



ENTRY FORM

THE AOTEAROA EFFIE AWARDS IN ASSOCIATION WITH TVNZ – ENTRY FORM

ENTRY ID	302-B07
ENTRY TITLE	HOW A CHARITY OUTSOLD GUNS AND ROSES TO HELP THOSE IN NEED AT CHRISTMAS
CLIENT	WELLINGTON CITY MISSION
PRODUCT	N/A
FIRST MEDIA APPEARANCE DATE	1st November 2022
CATEGORY	B07. Most Effective PR/Experiential Campaign
CATEGORY DESCRIPTION	<p>Campaigns that have a PR or experiential idea at their heart. The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand's positioning or business objectives. Judges are looking for campaigns that begin with a PR or experiential idea, as opposed to marketing or integrated campaigns with a PR or experiential element. Great use of sponsorship or partnerships could be entered in this category. The judges will be looking for evidence of significant earned media, alongside commercial results. They'll need a clear rationale for why PR or experiential was the right way to tackle the client's brief, and evidence of how the PR or experiential activity measurably and materially drove the commercial result. Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behaviour in a way that has tangibly driven business effect.</p>

WORD COUNT: 2500 MAX

01.

CASE SUMMARY [0%]

Please write a brief summary of the case study and results not exceeding 90 words.

Christmas 2022 wasn't merry.

Cost-of-living increased demand for Wellington City Mission by 400%.

The Mission needed to drive donations, fast.

Our solution?

Give people the sense donating to The Mission made you part of something bigger: 'The Silent Night' — a fundraising event like no other, at an iconic venue.

The catch is, nothing happens, and no one goes.

The PR achieved \$1.49m in earned coverage.

The empty event was a sell-out (outselling Guns N' Roses). With nothing happening, 100% of sales went to those in need — \$1m worth of support.

02.

WHAT WAS THE CHALLENGE AND WHAT WERE THE OBJECTIVES? (15%)

What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign?

The Wellington City Mission (The Mission) needed to deliver at Christmas.

Each year, The Mission runs a Christmas Appeal to raise donations and support those unable to afford food, presents or housing.

The goodwill of the season boosts overall support for The Mission's non-Christmas year-round initiatives.

Unfortunately, in 2022, Christmas wasn't looking merry.

Demand for charitable support was higher than ever...

The cost-of-living crisis had forced a 400% increase in demand for support (1).

...but donors were down...

The financial mood of the nation could be described in one word "Spooked" (2).

'Middle' New Zealanders, on whom the Christmas Appeal relied, were tightening their belt and charity donations were the first to go (3) (4).

As Christmas came around, The Mission was down 300 donors compared to 2021 (7% of donor base) (1).

The challenge facing The Mission this Christmas was clear:
In uncertain times people felt they couldn't justify donating to the mission.

To help The Mission support the Wellingtonians in need, we set 3 objectives for the Christmas appeal:

OBJECTIVE 1: Galvanise support for The Mission's Christmas Appeal

Measure: High levels of earned media and positive commentary.

For people to re-prioritise donating to The Mission this Christmas, they would first have to feel the importance of the appeal. We needed to get it back on the agenda creating a conversation that couldn't be ignored.

OBJECTIVE 2: Inspire more people to donate, raising critical funds for Christmas initiatives

Measure: Grow donor base and deliver budget required to fund Christmas initiatives.

To support the region this Christmas The Mission would need more funds than ever before.

This would require more new donors than previous appeals, delivering the additional \$130k to meet demand for The Mission's services.

OBJECTIVE 3: Use the Christmas appeal to provide a halo for all The Mission's efforts

Measure: Increase overall (non-Christmas specific) giving to The Mission

Ordinarily, generating a high-level of interest around the Christmas appeal can create a halo for The Mission's other efforts.

With The Mission significantly behind on targets, we wanted to turn Christmas goodwill into financial support for all The Mission's initiatives. (1).

SOURCES:

- (1) Wellington City Mission Internal Tracking
- (2) Roy Morgan Consumer Confidence Report Dec 2022
- (3) Stats NZ - Volunteering and donation statistics, Survey, 2016
- (4) Research New Zealand, Survey, 2022

03.

WHAT WAS THE STRATEGIC THINKING THAT INSPIRED YOUR BIG IDEA? (15%)

What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set?

Helping The Mission to support those in need at Christmas required us to take a fresh approach.

The fundraising strategies of the past were not working in these challenging conditions. The tried and tested was failing.

We delved into the fundamentals of why and how people donate to charities, looking deeply at motivations and what it would take for people to break free of the current mindset holding them back.

Three insights helped us define a strategy that would inspire Wellingtonians to give to The Mission this Christmas.

INSIGHT 1: WE NEEDED TO REIMAGINE ESTABLISHED FUNDRAISING TECHNIQUES

There are well-established techniques to successfully fundraise — think events, raffles, or auctions.

These techniques have such strong associations they have come to ‘define’ fundraising. For example, the definition of ‘fundraising’ points specifically to ‘events’:

“Fundraiser: an event held to generate financial support for a charity, cause, or other enterprise.” (2)

These approaches are powerful as they require little explanation — a quick ‘get’ for potential donors.

Unfortunately, ‘tried and true’ can sometimes also mean it takes more to cut-through.

With more charities asking for Christmas donations and limited budget to promote our appeal, we needed to find a way to leverage familiar fundraising techniques, but reimagine them to give us novelty and earn attention.

INSIGHT 2 : COLLECTIVE ACTION BUILDS INDIVIDUAL CONFIDENCE.

In 2022, Google searches for ‘Cost of Living’ hit a new peak (3), the financial pressure facing Kiwis was unmissable.

And as purse strings tightened across the country, charitable donations felt like a risk or at the very least an easy way to cut spending.

We needed to make people feel that giving money to charity was not a risky, anti-frugal act. The key was to show them donating to The Mission’s Christmas appeal was socially permissible.

The more people we see behave in specific way, the more acceptable and desirable a spending behaviour becomes (4).

To create that sense of social permission required, we needed to make donating a loud, visible act to show Wellingtonians others we donating too.

INSIGHT 3: THE ILLUSION OF EXCHANGE IS MORE IMPORTANT THAN THE VALUE

Putting on a visible, community fundraiser with the scale to reach enough people and deliver our objectives would be far too costly.

More than that, Wellingtonians wanted to see their donations go to good use — people didn’t approve of The Mission spending funds in a way that might be seen as excessive or wasteful.

This piece of research uncovered our final strategic insight; in driving donations, the perception of exchange is much more important than the value of exchange. (5)

When someone sponsors you to run a marathon, they won’t ask for their money back if you have to pull out after 10k. Equally, people don’t often need or necessarily want Girl Guide cookies or the local raffle prize.

It’s the illusion of reciprocity that justifies a donation. A sense of exchange, rather than the reality or the fulfillment of a need.

These three insights led to a clear strategic opportunity for The Mission:
Give people the sense that donating to The Mission this Christmas made you part of bigger social event

SOURCES:

- (1) NGOs and Charitable Organisations Global Market Report, The Business research Company (2023)
- (2) Oxford English Dictionary
- (3) Google Trends
- (4) Visibility Bias in the Transmission of Consumption Norms, Bing Han (2016)
- (5) Committing altruism under the cloak of self-interest: The exchange fiction, John Holmes, Journal of experimental Psychology (2002)

04. WHAT WAS YOUR BIG PR OR EXPERIENTIAL IDEA [15%]

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the broadest sense, ie. ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline

THE SILENT NIGHT: A Christmas fundraising event that no one goes to

05. WHAT WAS THE PR OR EXPERIENTIAL EXECUTION AND HOW DID IT BRING THE BIG IDEA TO LIFE? [20%]

Describe what you did, how it was executed, the timeline and any other considerations, such as issues management, reactive media, proactive opportunities realised, pre and post event activity. List everything undertaken e.g. media relations, event, experiential, interactive builds, online or social media. Cite examples of PR and/or experiential marketing used to engage with the consumer..

Together Sky Stadium and The Mission put on the ultimate event for Wellingtonians to show their support - 'The Silent Night'.

This was no ordinary event; it was unlike any fundraiser New Zealand has ever seen.

A fundraising event where nothing happens and no one goes, meaning 100% of ticket sales went directly to those in need.

We knew people didn't want a single dollar of their donation to go to waste, they just wanted to feel a part of something bigger.

So, rather than spend money on a nominal 'exchange' people didn't really care about (tokens to say you've donated or funding prizes) we created a PR stunt every Wellingtonian would want to be a part of.

Sky Stadium is the biggest venue in Wellington, with 34,000 seats. Nicknamed 'The Cake Tin', it's an icon of the city in the heart of the CBD.

It plays host to every major event that rolls into town. The biggest and best have all played there – from the All Blacks to Ed Sheeran. It was the perfect venue, giving our fundraiser the epic scale we needed.

All people needed to do to show their support was buy a ticket.

To get tickets moving we built a PR Comms strategy around one guiding thought – 'behave like an event, not a campaign'.

ANNOUNCE WITH HYPE AND INTRIGUE

Treating 'The Silent Night' as you would any other major event coming to the city, our PR launch created a sense of excitement. Placing with national and local news as well as radio, we announced tickets were on sale and got people talking.

A month out — having earned the support of media — the PR launch was supported by distinctive outdoor execution for 'The Silent Night'.

Local businesses got involved, lending their equity to us by placing our posters in their storefronts.

Something was clearly coming.

MAKE IT MEANINGFUL

The leading voices of Wellington gave us the credibility and attention we needed to spread the word.

Front page stories in the national paper, well-respected radio DJs, and commentators during major sports matches hosted in the city helped build meaning into our Silent Night event.

This was critical in making the event feel like something people wanted to be a part of. The more fame, the higher perceived value of a ticket.

To engage local businesses, we offered corporate boxes to 'The Silent Night'.

SELLING FAST

Our ticketing partner, Ticketek, allowed us to inspire a sense of collective action.

As tickets sold, news outlets ran stories on how many more tickets were left to go to sell-out.

Once all 34,000 tickets had sold, stories celebrating the regions' generosity were published, creating another boost of sales (resulting in us overselling the capacity of Sky Stadium).

SHOW DAY

On the night, we live-streamed the empty stadium with a haunting rendition of 'Silent Night' playing over the sound system as a thank you to all our supporters.

06.

WHAT WAS THE \$ SPEND? [0%]

Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

Media Spend (if applicable): \$1,026,148 Donated Media Value

Outline the media spend in relation to competition and versus last year:

This donated media value is significantly more than past campaigns that the Wellington City Mission have done - a key part of the idea was generating the buy-in from the media industry to get behind the initiative. While we don't have access to 'competitor' spend of other Charities recruiting for donations in the New Zealand market, the Wellington City Mission 'competes' with vastly more sizable charities, which we can safely assume spend significantly more on paid media.

Creative Production Spend: \$15,000 in Production Spend

07.

WHAT OTHER MARKETING EFFORTS WERE USED IN CONJUNCTION WITH THIS CAMPAIGN? [0%]

List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

Every year, The Mission run initiatives to collect toys, food and other items. The spend to run these initiatives is minimal and was the same in 2022 as previous years.

08.

WHAT WERE THE RESULTS? [35%]

Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director. They will be awarding points on the following basis:

- _ Overall achievement against objectives. Clear proof that objectives established in earlier sections have been achieved. Judges will be seeking quantified results. Demonstration of ROI is helpful. [15%]
- _ Clear demonstration of long term results beyond 6 months [5%]
- _ Convincing proof that the results were a direct consequence of your campaign, the inarguable evidence. [15%]

Please Note: All results must be sourced to be judged; any unsourced results will not be taken into consideration.

THE SILENT NIGHT WAS A SELL-OUT SUCCESS

We sold 37,109 tickets to an event absolutely no one could go to. — the second largest (non)attendance in the stadium's history (Eminem is #1, if you're wondering), outselling major acts, including Guns N' Roses.

The campaign also overdelivered on each of our specific campaign objectives.

OBJECTIVE 1:

Galvanise support The Mission's Christmas Appeal

Measure: High levels of earned media and positive commentary

Result: \$1.49m in earned media coverage

People were loud in their support for 'The Silent Night'.

The novelty of transforming a donation drive into an event no-one would attend had its intended effect, creating an unreasonable amount of exposure without a budget to speak of.

Our PR campaign delivered phenomenal earned media results:

- **Combined reach of coverage: 8,362,179 (2)**
- **Earned Media value: \$1,490,952 (2)**

Wellingtonians responded to the hype.

Search volumes for The Mission spiked and between paid and earned media, we drove over 38,000 visits to site. (1)

OBJECTIVE 2:

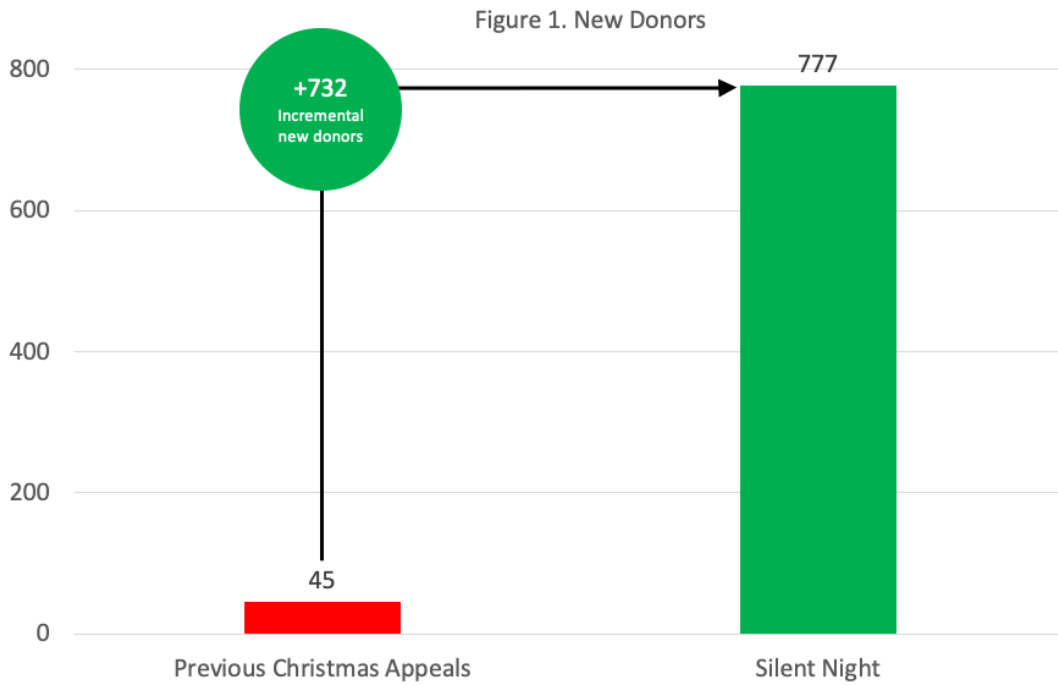
Inspire more people to donate, raising critical funds for Christmas initiatives

Measure: Grow donor base and deliver budget required to fund Christmas initiatives.

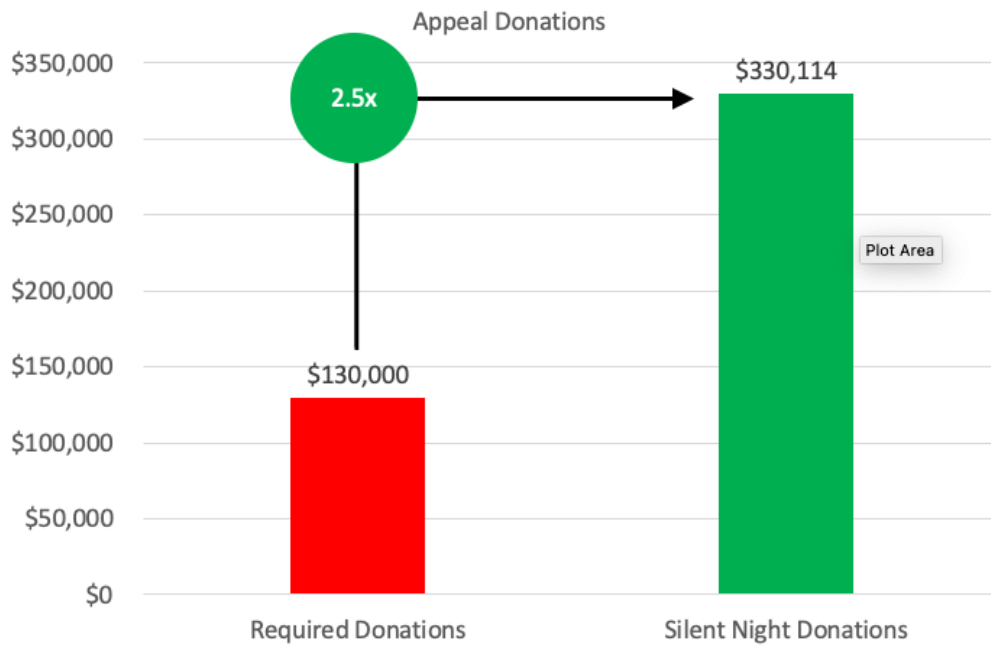
Result: 732 incremental new donors joined the base as a result of the appeal, helping to deliver 2.5x the budget required to fund Christmas initiatives

Engaging New Donors is critical for the ongoing financial security of The Mission.

The Silent Night set a new standard in engaging new donors, outperforming any previous appeals (Fig 1.).



The Silent Night far surpassed donations targets, raising over \$330,114 (3). The Mission had more than enough funds provide critical care and support to those in need over the festive period (Figure 2.)



OBJECTIVE: Use the Christmas appeal to provide a halo for all The Mission’s efforts

Measured by: Increase in overall (non-Christmas specific) giving to The Mission

Result: 51.7% increase in general donations

The noise created from 'The Silent Night' did more than just sell tickets.

The Mission had never had such a high level of exposure as a brand — creating a halo effect on their other fundraising efforts: general donations increased by 51.7% in 2022 with 1054 individuals donating (3).

"The increase in attention for The Mission because of The Silent Night created an unprecedented increase in interest in what we do and in donations. We have never seen this kind of response from the public before."

Sharon Cavill, GM Brand and Communications

Social Impact

The Mission commissioned ImpactLab to understand the 'measurable good' of the work they do.

This study calculated the long-term outcomes achieved through the various community initiatives of The Mission, including health outcomes, safety, and potential enablement to find employment.

They term this positive impact 'social return on investment', or 'measurable good'.

ImpactLab found that every \$1 donation returns \$3.40 of social return on investment (4).

'The Silent Night' generated \$330,114 in donations.

Factoring in the social return on investment, the campaign delivered \$1,122,388 of 'measurable good'.

A million dollars all from a sell-out event, where nothing happened and nobody went.

SOURCES

- (1) Media Partner metrics for the period 1 November - 31 December 2022
- (2) iSentia Tracking
- (3) Wellington City Mission Internal Reporting and Tracking
- (4) ImpactLab - GoodMeasure report - August 2022

09.

THIS SECTION IS ONLY TO BE COMPLETED IF THIS CAMPAIGN WAS PREVIOUSLY ENTERED IN 2022 [0%]

We welcome campaign entries in consecutive years, but the entrant must demonstrate material differences in the entry; e.g. additional results reflecting the benefit of long-term campaign building; shifts in targeting or campaign execution that delivered fresh outcomes, etc.

If this campaign was also entered last year, please outline what you have learned from being in market and how this has influenced the campaign's evolution.

N/A