



IBP AWARD

April 2015

Name of Category: Integrated Campaign

Title of Work: PricedIn Campaign

PR Agency: YOU Agency

People: Kirk Hoatson (Director) | Penny Joyner (PR Director) | Sarah-Beth Money (PR Account Manager) | Jo Murphy (PR Junior Account Manager) | Rebecca Daniels (PR Account Executive) | Zak Bishton (Head of Social Media) | Ben Ralphs (Social Media Executive)

Client: L&Q Housing Association

Budgets:

PR & Social Media Budget in 2014: £42,000 (based on a £3,500 p/month retainer fee)

Media Budget in 2014: £70,000

Objective/brief from client:

As a one of London's largest housing associations, L&Q provides a significant share of the capital's affordable homes to buy through Shared Ownership.

Facing up to 60% cuts, the organisation has had to adapt to become more commercial, building homes for private sale in order to fund their social programme. This has significantly increased the need for L&Q to target their messaging to reach their vast, diverse audience.

Seeing widespread confusion and lack of understanding around Shared Ownership, L&Q briefed YOU to create, plan and execute a campaign that would not only educate buyers, but promote L&Q as a leading provider of affordable housing in London.

Strategy

Despite government initiatives, in early 2014, consumer awareness of Shared Ownership was low and confused. Targeting first time buyers in London, PricedIn drew on the one hot topic that unites its target audience - affordability. It took a familiar phrase turned it around: don't get priced out of the property market, Get PricedIn. It was designed to instantly engage and resonate with the audience, tackling a key topic in the property industry.

Leveraging this positive message, YOU's strategy was to turn property PR on its head. Instead of focusing on *what* the consumer should buy, YOU focused communication on *how*. This unique approach would not only educate consumers on Shared Ownership, but also establish L&Q as the leading provider of affordable homes.



Methods deployed and outcome

Phase 1: Define the audience and plan the strategy

PricedIn was designed from the outset to work effectively and cohesively across all platforms including print, online, digital and broadcast. In early 2014 YOU conducted an online audit to identify key trends amongst this ever changing audience to establish where they are most active, and what publications they consume.

Social media has been part of the campaign from the beginning with profiles established on Understanding a strong social media presence was required, YOU created bespoke platforms on Twitter, Facebook, YouTube, Vine and Pinterest establishing the campaign online, allowing L&Q to directly interact with buyers and property influencers, promote individual developments, and maximise PR activity. Social media has given L&Q the opportunity to have real personality online and lead conversations around Shared Ownership.

Phase 2: Launch PricedIn and interact directly with audience

With extensive planning complete, YOU launched to press and consumers through a fully integrated campaign.

Needing to break through buyer fear of rising house prices, YOU took a proactive approach and launched PricedIn directly to buyers through a series of PricedIn Pop-Up's. Mortgage clinics were held across London in high footfall areas near L&Q developments such as Barking Shopping Mall, and were attended by L&Q mortgage advisors and sales representatives who were able to engage with buyers in key target areas. This offline activity was harnessed online inviting audiences to get involved with real-time live Twitter chats.

Capitalising on the pop-up's success, YOU launched a Vine video series with L&Q's mortgage advisor who gave 'top tips' on Shared Ownership.

This activity was further supported by media – deployed through a strategic mix of print, outdoor, mobile (QR codes and Blippar), digital (display networks) and direct advertising (emailers).

Phase 3: Bringing a national issue to a London audience

In October 2014, amid headlines of a national housing crisis and growing property prices, YOU (supported by the GLA) launched Shared Ownership Week. A national awareness initiative, the week was a chance to expand PricedIn's message across on a national scale, during a concentrated time period.

Ensuring the week dominated press, and reach the target London audience, YOU successfully negotiated partnerships with five key London titles. Each title produced a special supplement comprising both advertising and editorial space for PricedIn:

- The Metro
- Evening Standard
- City AM
- Time Out
- The Wharf

In addition to these titles, YOU conducted a wider press outreach to secure 21 pieces of coverage, across broadcast, online and print including:



RADIO: BBC London, Radio Jackie, Colourful Radio

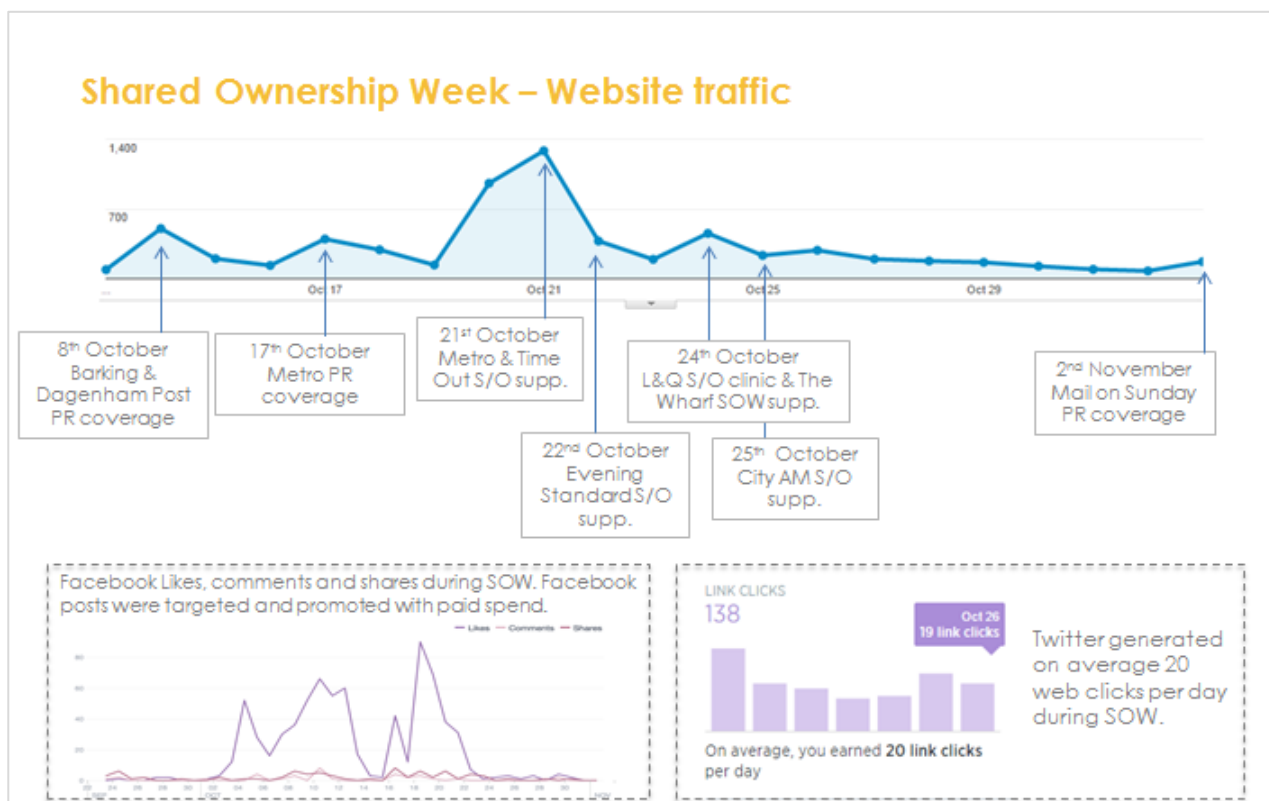
PRINT: Mail on Sunday, Pathfinder, Ham & High, Time Out, Metro, Evening Standard, The Wharf, City AM, South Whales Argus, Chester Le Advertiser, Durham Advertiser, Consett & Stanley Advertiser

ONLINE: 24 dash, BBC.co.uk, Show House, Little House Company, Homes & Property, Metro.co.uk

Intended to increase consumer awareness of Shared Ownership, it was agreed with the GLA that the primary call to action was to visit The Mayor of London affordable homes database - First Steps. Across the week, First Steps experienced a significant increase of around 5,000 visitors.

This success was mirrored on the PricedIn website, which generated 406 registrations in one week alone, of which 23% was directly linked to PR activity.

Maximising the opportunity, PR activity was shared across all PricedIn social media profiles. Targeted media spend helped generate over 10,000 social media impressions resulting in 65 registrations.





2014 Results

The primary target of PricedIn was to generate registrations for L&Q. Before launching PricedIn, L&Q's Shared Ownership website traffic was minimal and the organisation generated just under 1,000 registrations in 2012.

With this in mind, L&Q set a target of 3,000 registrations for PricedIn.

Significantly surpassing this challenge, in 2014, the campaign generated 25,638 website views resulting 4,703 registrations, equalling a conversion rate of 18%.

Relation to objectives and cost-effectiveness

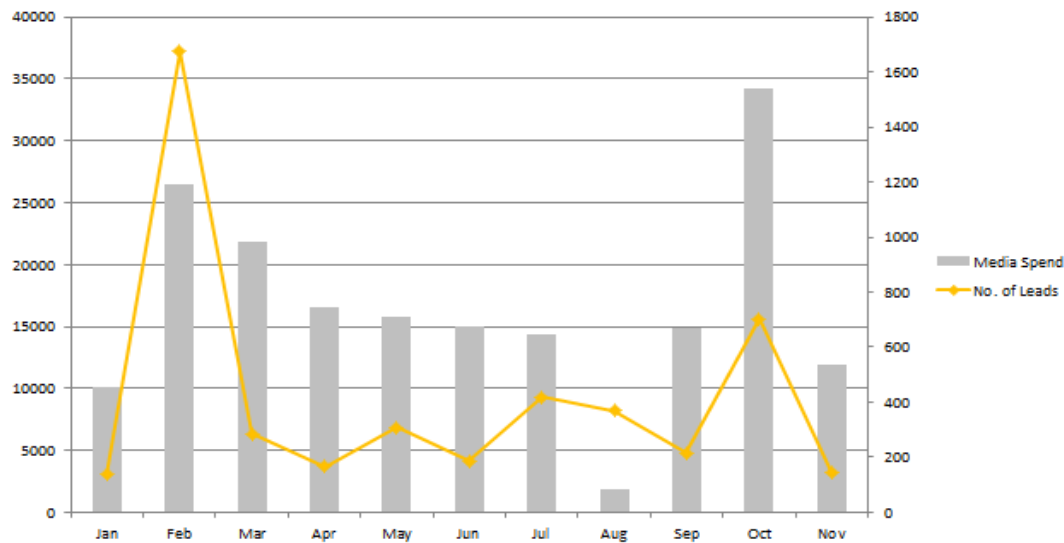
To raise the profile of PricedIn throughout 2014, YOU's PR and media divisions worked closely together to maximise spend through media partnerships, resulting in increased and strategically placed PR coverage. In total, 38 pieces of PR coverage was secured throughout 2014, equalling an RIO of 1,878 people reached for every £1 spent.

In addition, social media produced excellent results. By the end of the year, Facebook fans stood at 2,860 and 1,551 followers on Twitter, with a 2% average engagement rate. This activity generated 1,800 direct clicks to the PricedIn website. Pinterest and Vine further brand positioning by creating real personality and community around key themes relevant to audiences.



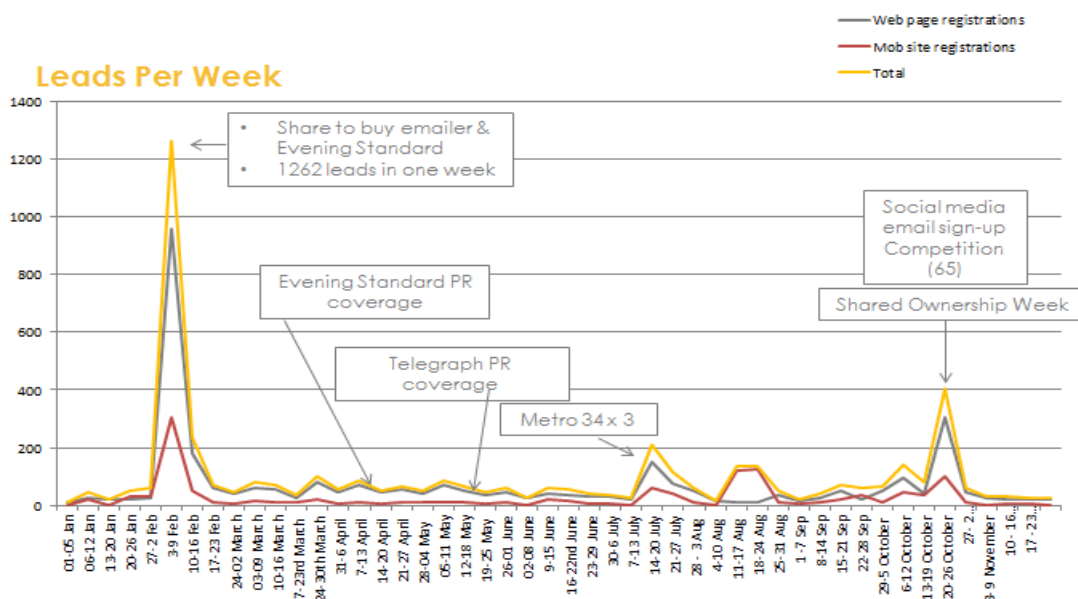
you

Leads vs. Total Value



SOURCE: L&Q Lead data.

Leads Per Week



SOURCE: L&Q PricedIn Lead Data : 01/01/14 - 30/11/14

Creativity/originality

The PricedIn campaign turns property PR on its head, focusing on the end user and their needs opposed to the product. It plays with the 'priced-out' phrase to gain attention and show potential buyers they can be 'PricedIn' to the property market under Shared Ownership.

Across 2014, YOU leveraged this position across all platforms to promote L&Q as the solution to a problem, setting it apart from its product focused competitors.