



KNOW YOUR PLACE

CLIENT: GIRLGUIDING

AUTHOR: SALOME VAN LEUVEN

J. WALTER THOMPSON LONDON



WE DISCOVER, WE GROW

Girlguiding

CAMPAIGN SUMMARY

There were over 70,000 girls on the waiting list to join Girlguiding, who were missing out because there weren't enough volunteers. Our task was to get 1,000 additional volunteer enquiries for the charity, with limited media spend and a campaign running for one month.

Recruiting time-poor 25-34 year old women in the run up to Christmas was challenging. To encourage sign-ups we first needed to change perceptions of Girlguiding from old-fashioned to relevant.

Doing this would be difficult using only online channels. As Bob Hoffman argues, some of the world's major brands have been built by advertising, but almost none have been built online, by content or social media*.

In addition, our limited budget of £65K meant the creative idea needed to cut through, particularly in the months before Christmas, when other charity brands were spending millions on TV advertising.

This is the story of how our provocative campaign "Know Your Place" resulted in an additional 1,426 volunteer enquiries, whilst changing perceptions of Girlguiding and making other people in this age range more likely to volunteer for the charity in the future.

* Source: Ad Contrarian, 2016

THE CHALLENGE: 70,000 GIRLS ON THE WAITING LIST FOR GIRLGUIDING

Girlguiding is the leading charity for girls and young women in the UK, helping over 400,000 girls make friends and learn new skills from football, to camping, to engineering:

“I love all the outdoor activities and camping and sleepovers. I think it’s great for our age because we haven’t grown out of all the silly and fun things yet.”

Heather, Guide

“We play loads of fun games and do activities and challenges and a few times we get badges.”

Matilda, Rainbow

This organisation can only function because of its volunteers, who offer their free time every week across the country.

However there are over 70,000 girls on the waiting list to join Girlguiding, who can’t because there aren’t enough volunteers.

We desperately needed to recruit more volunteers to keep up with demand.

OUR TARGET AUDIENCE

As many current volunteers were over 55, Girlguiding wanted to recruit a younger pool of volunteers to support the charity longer term: 25-34 year old women (non-parents).

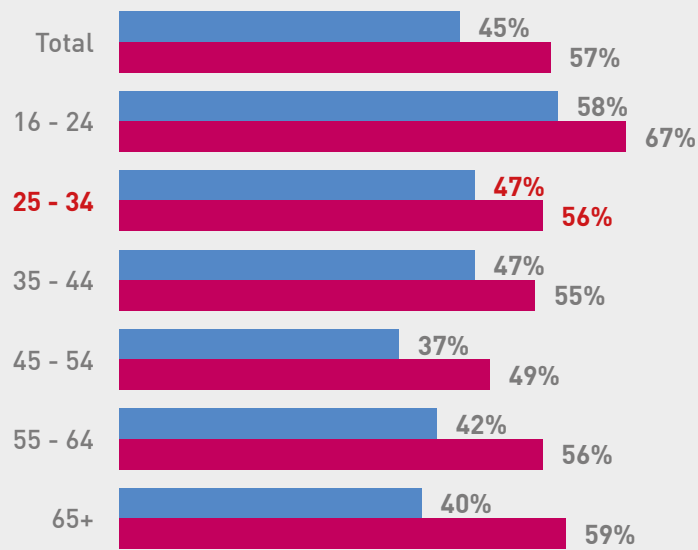
These women recognised the issues girls were facing and felt it was important to help the next generation of girls.

EQUALITY FOR GIRLS IN THE UK

GIRLS EXPERIENCING HIGH LEVELS OF SEXUAL HARASSMENT AT SCHOOL

OUR AUDIENCE ARE CONCERNED ABOUT THE ISSUES SURROUNDING GIRLS

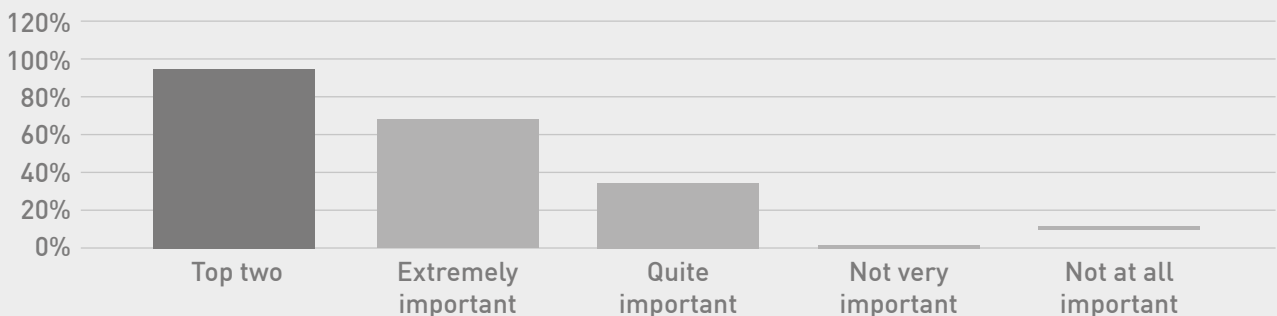
Issues of concern by age



Q. Thinking about the following issues related to children and young people, please state how concerned you are about them
 "Extremely concerned & Very concerned"

Source: Charity Awareness Monitor, October 2017, NFP Synergy | Base: 1000 adults 16+, Britain

OUR AUDIENCE FEEL IT'S EXTREMELY IMPORTANT TO HELP THE NEXT GENERATION OF GIRLS IN THE UK



Q. In your opinion how important is it to help the next generation of girls?

Source: JWT Sonar Questionnaire among 25-34 year old Non-Parents

However, this 'millennial' audience is notoriously difficult to recruit.

They are often too busy to eat breakfast*, clean their houses**, and fill their days with the things that matter such as work, socialising, travelling and hobbies

Busy-ness is the status symbol of our time***

Source: *Guardian, 2017, **Telegraph, 2017, ***The Atlantic, 2017

Aside from the practical barriers, when they did give up their time, they would only volunteer for a charity if it was worthwhile:

I want to see I am helping someone and can see real progress

If I was going to volunteer I'd do something for people who really need it

Source: JWT London focus groups, 25-34, non-parents

This presented a challenge as many of these women felt Girlguiding was outdated and didn't reflect their modern views on what skills were needed for girls to be equipped for today's world:

I associate it with posh girls who live in West London

It's not aspirational

I would assume all the volunteers are older, in their 40s

Don't they just sit around the fire and sing songs?

They are pretty old school

They only teach knitting and table manners

Source: JWT London focus groups, 25-34, non-parents

In addition to the issue of valuing Girlguiding, there was a further problem. They were concerned they were not the right people for the job:

Barriers to joining Girlguiding

VALUE
I DON'T SEE GIRLGUIDING AS
A RELEVANT CHARITY FOR ME

ABILITY
I DON'T THINK I CAN
SOLVE THE PROBLEM

STRATEGY

INCREASING CONFIDENCE AMONG GIRLS AND VOLUNTEERS

To better understand what Girlguiding does, we asked current volunteers what they valued about Girlguiding. Apart from having fun, being part of a community, and learning new skills, they said they really enjoyed seeing the girls progress as they gained **confidence**.

Confidence is an extremely important skill to learn whilst growing up. Although young children are usually very confident, they start to lose their confidence from as early as six years old. This issue is particularly visible in girls, who see themselves as less talented than boys*.

* Source: BBC, 2017

“We all know confidence is a crucial element for success in your career or business. But women are prone to lacking self-confidence: in our knowledge, in our abilities, in our appearance. We far too often believe we’re not as good as we should be.”

Huffington Post, 2016

Being confident can have a myriad of benefits: a confident woman is more likely stand up for herself, overcome obstacles, become more successful, have better relationships, be healthier and happier than someone who lacks confidence*.

* Source: Livestrong, 2017

This had been a Girlguiding mission from the beginning:

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

But it wasn't communicating it – the charity was broadly known for helping girls make friends and have fun outdoors, yet the most important skill they taught was actually **confidence**. If our 25-34 year old women volunteered for Girlguiding, they too could be helping girls overcome the issues they face during childhood, whilst equipping them for future years.

So what was stopping them from turning this goodwill into action?
Ironically, a lack of confidence.

I don't have any physical skills I can contribute so I may not be confident to apply

Between 20 and 30 you don't necessarily see yourself as a role model, and you have a lot going on. You may not have that much to pass on, or may not feel that you do

I'm not sure what I can teach them

That's where Girlguiding comes in.

Current volunteers told us they not only helped girls at Girlguiding become more confident, by doing so they **also gained confidence themselves**.

Girlguiding gives us the confidence and skills for life outside of Girlguiding

The girls gave me the confidence to get over my fear of heights

Girlguiding offers a safe space for us all to learn to be more confident

The girls gave me the confidence to be myself, and walk down the main street in my PJs

Source: JWT Interviews with Girlguiding volunteers

Confidence was the key to unlock the brief. Our message was clear:

'If you volunteer with Girlguiding, you will help the next generation of women, and gain confidence in yourself'

SUMMARY OF STRATEGIC APPROACH

Barriers to joining Girlguiding

VALUE

I DON'T SEE GIRLGUIDING AS A RELEVANT CHARITY FOR ME

ABILITY

I DON'T THINK I CAN SOLVE THE PROBLEM

Insight: Girlguiding gives confidence to girls and volunteers

Communications Tasks

ONE

CHANGE PERCEPTIONS OF GIRLGUIDING: IT'S A RELEVANT CHARITY AND WORTHWHILE CAUSE

TWO

PERSUADE OUR AUDIENCE THAT THEY WERE THE RIGHT PEOPLE FOR THE JOB

CREATIVE SOLUTION — KNOW YOUR PLACE

We cut through with a powerful and arresting message, a declaration of what Girlguiding is all about: be confident in who you are.

Historically, women were told to know their place. But organisations like Girlguiding believe that a woman's place isn't in the kitchen – it's wherever she wants it to be. We flipped the once demeaning phrase 'Know Your Place' to become an empowering message that would attract attention in a crowded marketplace.

We want women to have the confidence to stand up tall and “own” their place, wherever that may be (e.g. the basketball court, the studio, the family home, the boardroom). The phrase works in two ways – it encourages people to volunteer at Girlguiding, but also to know that their place is anywhere they want it to be.

A smiling woman with short hair, wearing a light blue denim shirt, is the central focus. She is looking upwards and to the right with a joyful expression. The background is a soft, out-of-focus blue. Large, bold text is overlaid on the image: 'KNOW YOUR PLACE' in white and 'KNOW YOUR PLACE' in blue.

KNOW YOUR PLACE

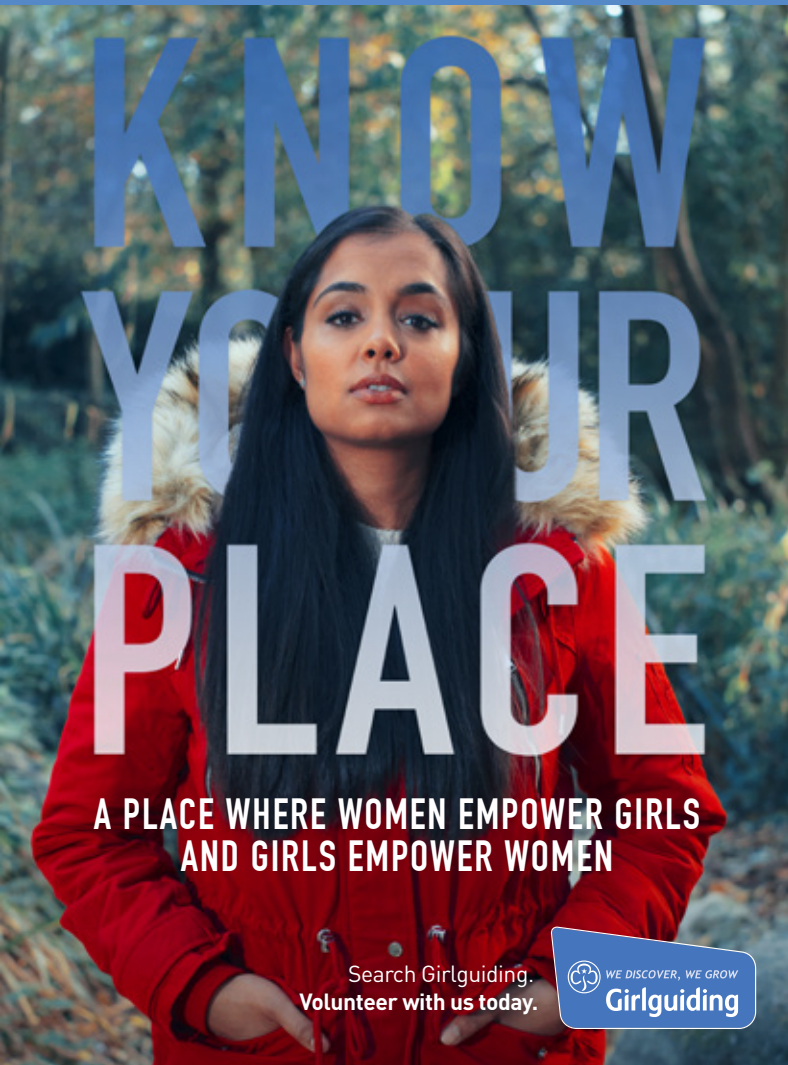
**A PLACE WHERE WOMEN EMPOWER GIRLS
AND GIRLS EMPOWER WOMEN**

Search Girlguiding.
Volunteer with us today.



WE DISCOVER, WE GROW

Girlguiding



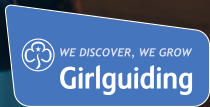
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MEDIA

LEVERAGING OUR EXISTING VOLUNTEERS TO REACH OUR AUDIENCE

Getting the existing 100,000 Girlguiding volunteers excited about the campaign was as important as engaging our target audience, as they form the backbone of the organisation.

- **Emails:** existing volunteers were the first people to see the campaign on launch day, and were kept up to date with newsletters featuring behind the scenes footage, encouraging them to share the campaign
- **Facebook:** 4,100 volunteers adopted an “I Know My Place” Facebook profile picture filter



KNOW YOUR PLACE

KNOW YOURSELF

Know you aren't defined by the way you look, and that your role isn't written into any rule book.

KNOW YOUR WORTH

Know that your voice and your actions can influence and empower a generation of girls to stand up tall.

KNOW YOUR PLACE

Know that it's at your most confident, it's feeling empowered and valued.

KNOW YOU CAN MAKE A DIFFERENCE

By helping girls know their place, you'll know yours.

Search Girlguiding.
Volunteer with us today.



MEDIA

REACHING OUR AUDIENCE ON SOCIAL MEDIA

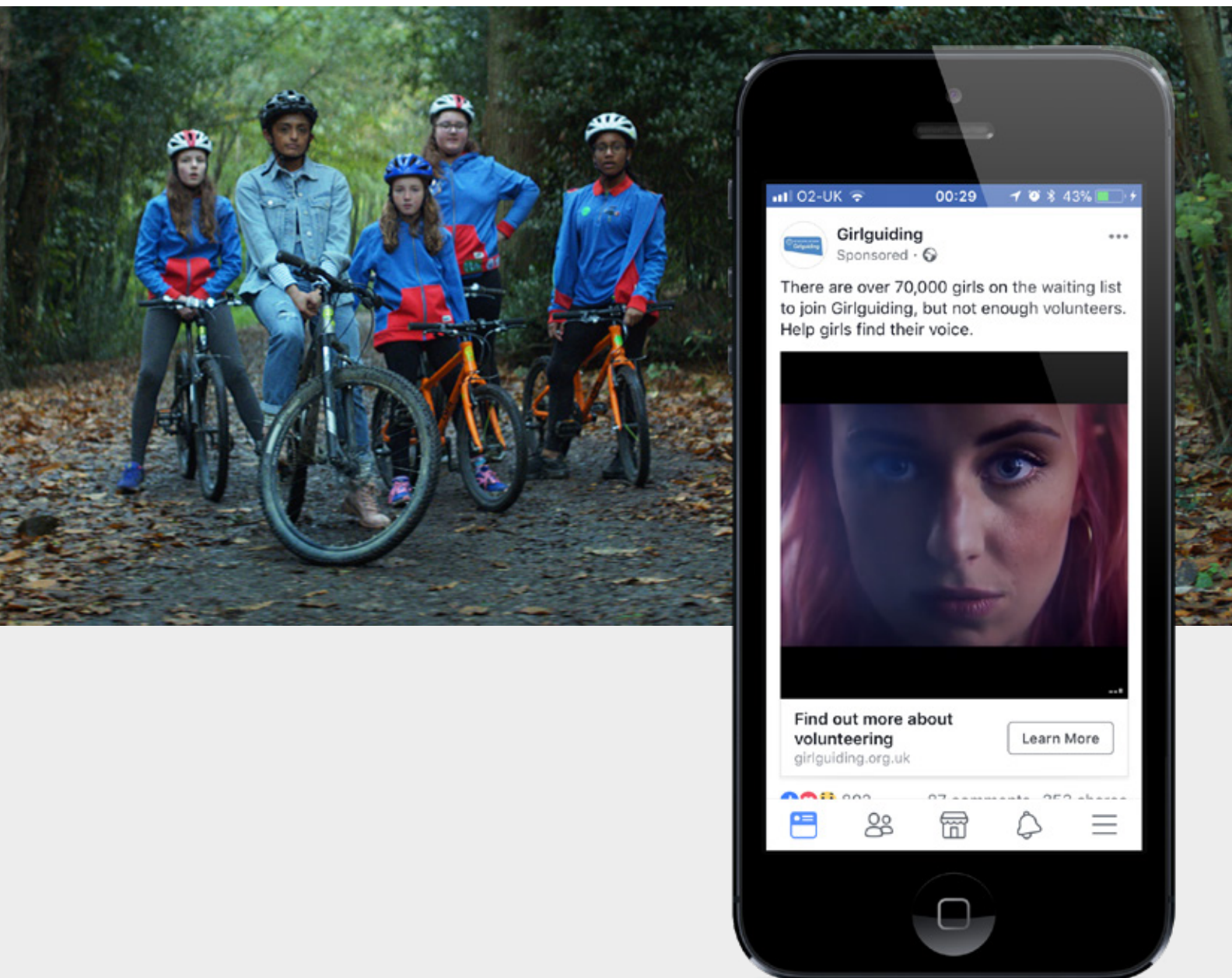
Social media was chosen to ensure creative assets would be highly targeted, maximising reach and impact on our audience.

The campaign launched with a Twitter post [#KnowYourPlace](#), leveraging the number (70,000 girls waiting) to ensure that it created a sense of urgency – we need people to volunteer now.

Then the launch film was released: <https://www.youtube.com/watch?v=28LVeyqEnjY>

Featuring real Girlguiding volunteers reinforced the idea that young, confident women volunteer for the charity. Launch video posts drove awareness and re-appraisal, with 15 second cut down versions targeted at specific interest audience groups (e.g. cycling).

Creative assets drove people to the campaign landing page to sign up for more information about volunteering. We also took our idea to the streets, with projections against real girls demonstrating that a woman's place is wherever she wants it to be.



Know Your Place video still and Facebook ad

Influencers

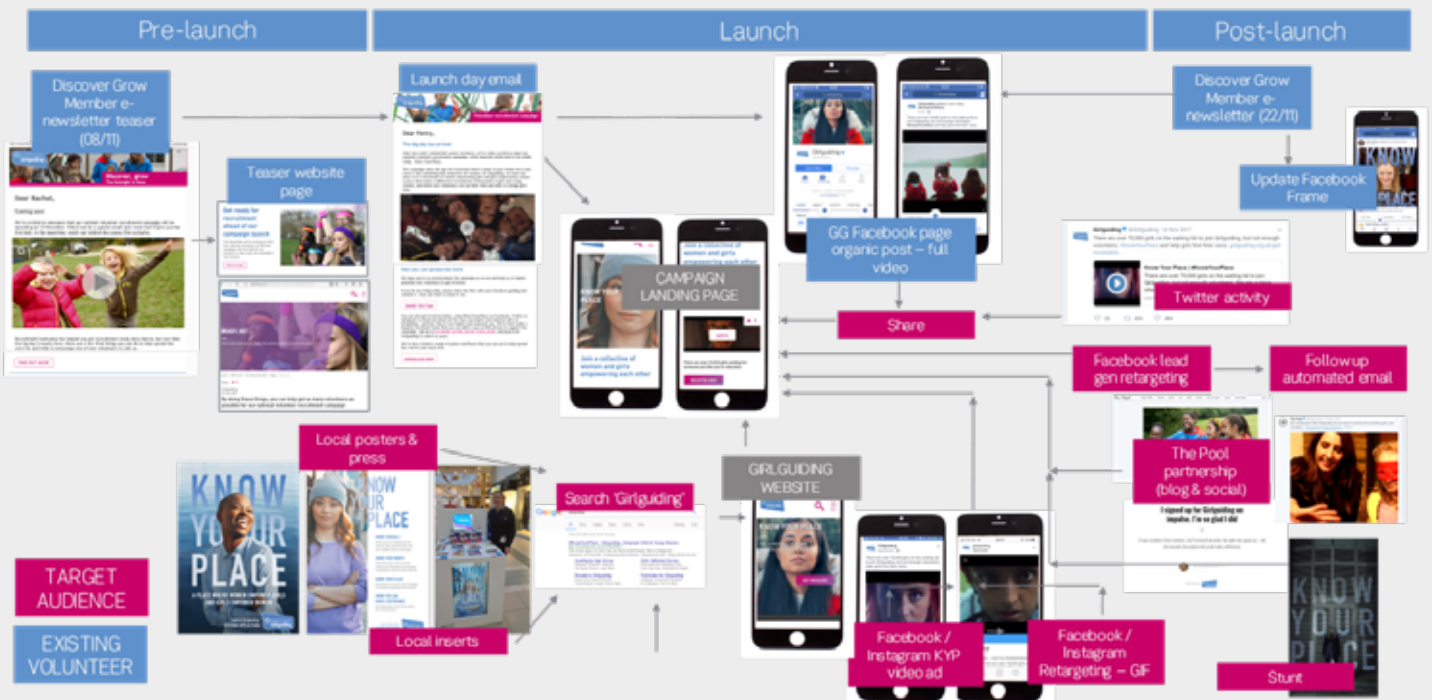
The launch video was seeded on Facebook through relevant influencers for our target audience. (e.g. Two Sugars Please)

Partnership

Our partnership with The Pool was highly relevant for our target audience. They created two pieces of content as well as supporting the campaign across their social channels.

In a first piece of content, a The Pool writer reflected on her experience of volunteering with Girlguiding: <https://www.the-pool.com/life/life-honestly/2017/47/lily-peschardt-on-joining-girlguiding>

This was followed up by a piece of content where three contributors from The Pool visited a Guide and a Brownie meeting and reported on their experience: <https://www.the-pool.com/arts-culture/things-to-do/2017/48/The-Pool-goes-Girlguiding>



RESULTS MEDIA AND ENGAGEMENT

The campaign performed extremely well online:

**19,000
ENGAGEMENTS**
Surpassing our objective of 3,000

The creative assets were re-tweeted by celebrities such as Bake-Off winner Nadiya Hussain and British athlete Kelly Holmes, both confident and successful women which resonated with our audience.

Overwhelming positive feedback from the public (inspiring some to volunteer)



The campaign was picked up by national and local newspapers in print and online including Metro, Telegraph, Huffpost, Independent, and Sun.

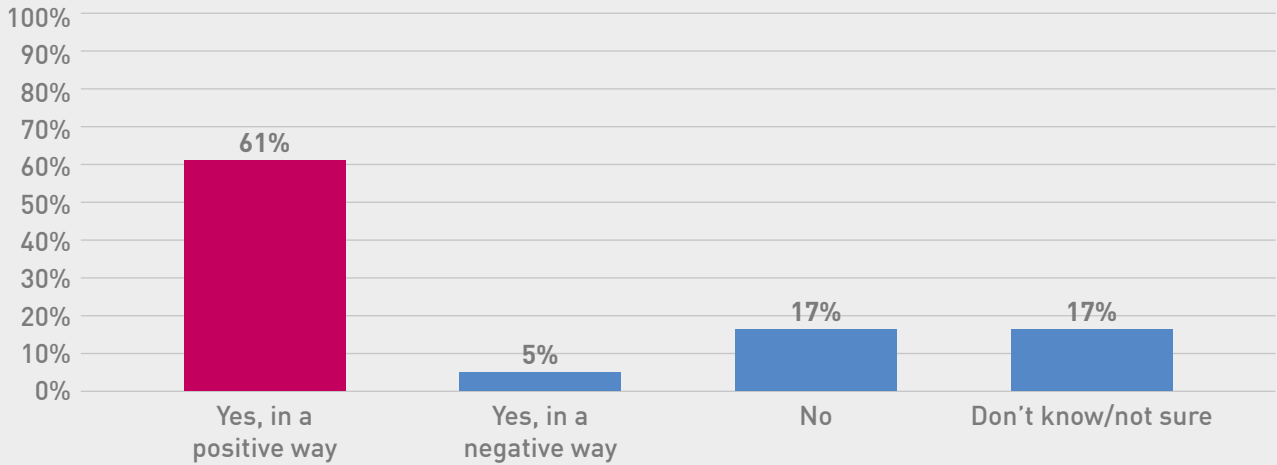


The campaign budget was only £65k, however the PR activity generated an additional £80,703 of earned media and reach (NB: This is for all the coverage between 1/11/17 and 16/1/18, excluding appearances on TV and radio).

BRAND PERCEPTIONS RESULTS

In a limited time-frame, our campaign had a positive impact on the brand.

THE CAMPAIGN IMMEDIATELY MADE PEOPLE FEEL DIFFERENTLY ABOUT GIRLGUIDING



Q. Does the campaign make you feel differently about Girlguiding?

SPECIFICALLY, IT GENERATED NEW PERCEPTIONS OF "CONFIDENCE"

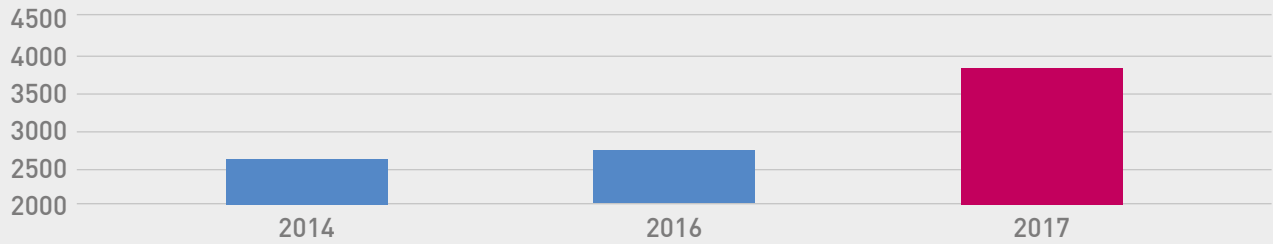
- Encouraging girls to speak their mind and empowering them
- Empowering girls
- Charity
- Was about organisation helping girls to have a voice
- Helped me build confidence and friends
- Empowering young ladies
- Appealing
- Positive, encouraging and empowering
- It's original and very innovative
- Collective of women and girls empowering each other
- It brings girls to the fore front and wants them to be part of the community

Q. Can you tell us everything you remember about the campaign?

BUSINESS RESULTS

Our campaign achieved the highest number of total volunteer enquiries in November/December than in the previous comparable 3 years in the same period (NB: there was an anomaly in the 2015 data so we haven't included this year).

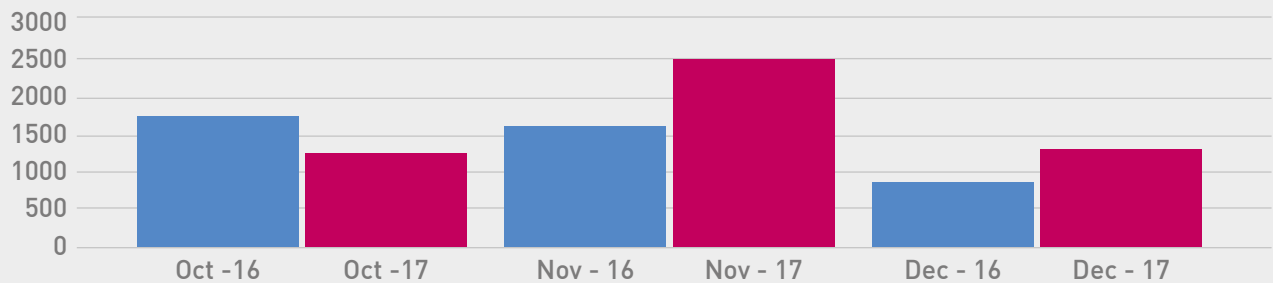
WE ACHIEVED THE HIGHEST NUMBER OF VOLUNTEER ENQUIRIES (NOV-DEC) IN THE LAST THREE YEARS



Source: Girlguiding database

We know that there is usually a steep decline in volunteer registrations in the run up to Christmas, however our campaign reversed the downward trend.

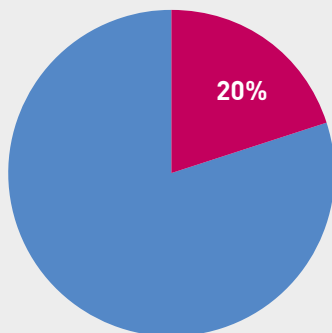
AS A RESULT OF OUR CAMPAIGN, THERE IS A CLEAR PEAK IN NOVEMBER, REVERSING THE DOWNWARDS TREND



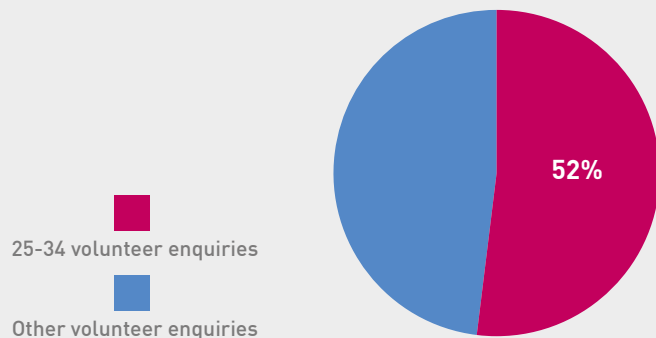
Source: Girlguiding database, 2017

Furthermore, our campaign had a demonstrable effect on our designated target audience:

Proportion of 25-34 yo volunteer enquiries pre-campaign
(w/c 16th October - w/c 6th November)



Post campaign, we increased the number of 25-34 yo volunteer enquiries
(w/c 13th November - w/c 4th December)



Source: Girlguiding database, new volunteer enquiries, 2017

AN EFFECTIVE AND EFFICIENT CAMPAIGN

Girlguiding spent £65k on the campaign across Facebook, Twitter, The Pool, search and influencers.

On average, 55% of people who apply to Girlguiding go through to volunteer. We got 1,426 additional volunteer enquiries so this equated to 784 people going through to volunteering. Costing Girlguiding £82.90 to recruit each volunteer.

Volunteers usually remain with Girlguiding for 9.7 years. This meant the cost to recruit each volunteer was £8.54 per year.

To put this into context, if you were a volunteer for Guides you could be helping 12 girls per group. In this case, the cost per volunteer per girl would be a mere £0.71. But the impact would be huge: 784 new volunteers could help to support 9,408 new girls.

In addition to hitting our targets, our campaign also created a pool of potential volunteers who are more likely to volunteer for Girlguiding in the future...

**Pre-campaign (in October 2017):
18% of 25-34 year olds said they
were likely/very likely to volunteer
for Girlguiding***

**Post-campaign: 28.5% of 25-34
year olds said they were likely/very
likely to volunteer for Girlguiding****

* Source: Propensity to volunteer for Girlguiding, CAM Q4 2017, NFP Synergy

** Source: The Dec Girlguiding Campaign Impact Survey, NFP Synergy

And even more young people are likely to support Girlguiding in the future. Pre-campaign (October 2017): the potential to support Girlguiding was 23% in our target age group (25-34s)*, however this rose to 47% post campaign**, showing an increase of 24%.

* Source: Charity Awareness Monitor, Oct 17, NFP Synergy | Base: 1,000 adults 16+, Britain

** Source: The Dec Girlguiding Campaign Impact Survey, NFP Synergy

CONCLUSION

There are times in your career in advertising when a client comes along with a really good brief, when you can really make a difference.

This was one of those briefs.

The problem: there were over 70,000 girls on the waiting list to join Girlguiding, who couldn't because of a lack of volunteers.

The challenge: get 1,000 additional volunteer enquiries to match the demand for the charity and a new pool of supporters to guarantee the success of Girlguiding for years to come.

The audience: 25-34 year old, time-poor women. Many of them didn't volunteer; certainly not for a charity like Girlguiding which they saw as traditional and dated.

Our communications task was twofold:

1. Establish Girlguiding as a worthy cause
2. Demonstrate they could make a difference

The insight: the most important skill Girlguiding teaches is confidence, among the girls and the volunteers.

The idea: Know Your Place - Join Girlguiding, develop girls' confidence and gain confidence in yourself in return.

The approach: mobilising our current volunteer base and reaching our audience with highly targeted adverts on social media to grab their attention and encourage them to volunteer.

The result: 1,426 additional volunteer enquiries and changing perceptions of the brand among this age group, with limited media budget and a campaign than ran for just one month.

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