



The Marketing Society Excellence Awards 2016

Making a difference –
cause related marketing
Aviva community fund



The Tale of communities coming together

Prologue

It's a bit of an industry cliché that all award papers start, 'this is the story of'. This one doesn't start like that. But it is about stories and how telling them through digital media breathed life into Aviva's Cause Related Marketing.

Chapter 1 – The Challenge

Like many large companies, Aviva has a long-established tradition of giving money to good causes. For a number of years we've run a community fund in Canada, while our broker community fund has helped good causes flourish in the UK for the last four years. It's all part and parcel of Aviva's Corporate Responsibility programme, which helps us make a positive contribution to society.

In 2014, Aviva wanted to do something a bit different for their UK Corporate Responsibility. In March 2015 we launched the Aviva Community Fund (ACF) to provide donations to local community initiatives around the UK. But we wanted the fund to have maximum impact on as many people as possible. Research told us that local groups don't need huge amounts of money to survive, so we decided to make a £1 million pot of money available and launch it to the nation – helping communities up and down the country apply for funding from £1000 to £25000, while raising awareness of Aviva in the process. To win a share of the funding, all community groups had to do was put their case forward and get voted through by the general public to make it to the final shortlist.

But we faced a problem. In general, the public is highly sceptical towards big businesses making charitable donations. In the post-recession world, they tend to dismiss it as a cynical ploy to atone for their financial sins. Making any grand gesture risked damaging Aviva's reputation, which could affect business. What's more, charitable giving is a highly personal thing – not only do people distrust companies for their charitable efforts, they also disregard donations unless they support a cause that's close to their heart.

So how could Aviva launch the new initiative in a way that cut through the cynicism and brought genuine happiness to communities across the country? And with many other companies running similar programmes, how could we capture the nation's imagination and stand apart from the others?

Chapter 2 – Our Strategy

We needed to get communities across the nation engaging with the ACF. Our objectives were:

- to attract 3000 project submissions
- to get 400,000 users registered to vote
- to reach 2 million public votes for projects.

To get started, we had to get under the skin of the general public. Having carried out detailed research into the attitudes towards charitable activity by big companies, we were armed with the knowledge we needed to put together a fool proof strategy to launch the ACF.

We knew that simply telling people that Aviva was giving away £1 million was just going to take us headlong into the barriers. Behavioural Economics told us that people would be much more interested in, and able to relate to, the message if it came directly from people like them from within the community. Across the UK there are thousands of charities and civic-minded groups working tirelessly for their local community. Yet too often these stories never get told.

This insight sparked our idea: to communicate our entire campaign through the medium of storytelling. Rather than creating advertising, we created a storybook – the Aviva Community Notebook – which told the unique and inspiring stories of the previous winners. Real-life, human interest tales, designed to capture the imagination, helped us to stand out from the 'community fund' clutter and get our campaign noticed.



The first phase of the Aviva Community Fund campaign was to share these stories of local pride and inspire new ones. The Community Fund was trialled with Aviva brokers over the last 4 years, giving us a selection of case studies to inspire entries. Some of these were collated in the Aviva Community Fund Notebook which, as well as providing inspiration, summarised how the ACF works. We could then take these stories and roll them out across a fully integrated campaign that spanned digital, social media and a specially created eBook.



Chapter 3 – Our plan in action

Our first task was to make our storybook as authentic as possible. So we published it as an eBook on the ACF webpage and across social media – complete with family friendly illustrations that brought each story to life, while appealing to those most likely to take part in charitable and community activities. Plus we printed 500 copies to send out to community libraries around the country.

We continued the storytelling throughout our media campaign. With the first phase focusing on making the ACF as famous as possible, we developed a suite of high impact online display ads and videos to tell immersive individual stories across the web. We brought case studies to life through video content – working alongside a BAFTA award-winning director in the process. The films showed the positive and inspirational work that these groups do with even small amounts of funding – and by creating them all on a smartphone, we demonstrated how easy and accessible it is for entrants to create their own video content to support their entries. You can see an example here:

<https://www.youtube.com/watch?v=yL7jpsi4jL0>

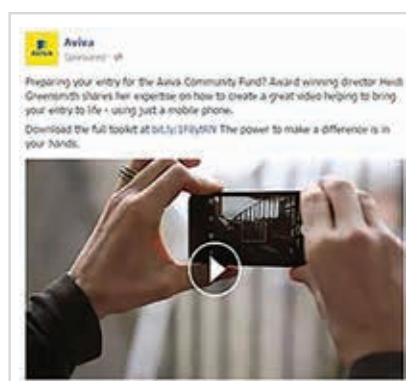
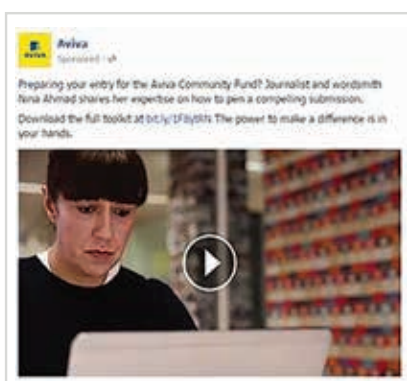
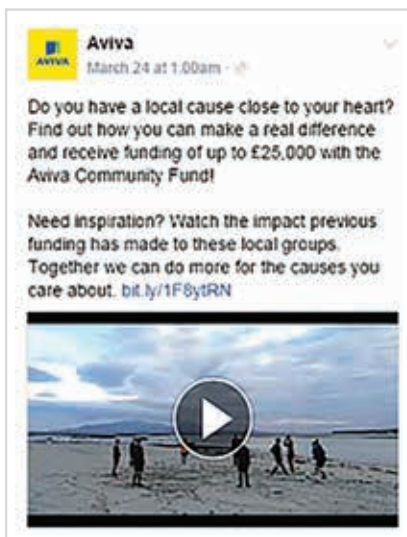
We concentrated on high traffic news site HPTOs and YouTube masthead placements to build our reach and used cookie data to target users as they moved around the internet – making sure they encountered one of three stories in sequence as they browsed. And by using AOD, ZenithOptimedia's proprietary programmatic buying system, we made sure that we were delivering relevant stories – and promoting our eBook – to those most likely to be active in their community.

We released a toolkit, making it as easy as possible for interested causes to tell their story and produce a successful entry. Entries would be subject to a public vote, with the most popular either receiving funding or, for higher value funding requests, going through to a judging stage. The toolkit included a submission guide, downloadable posters and social media banners that enabled participants to encourage public votes for their cause. Plus it was retainable – creating a legacy resource that would help the groups continue telling their stories and reaching a wider audience long after the ACF finishes.

All activity fed back to our dedicated website where submissions could be made, and entries viewed, voted on and announced as winners. Plus we took our storytelling idea one step further and offered all community groups applying for investment the chance to access a panel of experts that would help them craft their own stories. From PR gurus, to social media masters, leading journalists and film directors, this A-Team digitally delivered the tips and tricks required for the entrants to create their own 'campaigns' and attract votes. It was brilliant for them, and great for keeping up the momentum of our campaign.

Chapter 3 Our plan in action

What's more, using Facebook's first party data, we could identify people actively involved in community groups and events and serve them with relevant content from the expert panel. We replicated this approach on Twitter – targeting people who followed community and charity accounts to build as much excitement as possible around the ACF.



It was important to generate interest, buy-in and support from our employees. Therefore, Aviva launched an internal campaign 'Who will you tell'. The objective of this campaign was to encourage all colleagues to have at least one conversation with someone about Aviva Community Fund to help spread the word. This was supported internally with posters, PC wallpaper, intranet content, short films from senior managers communicating who they would tell and a competition for employees to join the judging panel.

Together we can do more for the causes you care about

Aviva Community Fund

Who will you tell?

aviva.co.uk/community-fund



IT Self Service
Resolve common IT issues faster
To take control of your IT issues, just click the IT Self Service icon in your Start menu

For more complex queries, chat online with an expert using IT Self Service or call your service desk number below.

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|------------------------------------|---------------|
| UK GI & Technology Shared Services | 0800 101 2030 |
| AGC IT Support | 0208 242 9300 |
| UK Life and HR | 0800 101 0010 |
| UK Health | 0800 101 0020 |

Useful numbers

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|------------------------------------|---------------|
| Aviva UK emergency number | 5555 |
| Right Call | 0800 315 4043 |
| Employee Assistance | 0800 314 3663 |
| Property & Facilities service desk | 0800 101 0080 |
| HR Manager Advice | 0800 101 1077 |
| HR Support | 0800 101 1088 |
| Major incident into line | 0800 096 2200 |
| Learning Support | 0844 630 9100 |
| One stop shop | 0800 429 6633 |

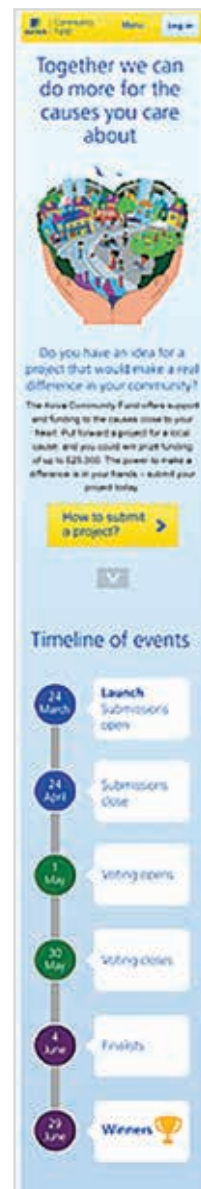
Want to see someone you know on the wallpaper?
Send their details and a photo to UKCOMFAS.
Help us share how we're living our values and making a difference.



Chapter 4 – The look and feel

The success of our campaign hinged on making every aspect really stand out. We needed an instantly recognisable visual style that tied everything together across the different media assets. So we created a distinctive key graphic that ran throughout the campaign.

Encompassing a simple illustration of a bustling community within a pair of cupped hands, the graphic formed a heart-shape – underlining the central concern of caring about your community. It suggested the idea of supporting and taking care of your local community, but also articulated the essential aim of the fund – that Aviva are putting the power to make a difference in your hands.



Chapter 4 The look and feel

Once established, this illustration style was extended across the campaign, with its characters reappearing across display ads, postcards, press ads, guides and the website. The strong visual identity enabled us to really bring our campaign alive – emphasising the good the ACF can do while using vibrant, lively scenes to explain the different stages of the process, identify the four entry categories and showcase the endeavours of previous community fund beneficiaries.



Chapter 5 – The impact

It turns out charitable giving **IS** good for Aviva's business. Our strategy of sharing the stories of great causes inspired a flood of new ones, with 3,321 submissions received – 13% over our original ambitious target of 3,000.

And the campaign didn't simply spark action from people involved in good causes. There was an overwhelming response from the general public to our wide reaching digital and social advertising. In fact we rallied a fantastic 483,000 registered users – 21% over our target, which included 3,500 employee registrations. What's more, we achieved a total of 4.1 million votes – a huge 105% over our original target of 2 million.

The ACF campaign also created a halo effect for the wider Aviva portfolio – driving 27.6% of assisted quotes and 23.5% of assisted sales. Site traffic to aviva.co.uk doubled throughout the course of the campaign and audience sentiment was 100% positive or neutral. Plus awareness of Aviva's Cause Related Marketing increased by 50%, with people who were aware of the ACF campaign saying they are now 24% more likely to consider Aviva.

In total, we told more than five million stories across the internet, with a 50% higher VTR for video views than any of Aviva's previous activity. Viewability for the display campaign hit 61%, which was 22% ahead of recognised industry benchmarks, with 4.97m views across Aviva's digital channels. Russell Brand tweeted to his 10 million strong following in support of one of the entries and Reading Library loved the Community Notebook so much that they wanted a copy to send out to every library in Berkshire.

But perhaps most importantly, the 430 winning

entrants secured funding for their projects to improve their local communities. There were 113,000 direct beneficiaries and 178,000 indirect beneficiaries. **Plus:**

74% of projects have provided additional products and services

79% of projects have helped more people

69% of projects have increased their profile

34% of projects were able to secure additional funding or support from others as a result of the ACF.

You can view a video here

<https://www.youtube.com/watch?v=EjdPYcLLtYU> of three winners and how much the money meant to them.

With awareness of ACF now established across much of the UK, Aviva are perfectly placed to help even more local causes start their new chapters in the years to come.

Case study

'It's not every day you get given £5000 so we are really delighted. The funding will make a huge difference to the lives of the elderly people who visit us at Age UK Barnet. We are so thankful to Aviva and everyone in the local community who voted for the campaign... it's been great!'

Mark Robinson, **Chief Officer of Age UK, Barnet**



(1942 words)