

Enty title: **Darkness Into Light: One Sunrise Together**

Entrant Organisation: **Carat Ireland & RTÉ**

Client Organisation: **Electric Ireland**

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Executive Summary

Pieta is Ireland's leading suicide-prevention charity, and their annual 'Darkness into Light' walk is a key fundraising event.

Electric Ireland has supported Darkness into Light (DIL) since 2013, working with Pieta to bring hope to customers, staff and communities across Ireland that have been affected by suicide.

This is the story of how we harnessed the emotional impact of TV and the immersive power of content to cut-through COVID compassion fatigue, to help raise €7.5 Million in life saving funds for Pieta.

Background

Electric Ireland has supported Darkness into Light (DIL) since 2013, working with Pieta to bring hope to customers, staff and communities across Ireland that have been affected by suicide.

For the second year in a row Darkness into Light, supported by Electric Ireland had to be cancelled due to Covid-19, creating a funding gap for Pieta.

Before COVID-19, the public's need for Pieta's services was on the increase, and as we entered year two of the COVID-19 crisis, demand for mental health supports and suicide prevention services soared across Ireland. It quickly became apparent in year two that we were entering another pandemic, the mental health pandemic.

Before COVID-19, the public's need for Pieta's services was on the increase, with calls to Pieta's helpline up 49% year on year while text messages to Pieta had increased by 46%.

As we entered another lockdown demand for mental health supports and suicide prevention services soared across Ireland, another pandemic was looming large..... the mental health pandemic.

Insight / Creative Idea

We had to be mindful however of our audiences, and their limited emotional bandwidth due to the tumultuous period of the previous 13 months. We were asking people to reach into their hearts, and into their pockets during a time when most were already financially stretched and emotionally exhausted. In order to do so we leveraged RTÉ's trusted credentials to help build this empathy.

Emotions are at the heart of the relationship we have with brands. They influence our conscious decisions and drive our unconscious decisions. As highlighted by the work of TAM Ireland, and Thinkbox we knew that TV could deliver the emotional impact and reach we needed. We chose to amplify the emotional connection and drive education via longer form content.

RTÉ is Ireland's most trusted media organisation, and this was never more evident than during the COVID-19 crisis, as audiences turned to the national broadcaster as the source for updates, news and to find out what was happening next. We knew that for 2021 our approach would need to be built around a content led solution, not only to build awareness, but to drive education, engagement and emotional commitment.

We needed a partnership that could wear multiple hats to achieve our ambitious objectives.

- 1. Generate critical funds for Pieta**
- 2. Co-create a wide range of resourceful content**
- 3. Cement Electric Ireland's ongoing support of Pieta and communities**
- 4. Raise awareness of the Sunrise Appeal, encouraging participation May 8th**

Strategy

In previous DIL partnerships Paid Media (mainly via TV and Radio) had played a central role.

For 2021, we knew we had to create a different narrative, and dial up approach to achieve cut-through and counteract 'compassion fatigue'. We quickly decided that a story led approach delivered via a unique combination of TV and bespoke digital content was the solution.

Campaign Platform:

One Sunrise Together – Sunrise is unique to DIL and is a symbol of hope and new beginning.

Campaign Insight:

When the world was falling apart, Irish people needed to believe that hope was still alive.

Collaboration:

Highly collaborative working model involving all stakeholders; Client, Media Agency, Creative Agency and Media Owner. Such a wide-ranging content partnership required trust and vision from client and agency alike, with many elements being delivered as 'earned' rather than 'paid' media.

RTÉ in-house Creative Team managed a wide group of commercial, creative, and content staff across TV, Radio, VOD, and Podcast ensuring that each team had a consistent brief – ensuring integration of messaging across all platforms.



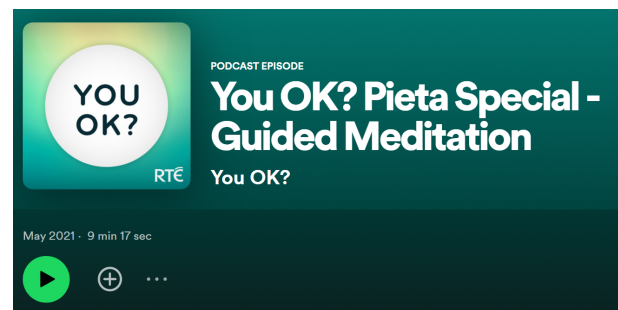
Execution

Building off the back of a successful partnership in 2020, Dentsu and RTÉ used a cross-platform approach. The strategy was built around three pillars: Education, Awareness and Communion.

The partnership portfolio embraced **Appointment-to-view TV** (via The Late Late Show) as the context to deliver mass awareness, a **Content Series** ('I'm Fine') on RTÉ Player and TV, along with **Native Video** series.



This activity was supported with on-air station takeover activity on 2fm, and an audio content partnership via RTÉ Podcast Series ('You OK?').



Finally the activity culminated with a highly **innovative series of TV executions** produced and aired on the same day! We sourced over 300 images and videos from participants who got up and out (despite the rain) on Saturday May 8th.

We edited these that same day to create 3 x 40" films to air around the Six One, and Nine News on RTÉ on the evenings of May 8th and May 9th.



Awareness Phase

TV Support

- Late Late Show Collaboration Friday May 7th. Content segment with the participants from I'm Fine. Included information and donation call-to-action for DIL.
- TV Spot Support. We used targeted spot buys around the Late Late Show to amplify awareness.

<https://youtu.be/oTOFo3R6Cos>

Radio Support

- 2fm Promotional Activity
- For the week leading up to the Sunrise Appeal, every show across the 2fm schedule featured on-air mentions and social posts to promote awareness and donation details.

Brand Association & Education Phase

I'm Fine Player Series

- 'I'm Fine' (RTÉ Player): 5-part RTÉ Player mental health series - Four young men's experiences overcoming mental health issues. Content featured information regarding DIL as well as advice from Pieta ambassadors. Episodes included Electric Ireland Idents & stings to drive brand association & shine a light on the stigma young males experience in speaking about mental health.

<https://www.rte.ie/player/series/i-m-fine/SI0000008435?epguid=PL000006341>

<https://youtu.be/eXnU8h74T40>

The series included a special episode featuring Pieta's Leigh Kenny giving advice on managing anxiety and stress

Native Series

- A series of five articles video on RTÉ.ie. Content featured information regarding DIL as well as expert advice from Pieta contributor. Included Electric Ireland logo.

[Darkness into Light: Stories of recovery and support \(rte.ie\)](#)

You Okay Podcast Series

- A three-part bespoke Well-Being Series on RTE. The final episode was created as an immersive meditation for Saturday May 8th at Sunrise.

[You OK? Pieta Special – Darkness Into Light - You OK? \(rte.ie\)](#)

I'm Fine (TV):

- In wake of the success of the player series, RTE compiled all 5 episodes for one-hour long spot Compilation for RTÉ2. Episode included Electric Ireland Idents.

Communion: Fostering a sense of community in a socially distant society

UGC TV Spot Innovation.

- We sourced over 300 images and videos from participants who got up and out (despite the rain) on Saturday May 8th. We edited these that same day to create 3 x 40" films to air around the Six One, and Nine News on RTÉ on the evenings of May 8th and May 9th.

<https://youtu.be/meH3rNkub4I>

<https://youtu.be/4islOhYIWJ8>

<https://youtu.be/Eu4PynAMPBU>

2FM Sunrise Broadcast

- To accompany the early risers, a very special 2FM Sunrise Special, with a bespoke playlist was aired including Electric Ireland branding and donation details.

FOR RESULTS - SEE NEXT PAGE >>>>>>>

Results

We co-created relevant and supportive content across RTÉ's digital platforms

- Over 38,000 streams for I'm Fine RTÉ Player series
- Over 3,000 Podcast Streams for special 'You OK?' DIL Specials
- Over 61,000 views of Native Article Series
- Over 75,000 watched I'm Fine TV Documentary (Source TAM Nielsen: Individuals)

We improved brand association for Electric Ireland's association with sponsoring DIL, supporting Pieta and communities worldwide.

- Increased sponsorship association 35% to 45% YOY (Source Amarach)
- 456,000 watched The Late Late Show (Source TAM Nielsen: Individuals)
- Contextual TV Executions (captured and aired same day) airing around Six & Nine News were watched by over 1.01 Million Viewers (Source TAM Nielsen: Individuals)
- Approx. 673,000 listeners heard the 30" Promos across 2fm
- RTÉ delivered over 1.8 Million Display impressions with a CTR of 0.65%

We encouraged participation and social sharing of the sunrise moment on May 8th

- 143,000 people signed up for the Sunrise Appeal
- Over 24,000 DIL mentions across Twitter, Facebook, Instagram, LinkedIn and Reddit
- Key spikes in conversation during The Late Late Show of May 7th, and on the day itself