



Category: Best Use Of TV To Drive A Rapid Response

Title: UNICEF Give A Vaccine & Sky Media

The TAMI Awards 2022

Best Use of TV To Drive A Rapid Response.

Background & Objectives



Founded in 1946, UNICEF has been present on the front lines of every pandemic, epidemic, famine, and global conflict to date; the ongoing COVID-19 pandemic is no exception to this 75-year record of service. As we entered the second year of the Coronavirus pandemic, Covid 19 vaccinations became a reality for Irish people with large swathes of the population receiving their jabs sooner than expected. Vaccine inequality has left a large portion of our world in jeopardy. While there are enough Coronavirus vaccines to supply the global population, the majority of doses have been administered to those in high and upper-middle-income countries. As a nation, we were extremely fortunate to get vaccinated so rapidly, and free of charge. People in developing countries weren't quite so lucky so UNICEF wanted to run an advertising campaign to highlight vaccine disparity, appeal to people's sense of gratitude for receiving a free vaccine and motivate them to donate to this fund. The core message was **"If you get a vaccine, please give a vaccine"**. Monies raised would fund Covid 19 vaccination programmes for the most vulnerable people in less well-off countries.

Stills



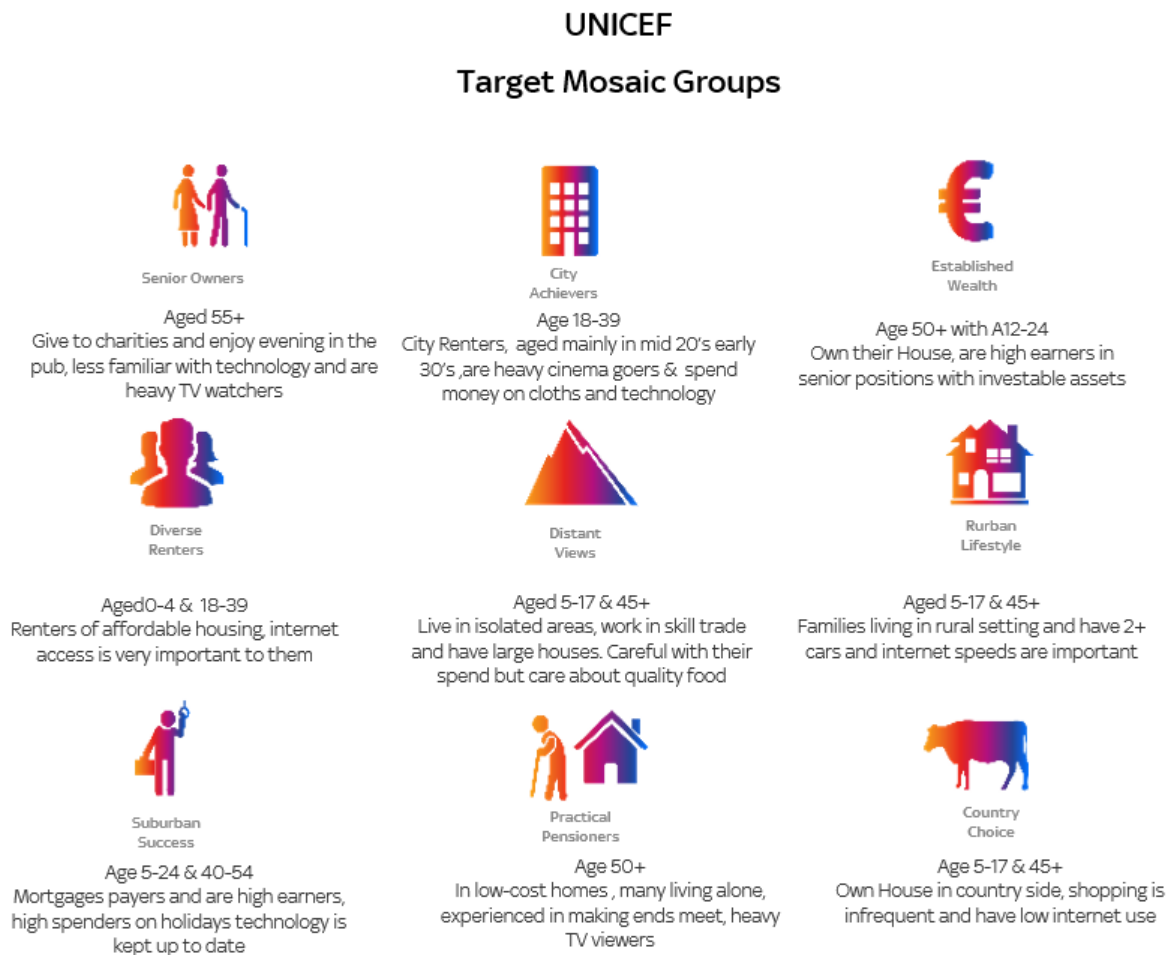
Strategy



With vast experience on the front line & years of providing worldwide emergency & development work, UNICEF knew TV was the most effective channel to drive a quick response. They also recognised that a visual element was important in communicating this appeal. AV was the mainstay of this emergency campaign, supported by Radio, Outdoor and Social activity. UNICEF Goodwill Ambassador Liam Neeson was the face & voice of this appeal and the TV campaign was broadcast primarily across Sky Media TV and On Demand channels using Adsmart targeting technology.

Overlaying Experian MOSAIC data with their own donor analysis, UNICEF identified which household segments were most likely to make a donation to an emergency appeal. The MOSAIC groups were; City Achievers, Country Choice, Distant Views, Diverse Renters, Established Wealth, Practical Pensioners, Rurban Lifestyle, Senior Owners & Suburban Success.

Because AdSmart from Sky can target households identified by MOSAIC segments, it was the natural platform to target UNICEF's audience across both TV and On Demand.



The Plan

As this was an emergency appeal, the reduced advanced booking deadlines of AdSmart ensured UNICEF could get their campaign on air as quickly as possible. Taking the desired targeting attributes from UNICEF, Sky Media were able to match the exact MOSAIC segments and combine them to create an AdSmart target audience with a universe of 333,000 households. This campaign was also the very first Sky Media campaign to target one AdSmart audience across both TV and On Demand

platforms including Catch-up, Boxset and Sky Cinema content.

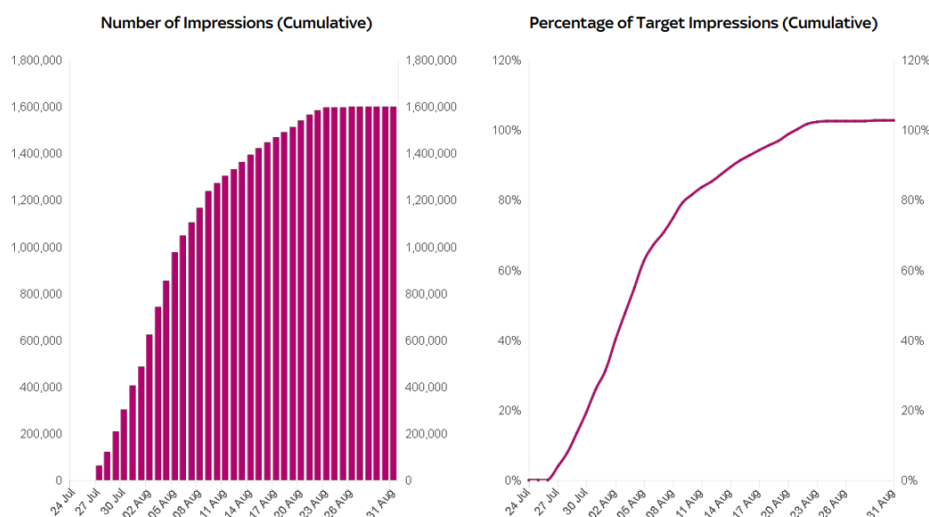
To help deliver campaign impressions quickly, the AdSmart creative was 30", significantly increasing the substitutional opportunities that AdSmart needs to overlay an AdSmart piece of copy over a national linear piece of copy.

To further assist the campaign objective of generating audience reach as quickly as possible, the campaign frequency caps were increased to help drive awareness with the goal of prompting donations from viewers who saw the UNICEF ad. The campaign creative consisted of one 30" execution featuring UNICEF Goodwill Ambassador, Liam Neeson. The Sky Media AV campaign was the lead medium and was supported by other media platforms including Radio, Outdoor & Social.

The AV campaign ran from Saturday 24th July until Tuesday 31st August 2021 delivering just under 1.7m impressions across TV and VoD with a reach of 79% and an average exposure of 6.1. The benefit of using AdSmart targeting to deliver urgent call to action campaigns is that the technology which sits behind the platform means the Sky box only served the UNICEF commercial when the selected target MOSAICs were watching TV or On Demand content. Both UNICEF & Sky Media closely monitored the campaign performance throughout and when UNICEF identified a stronger response from females (75% of donations), Sky Media were able to adjust the campaign, removing Sky Sports from the channel mix to put more focus on delivering the creative in content with a stronger female profile. Working collaboratively with UNICEF and making these changes immediately resulted in a donation upturn, demonstrating how the agility of Sky and the AdSmart platform can be hugely beneficial to advertisers.

Daily Impression Delivery

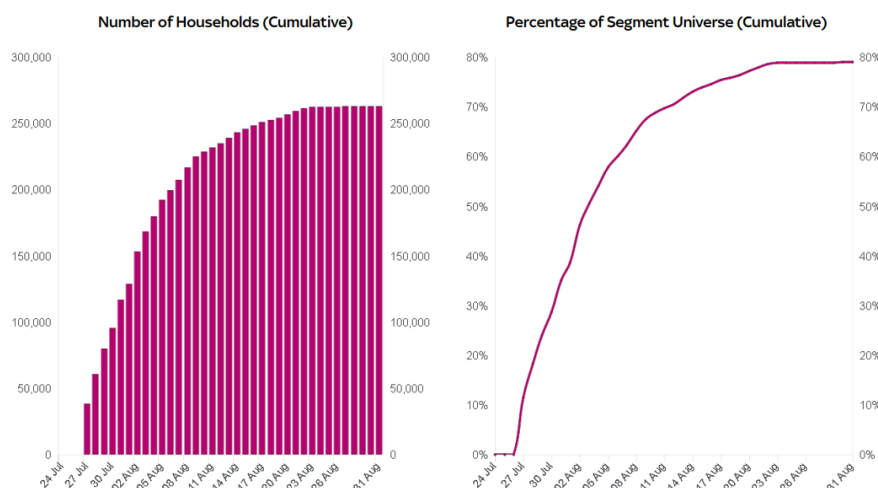
sky analytics



Impression: one viewing of at least 75% of ad from the start at normal speed.

Daily Reach

sky analytics





Results

The advertising campaign with AdSmart from Sky as the lead medium was a huge success in helping the appeal to raise over €5 million in total, meaning that UNICEF were able to donate more than two million Covid-19 vaccines to some of the world's poorest countries.

Having changed their previous mix of Broadcaster AV supplier to run primarily with Sky Media for their Broadcast solution UNICEF attributed a significant donation value to their TV activity which they are able to calculate by asking donors "where did you hear about us?". The AdSmart AV campaign delivered a 3:1 return on investment versus their AV spend, something UNICEF were delighted about and part of the reason the appeal was so successful.

This campaign is a perfect example of how TV advertising prompted real action and tangible results in a very short period of time.



Justin Killeen, Pledge Manager at UNICEF Ireland said of the campaign "We are thrilled with how the AV component of the 'get a vaccine, give a vaccine' appeal worked. We needed to get this message out quickly and a combination of live TV & on demand provided the ideal environment to build awareness & drive reach. Being able to target, via addressable TV, the exact groups that we

know have a strong donator profile, was key to the overall success of this appeal"