

Lollipopers



13 DEC 2016

We all remember Lollipop men & women keeping us safe as we crossed the road as kids. Tragically, due to law changes and budget cuts, the number of Lollipopers has plummeted. So we launched a campaign for Churchill with 4 media partners, asking people to nominate their schools to get their own Lollipopper. We expected 500 schools to be nominated. We had more than 50,000 applications for over 6,000 schools. And it's a talking point beyond the school gate. This is just the start.

Understanding

What can we do to help keep our kids safer on the walk to and from school?

Insurance is a commoditised category and brands have been eroded by aggregators. Churchill wanted to differentiate, by protecting people beyond just insurance. No-one needs protecting more than the nation's children: Last year, 4.1 million children walked to school, 29 children were killed walking on the roads and 1,350 were seriously injured. It's no longer a legal requirement to employ Lollipopers, and council budget cuts have meant their numbers have declined rapidly, reducing the safety of thousands of school journeys each day. We had to find a way to get more Lollipopers on our streets.

Solution

A 4-way partnership offering a perfect combination of expertise, engagement, fame and relevance.

The National PTA were the perfect partner to access 14,000 schools across the UK, with expertise around schools hiring Lollipopers, and a trusted source of advice and fundraising ideas. We set up a bank of advice on their website, and sent out information to schools so they could nominate themselves for a Lollipopper.

We launched the campaign in partnership with Channel 4 with a spot starring Robert Webb (of Peep Show fame) which aired exclusively during One Born Every Minute, which converts brilliantly against parents. The spot introduced the fund and directed people to the Churchill website to nominate their school. The spots then ran on all C4 channels and All 4 for 2.5 more weeks.

Mumsnet and Gransnet were well placed to spread the word and start conversations around the campaign. We replicated the PTA content, increased visibility with Churchill Lollipopper branding and asked influential mum bloggers to create content on our behalf.

To reach people on the all-important school run, we partnered with Bauer, running activity across their local radio stations to access local communities, as well as on Magic. Local presenters mobilised their listeners to get behind the campaign, with promoted trails read by Robert Webb.

Our partnerships were supported with a targeted social campaign and a national PR campaign with celebrity parents; raising awareness of Churchill's mission, encouraging people to share their nominations with their friends, and sparking conversations around the campaign.

The first 50 Churchill Lollipopers are being recruited now, so they're on the roads this autumn, all backed by national and local PR. In November we will launch National Lollipop day to thank all of the UK's Lollipopers, and the campaign will extend across many more schools in 2017.

Execution

A 4-way partnership offering a perfect combination of expertise, engagement, fame and relevance.

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Results

Churchill is recruiting 50 new Lollipoppers to keep kids safer.

We received 53,424 nominations, across 6,448 schools versus a predicted 500 schools.

Positive social sentiment around Churchill increased from 5% to 37%.

65% increase in click-through-rate for Churchill generic terms in search.

'Churchill understands what matters to me' – a key brand metric that impacts brand consideration increased from a 6 month average of 41% to 46% matters to me'.