



QzaxVeOL

Toyota Ireland - Big Brother Big Sister

Entrant details

Company Name Javelin

Entry details

Primary Agency/Company Name Javelin

Summary Paragraph

Toyota teams up with Sky to help recruit mentors for young people with Foroige's 'Big Brother Big Sister' (BBBS) programme. In an Irish media-first we used Sky Shoppable and Adsmart, targeted Digital TV to mosaic profiles using a QR code for response. This activity resulted in 1000 adults submitting interest.

Background and Objectives

At Toyota Ireland, the Brand Purpose is to 'make life better in Ireland', including a belief in the power of supporting the development of young people. In 2022 Toyota Ireland became corporate partner to youth organization Foroige's Big Brother Big Sister (BBBS) programme, which connects young people across Ireland to volunteer mentors (Big Brother/Sister with Little Brother/Sister) who spend an hour a week together, doing things they both enjoy. They match young people aged 10-18 years old who need a friend, to adult (usually 25-35) mentors. It is very simple and very powerful, changing lives.

BBBS urgently needed new adult volunteers, particularly male volunteers. In short, there were Little Brothers and Little Sisters all over Ireland urgently waiting to be 'matched'. Toyota's first challenge as the BBBS partner was to help recruit 'Bigs'. This would not be easy, our research showed nearly 80% of adults didn't know of the programme. While 4 in 10 said they would be interested in getting involved as a volunteer, all believe that it would require greater commitment than they can offer (time/responsibility) and that they wouldn't be 'qualified or able'. Our Marketing challenge was to change that perception, develop awareness of BBBS and recruit.

The Strategy

The ideal target market for this campaign is younger adults male/female, with a focus on males. The ideal candidate are young down-to-earth males in their mid-twenties and early thirties. They don't see themselves as ordinary: inside, they know they're not just the guy who goes to the same job and games most nights: In truth they would like to contribute more. In terms of Women, they may lack some purpose, seeking out some change and meaning. Our big idea:

"For just an hour a week you can make a world of difference to the life of a young person who needs you, the only qualification you need is to be a friend".

This was the key messaging which we felt would best encourage our target audience. This message helps to emphasise how easy it is for anyone to help out with the programme, disproving the barriers which people had highlighted in the research where 4 in 10 said they would be interested in getting involved as a volunteer, but believe that it would require greater commitment of time and responsibility than they can offer or that they wouldn't be 'qualified or able'.

In order to promote this important message to such a distinct target audience, we had to be innovative and also choose the optimal media mix to reach this cohort. Toyota Ireland have always sought to be at the forefront of innovation in media for their campaigns, for such an important campaign to support a wonderful programme this would be vital once again. When Sky presented their new offering of Sky Shoppable, we knew it would be a perfect fit for this. In an Irish media-first Toyota & Sky implemented this Sky Shoppable campaign for BBBS, utilising targeted Digital TV to the desired mosaic profiles. This Digital TV would show a large QR code on screen, this allowed the viewers to scan for more information and also generate a response to show their interest. With the rise in popularity of QR codes in recent years, this was the perfect fit for a unique innovative campaign to really catch the viewers interest and in turn drive sign ups.

In order to support this media first it was crucial to choose a mix of media which would help further target these distinct groups. A range of digital audio offerings along with a strong social media presence was the chosen approach to help further push the campaign, providing visual and audio representation to this wonderful programme.

The Plan

As previously mentioned, in an Irish media-first we used Sky Shoppable, which is targeted Digital TV aimed at selected mosaic profiles using a QR code for response.

Along with this we used Sky Adsmart to digitally target males and millennials 25+ in the selected key mosaic groups consisting of: City Achievers, Suburban Success, Urban Starters.

In terms of digital audio, Spotify, TalkSport and podcasts were used and to help add reach to the overall campaign. Digital Audio is optimal for such a campaign as it helps us get granular and target our exact target audience. As part of this digital audio activity there was a month long digital sponsorship of TalkSport's online Premier League coverage. We felt this would be a perfect property to reach the male cohort that we were aiming to target.

On social and digital, there was a wide variety of channels used including Tiktok, Snapchat, Facebook, Instagram, Youtube and Display. These channels were tested and optimised constantly against various bidding strategies, AB creative testing and audiences and upweighted where we had a gap. This helped to us to increase awareness of the campaign nationwide, targeting those hard to reach areas where sign ups had traditionally been low.

The creative used across all digital was a selection of short films we created. Across all digital formats this film showed the wonder of 'Big's' and 'Little's', doing simple everyday things like cycling and bowling, for an hour a week, emotionally delivered. We created 2 edits of our film to test. 90% of males responded to one, 90% of females responded to the other. So we ran both, targeted to each cohort on each channel.

The Results

With our 12 week campaign in Q4 2022, results exceeded all expectations. Because of COVID, 2020/2021 comparisons are obviously not valid. Thus we are comparing the EOI (expressions of interest/handraisers) for periods Q4 2019 V Q4 2022.

Total EOIs for Aug-Dec 2022 V 2019 X 10 fold increase.

Kilkenny, Roscommon, Carlow, Offaly, Monaghan and Laois had no EOIs from Aug-Dec 2019. These counties are historically very difficult to recruit volunteers in. In campaign, these counties received 18, 16, 12, 10, 7 and 7 EOIs. This demonstrates the huge impact that the campaign had in smaller/hard to reach counties.

Huge increase in Males expressing interest. Cork staff reported that 66% of volunteers training are male, a first for BBBS since it began 21 years ago.

The BBBS campaign reached Sky Homes targeting Males and millennials 25+ through key mosaic groups. 1,000 adults submitted interest from Sky.

VoD. The Incremental Cover Points (ICPs) was 5.1, statistically much larger than other campaigns.

LTR for the entire campaign is 98%. This is 28 percentage points above the KPI for 30" creative. (Industry average is 70%).

Talksport achieved a very strong (LTR) at 99% exceeding their benchmark of 91%.

Spotify had a CTR of 0.13%, far exceeding their 0.05% benchmark.

Client Involvement

The Toyota campaign had a monumental impact on Foróige's Big Brother Big Sister programme (BBBS) - we can already see the effects stretching well into the future for our staff, adult volunteers, young people and our organisation as a whole.

As a result of the campaign, we currently have 14 active matches (6 male/8 female) setting off on their journey together, and we have 41 adult volunteers (20 male/21 female) in the final step of being matched with their Little Brother or Little Sister.

We received a stellar 1,122 Expressions of Interest (EOIs) for volunteering with the programme during the campaign period in 2022, compared to 640 EOIs received in all of 2021 (151 male/489 female) - a +57% increase. Our total EOIs as a result of the campaign currently stand at 1,357 (490 male/867 female).

Men are trickier to recruit, and so convincing more men to put their hand up and volunteer was a key focus of the campaign - with huge success. 37% (421) of EOIs received as a result of the campaign were from men, compared to just 23% (151) in 2021. (+14%).
