



Measuring to improve your communications

Using social marketing to create and prove behaviour change



This session

- Our new strategies
- Social Marketing
- The campaigns
- Evaluation
- Group exercise
- 2010 and looking ahead
- Q&A



Our new strategies





Why food?

- A movement, not just an organisation
- Perception shifting
- Practice what we preach
- Families
- Climate change – yuk!
- Everyone feels like a member – 2020 vision; people and place

How does sustainable food work fit our priorities?



To inspire people to grow and eat sustainably produced, local food

To reduce the environmental footprint of the food chain

To conserve rare breeds and heritage varieties.

Engaging our Supporters

Conservation & Environmental Performance

National Trust and Food

Financing our Future

Investing in our people*

To enable our people to produce, procure and prepare sustainable food.

Procure, produce and sell food that delivers social, environmental and financial benefits

To enable our people to communicate sustainable food issues effectively to the public.

***Our staff, volunteers and tenant farmers**



Food Glorious Food - ambition

- Radically improving our supporters' relationship with food, inspiring and empowering them to choose fresh, local, seasonal products by growing their own and changing purchasing habits
- Deepening our relationship with supporters and becoming more relevant to their everyday lives





From the bottom up

- Creative ideas from properties and regions using mentor project and online forums
- Property pull, buy in and internal communications
- The role of Internal sponsor and functional input





Why social marketing?

- Clear professional platform to assist with differentiation, buy-in and sustainability of campaigns
- ‘Supporter campaigns’ to ‘Lifestyle campaigns’
- Project management approach coupled with social marketing planning



Social Marketing



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Our principles

Behaviour change

Revolve

around audience reality

Involve

audience in a dynamic exchange

Devolve

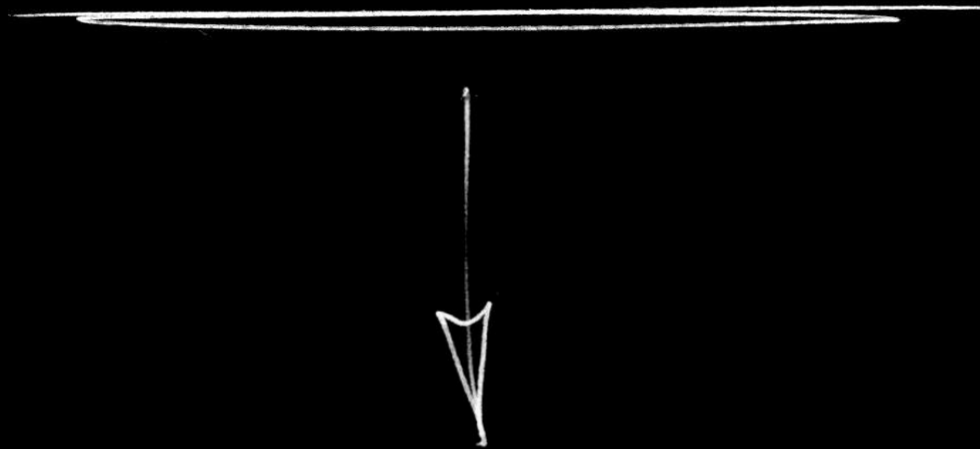
communications across networks of 'change agents'

Evolve

Learn, evaluate, amend

FORSTER

Revolve



Identify the audiences

**Map channels for
engagement**

Involve

**Audience in a dynamic
exchange**



**Understand motivations and
barriers**

**Create mechanisms for
change**

Barriers & exchange: Explorer families

Barriers

I don't have time to help the children grow their own

Growing takes too long, the children get bored

I've never been able to grow anything – plants always die

The children don't like eating vegetables – what's the point in growing them?

Exchange

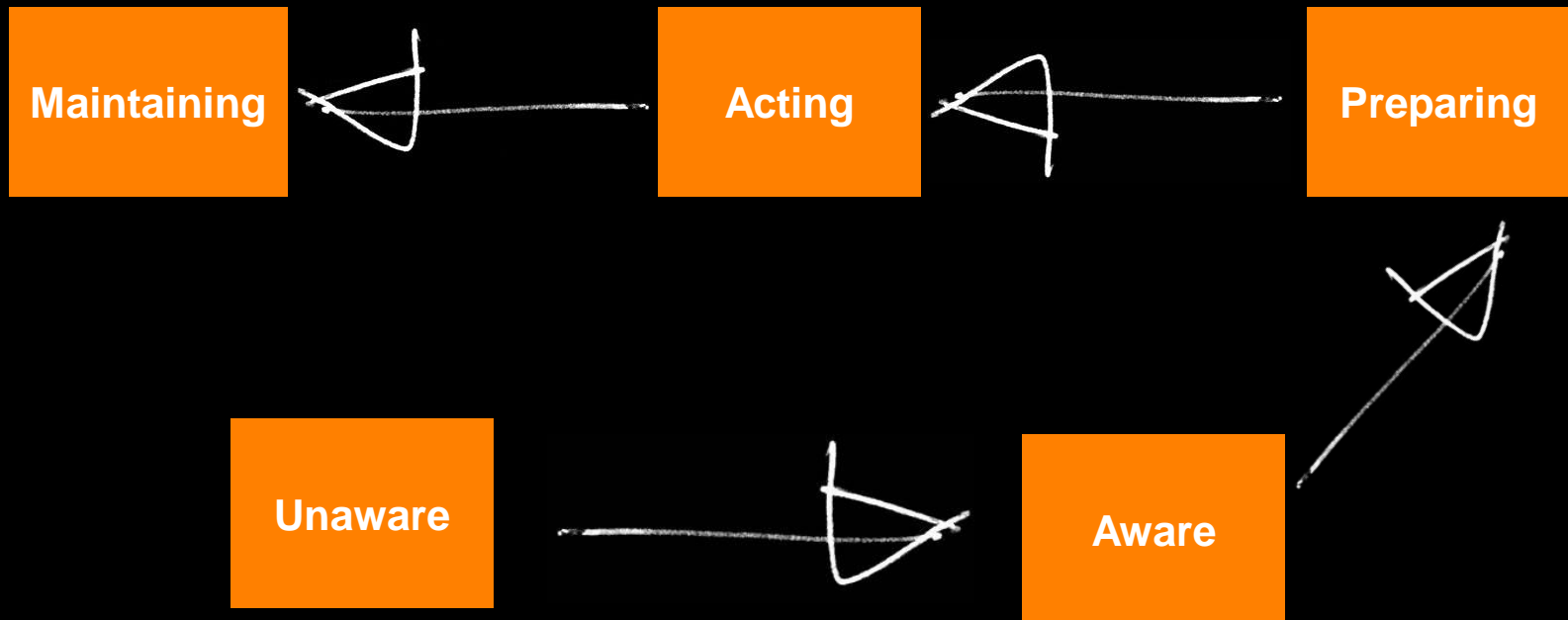
If you use pots, it takes minimum preparation or weeding and the children can water making it their own outdoor project

Have you tried chick peas – they sprout within 2 days!

You can't fail with chillies – they are very hardy and need very little maintenance

Maybe growing them will make them more interested? But if not, why not try strawberries which everyone loves and also make a very attractive plant for the garden

Behaviour change journey



Our audience journey

Unaware

Aware of National Trust but not of Food Glorious Food

Aware

Know of Food Glorious Food through a visit to National Trust properties, partaking in a seasonal event, visiting National Trust website or wider external PR and partnership activity

Preparing

Involved in Food Glorious Food at a National Trust event or restaurant. Deliberately choosing local or seasonal food. Taking part in a vegetable picking session. Taking home something to plant.

Acting

Planting the Food Glorious Food incentive – and reaping the rewards. Seeking out the farm shop. Visiting the farmer's market.

Maintaining

Signing up to the Food Glorious Food microsite and seeking new ideas. Taking up promotional opportunities. Visiting National Trust property for more seasonal food.

Devolve

Communications across networks
of 'change agents'

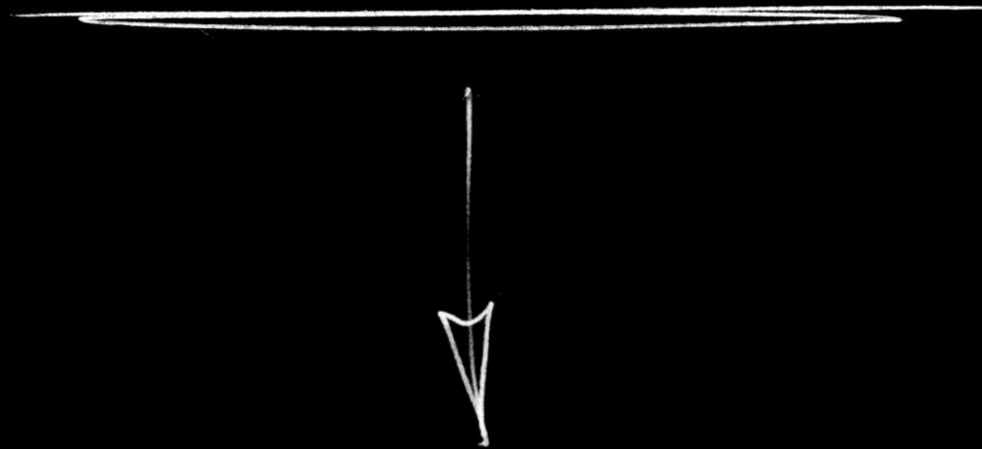


Develop grass roots campaign
community

Create partnerships

Evolve

Learn, evaluate, amend



Owned outputs and outcomes

Wider outputs and outcomes

Adapt or die

How we evaluate

1. Establish and agree monitoring and evaluation criteria at start
2. Identify and agree budget and resources available for monitoring and evaluation
3. Identify methods, tools and techniques that are appropriate for the issue / audiences / intervention
4. Gather outputs – media coverage, partnerships, stakeholder involvements, funding gained, pilots run
5. Measure outcomes – attitudinal and behavioural shift



The Campaign





Food Glorious Food - overview

Lifestyle Objective

The National Trust inspires me to eat local & seasonal food and to make green living part of everyday life.

Campaign Description

Food Glorious Food is a National Trust campaign that invites Explorer Families to celebrate and share in the experience of growing and tasting local and seasonal food.

Target Segment

Primarily Explorer Families, but also Out & Abouts

Timings

May half-term - National 'Grow your own' launch

Summer holidays - Explorer Family activities continued.

Autumn - Out & About activities & Explorer Family
Halloween Activities





Food Glorious Food -overview

Events

- 314 individual food events at properties in launch week
- 1118 events in total across the campaign
- 183 Properties participated overall

Grow your own workshops, planting events, tasting events, farmers markets, food fairs

Take home collateral and POS material

- 10,000 posters (8 versions)
- Press advertisements
- Table-talkers
- Bunting and banners
- 29,000 sheets of stickers

- 750,000 seed packets, seedlings
- 450 seed dispensers

- 350,000 posters in Trust Tracks magazine





Online & PR

Digital engagement & marketing

- Microsite – www.foodgloriousfood.org.uk (new site live Monday 3rd May)
- NT website
- Partners websites
- Email
- Viral
- Search – natural and paid
- Social media
- Seeding
- Print materials/event collateral

PR

- Three media bursts – 42 minutes, Window food, Pumpkins & winter veg
- Supported with placed features
- Toolkits for regional press offices
- Industry press release





Proving the impact





Objectives

The **primary objective** of Food Glorious Food was:
‘To inspire supporters to eat more local and seasonal food, and to grow food at home.’

The **secondary objective** of the campaign was: *‘To shift perceptions of the brand an increasingly inclusive, informal and relevant part of supporter’s everyday lives.’*





Methodology

The following evaluation techniques were employed to measure areas of communication activity against the campaign objectives:

PR Campaign

- PR tracking, Visitor Surveys

Advertising

- Visitor Surveys, Visitor numbers

Events programme

- Visitor Surveys, Staff Surveys Collateral take-up

At-home activities

- Visitor Surveys, Web registration data, Web user survey

Online engagement

- Web registration & traffic data, Web user survey

Internal Comms

- Property take-up, Staff Surveys, feedback, CMM survey





Website results

- 78,500 unique visits May – November, 25,000 in May
- Retaining 61% of entries to registration page, & 56% entries to My Patch
- One person signing up every 2 minutes in PR launch week
- Over 2000 young farmers engaged in 'My Patch' over a 3 month period
- 30% visited their patch at least 10 times
- 610 successful harvests
- Average email open rate of 24%
- Google search position no 1 for Food Glorious Food search term after 8 weeks
- 22% of traffic coming from search engines
- Top referring URL's a games site and NT website
- 71% people spending over 5 minutes on the site
- 54% of those registering for a virtual patch said they would be growing their own food in the future





Shifting Perceptions

Visitor Enjoyment

- **68%** of visitors scored the FGF events as 'very enjoyable(9% higher than the national average pre-launch)
- A total of **97%** of respondents rated their experience as either '**good**' or '**very enjoyable**'

Member Survey Results

- 50% more members had read or heard about local and seasonal food
- Increase of 71% of members agreeing or strongly agreeing that the National Trust had influenced them to eat more local and seasonal food





PR coverage

23 National press

3 National TV

2 National radio

58 Online

22 Consumer magazines

5 Trade media

Total circulation - 20,166,970

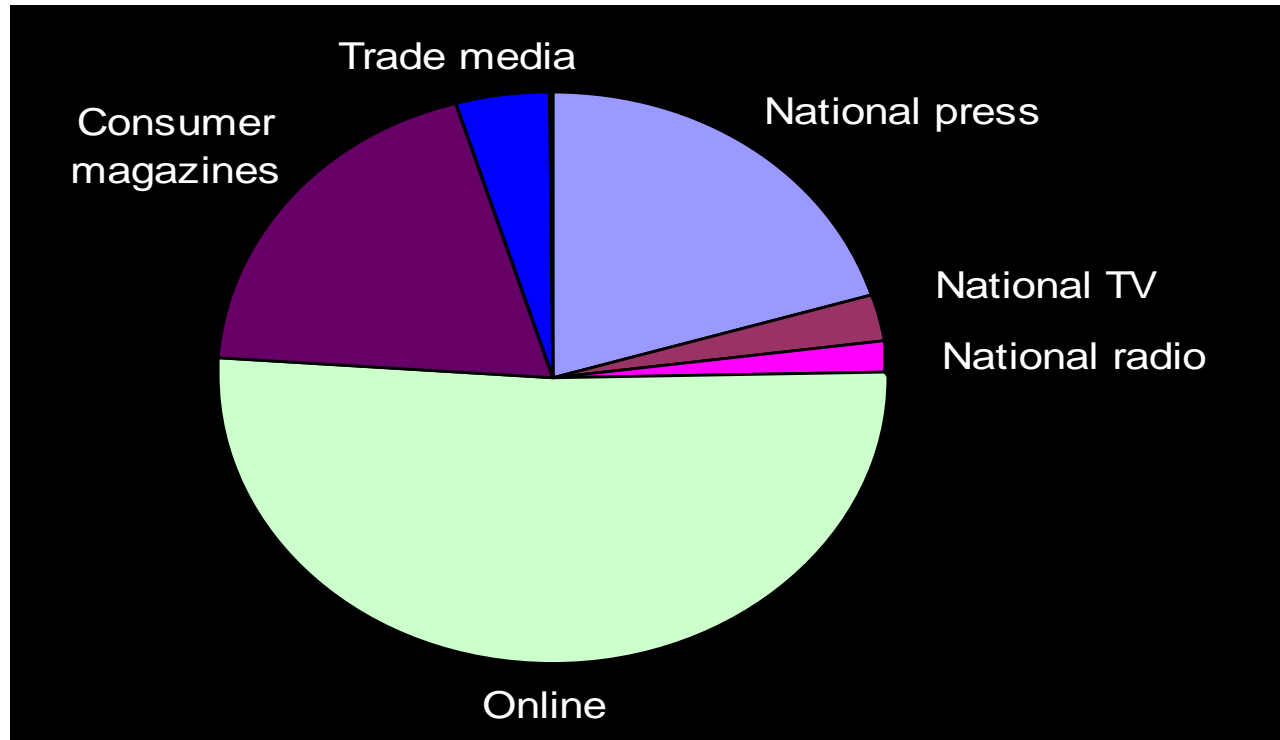
Unique users – 392,355,522

Broadcast viewing and listening – 7,142,000





Media coverage share





Achievements vs KPIs

	KPI	Achieved
National features and news stories	8	23
National radio stories	2	2
National TV stories	2	3
OTS	5 million	Circ: 20,166,970



Behaviour change

- 53% of My Patch registrants who never, rarely or occasionally grow their own food, intend to grow either lettuce, rocket, pumpkin or 2 of these in the upcoming year
- Property visitor survey - 78% of visitors said that it was 'likely' or 'very likely' that the FGF event had inspired them to eat more local and seasonal food, and 86% that it had inspired them to grow their own food
- 97% intended to grow their free seed or seedling





Property feedback

- 66% rated the collateral as 'Good', 33% as 'Excellent'
- 100% rated the FGF website and online comms as 'Good' or 'Excellent'

'The staff felt the free seed giveaway was very good – it encouraged visitors to think more about the food they eat. We had information in the garden on uncommon ingredients which grow naturally – the staff felt this was received very well.'





Key Learnings

Events

Availability of key campaign messages and facts for properties to deliver messages on the ground

At-home activities

Take up of the seed giveaway was excellent but seedlings even more popular with higher potential for increased behaviour change

Internal Comms

- Systematic project management approach key
- Close communication and input from properties vital





Key Learnings

PR

A dedicated investment and resource key to achieve wide reaching coverage

Online

The website look and feel was quite 'young' and could have more potential to reach a wider audience.

More resources, content and two-way interactivity





Breakout session

Behaviour change campaign planning



Implementing our learnings – 2010 and beyond





2010 strategy and campaigns

- Focus on food again in 2010
- Going Local
- Brand refresh

Lead Campaign



Secondary Campaign





Additional Food Glorious Food Objectives for 2010

- Deepen relationship between properties and the local communities
- Re-create the connection with the origin of foods
- Raise awareness about the difference our food choices can make (introducing the notion of sustainability)





Grow & Taste

- Maximise the opportunity to engage supporters with food
- Offer more property events and involve a wider range of supporters

Spring 2010 (May half term)

Grow your own

- Growing and planting events

Aimed at Explorer Families

Key Messages:

Growing food is easier than you think

You don't need a garden to grow food



Autumn 2010

(Weekend 25 September onwards)

Taste Activity

- Taste experiences (cookery demos, blind taste tests, samples at markets & fairs etc)

Aimed at Out & Abouts

Key Messages:

Food grown in season tastes better

Local and regional produce has a unique and fresher flavour



Taste

Timing

- Coincide with British Food Fortnight
- Harvest celebrations

Events

- Picking, tasting events, apple days, food fairs, farmers markets
- Seasonal food guide give-away

Online

- Grow your own dinner party
- Seasonal Recipes
- Gardeners Blog
- Facebook





Looking ahead to 2011 - the great Outdoors

- Everyone feels like a member of the National Trust
- A greater focus on coast and countryside
- One large lifestyle campaign





Thank you!



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