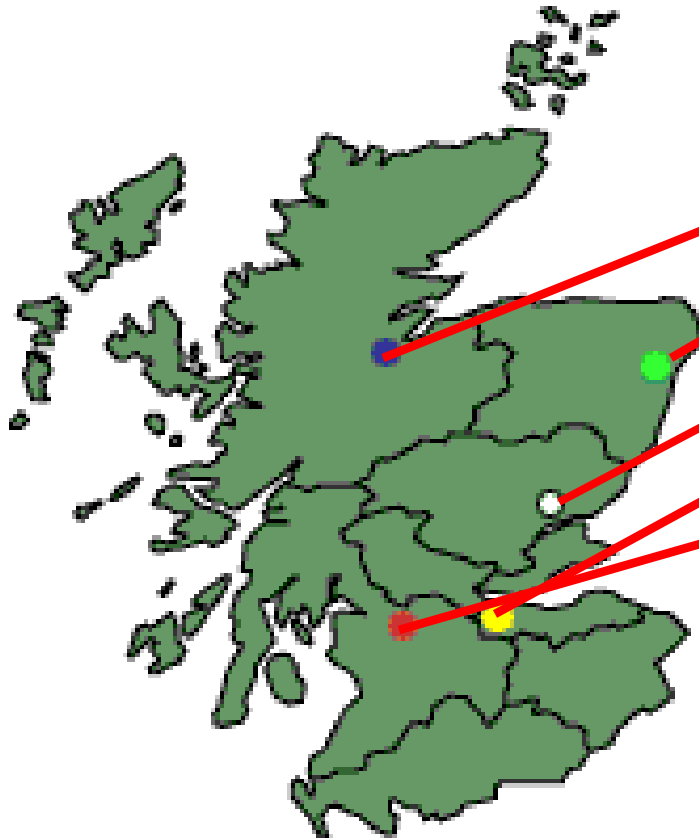




Right Sizing Messages: Starting the Blood Group Conversation

Jennifer Wilson, Moira Carter and Gordon Redpath
Scottish National Blood Transfusion Service
BBTS Harrogate 2012

About Scotland



- 5 collection hubs with 13 teams
- Inverness 1 collection team
- Aberdeen 1 collection team
- Dundee 1 collection team
- Edinburgh 3 collection teams
- Glasgow 7 collection teams
- based in six locations across Scotland

Scotland has 1/3rd of the land mass of the mainland United Kingdom with 1/10th of the population



About Scotland



Targets 2012/13

Attendance	250,000
Donations	215000
Deferral Rate	14%
New & Returning Donors	47500
New Donor Deferral Rate	33%
O negative requirement	29025
% O negative	13.5%



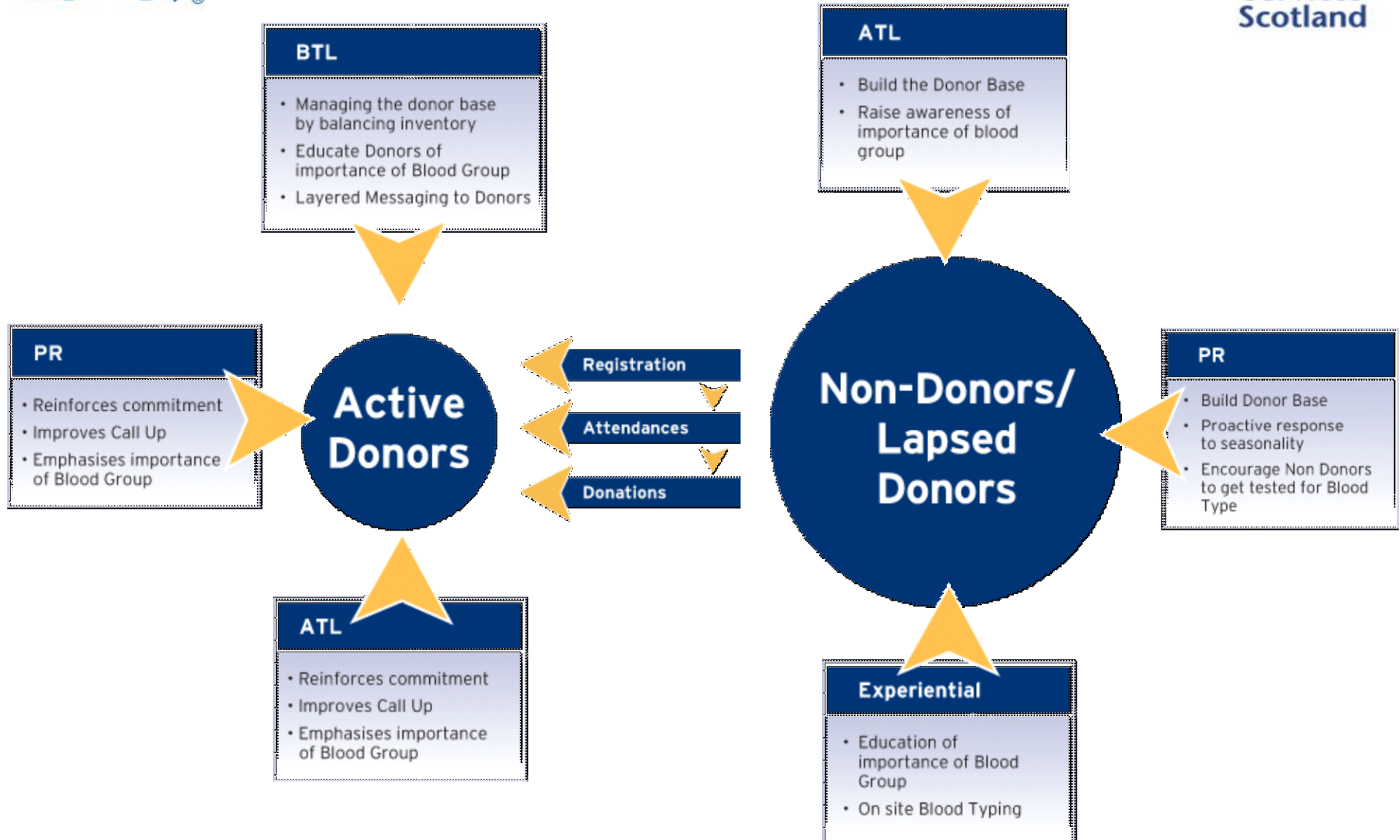


Aims for Today



- 🔴 Review the current climate and drivers for change
- 🔴 Consider the need to reposition our recruitment messages to right size collections
- 🔴 Examine blood donors perceptions
- 🔴 Review qualitative research conducted by SNBTS
- 🔴 Consider implications for blood donor recruitment and retention
- 🔴 Showcase video creative to deliver “Right Donor Right Time” messages and highlight first burst results

Right Sized Messaging – Revised Marketing Model





Right Sized Messaging – The Communication Challenge



- ◆ SNBTS have had a well funded marketing budget since 2004
- ◆ Excellent awareness of the need for blood and blood donors in Scotland
- ◆ ATL is required to recruit new blood donors and tactically increase responsiveness
- ◆ BUT.....current message is strong emotive appeal, with emphasis on “Any donor: All the time...” which can lead to Inventory Control Issues (IIC)
- ◆ Focus on personal engagement, emotion, empathy, personal engagement with a strong call to action
- ◆ Current TV ads have an awareness of 90% so to reposition this message is a grand challenge
- ◆ Watch the previous ad now....

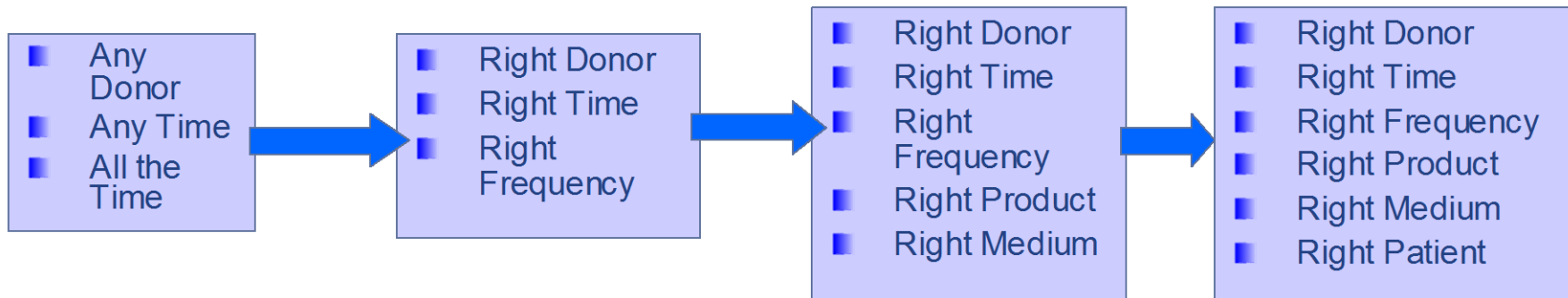


Right Sized Messaging – The Communication Challenge Mummy



Intelligent Inventory control- a Progressive journey

Maximising the Use of Available Donors



A Progressive journey to balance the inventory



Benefits of Achieving a Balanced Inventory



The benefits of using effective donor management to deliver a well balanced inventory with a good age profile are considerable.

- 🔴 Improved organisational efficiency
- 🔴 Reduced collection cost
- 🔴 Reduced processing and testing costs
- 🔴 Reduced wastage
- 🔴 Improved stock age profile
- 🔴 Improved services to hospitals
- 🔴 More effective use of the available donor base
- 🔴 More effective use of the donor's gift



Changing The Message



Moving toward this model highlights the need for forward planning and review mechanisms that allow appropriate re-adjustment of plans by reviewing:

- 🔥 Current inventory and age profile for each product
- 🔥 Current demand trend and profile
- 🔥 Projected collection and performance
- 🔥 Planned marketing and recruitment activity
- 🔥 Develop revised plans
- 🔥 Need to build in appropriate reaction time
- 🔥 Need to avoid falling into the fire fighting trap
- 🔥 Need effective Donor Relationship management tools



Right Sized Messaging – The Research Strategy



- ◆ Clear requirement to move from “Any Donor: All the Time” to “Right Donor: Right Time”
- ◆ Acknowledgement this could be viewed as a “paradigm shift” by the public so robust research strategy required
- ◆ SNBTS implemented a coherent research strategy to test the consumer facing messaging both above the line and below the line.
- ◆ This involved a mix of qualitative and quantitative research, utilising cost effective Omnibus street interviews (quantitative) and focus groups, depth groups and one on one sessions (qualitative) with non donors, existing donors and lapsed donors.
- ◆ The purpose of this research was been twofold:
 - ◆ **to test the efficacy, relevance and motivation of our existing communications,**
 - ◆ **to test stimulus to aid development of our new work in light of the move towards an intelligent inventory control strategy.**



Some of the new messaging represented a paradigm shift



- ♦ Challenging assumption that 'my blood is always needed'
- ♦ Suggesting 'once a year' donating was stretching donors' credulity and SNBTS's credibility
 - ♦ Hard to believe it's enough; simply contrary
- ♦ The notion of 'having enough' blood had never been heard before
 - ♦ A risky message as any mention of this can have a negative effect on intent to donate
 - ♦ Potentially off-putting for all but very new (and test sample) donors may be affected most
 - ♦ Lapsed donors could see this as 'justification' for lapsing
- ♦ It introduces concept of prior waste
- ♦ Blood group specific messaging, feeling so new to donors, could be applied misleadingly across all blood



Blood-group specific communication was welcomed in principle



- It has the potential to increase engagement with the service
- Helps make the connection more personal
- There was a desire rather than a need for information about individuals' blood groups
- Donors were clear though, they want to know what this means for them as donors
- KitKat letter and FAQ demonstrate that this type of communication can be a success
- And blood group reminders would appear to be popular



Moving forward with the approach to communications



Donors responded well to:

- ◆ Informal, friendly tone of voice
- ◆ Being thanked, hearing about their own blood group
- ◆ Shorter, direct, to the point messaging without too many words
- ◆ Compelling argument
- ◆ Highly simplified, immediately recognisable graphics / imagery
- ◆ Knowing the implications for their own circumstances
- ◆ Feeling valued by SNBTS

They did not want to:

- ◆ Have to decipher vague or dense or obscure messages
- ◆ Hear about how SNBTS manages stock or refers to active donors
- ◆ Hear overly rational messages



Out Take Home Message from this



- 💧 There was no easy answer
- 💧 Its easier to say 'I want you' than 'I don't'!
- 💧 That we needed to raise awareness on blood groups to educate
- 💧 That this journey needs to start at above the line in advertising and PR and online
- 💧 That we needed to start the donor education as early as possible in the donor's career



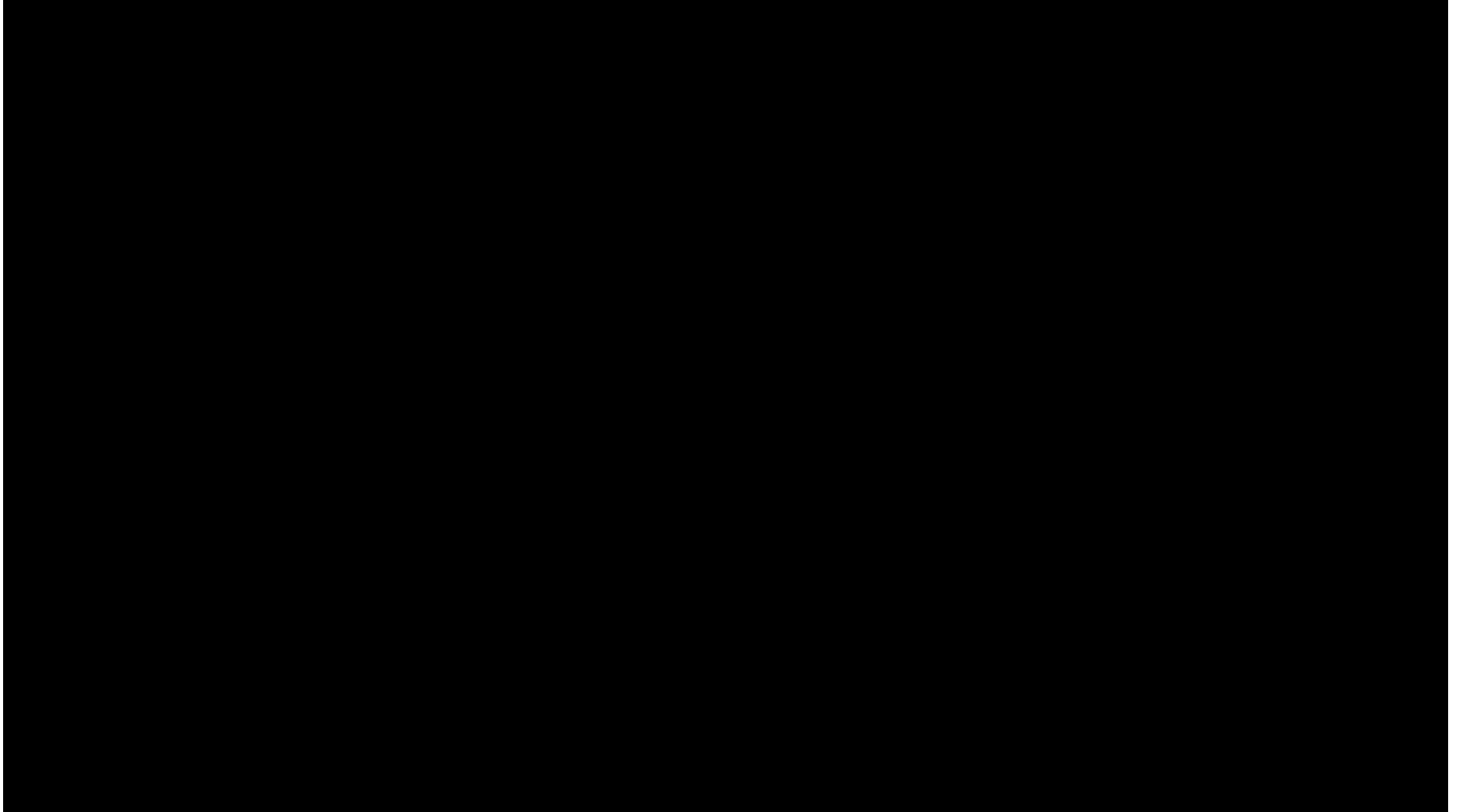
The Journey Begins



- Three new adverts to start three year campaign
- Designed to educate on the significance of different blood groups
- Segment audience using digital media channels rather than main stream TV
- Support with radio and direct marketing
- Support online and social media
- Explore options for on session and at event blood grouping



Waiting



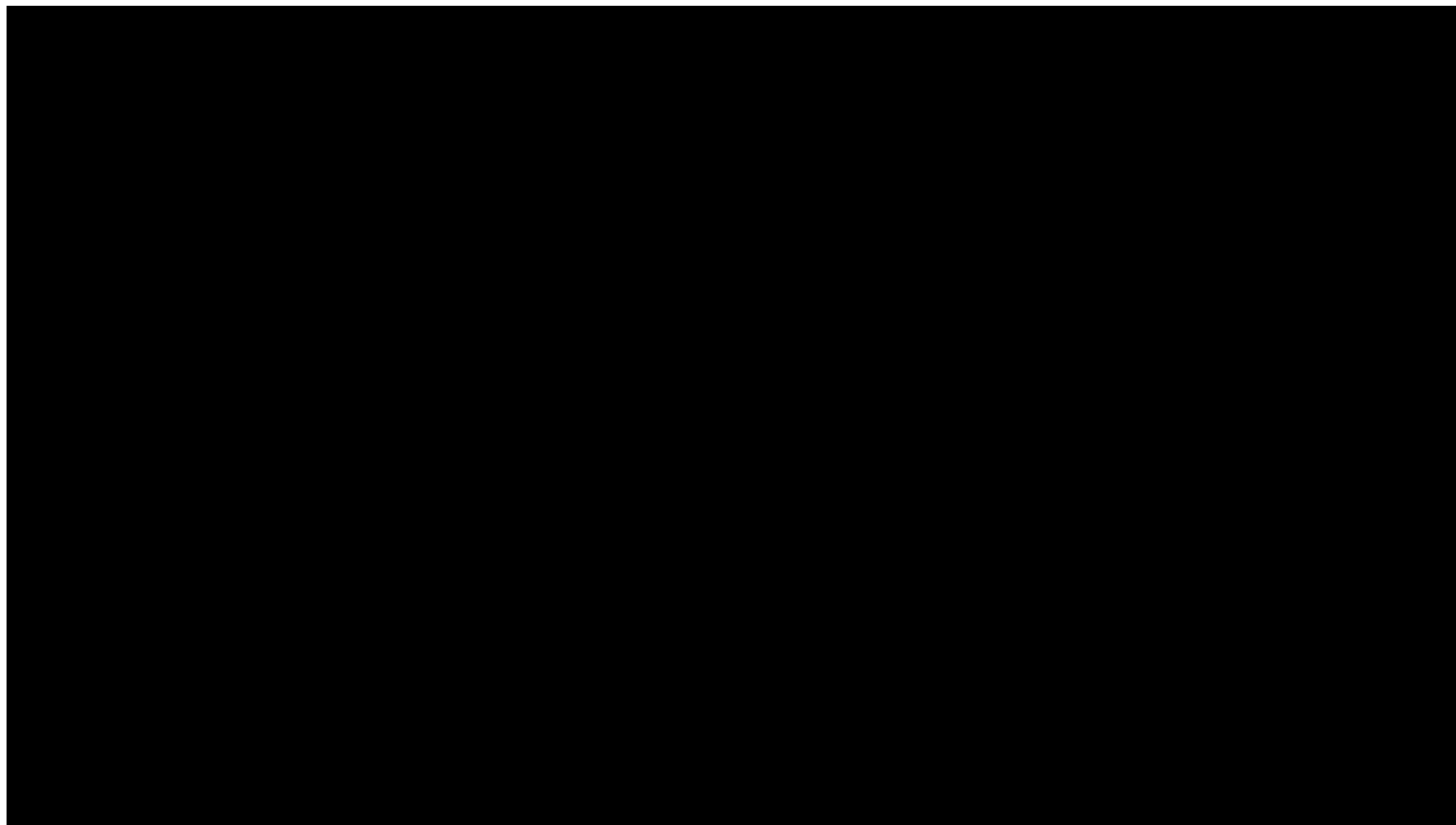


Chloe





Sarah: Generic





Sarah : O Negative





TV PLAN

Integrated with Blood Donor Week

June 2012

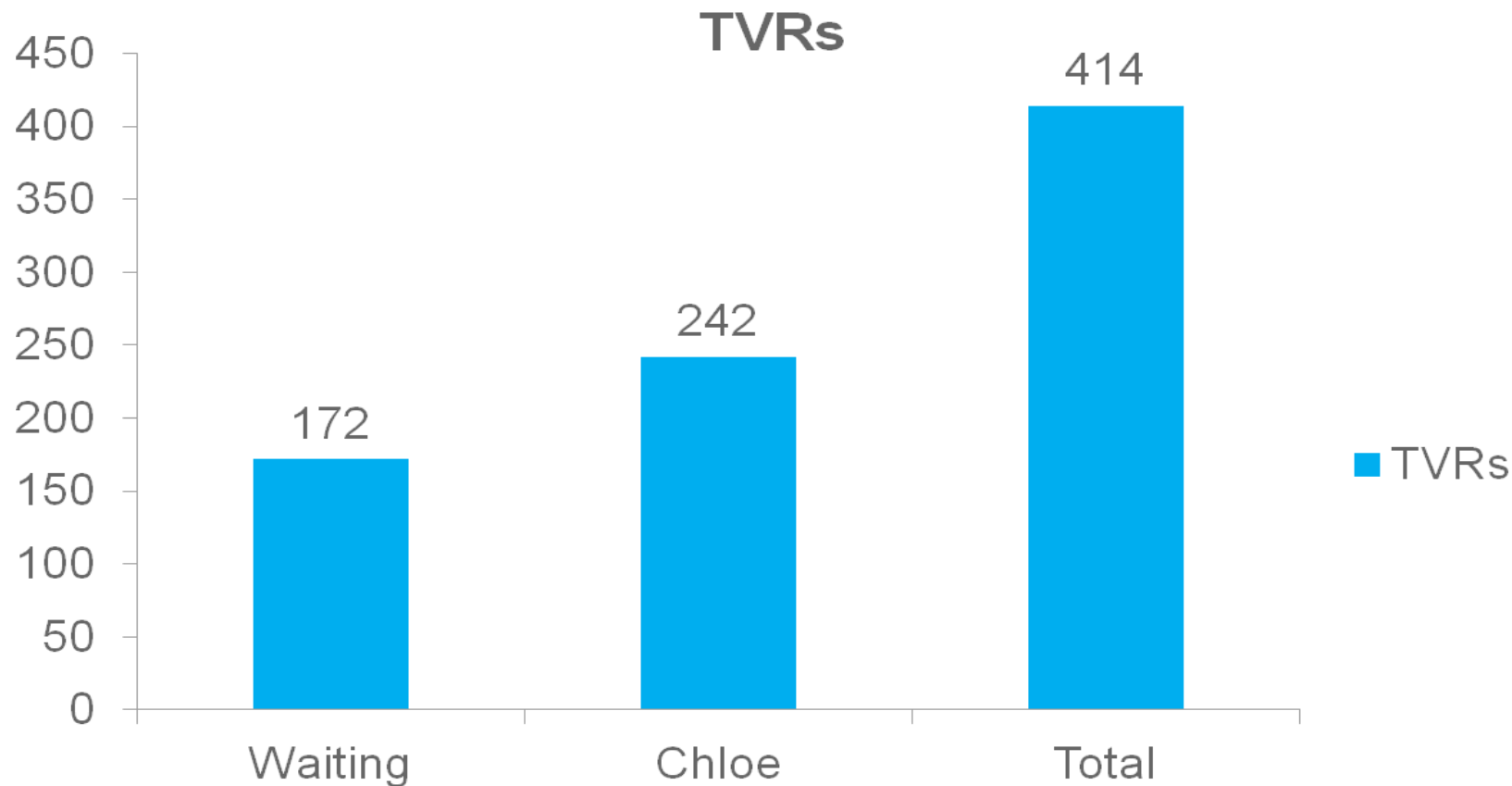


	Second			No.	2012 May-June		
Station / Channel	Length	Audience	TVRs	Weeks	28	4	11
STV/C4/C5	40"	Adults	400	3	150	150	100

Campaign Performance	1+	2+	3+	OTS
<i>Target Audience:</i>				
Adults	76	61.7	50.9	6.6
ABC1 Ads 18-45	66.5	48.3	34.9	3.8



TVRS – ADULTS – BY COPY



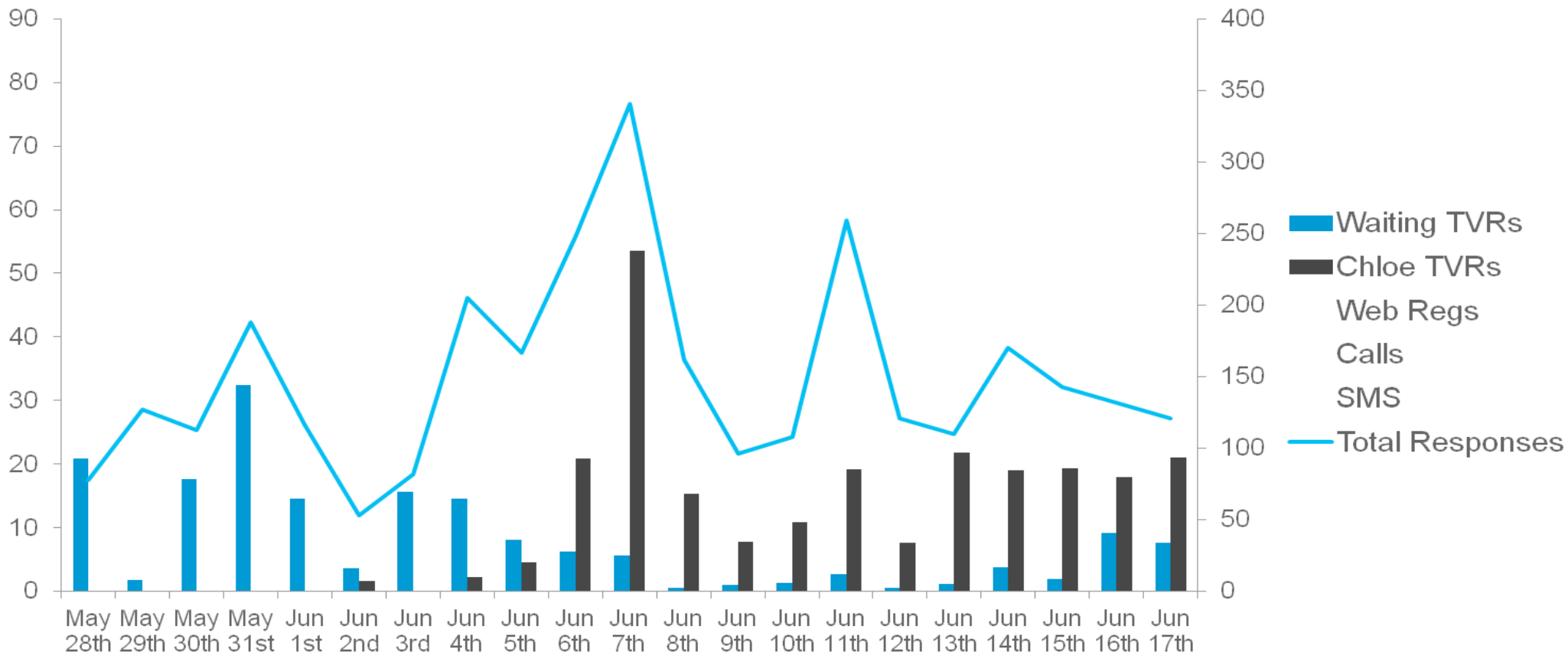
Chloe was introduced on June 4th

Split between Chloe and Waiting from June 4th onwards was 80:20



SNBTS KPI & TVRS – OVERALL BY DAY

Adult TVRs





Right Sized Messaging – The Communications Outcomes



Through the Line:

- ♦ www.scotblood.co.uk
 - ♦ Home page altered to promote blood group awareness
 - ♦ Blood group pages created with relevant blood group information and key messages
- ♦ www.facebook.com/givebloodscotland
 - ♦ Blood group poll App created “Do you know your blood group?”
 - ♦ Blood group profile pic icon created
 - ♦ App created with blood group facts / Q&A's
 - ♦ Daily messaging and education campaign during month of June
- ♦ @givebloodscotland
 - ♦ Hashtags created for each blood group
 - ♦ Daily messaging and education campaign during month of June
 - ♦ Celebrities tweeting about their blood group during Blood Donor Week 2012

Below the Line:

- ♦ Decision taken to proceed with Phase Two of Research

Right Sized Messaging – The Communications Outcomes





Right Sized Messaging – Conclusions



- 🔴 Demand has driven a seismic change, and the need for Intelligent Inventory Control to create a balanced inventory is clear
- 🔴 A robust research strategy was essential to support this shift
- 🔴 360' approach is essential and education is key
- 🔴 Strategic change that cannot be delivered overnight –
- 🔴 SNBTS have implemented a three year strategy to start this progressive journey



Thank You



Happy to Share: Copies of full research findings and stimulus materials used are available:

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jenniferwilson4@nhs.net