

EVERYBODY CAN SAVE A LIFE

SCOTTISH GOVERNMENT – ORGAN DONATION



Category:

Not-For-Profit Marketing

Leith.



NEWS

Organ transplants reach record level in Scotland

14 April 2017

f t v e Share



A total of 348 people had transplant operations in Scottish hospitals last year

A record number of Scots received a life-changing organ transplant last year, new figures have shown.

IN A NUTSHELL

When did you last think about your own death? Or what will happen to your body after you go?

Your heart? Those eyes you're looking through right now?

Organ donation is a marvel of the modern world. But thinking about it can be deeply unsettling.

Who can imagine how we'd feel to be sat on a plastic chair in an intensive care unit, reeling from the death of someone we love, and faced with the choice of whether to let doctors remove parts of their body and give them to a stranger.

This paper tells the story of how the Scottish Government took a calculated risk with its 2016/17 organ donation marketing: deliberately avoiding tugged-heartstrings in favour of positivity, humour, naked bodies, and transplant scars on proud display.

It shows how this bold creative approach, coupled with smart integration and activation, helped bring about record-breaking outcomes in Scotland.

- The highest ever percentage of the Scottish population on the Organ Donor Register.
- The highest ever number of deceased donor transplants
- And the lowest number of people in Scotland on the transplant waiting list since records began.

AMBITION AND CLARITY OF OBJECTIVES



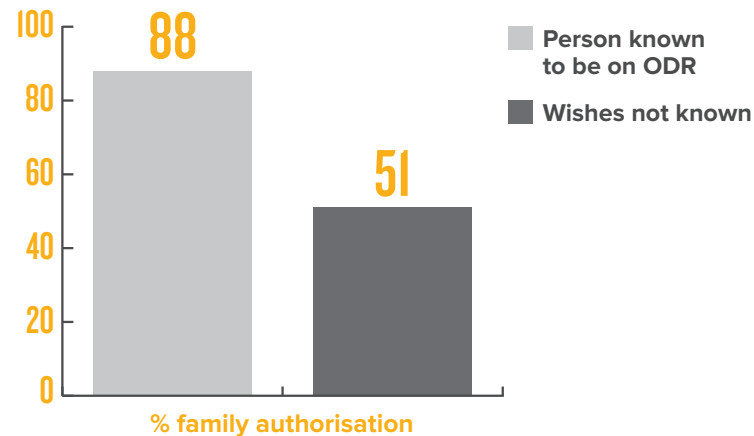
THE ISSUE

Over 500 people in Scotland are waiting for a transplant.

The problem is, less than 1% of people die in circumstances where organ donation is possible – just a few hundred a year.

If all those people became donors, need would largely be met. But there are multiple reasons (some clinical) why this doesn't happen. One significant factor is family authorisation (consent). In 2015/16 only 57% of families authorised donation.

This is where the Organ Donor Register (ODR) comes in; because families are twice as likely to authorise donation when their loved one is on the Register.



The Scottish Government is therefore committed (as part of a multi-faceted strategy to increase transplants) to growing the percentage population on the ODR.

MARKETING OBJECTIVES

- 1. Short term:** increase proportion of Scottish population on the ODR (above 43% in 2015/16)ⁱ.
- 2. Longer term:** encourage people to share their wishes and build 'social norming' around supporting the life-changing impact of organ donation – contributing to increased authorisation (above 57.4% in 2015/16)ⁱⁱ.

Outcome KPIs:

- More people becoming donors after death (2015/16 benchmark: 99).
- More transplants using organs from deceased donors (2015/16 benchmark: 332).

Achieve this as cost-efficiently as possible, including for 40% less overall budget than the previous national campaign launch in 2012.

STRATEGIC THINKING AND PLANNING



MESSAGE STRATEGY

Research revealed three insights:

Little sense of urgent need

Organ donation had dropped off people's radars.

"As long as it's not affecting my little world it's in the background."

With one person a day dying waiting for a transplant we needed to make the issue relevant and urgent.^{vi}

Easy to make excuses

Contemplating death and donating organs is deeply uncomfortable for many (despite rationally supporting transplants).

"I don't like the idea of someone I love being cut up into different body parts."

Many people used light-hearted myths and excuses to conveniently 'brush-off' joining the ODR themselves.

*"Who would want **my** bits?"*

"I'm too old!"

"I've not really thought about my death – seems a long way away!"

We needed to make inaction less easily excusable – busting myths and excuses.

People responded better to 'positivity' than 'guilt-tripping'

Negative framing got people's backs up:

"It makes me feel guilty – but that's all."

"I can't see how I could help." (i.e. you have to actually die to help someone who's waiting)

And surrounded the topic with unhelpful negativity:

"It's like your worst nightmare – begging for an organ."

"Depressing, grey, morbid."

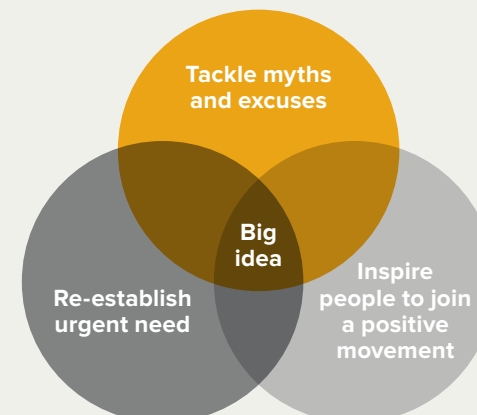
People responded far better to positive framing and social norming: joining in to 'do more good'

"You think, if they've done it, I can do it."

"Be part of it – do a good thing."

"In Scotland we like to help each other, it appeals to our sense of solidarity."

CREATIVE STRATEGY



'BRAND ACTIVATION' STRATEGY

The marketing objectives called for a 'brand activation' strategy – delivering ODR registrations in the short-term, but also building positivity and 'social norming' around organ donation in the longer-term.

Previous activity showed digital (especially Facebook) was effective and efficient for driving web registrations to the ODR. But we needed to 'fuel' this conversion funnel.

Audience profiling showed TV was (in theory) the best medium for achieving this. But not only did we have 40% less overall budget than at the last national campaign launch in 2012; but TV costs had inflated by over 50% since then.

So Carat thought laterally:

- Knowing ODR registration isn't seasonal, they identified the cheapest month to buy TV – July.
- To maximise online registrations they identified key times for 'dual screening' and planned TV to run then.
- They capitalised on technology that could 'sync' digital ads to TV spot times.
- 'Dynamic display' allowed a rapid transition from 'mass' TV messaging to personalised online targeting of niche audiences. This included using NHS data to create location-specific creative showing the number of people waiting for transplants in local areas.

To maximise conversion efficiency:

- We used ShareGraph technology to dynamically profile who was responding online enabling us to target similar prospects in real-time.
- We integrated web and digital data to recognise people who'd gone from Facebook to the website but not joined the ODR – using bespoke creative to re-target them with a final nudge.

Using the 'paid, earned and owned' model of campaign planning – we assigned each strand a strategic role, ensuring they were mutually beneficial (not replicating 'more of the same').

Paid: Driving Registrations

- Integrating TV and digital to maximise conversion efficiency.

Earned: Creating a Groundswell of Support

- Using PR to create infectious positivity and inspire people to be part of a movement – using positive stories of transplant recipients (rather than sad stories of people waiting).

Owned: Social Norming

- Equipping stakeholders, (and using our own social channels) to show public support, and 'normalise' support for organ donation.

**ORIGINALITY, CREATIVITY,
EXECUTION, IMPLEMENTATION**





CREATIVE STRATEGY

The integrated idea was “We Need Everybody”.

We put heart transplant recipient Gordon Hutchison at the core of the campaign, enabling us to deliver a serious, urgent message – in a positive, inspiring way.

We used naked people of all shapes and ages to bust common myths and excuses about who can join the ODR, and start a movement mobilising ‘everybody’.

Using nakedness and humour was a radically different approach for organ donation marketing – creating impact, and bringing the subject into people’s homes in a way that was not only impactful but started a conversation.

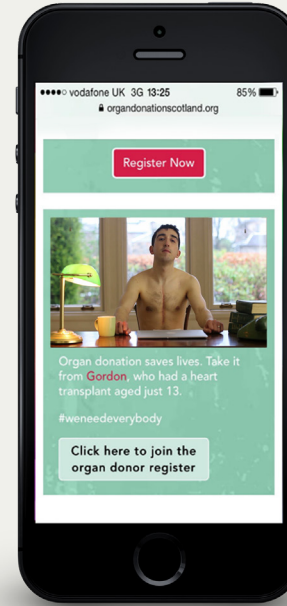
ORIGINALITY, CREATIVITY, EXECUTION AND IMPLEMENTATION

Pre-launch

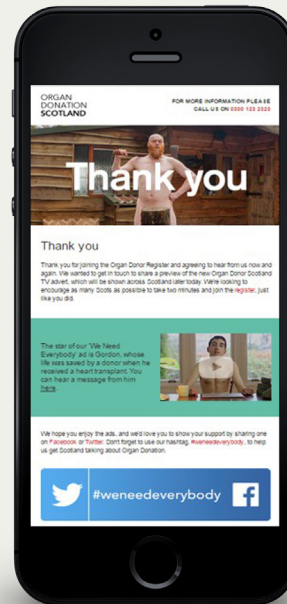
Four Communications used their long-standing connections with the transplant community to find the wonderful Gordon Hutchison, who'd received a heart transplant aged 13, and who bravely agreed to be not just the face, but the body of the campaign.



Four Communications sent engagement packs to 120+ stakeholders.



The Union optimised the website for mobile.

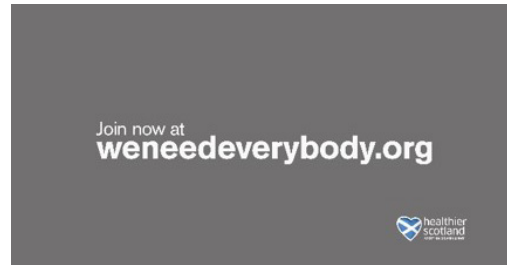
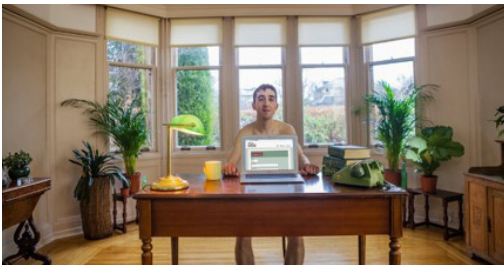


They also emailed past registrants mobilising campaign support and encouraging them to tell friends and family they are on the ODR.

Launch Day (July 4th 2016)

TV ran during peak times for 'dual screening'.

TV can be viewed [here](#).



TV SCRIPT

Leith.

We open on a naked hill walker in a field. He's looking directly at camera and wearing nothing but a pair of boots and a bobble hat. His leg's propped up on a stile, which stops us seeing anything. He calmly says: **Every body could save a life.**

We then cut to a naked older lady standing in her kitchen. She's holding a casserole dish, which is obscuring her chest. She says to camera: **Wrinkly ones.**

We then see a portly man in the aisle of a supermarket. A pineapple is perfectly placed to stop us seeing anything. He says: **Spare tyre ones.**

We cut to a tattoo studio. A naked punk looking female tattoo artist is putting a tattoo on a naked tattoo covered guy. He says: **Pretty ones.**

We cut to a slim naked woman cycling. She says to camera: **Lean ones.**

We see a young music band made up of men and women practicing in a garage. Their instruments are strategically placed. They say to us in unison: **Noisy ones.**

We see a big naked lumberjack holding an axe. A log on a tree stump stops us seeing his modesty. He says: **Big Ones.** He chops the log in front of him.

We then cut to a naked man sitting behind an open laptop. The laptop screen's facing us and we can see it's on The Organ Donation Scotland website. He says: **We need every body, because somebody dies every day in the UK waiting for an organ transplant. Join the organ donor register and you could save a life – take it from me.**

He puts down the laptop screen to reveal a large scar on his chest. Words come up that say:

Join now at weneedeverybody.org

Healthier Scotland logo

Launch Day (July 4th 2016)

Four Communications' PR launch focused on Gordon's inspirational story.



HEART OF CAMPAIGN GORDON SHOWS OFF TRANSPLANT SCAR TO RECRUIT LIFESAVERS

Because of my organ donor, I was able to grow into a teenager, play football, pass my driving test, get my first job, marry my wife..I'm grateful every day

AD TO DO IT
 Gordon got his kit off to front campaign to recruit new organ donors

GORDON'S STORY
 GORDON Hutchison grew up knowing one day he would need a heart transplant to save his life. Born with a congenital heart defect, Gordon was just 11 months old when he had surgery to insert a pig skin valve to keep his heart pumping. His heart failed when he was 13 and he was placed on the transplant waiting list. For him the wait was short and just six weeks later, he received the lifesaving call to say a heart was available. Gordon, now 26, was flown by air ambulance to Newcastle's Freeman Hospital and spent 12 hours in surgery. When he awoke the next day he tapped his chest a few times and gave his parents and brothers the thumbs-up before going back to sleep, Gordon said: "The life I lived before the heart transplant compared to my life now is night and day. "I couldn't walk 10 yards, now I can run 10 miles. "Growing up I was very small for my age and prone to infections. I couldn't play football or do a lot of things other kids could. "My illness and hospital visits used to control every part of our life as a family and my new heart gave me the freedom to do whatever I wanted to do. "After the transplant, being back at school with my mates and able to live life to the full was just amazing. "When Gordon married Catriona three years ago, they freedom to do the traditional wedding favours with sign-up forms for the NHS Organ Donor Register to acknowledge the gift of life he received as a teenager.

THE need for organ donors in Scotland is laid bare in a bold new TV ad campaign.
 People of all ages, shapes, sizes and backgrounds have stripped off to highlight that anyone can be an organ donor. Every day in the UK someone dies waiting for a transplant and the We Need Everybody campaign is targeting those who haven't got round to filling in a form to join the donor register. The face of the campaign is Gordon Hutchison, 26, from East Kilbride, who had a transplant at 13 after being born with a congenital heart defect. Gordon stripped off for the last frame of the advert to reveal his transplant scar to deliver the message that organ donation saves lives. He said: "Stripping for a TV advert was certainly not an average day at the office but it was an opportunity I couldn't pass up. "I would do almost anything to make people realise how life-changing organ donation is. "That's probably my 15 minutes of fame up but couldn't think of a better way to use them. "Because of my donor, I was able to grow into a teenager, play football, pass my driving test, get my first job and marry my wife Catriona - things I'm grateful for every day. "That's why I'm backing the call to get everybody in Scotland on the NHS Organ Donor Register. I think the campaign is brilliant and will raise eyebrows. "If you support organ donation and haven't yet joined the register, please do it now. "I promise it'll be a lot easier than taking your kit off." There are 540 people in Scotland waiting on a life-saving transplant. Fewer than one per cent of deaths in Scotland happen in circumstances where the person is able to donate their organs. And just 43 per cent of Scots are on the NHS Organ Donor Register. The more people who join, the more lives can be saved. Aileen Campbell, public health minister, said: "The reality is that there are more people waiting for an organ transplant than there are suitable donors. Last year in Scotland 35 people died waiting on a vital organ transplant and for the 540 people currently listed for transplant, the wait goes on. "There are many reasons people haven't joined the register, such as thinking they're too old, no one would want their organs or they've just not got round to it. "This campaign is about driving home that everyone has it in them to save a life - like Gordon's. "If you've made the decision that you want to donate your organs and haven't yet joined the register, do it now. "It only takes two minutes and could be the most important thing you do today." To join the NHS Organ Donor Register, log on to weneedeverybody.org

Integration of Paid, Earned and Owned Channels (July 2016)

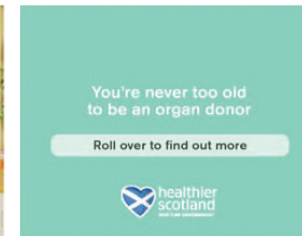
Digital synced to TV spot times using RadiumOne's "TV Sync" technology, and Twitter's TV targeting.

Leith and i-prospect created 52 variants of display creative – which were served, dynamically to niche audiences, and optimised throughout.

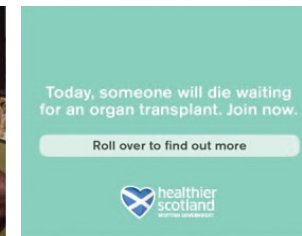
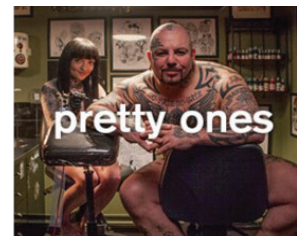
Example: local data call to action



Example: age targeted call to action



Example: A/B testing generic call to action



Integration of Paid, Earned and Owned Channels (July 2016)

Seven 'myth busting' videos were used in social and stakeholder channels, with 'next-level' messages driving people closer to registration.

A thank you video from Gordon encouraged those who'd registered to tell friends and family.

Campaign video views: + 400,000.

CAST

MYTH TO BUST

OLDER LADY	Too old to join the Register, they won't want me
BAND	Too young to think about joining now...
HILLWALKER	It'll take too long to join, I don't have time
LUMBERJACK	I'll get round to doing it, just not now
TATTOO COUPLE	There are already enough people on the Register
SHOPPER	Not healthy/fit enough to join, they won't want me
GORDON	I'll join the Register eventually

Organ Donation Scotland
July 29, 2016 ·

It only takes two minutes to join the Organ Donor Register....so crack on!
#WeNeedEverybody bit.ly/1ks6KVO



It only takes two minutes to join the Organ Donor Register.

40K Views

Like Comment Share

You and 221 others

88 shares

Organ Donation Scotland
August 30, 2016 ·

Have you joined the Organ Donor Register yet? Don't put it off
#WeNeedEverybody bit.ly/2bhflsF



But there's still people dying waiting on a transplant.

92K Views

Like Comment Share

You, Jill Walker and 536 others

Integration of Paid, Earned and Owned Channels (July 2016)

PR delivered over 121 press cuttings, (with digital and social in addition) – and almost a third (35 pieces) of coverage featured inspirational transplant stories.

LIVER TRANSPLANT DAD HAILS DONOR

I'll never forget how joyful Stacie looked as she mouthed 'He made it' to the guests. They were the happiest steps I ever took

— Graham Fraser

Heather Greenaway

When the doors of the church swung open and Graham Fraser started walking his beaming daughter Stacie down the aisle, the guests gasped in disbelief and then burst into tears of joy.

The proud father of the bride, 56, had only got 100 yards when he was hit by a heart failure. He had only got 100 yards when he was hit by a heart failure. He had only got 100 yards when he was hit by a heart failure.

Stacie, 26, had been diagnosed with liver cancer in 2014. She had been diagnosed with liver cancer in 2014. She had been diagnosed with liver cancer in 2014.

Her father, Graham, had been diagnosed with liver cancer in 2014. She had been diagnosed with liver cancer in 2014. She had been diagnosed with liver cancer in 2014.

"I made it thanks to the kindness of a stranger. They have given me a second chance at life."

Heather Greenaway

Support Stacie with her parents and brother Michael at her wedding at St. Andrew's Church.

Stacie, 26, had been diagnosed with liver cancer in 2014. She had been diagnosed with liver cancer in 2014. She had been diagnosed with liver cancer in 2014.

AFTER WALKING DAUGHTER DOWN THE AISLE



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Organ Donation Scotland
14 August 2016 · 6

"My donor has given me a new life and a strong heart and I can't thank them enough." Thanks to Jack Morrison for sharing his amazing story #WeNeedEverybody bit.ly/1ks6KVO



Always in my heart: Grandad praises donor after life-saving 11th hour transplant

LOVING grandad Jack Morrison feared the worst after three heart transplants fell through, but a fourth donor was found right in the nick of time.

DAILYRECORD.CO.UK | BY HEATHER GREENAWAY

Like Comment Share

132

Top comments

27 shares

Margaret Anderson Best wishes to u my friend I wish u good health and happiness with your family xx
Like · Reply · 1 · 14 August 2016 at 22:09

Marilyn Walker Looking great jack! x
Like · Reply · 1 · 15 August 2016 at 18:48

Integration of Paid, Earned and Owned Channels (July 2016)

Stakeholders and social media created a groundswell of support and normalised the idea of supporting organ donation.

Kidney Research UK @Kidney_Research

Loving the new Organ Donor Register campaign from @scotorgandonor

OrganDonationScot @scotorgandonor
Want to be an #organdonor? #WeNeedEverybody, including you bit.ly/1ks6KVO

RETWEETS 9 LIKES 10

9:03 AM - 4 Jul 2016

NHS Golden Jubilee @JubileeHospital

As home of adult heart transplants in Scotland, we are supporting the new @scotorgandonor campaign. #WeNeedEverybody

OrganDonationScot @scotorgandonor
Want to be an #organdonor? #WeNeedEverybody, including you bit.ly/1ks6KVO

RETWEETS 14 LIKES 9

7:04 AM - 4 Jul 2016

Organ Donation Scotland added 2 new photos. 1 August 2016

Huge thanks North Lanarkshire Council staff who stripped off in support of the #WeNeedEverybody call to join the Organ Donor Register. North Lanarkshire is set to host The Westfield Health British Transplant Games in August 2017 with more than 750 competitors competing in 25 sporting events over four days.



Like Comment Share

97 Top comments

Organ Donation Scotland 22 July 2016

Transplant recipient Elaine Baxter has bravely stripped off to highlight that anyone can be an organ donor. Elaine underwent a liver transplant in 2013 just three weeks after tests revealed her liver function was dangerously low. Elaine said: "My illness was very sudden, and I know the outcome could have been very different. You go through life thinking that these things happen to other people, but the reality is that anyone could need a transplant at any time." #WeNeedEverybody bit.ly/1ks6KVO



Like Comment Share

135 Top comments

Margaret Morrison Well done Elaine hope you are keeping well. Xx
Like · Reply · 1 · 22 July 2016 at 12:49

Organ Donation Week: 5-11th September 2016

Four Communications secured a major exclusive with the Daily Record – with high profile celebrity support.

Dougray Scott's support led to our highest ever post reach: 213,000 with 6,800 reactions, comments and shares.


Daily Record NEWS ▾ POLITICS FOOTBALL ▾ SPORT ▾ TV & CELEBS ▾ LIFE & STYLE SCOTLAND NOW IN YOUR AREA ▾ BUSINESS TRAVEL

News ▾ Health ▾ Transplants

Celebrities line up to urge Scots to join the organ donor list

Actor Dougray Scott is just one of a host of celebrities who are speaking out today at the start of Organ Donation Week's We Need Everybody campaign.

151 SHARES BY VIVienne AITKEN 09:01, 5 SEP 2016



Picture by Christian Cooksey/CookseyPix.com on behalf of tConsolidated PR. For more information please contact Ashleigh McLucas on 0131 240 6240 Pictured is Patricia Duff from Ayr in South Ayrshire and her Boxer puppy Hope. Patricia aged 67, successfully underwent a liver transplant last January. All rights reserved. For full terms and conditions see www.cookseypix.com Patricia Duff and Hope

Get Daily updates directly to your inbox
Enter your email [+ Subscribe](#)

SCOTS heart-throb Dougray Scott is backing a new campaign urging people to join the organ donor list.


151 SHARES Actor Scott is just one of a host of celebrities who are speaking out today at the start of **Organ Donation Week's** We Need Everybody campaign.

RECOMMENDED

- Horrifying footage shows moment plane plunges into Melbourne shopping centre
- Lidl pricing error leaves shoppers with bizarre bedroom problem - and no way of fixing it
- Mum shares pictures of son's, 5, injuries after being 'knocked unconscious' by 'vile bully' in play centre attack
- Experts have revealed a new symptom that could be an early sign of dementia
- 'I am vile, I am a monster' Pervert confesses

Organ Donation Scotland
7 September 2016 · €


Line of Duty actor Martin Compston has backed Organ Donation Week, saying "If you want to be an organ donor, and help someone in need, take the time today to join the Organ Donor Register. Let's make this Organ Donation Week the best yet. Every single registration counts." Thanks Martin! bit.ly/1ks6KVO



Register now
It's fantastic that you've decided to join the NHS Organ Donor Register! A lot of people who want to become donors never get around to it. But just two minutes of your time right now could save lives in the future.
ORGANDONATIONSCOTLAND.ORG

Organ Donation Scotland
8 September 2016 · €

Thanks to Des Clarke for backing Organ Donation Week! He said: "Big ones, small ones, lean ones, wrinkly ones...everyone can be an organ donor and save a life." Couldn't agree more Des! #WeNeedEverybody <http://ow.ly/IVTe3041hen>



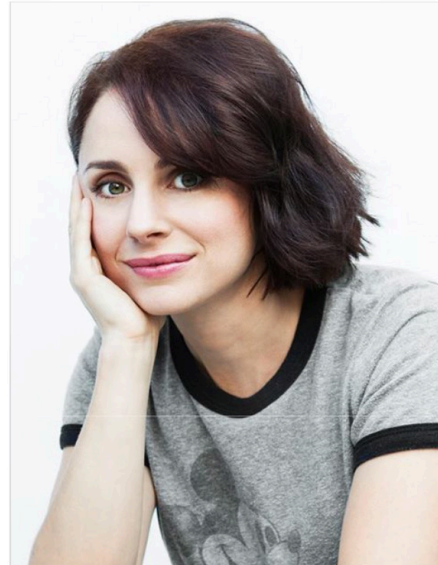
Like Comment Share

102

Organ Donation Scotland
17 September 2016 · €

Scottish actress Laura Fraser has backed the #WeNeedEverybody call for more people across the country to join the NHS Organ Donor Register. She said: "With one person dying every day in the UK whilst waiting on an organ transplant, the need for more donors is clear. It would be great if everyone who supports organ donation takes the time to join the Organ Donor Register."

Thanks Laura! To join the Register visit bit.ly/1ks6KVO



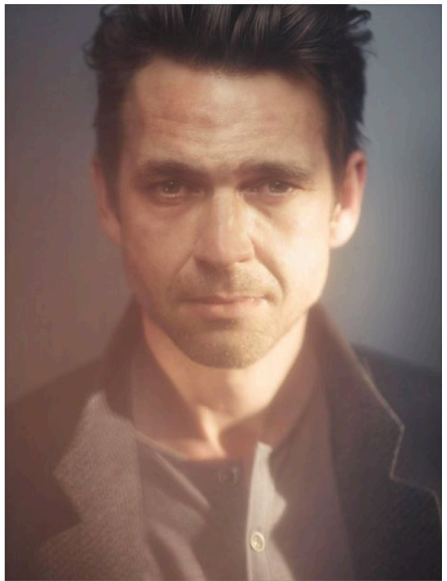
Like Comment Share

Emma Maclean and 3k others

468 shares

Organ Donation Scotland
10 September 2016 · €

Dougray Scott helped kick start Organ Donation Week by urging Scots to join the Organ Donor Register. He said: "Joining the Organ Donor Register only takes two minutes, and it just might make the world of difference to someone who is needs that vital life-saving transplant." Help us make this week count by joining today #WeNeedEverybody bit.ly/1ks6KVO



Like Comment Share

5.2k

730 shares

Organ Donation Week

A thank you film celebrated the massive number of registrations to date (delivering 80,000 video views).

To all the
CURVY
ones

all the
wrinkly
ones

small **ones**

and
BIGones

Thanks for
adding an extra
10,000
names to the Register

Organ Donation Scotland
weneedeverybody.org

The campaign generated unprecedented levels of stakeholder support. Even Specialist Nurses for Organ Donation and Transplant Teams began getting naked!

This support contributed significantly to the reach and impact of the campaign. The Royal Infirmary of Edinburgh transplant team's photo generated the biggest Facebook reach of any organic-only post in the campaign, (49,435) with the most shares (283).



Organ Donation Scotland

Page Liked · September 6, 2016 ·

The organ donation and transplant theatre team at NHS Lothian have stripped off in support of the 'We Need Everybody' call for more people to join the Organ Donor Register.

Big thanks to The Royal Infirmary of Edinburgh's Florencia De Taza, Ahmed Sherif, Anne de Diesbach, John Stirling and Karen Welsh.

Like Comment Share

Jill Walker and 604 others

Top Comments

275 shares

55 Comments



Organ Donation Scotland shared University of Dundee's photo.

September 20, 2016 ·

We loved this pic of University of Dundee students Lori White, Gavin Roderick and Lizzie Moss. They've been busy promoting organ donation to fellow students and freshers, but found time to strip off to back the #WeNeedEverybody campaign. Thanks for the support!



SCALE AND EVIDENCE OF RESULTS



RESULTS

Marketing objectives and KPIs were met – and new records were set.

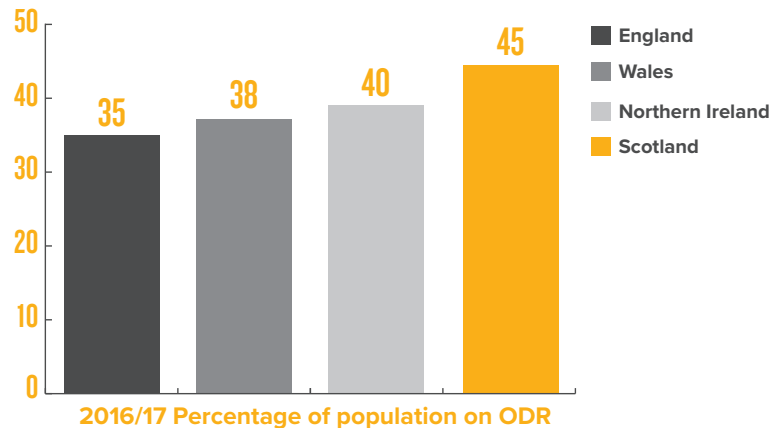
Objective 1.

HIGHEST EVER PERCENTAGE POPULATION ON THE ODR

By April 2017 (end of financial year) – a record 45% of Scottish population was on the ODR, up from 43% in April 2016. This was over 95,000 new registrations^{vii}.



Scotland continues to significantly outperform the UK in terms of % population on the ODR^{viii}.



Objective 2: Significant increase in authorisation rate.

The deceased donor authorisation rate increased by over 5 percentage points (from 57.4% in 2015/16, to 63.1% in 2016/17)^{ix}.

This predominantly reflects the sensitive work of specialist organ donation teams; but it's also affected by how many potential donors are on the ODR, and how positive families feel about the issue.

Most importantly, numbers are up against our two key KPIs

KPI 1.

MORE PEOPLE BECOMING DONORS AFTER DEATH

In 2016/17 there were +34.3% more deceased donors than the year before (133 vs. 99)^x. This is the highest annual total ever achieved in Scotland.



Organ transplants reach record level in Scotland

14 April 2017 [f](#) [t](#) [m](#) [e](#) [Share](#)



A total of 348 people had transplant operations in Scottish hospitals last year

A record number of Scots received a life-changing organ transplant last year, new figures have shown.

KPI 2.

MORE PEOPLE RECEIVING LIFE-CHANGING TRANSPLANTS

In 2016/17, 348 transplants took place using deceased donor organs – an increase of +4.8% on 2015/16 and another record-breaking total for Scotland^{xi}.

In parallel, the number of people waiting for an organ in Scotland reached the lowest level in recorded history^{xii}.

Record number of Scots have lives saved by organ donors



Primary teacher Heather Marshall, from Gartcosh, received a life-saving organ transplant in November last year (Photo: Scottish Government)

The number of people living in Scotland whose lives were saved or dramatically improved by an organ transplant has reached a record high, NHS figures have revealed.

ISOLATING CAMPAIGN EFFECT

People join the ODR in different ways, including via DVLA forms and applications for a Boots Advantage Card). While marketing influences these, we can't currently demonstrate to what extent.

The 'cleanest' measure of campaign impact is the number of people joining the ODR online – because marketing is the only prompt for that.

During the 'We need Everybody' activity (July 1st 2016 to Jan 1st 2017) – web registrations increased by almost a fifth (+19.6%) compared to the same time period the year before^{xiii}.

+19.6% WEB REGISTRATIONS

Social media shows the “We Need Everybody” message hitting home:

Nicola Quinn I know that my mum has a donor card and i would love to be able to find out if i would be able to as I've been unwell fae a was a baby with my chronic Asthma and im an anemic so I'll have to find out, fingers crossed and well done everyone that have one and obviously the ppl that r no longer with us that done it to save so many ppl that most of r living a healthy and happy life.
❤️❤️❤� xxx

Like · Reply · 1 · September 7, 2016 at 3:14pm

Vikki Spence It's better to be on the register (and make sure your discuss your wishes with your family), and in the event of your death your organs will be assessed individually for their suitability for donation. I've had cancer so I can't give blood, but I can stay on the organ donor register. How you die is also relevant, so many people who would have wanted to donate their organs can't because of cause of death.

Like · Reply · 1 · September 10, 2016 at 2:50pm

John Diamond I had this talk with my mother today. Just to let them know that I had registered. So if the worst did happen she would know I had given my blessing

Like · Reply · September 10, 2016 at 9:39pm

Organ Donation Scotland Hi Nicola, thanks for getting in touch. You can find out more about the eligibility of donors on the Organ Donation Scotland website here - <http://www.organdonationscotland.org/am-i-eligible>.

Who's Eligible?

Very simply, all of us can do something to help. Whatever our age, and whatever our health.

RETURN ON MARKETING EXPENDITURE

40% less budget

The campaign was delivered for 40% less budget than the previous national launch in 2012.

Personalisation improved efficiency

People exposed to programmatic/personalised creative were 27% more likely to consider joining the ODR compared to those served 'control' creative. With personalised creative, interaction rates were 16% higher, and the video stop rate was 27% less^{xv}.

Driving down cost per response (CPR)

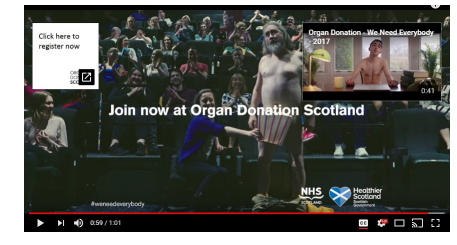
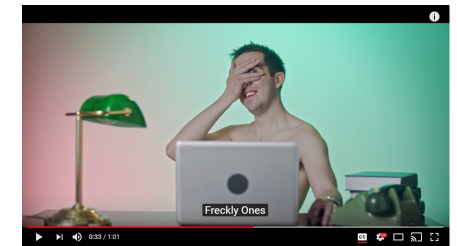
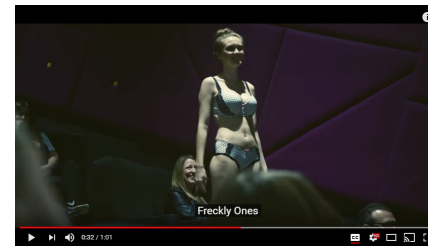
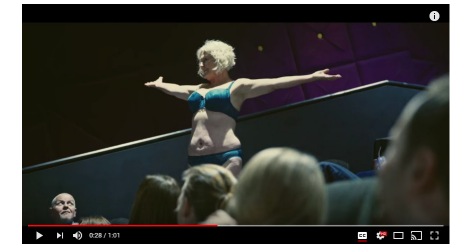
CPR from digital advertising decreased steadily over the 4-week TV campaign as registrations increased, due to the models learning and optimising^{xvi}.

We've applied learnings to increase efficiency in year 2

In year 2 (2017/18), we've reduced cost per registration via Facebook by £0.72 – thanks to optimised channels and copy^{xvii}.

To increase social media shares and reach beyond 'core supporters' we created video content based on a live, interactive cinema stunt where audience members unexpectedly shed their clothes – successfully engaging with a broader demographic.

Interactive cinema can be viewed [here](#).



Year 2 outcomes go from strength to strength

As at Q3 (Jan 31st 2018) – we're unsure if we'll beat last year's record-breaking number of deceased donor transplants.

But the number of Scots on the ODR has leapt again – now to a record 46% - still head and shoulders above the rest of the UK^{xiii}.

And so far this year, over 90% of families approached about donation, whose loved one was on the ODR, have said yes.



CONCLUSION

It would be silly to suggest marketing alone was responsible for Scotland's unprecedented organ donation outcomes in 2016/17.

The sensitive, dedicated work of Organ Donation and Transplant Teams and the extraordinary generosity of donors and their families cannot be over-stated.

But what this paper does show is that the "We Need Everybody" campaign helped.

- Driving new registrations on the ODR.
- And re-framing organ donation as something everybody can feel proud to support however old, young, flabby, wobbly, perky, inky, or wrinkly you happen to be.

"I HAVE A FUTURE THANKS TO THE DECISION MADE BY MY DONOR AND THEIR FAMILY. UNDOUBTEDLY THE AWARENESS CREATED BY THIS CAMPAIGN WILL GO ON TO TRANSFORM MANY MORE LIVES, SOMETHING I FEEL VERY PROUD TO HAVE BEEN PART OF."

GORDON HUTCHISON

Undisputed hero of "We Need Everybody"

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- ⁱ Source: NHSBT Annual Report 15/16: http://www.odt.nhs.uk/pdf/activity-report/activity_report_2015_16.pdf.
- ⁱⁱ Source: As above.
- ⁱⁱⁱ Source: As above.
- ^{iv} Source: As above.
- ^v Qualitative research, Patrick Corr, 2016.
- ^{vi} UK figure.
- ^{vii} Source: NHSBT Annual Statistics – Scotland 2016/17.
- ^{viii} Source: NHSBT Organ Donation and Transplantation Activity Report 2016/17.
- ^x Source: NHSBT Organ Donation and Transplantation Activity Report 2016/17.

This paper was written by Leith on behalf of everyone who worked on the campaign including:

Scottish Government Marketing and Insight Unit
Pam Niven OBE and the Organ Donation Policy Team
Four Communications
Carat and i-prospect
The Union

With a special thanks to the amazing Gordon Hutchison
If you're not on the ODR please take two minutes to join at
www.organdonationscotland.org

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- ^{ix} Source: NHSBT organ Donation and Transplantation Activity Report 2016/17.
- ^{xi} Source: NHSBT organ Donation and Transplantation Activity Report 2016/17.
- ^{xii} Source: NHSBT organ Donation and Transplantation Activity Report 2016/17.
- ^{xiii} Source: The Union.
- ^{xiv} Source: Consolidated PR (now Four Communications).
- ^{xv} Source: Carat and i-prospect.
- ^{xvi} Source: Carat.
- ^{xvii} Source: Carat.
- ^{xviii} Source: NHSBT Quarterly Statistics – Scotland – Q3 2017/18.