CORPORATE SOCIAL RESPONSIBILITY

Client:
East Midlands Development Agency (*emda)*

Campaign:
Business Champions - £1million Pledge Campaign

Brief:
Devise and implement a communications campaign to secure greater engagement of the regional business community in support of the regional economic strategy

Solution:
We created a tangible target by translating the amount of voluntary time pledged by business volunteers into a monetary equivalent and setting out a challenge in the form of a target to secure £1million worth of time to be used as investment in the region.

We had a discrete target audience in the form of 500 business people who had volunteered to act as Business Champions with whom greater engagement was needed. We devised a mailer and a letter from the Chairman of the initiative with a strong campaign message encouraging them to 'give the gift of time this Christmas' with the target broken down into manageable portions i.e. pledging just 10 days per year with each day valued at £200 per day would equal the £1million target. The Christmas message was angled to encourage and build upon the seasonal attitude to giving and charity.

The copy was designed to emphasise the 'call to arms' message throughout and to engender a sense of responsibility amongst recipients by highlighting the role they could personally play by setting out some of the key strategic activities they could support - for example, encouraging young people to be enterprising and contributing to a vibrant economy by supporting new and growing businesses.

An awareness-raising press campaign was run concurrently to maximise engagement by reaching a broader audience. The business sections of regional daily newspapers were targeted along with regional business magazines and regional radio stations.

And messages were further reinforced across all other communications for the initiative including the website and monthly e-newsletters.

Highlighting the value of the business community to the economic success of the region was a key message to disseminate, so the campaign provided a vital tool in demonstrating the role that Business Champions were playing in helping the East Midlands Development Agency achieve their target to become a top 20 region by 2010, which was used throughout the communications activity.

Results:

- The response to the integrated campaign meant that the £1million annual target was reached and so far exceeded that a new stretch target of £1.5 million was set after seven months.
- In the media campaign, 100% of on target key messages was achieved with extensive coverage across regional media including business pages, radio, business magazines and e-zines. The campaign also secured coverage at national level including the Financial Times.
- The concept helped contribute additional tangible and measurable outputs against key performance indicators set for the initiative.