

Excellence Awards - 2024 Entry
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Entry ID: 15032

Third Party Authorization

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

Basic Information

Category: 08. Healthcare and/or Wellbeing Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation):

NIHR (National Institute for Health and Care Research)

Entry title:

Shape the Future / NHS 75

Entry Text:

Brief.

To ensure that taking part in research played a significant role in the celebrations of the NHS 75th birthday, restating NIHR's profile as the largest funder of health and care research in the country. The National Institute for Health and Care Research (NIHR) Shape the Future took place between 1 May and 9 July 2023.

Objectives.

- Increase registrations to Be Part of Research by 15% in May - the national portal where people volunteer to take part in health and social care research
- Elevate NIHR's profile during the NHS 75th anniversary celebrations; Increase Share of Voice by ensuring 10% of all #NHS75 tweets mention the word "research" or #BePartOfResearch.
- Achieve a 25% year-on-year increase in page views for campaign pages on website
- 10,000 engagement activities with campaign assets on website and social media

Budget.

£28,000. This covered the cost of the Reunited By Research campaign video, paid promotion on Facebook, printing Parkrun t-shirts and Research Champions involvement.

Idea.

Capitalise on the NHS 75th birthday to increase the number of volunteer registrations on

Be Part Of Research. Offer research as a positive way for the public to celebrate and shape the future of the NHS.

Research.

The target audience was the research-curious and research-agnostic public with no previous experience in research participation. The killer insights are;

- Norms (i.e. we are heavily influenced by what others do) are the biggest motivator, with 63% saying they are more likely to participate in research if they know someone who has.
- Target audience is more likely to respond to messages from 'people like them' rather than healthcare professionals.

Planning.

The 10-week campaign featured peaks to galvanise different stakeholder groups so they engaged in communal events, collective experiences and posted photos on social media;

- Volunteers' Week (1-7 June) celebrates volunteers taking part in research.
- Red4Research (16 June) celebrates everyone working in research, supporters wear red.
- International Clinical Trials Day (20 May) marks the importance of clinical trials.
- NHS Parkrun (9 July), NIHR colleagues and supporters to take part in Parkruns wearing an NIHR t-shirt.

Strategy.

This campaign prioritised conversions over reach.

OASIS and RACE frameworks informed the campaign. COM-B for Behaviour Change ensured the audience was able, had many opportunities and was motivated to register on Be Part of Research.

User-generated clips connected with the audience through the individual's honesty and vulnerability. Optimism and lived experiences inspired and drove action, creating a community where everyone is invited to join.

NIHR infrastructure and Local Clinical Research Networks were mobilised to develop the message, reach audiences locally and develop inspiring research stories.

Creativity.

All content generates emotional responses, it is created from the point of view of the research participant.

The campaigns team analysed hundreds of case studies, developing these into user-generated clips, blogs, stories for media and press. An authentic, communal feeling that comes 'from people for the people' was created by mobilising on the ground through NIHR infrastructure and local networks. Elements from these stories shaped the main campaign video "Reunited by Research".

Innovation.

We innovated our language through storytelling techniques. All content includes a story arc, where research participants discuss their experiences, their difficulties and how these were resolved.

We worked with agency Motus to create a campaign video based on a real story. The video moves viewers and gives hope while showing how to register on Be Part of Research in a way that feels organic and never forced.

Implementation of tactics

For International Clinical Trials Day, Stephen's story, a prostate cancer patient cured of cancer by taking part in NIHR-funded research, was covered by 240+ national and regional outlets.

A paid campaign promoted the official video on Facebook, targeting keywords like "NHS", "health" and interests in Healthy Habits, Health & Wellness.

Research participants and researchers created 37 user-generated clips completing the sentence "I want to Shape the Future of healthcare. My motivation is...", drawing on lived experiences. The clips were shared on social media. A diverse group of research participants represented communities we wanted to reach, stories were developed with charity partners including the Cystic Fibrosis Trust.

Backlinks were created by placing ten case studies on the NHS website with links to the NIHR website.

Editable or ready-to-use campaign assets and visuals were provided for supporters.

We built relationships with external stakeholders including Ministers, MPs and the NHS.

We identified 'micro-influencers' on Twitter (over 1,000 followers) as ambassadors of research, contacted them directly asking them to share campaign messages and NIHR-funded research they worked on.

Measurement, evaluation

Impact

- 30% increase in registrations on the Be Part of Research website. Double the target.
- The campaign impacted other NIHR volunteer registries; additional 126 sign-ups to the NIHR Bioresource (normally 10 in the same period).
- May, 43% of all #NHS75 tweets mentioned "research" or #BePartOfResearch (target 10%).
- June, 12% of all #NHS75 tweets mentioned "research" or #BePartOfResearch (target 10%)
- 1 - 9 July 1.6% of all #NHS75 tweets mentioned "research" or #BePartOfResearch (target 10%)
- In May and June 2023, "research" was the top keyword most associated with #NHS75

The campaign left a noticeable footprint online. Health Secretary Steve Barclay MP, Health Minister Will Quince MP, Amanda Pritchard, NHS England CEO, supported the campaign.

For International Clinical Trials Day, Stephen's story, cured of cancer by participating in NIHR-funded research, was covered by six national outlets (Daily Mail, MSN, Irish Sunday Mirror, LAD Bible, Daily Express, Mail on Sunday and Sunday Mirror) and 241 regional titles. Articles mentioning Stephen's story were shared 7,000 times on Facebook.

3,000 Twitter accounts posted #NHS75 content including "research" or #BePartOfResearch. This coverage produced 2,578 registrations in a single day on Be Part of Research, the highest number of registrations to date.

Other achievements

- 17,889 engagement activities with blogs, campaign stories on website and social media;

179% against a target of 10,000.

- 37% increase in website visits on the 2022 campaign (target of 25%).
- 4,600 engagement activities generated by the campaign video, out of 17,889 total campaign activities.

Supporting Information

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

Provided

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

Provided

Company logo:

Provided

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

Shape the Future celebrated the NHS 75th anniversary. It increased volunteer sign-ups in healthcare research and established “research” as the Twitter most associated keyword with #NHS75 in May and June.