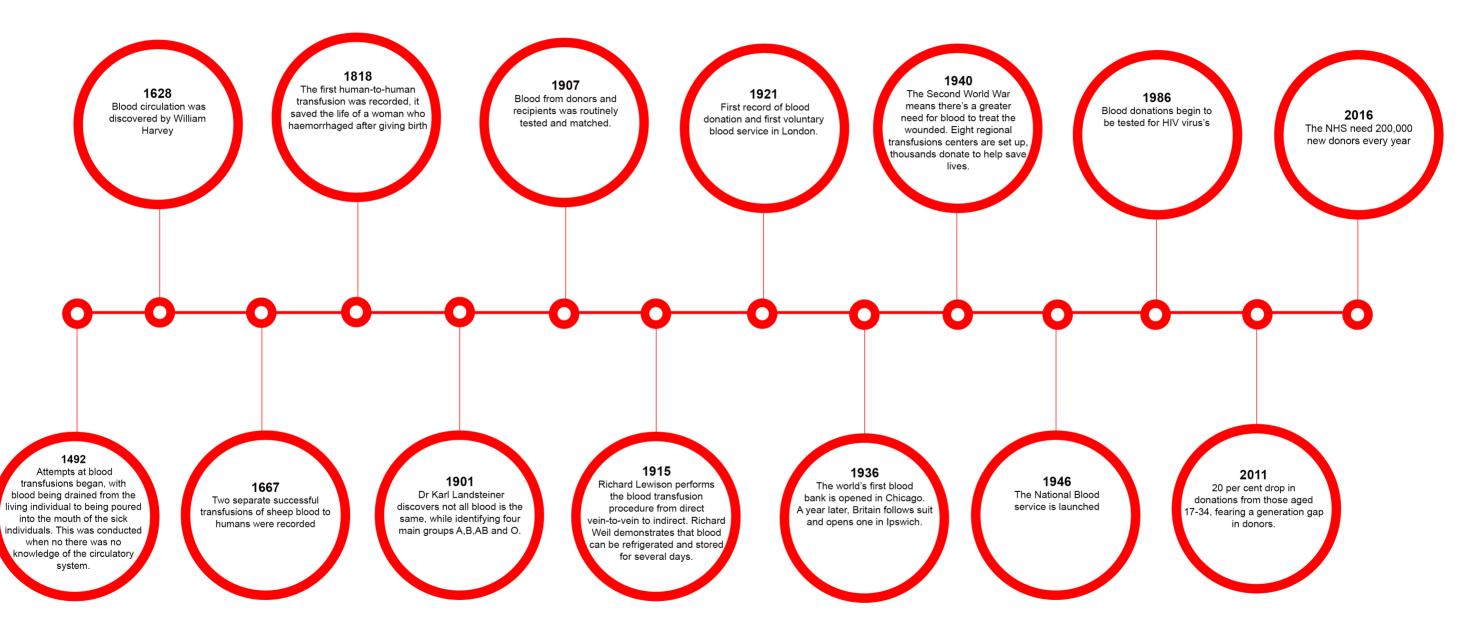
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In 2017 900,000 people donated blood in the UK, this contributes to medical conditions, surgeries and even for blood loss after childbirth; something we may all need at some stage in our life. (NHS Blood and transplant, 2018)

With over 6,000 people needing to give blood every day (to meet the required needs), it's certain that 'Give Blood' constantly need new donors. With the organisation already being established, it means the marketing and PR strategies have to be innovative, keeping consumers engaged.

THE HISTORY OF GIVE BLOOD



Campus Recreation (2015) Independent (2011)

PRESENT

An interview with a donor revealed From a survey conducted it that giving blood is becoming 'too restricted 25% of people giving much hassle' and 'time consuming' blood (Researchers own). With as the system has changed and is technology constantly advancing, no longer first come first serve. An we are more aware of our health issue surrounding giving blood is and diseases. knowing how to sign up, where the nearest donation center is or even how much blood would be needed. Perceptions need to be changed through the campaign to encourage new and existing donors.

Social media influencers and celebrities are heavily used to promote products and services, this creates 'hype' for consumers and a desire to purchase or engage. This is a driver for younger audiences to donate blood, as 86% of the 17-25 aged audiences asked don't donate. (Researchers own). They currently do this through influencers such as Cristiano Ronaldo and the Love Island cast.

Lifestyle is another driver surrounding giving blood, factors such as what we eat, our health and when we go on holiday can affect if we can give blood. When signing up to donate a checklist of requirements is completed.





FUTURE:

Younger blood donors could impact the future of blood donations as it is at an all time low, however, with influencers spreading awareness this could encourage a potential rise in donations from the younger generation.

As technology advances, a new system needs to happen that creates quicker donations. Centers need to be accessible ,a mobile donation center could be done. Artificial blood may take over in the future therefore there would be no need for donations (Independent, 2015).

CAMPAIGNS

'Give Blood' use both traditional and online marketing. Social media platforms markets pictures and stories of people donating and receiving blood, this can be relatable for consumers; Facebook is most engaged with 62.93% of site traffic(Similar Web,2018). They also use TV adverts, posters and radio.

Celebrities have endorsed the service in the past, with influencers such as Alesha Dixon and Richard Branson starring in online adverts, as well as influencers sharing the messages with their social media followers.







Virtual reality has recently been introduced so donors can virtually see the patients that is helped. This experience was used to attract new donors. (NHS Blood and Transplant, N/D)

A recent campaign #Date2Donate features social media stars keen to show that donating is something everyone should embrace. (NHS Blood and Transplant, 2018).

To date the "Missing Type" campaign and PR stunt was one of the most successful. It created 30,000 new donors over a 10-day activity period as well as 'potentially improving or saving 100,000 lives, of which 18,114 were aged between 17-24'. The campaign was global and implemented in 21 countries; "Missing type" involved removing the As, Bs and Os from names, places and brands that we engage with in everyday life' (Campaign Live, 2017)



GIVE BLOOD ORGANISATION

A challenge is the broad target audience, For the cause there are no direct the consumer's age ranges from 17-66 as it's currently the ages to donate blood. Each generation uses different medias: more traditional marketing while the younger generation will be more linked to social media. This will Advantages are that it should drive have to come across in the marketing strategy; using mixed media to ensure all the consumers are targeted.

competitors, however, other charities are indirect competitors as customers may be more interested if they are more well known, consumers would rather may work for the older generation, invest their time into these charities.

> blood donations while increasing awareness and educating people by sharing statistics and facts. However, disadvantages to this could be expensive on limited funding for marketing as well as putting pressure and strain on the NHS.



"more traditional marketing may work better for the older generation, while the younger generation will be more linked to social media."

STRENGTHS WEAKNESSES OPPORTUNITIES THREATS

STRENGTHS:

- Extremely well known organisation
- Trustworthy reputation
- Have existing strong committed donors
- Give donors rewards/ incentivise such as certificates, medals and texts to tell you where your donation has gone
- Online gives you weekly updates on the blood stock levels to show which blood they need the most and how long the supply will last them
- Save lives, as every donation can save or improve up to three lives.

WEAKNESSES:

- From a survey conducted only 13% of people aged 17-25 give blood (Researchers own)
- Overall yearly stats aren't updated on the website, there isn't enough information
- From survey-conducted results found that people don't give blood because they 'don't know how the process works or where they would even go to donate', not enough is done to educate people.
- Campaigns have to be innovative as it's a neverending cause

OPPORTUNITIES:

- From a survey conducted 78% said they don't donate blood but would consider it in the future, this results mainly consisted of a young audience, this allows an opportunity to convince that 78% of young people to become donors (Researchers own)
- People need to be more educated on 'Giving blood', such as how to sign up or where is their nearest blood donating centre; create leaflets or online campaigns to show this.
- Create new events to educate and easily give blood

THREATS:

- •NHS funded, this could get limited funding
- •Other charities could engage more with customers, this could loose interest into the cause
- •People would rather get paid to donate blood, rather than volunteering. This could cause a drop in donors.
- •Bad weather shows a drop in donors as they can't reach the centres, as a report showed 'blood stock levels remained under pressure over the winter period and, following adverse weather in early March 2018, they fell to unprecedented levels of around 17,000 units'. This becomes a threat to the cause within the winter months (NHS Blood and Transplant PDF, 2018)

OBJECTIVES:

The mission for this campaign is to create a comfortable and easy accessible place to donate, such as a mobile center. While making donors feel rewarded and appreciated. There will be collaboration for the cause to broaden the reach. The campaign will create excitement and interest resulting in more donors.

For blood donors to increase by 10% of the daily demand within the two months.

This will be achieved by creating easily accessible places for people to donate, while educating them. The record of donors to the centres will measure it.

Create more social media engagement with consumers 17-25 years old within the first 5 weeks

Using social media to post interactive photos and stories and include influencers. This will be measured by using statistics to see an increase in likes, followers and shares.

Provide satisfaction for donors over a 3 month period by increasing the number of donation centres and giving a more personal experience

Creating an easy accessible place to give blood. This objective will be measured over a 3 month period to gain customer loyalty, achieved by giving consumers feedback forms both online by text or website or in



AUDIENCE

The market for the cause 'Give their full potential out of life, audience that are eligible to give from others. blood, including both genders. The location for the campaign Even though each consumer has will be the United Kingdom; this gives potential for the campaign to marital status, their psychographic spread globally. Due to the broad segmentation will be very similar. target audience with different demographics both traditional and contemporary marketing tools will be used.

Research showed only a limited number of 17-25 year olds are giving blood, so this campaign needs to aim at the existing and future current market.

The audience can create a they've needed blood or a family purchases and experiences. member has, meaning it's a relatable cause.

On the Maslow's Hierarchy of Needs the consumers are after esteem needs where the feeling of accomplishment while aiming for self actualisation and to achieve

Blood' is broad as it includes the while feeling like they're making ages from 17-66 as these are the a difference and gaining respect

different incomes, occupation and They will have healthy lifestyles due to the strict rules of donating. With personality traits such as openness, conscientiousness and loyalty, they are all very similar despite the age gap. Their interests would be in health while keeping up with the news and media both needs to particular engage with traditionally in newspapers or on this target audience while it still apps. Their behavioral habits are varied from using contactless and online shopping to paying in store. They are loyal customers, however, they like reward systems connection with the cause if and something to show for their











The AIDA theory will be showing and educating what we use blood for and how it saves lives. Interest will spread via word of mouth or the hashtag, influencing people to act and feel the self-reward it gives.

A focus group was conducted, with the question of what form of media they interact with most. 17-25 are most engaged with TV adverts, posters of public transport and social media especially Instagram. The next age group 26-33 said they interacted with TV adverts and Facebook. 34-49 years old engaged with Facebook and posts on public transport. 50-66 claimed TV adverts were most interacted with channels being ITV (researchers own)

Overall, the research found that using TV adverts, social media platforms and posters would be most appropriate for the target audience.



The hashtag #everydropcounts makes the audience take direct action by donating blood, creating a sense of community and encourage people to get involved. The hashtag represents that even donating once can save up to three lives; this encourages change.



MEDIA

A mix of both traditional and digital media will be used to reach all the consumers. The media has to be fixed into daily routine where a 17 to 66 year old will engage with it.

Media	
Social media platforms such as Facebook, Instagram and Twitter	This will be for the purpose of engaging the younger consumers as they research showed that 81% of 18-24 years old have never given blood (Twitter, 2018). As well as the focus group showed this media was one of the most common used across the majority of the age groups.
TV adverts	Through the focus group, the research found that it was most interacted with from 17 up to 66 years of old (researchers own).
Posters	Posters around the donation centre points as this tells the consumer where there nearest donation centre is. This could commonly be placed on public transport as the focus group found that if they do commute by train they interact with the media around them.
A bus will be touring the county as a mobile donation center	Creating an accessible place for donors, as interviewing donors found "it's becoming hassle as appointments as limited or I can't get to where their holding the appointments".
A collaboration with Costa Coffee	Collaborates their Christmas cups and 'Give blood', this will broaden the campaign to further audiences as it's somewhere all ages groups buy from.

21-2

TACTICS TV ADVERT

The campaign will be broadcasting a TV advert, this will be shown on channels such as ITV (including the ITV Hub) As well as the morning schedule on programs such as 'Good Morning Britain' as the program has a 22% share of viewing (Digital Spy, 2018). The ITV hub as some audience may prefer to 'bingewatch' series due to time or just how convenient it is, proving popular with the 17-24 age group as 75% of this audience use and watch the ITV Hub and has a 40% demand across adults (Ofcom, 2017).

It will also be shown on Channel 4 prime time from 8pm-10pm inbetween programs like 'Great British Bakeoff' and 'Gogglebox'. The GBBO is channel 4's most popular show with an average of 7 million viewers, the show hit their biggest peak time-share with 16-34 year olds as well as audiences 35 onwards (Express,2017). Googlebox has 3 million viewers with a wide demographic (Tellymix, 2018). This could be because their different diverse demographic families they have on the show.

After the TV advert has been shown, it will appear on their YouTube channel.













Screenshots of mock TV advert

TACTICS THE BLOOD BUS

From research conducted it found that people don't or stopped donating because it's not as accessible to get to or it's becoming inconvenient with long waiting times (Researchers own).

The blood bus donation centre will tour the country where the bus will be clearly advertised as part of 'Give Blood', while people can approach the bus with no appointments and give blood or sign up to giving blood. The bus will stop in public places such as shopping centres, universities or businesses. Seeing how easy it is to donate will encourage people to continuing to do so. The bus will create an open space that is comfortable and relaxing for the donors.

Bus advertising reaches over 48 million people over a two-week period (Exterionmedia,ND), so it's a great marketing choice.





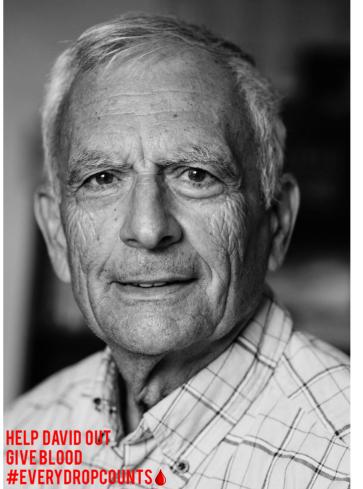
TACTICS POSTERS

There will be poster on trains national as 22,000 trains run daily (Network rail 2018), this will broaden the campaign.

Posters will be spread within a 2.5 mile radius of a donation centre, so if you were going to donate then you could be able to find it easily, but also it lets non-donors know where there nearest centre is, to encourage them to donate. Research found that 80% of people don't know where there nearest donation centre is (Researchers own). The poster will have tabs you can rip off with the address and number of the nearest centre.

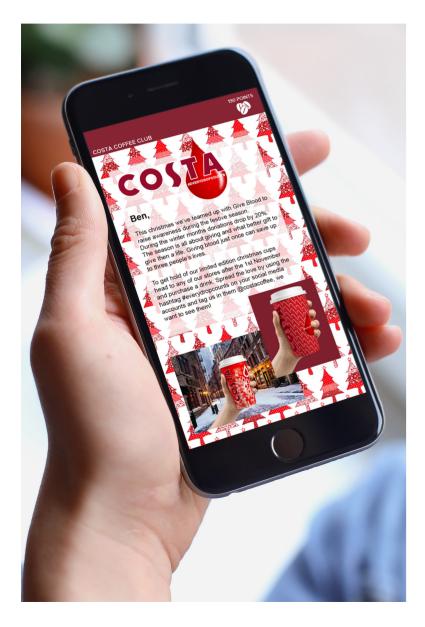








TACTICS COLLABORATION WITH COSTA COFFEE



A collaboration will happen with Costa, the UK's largest coffee shop chain. They've seen significantly increase in store within the past 10 years, reaching a total of 2,422 stores (The Telegraph, 2015).

Research showed they have a broad consumer from teenagers all the way through to mature, so this will be ideal for my campaign.

Their Christmas cups have become a symbol of the start of the festive season. Collaborating with Costa for their Christmas cups to represent 'Give Blood', when consumers purchases their coffee, it will be marketing to the cause. With Costa being product placed in Coronation Street, this will create a great connection to reaching the right audience. Coronation Street has an average of 8 million viewers (Tellymix,2018); this has a strong potential outreach.

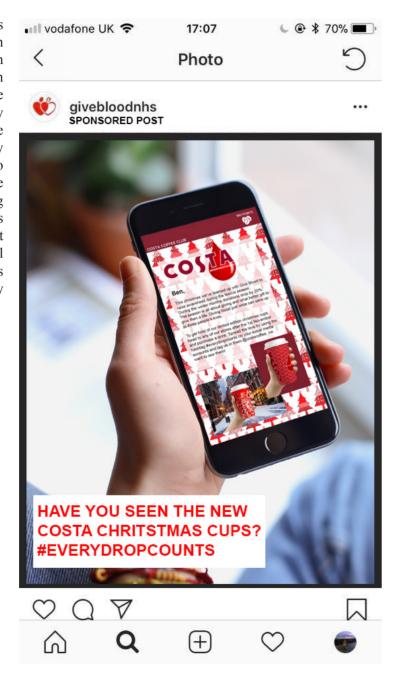
For further development through primary research it showed that Starbuck's their main competitor sends out emails to let their reward customers know about their Christmas cups, this is something I'd put in place for Costa. Sending an email to the loyal customers to let them know the Christmas cups are in, but this year it's collaboration and how you can help the cause.







Sponsored post is be targeted towards the 17-25 demographic as research showed a drop in donations from this audience. The posts will be on Facebook and Instagram as there the most interacted platforms they use (Researchers own). They will be posted on a Wednesday and Thursday as it's the most interacted days to post . Instgram around lunchtime and evening, while Facebook during work hours(Oberlo, 2018). The posts will change every week with different content to keep it fresh. The post will inform the audience of the blood bus tour and give a swipe up link directly to the website.



BRANDING

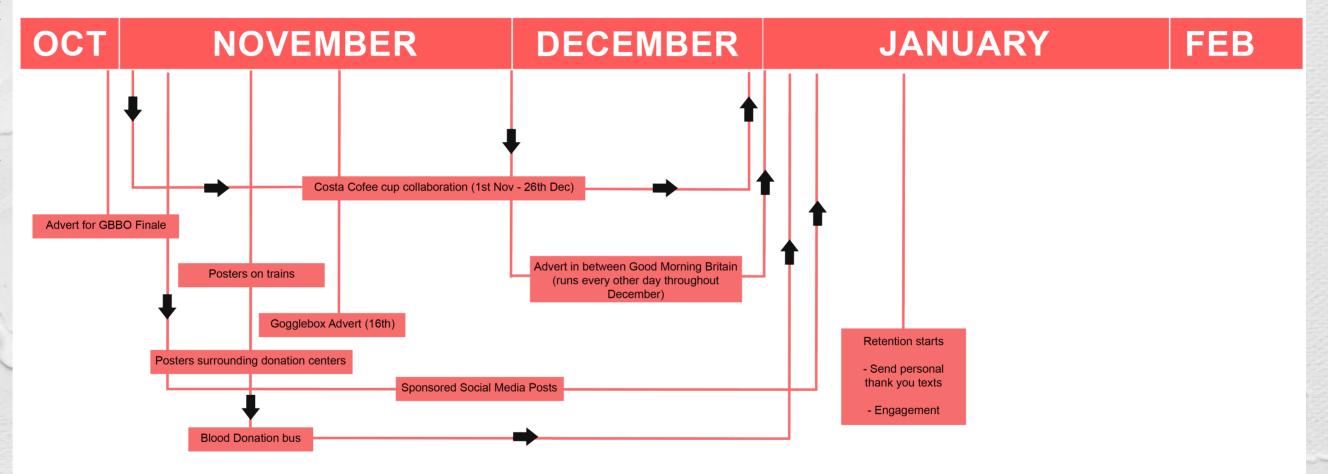
The branding of the campaign will be like previous campaigns by using the colour red, as it's something recognisable. There will be hype around the campaign as the audience will wonder what it's about; for example, branding will be shown at the end of the TV advert. The images are mainly black and white to not distract as well as expressing emotions.





TIMELINE FOR MARKETING

The campaign will take place from November to January, this is because blood donations can decrease by 20% at this time of year with the correlation of bad weather and illness increasing (BBC,2014). Road accidents increase by 20% in winter (Insurethebox, 2017) meaning it's more important to give blood this time of year. Christmas time represents giving and helping each other out while engaging people to consider making new year resolutions (Give Blood,2016).



COSTINGS FOR MARKETING

The total costings for the marketing campaign is £472,030. Their previous campaigns have had a budget of up to 2 million (PRWEEKLY, 2017)

EVENT	COST	INFORMATION
ITV- Good Morning Britain	£30,000	£3,000 each time, shown 10 times.
Channel 4- Great British Bake off	£150,000	Figures from marketing weekly.
Channel 4- Googlebox	£50,000	
Youtube Video	£500	
Sponsored targeted post on Instagram/ Facebook	£300	Targetting 50,000 people
Costa collaboration	£20,000	Rough figure, no stats was found
Posters for local donation centre	£150	
Posters on trains	£1,080	Average 22,500 trains run every day, average 4 coaches, x2 posters each carriage
Blood donation bus	£40,000	Including bus and interior design/ rough figure.

CONTROL

The marketing metrics that will used to measure the success of the campaign are:

- •Social traffic and conversion, this who click the ad after seeing it. and will indicate what platform traffic to the website increasing. the audience is most and least engaging with. If the campaign •With funding limited from NHS consistent to each other.
- would be used to see how the that was given. audience engages with each platform, so what time or day is •Ultimately the most effective best to post on. The success in the way to see if the campaign was campaign will be shown through successful is to compared the the increase in followers, likes and number of donors from before shares.
- measure the satisfaction of the all the above options will tell you donors through direct customer just how affective it was and if it feedback, this allows us to see reached the amount of audience if it's successful and what needs planned. improving for future campaigns.
- •Click through rate (CTR) will be used on the sponsored Instagram and Facebook posts, as this allows you to see the percentage of people

monitors the amount of web traffic Success will be shown in a high from each social media platform percentage of CTR as well as the

- was successful the numbers of the tool Donor Acquisition Cost web traffic will increase from all could be useful as it shows the social media platforms, and stay cost it took to acquire a new donor, this allows you to see if the budget was on plan for the campaign. The •Social media platform analytics results should match the budget
- and after the campaign, if they have increased this shows the •Word of mouth will be used to campaign was effective, however



RETENTION

Retention rate measures how many people continue to donate. High donation rates will show the long-term supporters and loyalty the cause has.

A strategy that will work great with the cause is to inspire with a mission, this mission being to 'Save lives'. People will connect with the mission, meaning they spread the message, creating loyalty, as a report from Mintel shows 39% of people will act to remember of support to a family member or friend.

To continue leverage personalisation will be used where they currently send a text to say 'thank you for donating', using personalisation such as your name in the text. Calendar updates will be sent by text when you can give blood again and where your nearest donation centre is, so donors don't forget and can maintain their strong supporter Engaging relationships. acknowledging the donors on social media platforms, if donors post achievements or images of them giving blood, like or comment back to these; again this adds a personal touch, therefore sharing their stories to encourage others.





PUBLIC good transparent as all **RELATIONS** reports are found online, with easy access. It is harder to find reports on how much they spend on their marketing sense of community is really however primary research important to the showed donors are starting to feel rganisation, as it's the support frustrated with the system, that they currently have in place, as it's from people that keep it going. becoming time consuming. The A main driver is that the cause service is something that needs saves so many lives of this improving to keep donors. community. Financial transparency Reputation Product and drivers service quality (community, charity) Marketing Environmental responsibility environmental record is record (children, developing fairly clean, the equipment to engage with the people world etc) they use could become more that are regularly donating sustainable, to cut down on their blood and giving them that waste acknowledgment they deserve. While educating further audiences about the cause and how easy and accessible it is to donate. **Employer** Communication desirability (equal opportunities, effectiveness training, welfare, leadership) From primary research 40% of the 100 There isn't such a people asked think the marketing high desirability to work is ineffective. Participates didn't for the NHS due to people how about the cause or how to give believing it's low pay for the blood. However their communicati skills required and they don't effectiveness would be sh feel valued. They do it for a own in the increase in donors from passion and they care, the want previous campaign, which from to help people by saving lives 'The Missing Type' campaign which is an ultimate reward was very successful in for themselves.



Through secondary research on social media, many posts were pictures of achievements, ranging from certificates or a 'thank you' text. People enjoy sharing the experience and pass the message on, they appreciate the rewards that 'Give blood' do. Many posts described the process as 'extremely long but for a good cause'. It became apparent that it has a positive perception on people, however the quality of the service may be discounted.

PUBLIC RELATIONS

PERCEPTION AUDIT

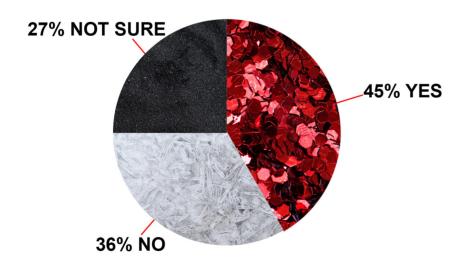
From a survey conducted, the This outlined that the organisation be useful' or even a deeper meaning donate blood. with one revealing they 'give back the 8 blood transfusions the NHS gave her sister'. When asking the donors if anything could be improved, they said 'the process has changed where it's not as convenient and becoming quite time consuming'.

When asked why you wouldn't or don't donate blood, the responses were 'never thought about it', 'lack of time' and 'not sure how to or where to start the process off' Despite these answers 84% of the 100 people asked would still consider wgiving blood.

The organisation lacks engagement with the audience, as 36% of 100 people asked haven't seen any campaigns to promote giving blood, 50% did believe if they do see any campaigns that they are marketed well.

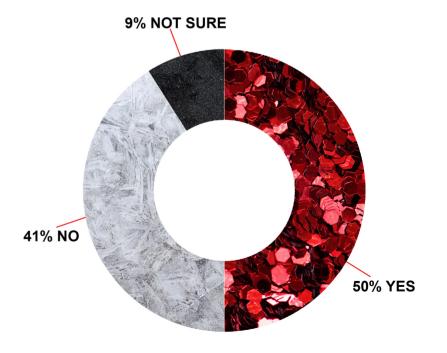
perception on the 'Give blood' is currently has a positive perception, consistently positive, with feedback their process of giving blood does such as 'essential', and 'life however need to be more accessible changing'. However, some didn't and efficient. The perception on the know what the organisation was process and the fear of blood and about. Donors said they are 'happy to needles need to be reminded of why we

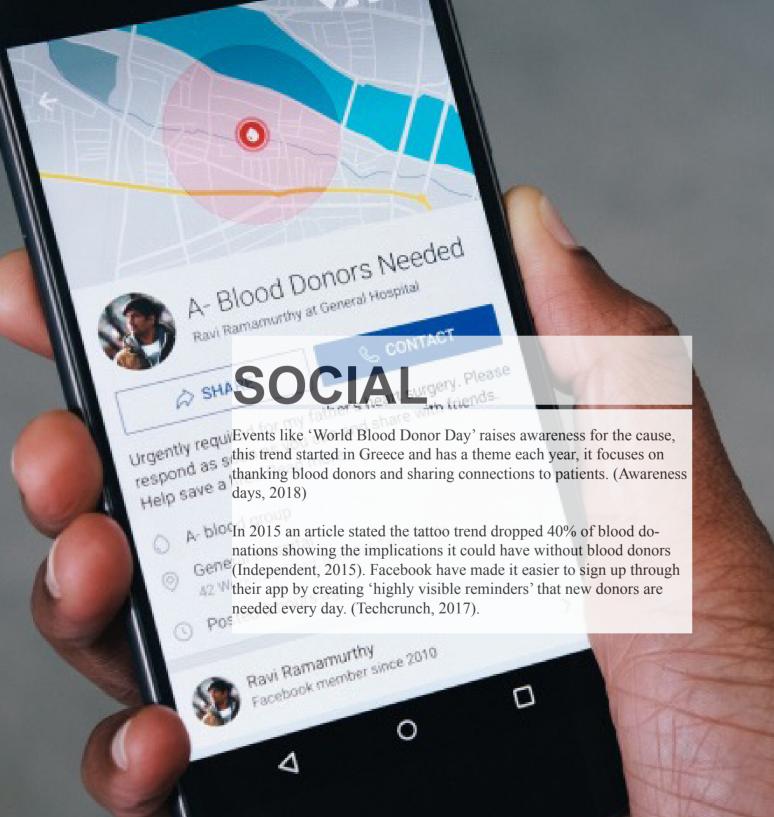
DO YOU KNOW WHAT THE BLOOD DONATIONS **GO TOWARDS?**



WHY WOULDN'T YOU GIVE **BLOOD?**

DO YOU BELIEVE THEY MARKET THE CAUSE WELL?





LEGAL

The cause was recently supported by legalisation as new rules 'meant men who have had specific sexual activity with another man; commercial sex workers and people who have sex with partners in groups known to have a high risk of having an infection that could be passed on during sex will be able to donate after three months have passed since the last sexual activity, where as previously they had to wait 12 months' (NHS Blood and transplant, 2017), this gives more opportunity to new donors.

Other legalisation such as donors completing a Donor Health Check and fitting the criteria to give blood supports the cause. These need to be put in place to avoid contaminated blood or infections spreading, this gives donors reassurance.

ENVIRONMENTAL

The cause could have negative environmental impact as it finds the NHS dispose of clinical waste in patients' own dustbins. The issue was highlighted when 'Department of Health discovered that hundreds of tons of body parts and other toxic waste are being stockpiled by a contractor hired to dispose of it' (The Telegraph, 2018). This questions whether the cause is disposing correctly.

POLITICAL

Threats to the cause is that people will no longer donate blood and there won't be enough for the required need for patients. The cause had bad press in 2015 when thousands of donors were turned away by the NHS as staff were 'too busy' (The Guardian, 2015)

However, with rules allowing gay people to give blood, this created greater impact as it gave people the opportunity which some have not had before (Independent, 2017).

Terror attacks in Manchester and Paris saw blood donors increase to the point people were turned away (NME,2017). These events allowed the cause to promote itself and brought people together.



CAMPAIGN OUTLINE

The mission for the campaign is to encourage people to engage with the cause via social media, while creating national installations to educate people in a fun and engaging way. It's all about promoting the campaign in an organic way and incorporating it in everyday lives.





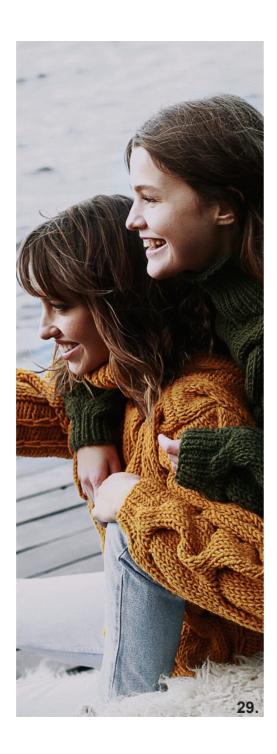
OBJECTIVE ONE

Create a new audience engagement and raise interest levels with people aged 17-25 via both social media platforms and physically.

The reason for this objective is because only 13% of people aged 17-25 give blood. Currently only 2.91% of traffic to the website comes from social sites (Similar Web, 2018), Facebook being the largest. This needs to increase as it could potentially target this age group to donate blood and encourage others to do so.

The benefits to this objective would be more people within the age group of 17-25 donating blood, this encourages people to engage in word of mouth.

Measurements of success will show in younger people understand what they cause does and encourage them to donate. While secondary marketing will expect followers, shares and likes increasing.



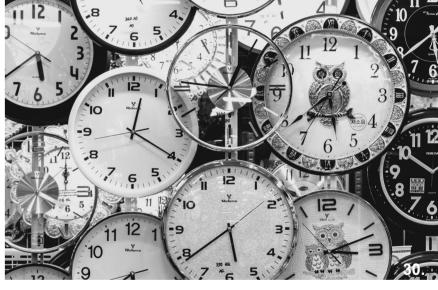
OBJECTIVE TWO

Change people's perceptions on 'Give Blood' and generate an understand for the cause.

The reasoning for this objective is to educate people as 'they've never really thought about it', or didn't know where the nearest donation centre is. People need to be educated on the cause in order to connect and encourage others to donate.

The benefits to this objective are that we will see an increase in donors, which will eventually save more lives; this plays a big part in society. Giving blood will fit within daily life where generations will grow up to think of giving blood the 'normal' thing to do. The cause's trustworthy reputation will grow.

Measurement of success will be shown in people being able to connect with the cause and see how it helps and saves lives. While secondary marketing will see an increase in donors and engagements via social media, while the current 731.28K visits and engagement with the website will see a rise sites (Similar Web, 2018).







The new PR message for the cause is #everydropcounts represents solidarity in the cause, showing good representation and promoting the idea of why we give blood. The message for the campaign is clear as it's information heavy. It shows the audience they can make a change, even by educating others about the cause and who it affects.

KEY AUDIENCE:

Audience profiles are very similar to the marketing audience as it's encouraging a life-time habit of giving blood through educating and interest of the cause. The campaign will influence their change in attitudes and opinions by using the affective model from the ABC model of attitudes; with an emotional reaction comes a connection.

- -Age: 17-66
- -Male and Female
- -All locations national
- -Student, workers and retired
- -All incomes









High recognition

AWARE:

- -Any aged range that don't currently give blood but know about the cause
- -Need the push to act upon donating
- -Late Majority

ACTIVES:

Current regular donors
Typically aged 45 and above
Faith holders- loyalty
Early Adopters/ Innovators
Like the personal rewards, self achievement

Low involvement High involvement

LATENT:

Younger audience 17-25

Survey found that 45% of this age group didn't know about the cause

Not realising why we need to consistently give blood,

what it goes towards etc.

Needs to be educated on cause Laggards

NON PUBLICS:

People aged 0-17 and 66+ as there not eligible, could be within aware, however can't act upon

Low recognition

STAKEHOLDERS







INTERNAL STAKEHOLDERS:

- •Employees (Nurses)
- •NHS
- •Hospitals/ donation centers
- •Costa Coffee

be positive as it means more donors, more blood and the stock levels keep to a high. However due to a high increase, it could put pressure on the centers and nurses to keep up with demand, so long waiting times are kept to a limit for donors. The campaign would be spread with word of mouth from the internal stakeholders to the non-fit stakeholders.

EXTERNAL STAKEHOLDERS:

- Government
- Taxpayer
- Suppliers

For the internal stakeholders this will For the suppliers this would be positive as more equipment would be needed, meaning more profit for their businesses. The government may not want to invest more pay however it saves lives meaning better reflection rates for the hospitals.

NON-FIT STAKEHOLDERS:

- Current donors
- •People who need and receive the blood
- •Family of the receiver of blood
- •The community

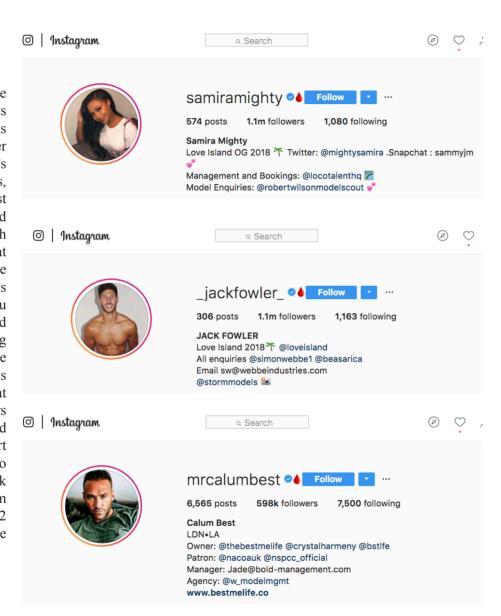
Overall this will have to most positive impact as it's saving the lives of people who receive the blood. The current donors will may feel less pressure to donate however retention methods into the cause if demand increases, will reassured. The community could be involved in spread the campaign to create community spirit.

MEDIA OUTLETS

Media	
Radio One interview	Radio one interview with a current donor and a person whose received blood to state how it's saved their life and what you can do to help. Radio one's target audience is 15-29 year olds (BBC, 2016), so this is a great media to target the younger consumers on.
NHS/ GIVE BLOOD Social media platforms	Using social media platforms from Give Blood and the NHS to share images and use the hashtag #everydropcounts, this engages the younger targeted audience.
Metro Newspaper	Coverage in the Metro, the newspaper is growing year-on-year with readers, aimed towards the commuters (Press gazette, 2018).
Social media PR stunt	Where it's used to create a new concept of how to encourage young donors via online platforms
BBC news at 10pm	The most watched news show with 4.6 million (The Telegraph, 2016) viewers with stakeholders
Talks at universities	Aimed towards students and the younger demographic
Installation as a PR stunt	A PR stunt where installations are used to engage and capture the attention of the audiences

BLOOD DROP VERIFICATION

This tactic will focus towards the Gen Z and Millenials, verifications on social media platforms such as Facebook, Instagram and Twitter is available on a limited basis. It's something that only influencers, celebrities or brands have, not just the average user. However this could change within this concept. Research found people believed that having that verification tick next to your name meant it 'marks a symbol of status and significe', so imagine when you give blood you instantly get 'blood verified', this will be done by putting a red blood drop next to your name across the social platforms. This makes it exclusive to only people that give blood, it shows your followers what your doing and how they could achieve this status. This will start with celebrities and influencers who already give blood such as Jack Fowler, Samira Mighty and Calum Best, this will happen on day 1, day 2 will activate current people who give blood their verification





9-60

PR STUNT

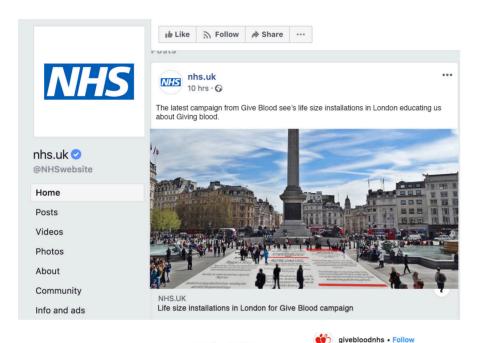
Using a PR stunt that involves guerilla advertising, a floor piece installations full of facts, stories and humour will be put around London. London is the most populated city in the UK being one of the most diverse (City Metric, 2015), so having installation spread around the city in such places like Trafalgar Square and Oxford street. The installations will allow people to stand on it and take time to learn about the cause in a fun engaging way. This should create viral sharing through press and social media.







- Talks at university across the country to make the younger audience more aware and increase interest levels.
- Radio one interview on the Nick Grimshaw 4pm-7pm show as it aims at people in their cars. By interviewing a donor and a receiver creates a personal connection as you hear there stories, it becomes inspiring.
- Social media platforms; Facebook, Instagram and Twitter will be used to spread about the campaign via sharing stories and posting content of reactions to the stunts on the Give Blood and NHS social platforms. The campaign hashtag #everydropcounts allows extended reach and a sense of community to the cause.
- The metro is most circulated free newspaper across the UK aiming towards professionals morning commute into every major city in the weekdays (Press Gazette, 2018). The press will have a page spread showing images of the PR stunt.
- Coverage on the BBC news at 10 as it's the most watched news channel (Statista, 2018). An interview with a representative of Give Blood as well as the a nurse who works within giving blood will discuss the campaign; this gives a more professional response to push interaction with the cause.











PRESS RELEASES

GIVE BLOOD

HAVE YOU GOT THE BLOOD DROP?

On January 1st celebrities and influences who give blood will become verified by 'Give Blood organisation', a red blood drop will be shown next to their names across Instagram, Twitter and Facebook. You can only earn this verification if you give blood. The following day on January 2nd this option will go out to the public where current donors get this exclusive reward.

We are doing this to engage people to our cause, creating an interest from the younger audiences as a result survey showed 86% of 17-25 year old don't give blood. We want to give something back to our donors to make them feel rewarded and part of a community, while trying to encourage others to take part. Having that verification will show passion and loyalty. Our message for the campaign is #everydropcounts, we want everyone to know if you donate just once, it saves up to three lives, we want people to donate their blood.





- NHS Blood Donation



GIVE BLOOD

LONDON'S OVERWHELMED IN **INSTALLATIONS**

During November the city of London will be used to change the perception of giving blood. Floor installations will be fitted in well-known, busy London locations. The installations will use real life stories, facts and even light humour to engage with by-passers. The purpose of the installation is to encourage people to take 10 minutes out there time to read and learn about Giving Blood.

The message behind the campaign #everydropcounts is that each individual person matters, each person can do something to save a strangers life. We want by-passers to believe that they count and can make change. The stories will help make a relationship with the general public to create an emotive response. The installation should change peoples perceptions of blood and to what the cause really stands for.







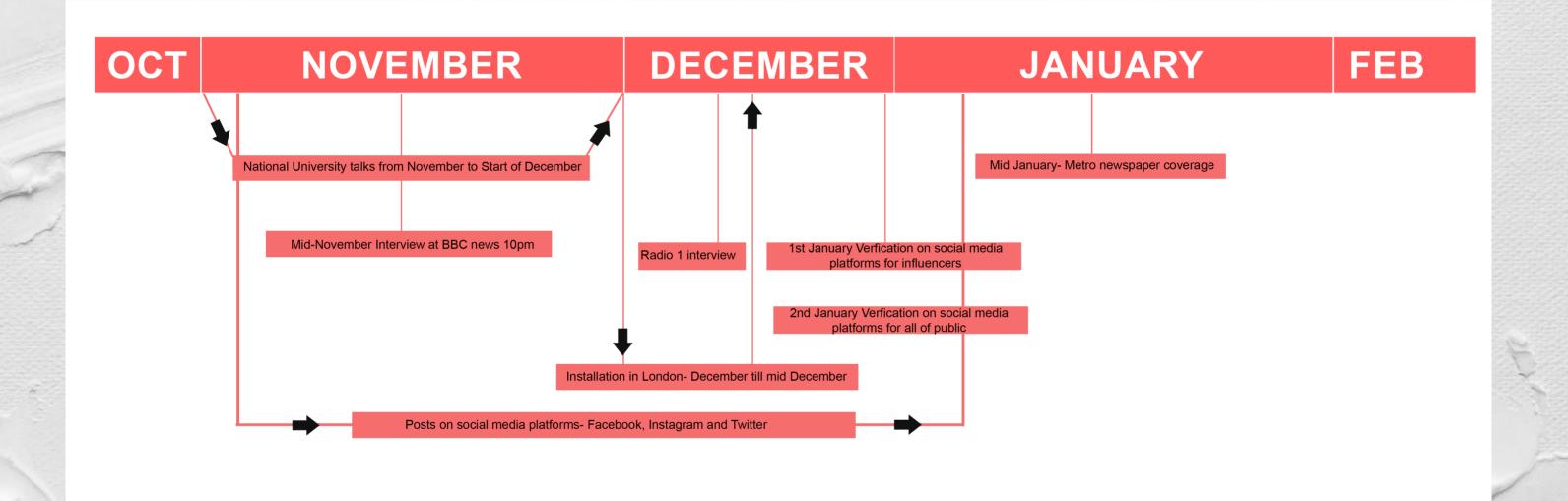
TACTICS CRISIS PLAN & HOLDING STATEMENT

Crisis	Severity of crisis	Holding message	Response	platforms	stakeholders
If cross contaminati happened and infect consumers and the press got hold of the story	ed	We are currently aware of the press regarding our organisation, we are investigating throughly and will advise on further details as soon as possible.	Get in contact with all current donors, involving the NHS for health check	Social media/ Press release	Donors, Receivers of blood, NHS, The organisation
If a former employe bad mouths the organisation and presents it on social media	e Medium	We as an organisation are aware of the situation with a former employee. This is being handled with and will be investigated.	Get in direct contact with former employee and discuss the matter raised	Social media platforms (Give Blood account)	Employees, The organisation
An injury to your staff, clients or the public as a result of your business	High	The organisation is currently working with the "injured party" to succeed the best possible outcome. Thank you to everyone involved.	Direct contact with the injured party. Have all staff fully trained to deal with these types of issues.	Social media	Injured party The organisation
Social media platforms go down of day of launch of verification	High on	Won't release holding message	Post-pone the launch or go ahead but wait for the platforms to be up and running	N/A	All social media followers The organisation
Bad weather could affect people reachi the installations in London	Low	The weather isn't looking so good for us in London, however if you do catch yourself out and about in London, then go check out our Give Blood installations scattered across the city!. Take care and wrap up warm (winter emoji)	Post images and videos on social media platforms so audience can still see the installations without actually going there.	Social media	The audience/ by-passers
Mis-conception of the media from the audience	he Medium	We are aware of our current situation involving our posted media. We are deeply sorry if this has offended, the media has down taken down and currently being investigated.	Take down the media that has offended the audience. Work on creating other media's to replace.	Social media	The audience from their social media platforms

ADMINISTRATION COSTINGS

Event	Costing	Information
PR executive	£7,000	General salary for a year £28,000, campaign running 3 months- Information from Reed
Make up/ styling for BBC one news interview	£200	
Installation/ installing installation	£400	
Film crew for half day	£500	To film the reactions of people from the first few hours of the installation in London.
Leaflets	£200	To give out at uni talks
Total spend for PR	•	£8,300

TIMELINE FOR PUBLIC RELATIONS





METRICS:

The success of the campaign will be measured with their engagement results in social media mentions, their shares and reviews rate. This will show how effective the campaign is while showing the positive or negative impact on the organisation. As well as understanding when the best times to post and what content works best.

Using a post campaign survey to see what the audience think of the cause, if it's changed their perception and opinions; while seeing if the public has took action by donating blood.

Google Analytics can be used to show how many website visits you have, as the more exposure the organisation has, the more interest to see what it's about. This can also measure where they've previously come from, for example earned content, owned content or social content. This will show what's your strongest media and what is interacting with your audience.

Look at how much coverage the campaign got, how many articles were published, while seeing if the articles included you main message, this being #everydropcounts, as it will tells you how many people understand the points you were displaying and how it was received by the audience; this goes back to message resonance. Using article quality score, this allows you to have a ranking system to rate the quality of each publication to see what media is relevant to the cause.

OUTPUT

The total reach for the campaign is roughly 84.7 million (total accounts)

Media	Coverage	Information
Radio One	5.3 Million	There 4pm-7pm slot
Give Blood Facebook	759,943	
Give Blood Instagram	47,500	
Give Blood Twitter	84,700	
NHS Facebook	208,000	
NHS Twitter	235,900	
Metro Newspaper	3.1 Million	
London PR stunt	8.1 Million	How many people that live in London
Verification stunt- Instagram	16.7 Million	How many people on instagram in UK
Verification stunt- Facebook	32.5 Million	How many people on Facebook in UK
Verification stunt- Twitter	12.6 Million	How many people on Twitter in UK
Talks at universities	533,890	Reports from UCAS
BBC News	4.6 Million	





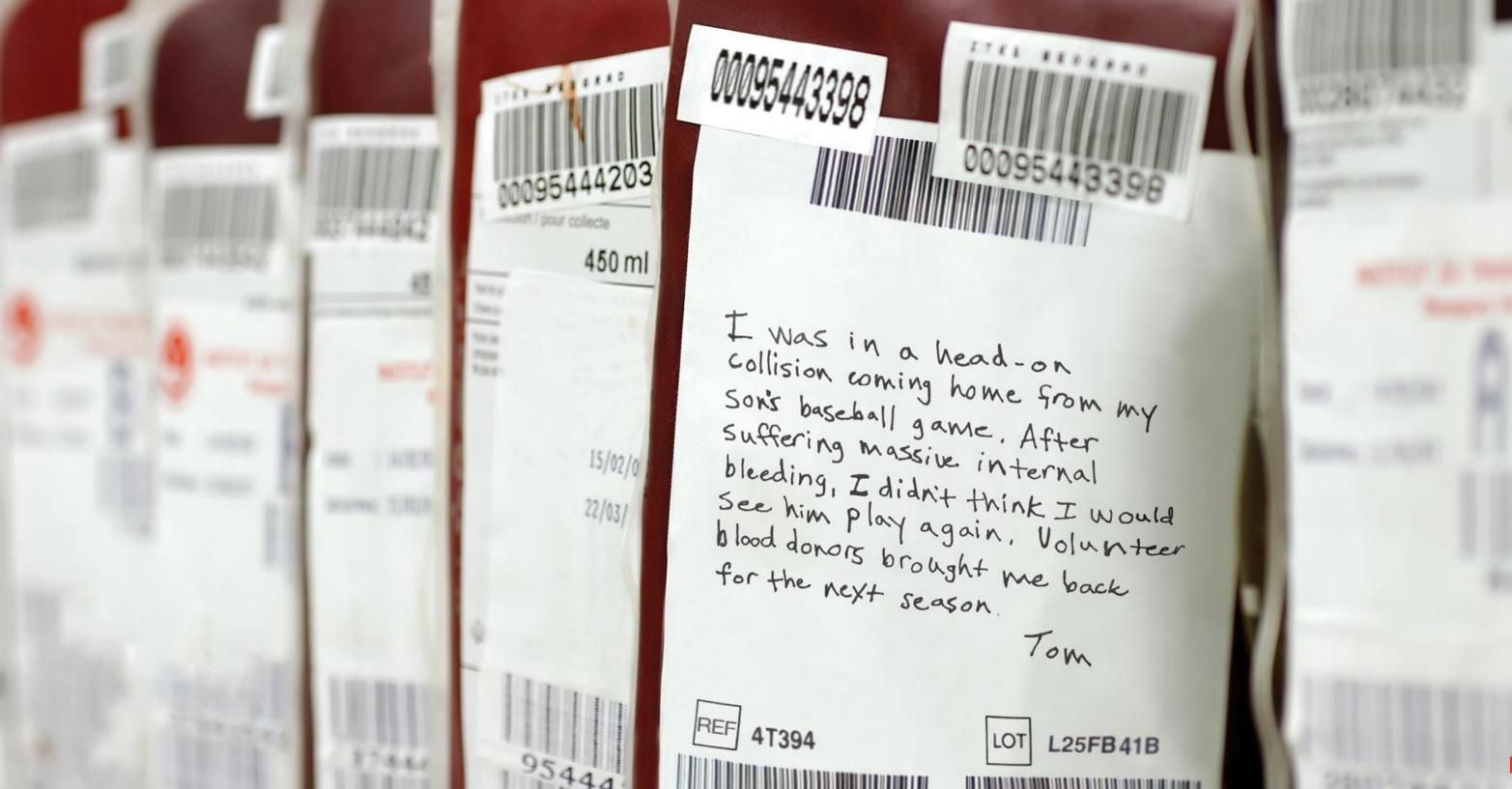
OUTTAKE

They take away the message #everydropcounts, that by making this change, it will save a life. Through support on public opinion and social media engagement it will show if their attitudes have changed.

Through a second perception audit with a range of ages, the feedback was very positive. Claiming the campaign is 'modern, encouraging and unique'. The blood verified went down well with the younger audience, saying they would consider donating. The public installation is good for all audiences, as it would 'make you stop and think' (Researchers own).

OUTCOME

The desired outcome would be that that more people sign up and donate blood regularly especially the primary audience of 17-25 year olds. The public will be more educated and interested in the cause, by engaging via social media platforms.



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WORD COUNT: 4,381

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