



STRENGTHS

Social media
Design effectiveness
Emotional connection
Awareness

PROJECT TITLE

Carers Direct

CLIENT

NHS Choices

DESIGN SUPPLIERS

The Team, London, United Kingdom

LAUNCH DATE

January 2009

USEFUL LINKS

www.nhs.uk/conditions/

Increasing Awareness of Carers Service

SUMMARY

NHS undertook the Carers campaign to promote the Carers Direct service in order to tackle the issue of the frustration, loneliness and stress that a carer could face before resulting in illness and in seeking healthcare. The campaign had the objective to raise awareness and inform people about the available options to carers and the support that is offered.

INSIGHT

The challenges of the campaign were mainly that the target audience for the service did not realise that they were carers, that the service had received no promotion since its launch, that there were many other health and care campaigns running at the same time and that the marketing budget was substantially reduced compared with other DH and Social Care campaigns running at that time.

APPROACH

The need for an emotional trigger was identified to enable the audience to seek for help for the first time. Three ideas were tested in three separate locations across the UK, using hall tests. Variations of the final concept were developed and tested for impact. Two-sided posters distributed to GP synergies and community centres, which helped to reduce the printing costs as either side could be displayed. Additional ways of communications included mid-market newspapers, printed bookmarks, posters, postcards and the online version of the campaign in the NHS website and the Carer's Direct Facebook page.

OUTCOME

Although the campaign launched at a time of unprecedented public sector communications activity, the campaign ensured: 228% increase in peak contacts to the service, 142% increase in visits to the website, 210% increase in calls to the helpline, 20% lower cost per response in comparison to public sector average, 13% more cost-effective banner advertisements and 11% increase in total awareness of Carers Direct among current carers.