

Excellence Awards - 2024 Entry
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Entry ID: 15191

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: No

Basic Information

Category: 05. Social Purpose Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Mischief x Just Eat

Entry title:

Allies United

Entry Text:

Just Eat is committed to living their values to create an inclusive culture. As a proud advocate of the LGBTQIA+ community, their goal is to make every LGBTQIA+ colleague, courier, restaurant partner, customer and ally feel welcome, supported and recognised.

As a business, Just Eat wanted to find a way to play a meaningful role in Pride, delivering joy as they proudly and visibly stood with the LGBTQIA+ community.

Objectives

- Boost brand reputation by driving awareness of Just Eat's social good initiatives
- Connect with the LGBTQIA+ audience in a substantive and meaningful manner as part of 2023 Pride partnership
- Further Just Eat's support of grassroots football

Idea

Allies United - the first ever UK initiative designed to support grassroots football clubs in enabling more inclusivity in the grassroots game.

Research & Planning

Our starting point was to identify an authentic role for Just Eat to play in Pride in order to

demonstrate their support in a meaningful way and raise awareness of their sponsorship.

Given Just Eat's belief in the power of sports as a unifying force, brought to life through their role as an official UEFA partner, we leaned into a space in which Just Eat already had credibility – football.

Recognising the challenges within this space, we commissioned research that asked members of the LGBTQIA+ community about their experiences of watching and partaking in grassroots football.

The results uncovered a problem: a significant 78% of LGBTQIA+ individuals felt deterred from participating in grassroots football.

The barriers identified were eye-opening, and included concerns about homophobic and transphobic language used (18%), lack of feeling welcomed as a member of the community (15%) and not enough conversation around LGBTQIA+ allyship (14%).

In a contrasting discovery, the research also revealed an openness among grassroots clubs, with 90% stating their readiness to welcome players irrespective of their identity or who they love.

Strategy

This striking contrast between the LGBTQIA+ community's perception and grassroots teams' willingness to embrace inclusivity unlocked our strategic approach - we set out to make a positive change for those in the LGBTQIA+ community and for grassroots football teams, to feel more equipped to welcome and support players joining the team, whoever they are.

Creativity

We collaborated with Football vs Homophobia (FvH), an organisation challenging discrimination at all football levels, to bring this first-of-its-kind programme to life. The initiative aims to equip grassroots teams with the tools needed for their journey toward being LGBTQIA+ allies.

A specially designed course by FvH, funded by Just Eat, involved clubs attending free online workshop sessions, completing self-assessments, and implementing key steps to demonstrate their commitment to allyship.

We enlisted Lou Englefield, Director of Pride Sports UK and one of the best trainers in the world on inclusive sport to lead the training.

To drive awareness and engagement, we partnered with Leicester City player, Conor Coady, who was strategically chosen given his resonance both with football communities and the LGBTQIA+ community given his advocacy work leading to receipt of the Football Ally Award at the 2021 British LGBT Awards

Innovation

As the first ever initiative of its kind, Allies United is more than a campaign, it's a movement. The ongoing club sign-ups are a testament to a partnership and campaign launch that has both longevity and impact, extending beyond a mere launch moment.

Talent

Coady played a pivotal role in amplifying the reach of the campaign, sharing stories from the LGBTQIA+ community, engaging in football activities, and featuring in content that lived on his social channels and Just Eat's platforms.

Content

Our content shared a powerful message to the 250k+ people following Conor and beyond through paid promotion on JET's channels, emphasising the importance of building an accessible version of football for everyone, regardless of identity or love and sharing actionable insight on how to be a good ally.

Coverage

Coady's participation extended to interviews with LGBTQIA+ media, including Pink News and mainstream outlets like The Times, Sky Sports News and SportBible significantly amplifying the initiative's reach.

Sign ups

Content and coverage included a CTA on how grassroots clubs could become part of Allies United, alongside promotion via Football vs Homophobia's channels.

Timing

Launching at the end of Pride month, Allies United intentionally distanced itself from the flurry of typical Pride events, underlining its commitment to the community as a year-long, meaningful campaign to ensure that the initiative was recognised not as a one-off stunt but as a dedicated effort to create lasting change.

- Objective 1: Boost brand reputation by raising awareness of Just Eat's social good initiatives
 - o 61 total pieces of coverage including 4 national hits with a 152m total campaign reach
 - o 14 pieces of broadcast coverage including Sky Sports News, in which our talent, Conor Coady, raised awareness of the barriers the LGBTQIA+ community face in grassroots football, and how more teams can become allies
 - o 11% of coverage landed in key media identified as reaching our the LGBTQIA+ community direct
 - o 94% of coverage included a call-to-action leading to an online dedicated page to find out more
 - o 100% of coverage included brand mentions
 - o 100% key message penetration

IG Reel

- View Rate - 810%, 40,400% higher than the industry benchmark (30% organic, 1,400% higher than the industry benchmark)
- Reach - 2.1 million (78k organic) reach

IG Stories

- Average Views Rate - 6% (200% higher than industry average)

- Objective 2; Connect with the LGBTQIA+ audience in a substantive and meaningful manner as part of our 2023 Pride partnership
 - o 11% of coverage landed in key media identified as reaching the LGBTQIA+ community direct
 - o Brand connection scores increased 7 ppt for our young urban dwelling audience (May 23 versus June 23)

Powerful excerpts from social accounts, who applauded the campaign include:

“Always appreciate you doing things for the community. Thank you sincerely from all of us.”

“Brilliant initiative”

- Objective 3: Further Just Eat’s support of grassroots football
 - o To date, over 175 clubs have signed up across England, Wales and Scotland - smashing the standard benchmark that FvH expected based on standard engagement by 75%
 - o The campaign has lived on beyond launch to deliver real change:
 - 100% of attendees said they now felt more confident as an ally
 - 100% of attendees rated the session 4 or 5 out of 5
 - 65% of attendees would like to learn more about LGBTQ+ inclusion in grassroots football
 - Football v Homophobia continues to roll out the programme at a grassroots level and are keen to work together again to create a more inclusive game.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

CIPRJustEatAlliesUnitedSocialPurposeAwardEntry2024V4.pdf

Campaign image (if entering individual/team awards, upload headshot/team photo here):

JustEatandteamupwithConorCoadytolaunchAlliesUnited005.JPG

Company logo:

Provided

Please write a 30 word entry summary in the third person:

The campaign "Allies United" by Mischief & Just Eat aimed to promote LGBTQIA+ inclusivity in football.