Leaving no-one behind

Lessons from the UK’s digital TV switchover
So, who are we?

Who are we?

**Digital UK**, leading the TV switchover

**Switchover Help Scheme**, providing practical help

The project objective?

Shutting off analogue TV, region by region

The communications goal?

**Digital UK:** Tell 100% of the population about switchover

**Help Scheme:** Raise awareness of the practical help available to eligible people
How has it gone?

The programme is going well:

- Nearly **33% of UK households, or 8.8m homes**, have switched
- 98-100% awareness of switchover
- Meet or exceeding all Help Scheme awareness targets
- 98% conversion on the eve before switchover
- Practical help provided for over 500,000 eligible people
- Positive press / stakeholder response.

Jamie Reed, the MP for the Whitehaven switchover area, said of the campaign:

“The communications and public information campaign Digital UK undertook was the best I have seen. **It was intense, it was clear, it wasn’t patronising**…”
What we’ve learned along the way ...

• Do a pilot

• Start early to lower resistance to change

• Be honest & impartial
  • Not selling – but here to help
  • Not always good news

• Keep it simple

• Follow consequence with support

• Layer communications
  • Go local, go micro
  • Provide face-to-face help – it’s critical

• In general, families will naturally help out but friends and neighbours won’t
Layered communications works

National Advertising
Regional Communications
Local Communications
Outreach
Practical Help
Consumer Support
Trade Support
Move beyond traditional media into the community

- References to local locations; local imagery
- Lampposts
- Community media
- Community radio
- Schools pack
- Roadshows / Help Scheme vans
- Street teams
- Working through local community members
  - Local government / housing authorities
  - Local retailers / journalists
  - Local charities
For some, change requires human contact

We set up a consortium of charities (Digital Outreach Ltd) that delivers **locally**

- National consortium identifies best local charities - and provides training and grants
- Support delivered through existing network

- In Granada, local outreach assisted 75,000 people via presentations and one-to-ones … and the smallest grant was for £25 ($40)
Messages from many sources - in a local voice
Keeping it simple

• Our research and earlier creative work told us that older audiences didn’t engage with creative advertising in the same way as younger audiences.

• They tend to categorise what they see on TV either as
  1.) important information,
  2.) entertainment, or ….
  3.) irrelevant.

• Our old ad: Entertainment

• Show and tell

• Our new approach:
  • Show and tell
  • Creativity linked to message
Motivating neighbours – they need a nudge

• You need to speak to neighbours and friends directly
  • They disconnect if the ad shows a vulnerable person
  • They don’t spontaneously make the connection that they could be helping that person
  • So you need to focus what the helper needs to do … and make it easy
• We use TV, radio, PR, leaflets, coasters and bookmarks to ask neighbours to give a “helping hand”
Motivating neighbours – they need a nudge

• Language that works
  • Help them get the help “they are entitled to”
  • “It will only take a minute of your time but you might be the only one who tells them”
  • “If you know someone - even if its just to say hello to”
  • “We are doing all we can but you may know people we can’t reach”

Good Neighbours Radio Ad
Black, Asian and other minority ethnic groups

• Traditional marketing practice suggested that we could use the same communications for everyone but this wasn’t the case for our work. We struggled to get cut through with ethnic minority groups.

• For minority ethnic audiences, we found that community outreach worked best
  • We couldn’t rely only on our existing charity networks, which tended to have relationships with larger ethnic charities and organisations
  • We found it helpful to have people from minority ethnic groups in place early, to
    • book events and meetings
    • scope out relevant neighbourhoods and locations
    • deliver the sessions
• We produced leaflets in different languages for our audiences
• We supplemented the community meetings with our own “street teams” who delivered leaflets into retail outlets and passed them out on the street
• We also used community radio stations
So in summary ...

- Get in early
- Work with local people and ‘localise’ everything you do as much as possible
- Use traditional marketing but go beyond
- Be prepared to tailor what you do for different audience needs, some people need a face to face conversation, some need it in another language…. 
- Keep it simple – really, really simple
- Nudge neighbours – they need prompting
- Be honest and brave
Thank You!

Beth Thoren
0207 462 5427
Beth.Thoren@digitaluk.co.uk
digitaluk.co.uk

Rachell Fox
020 8008 5661
rachell.fox@bbc.co.uk
helpscheme.co.uk