

Public Service Communications Academy 2020

**Raising our standards:
democracy and communities**
24-26 November 2020

Campaigns and marketing in times of Covid-19: lessons learned to date

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Cabinet Office CV-19 Comms Hub

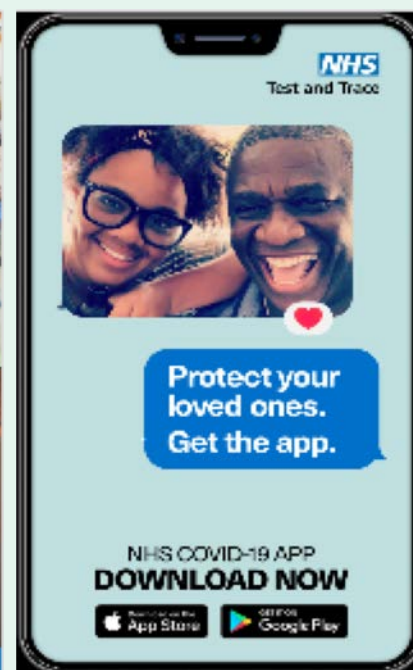
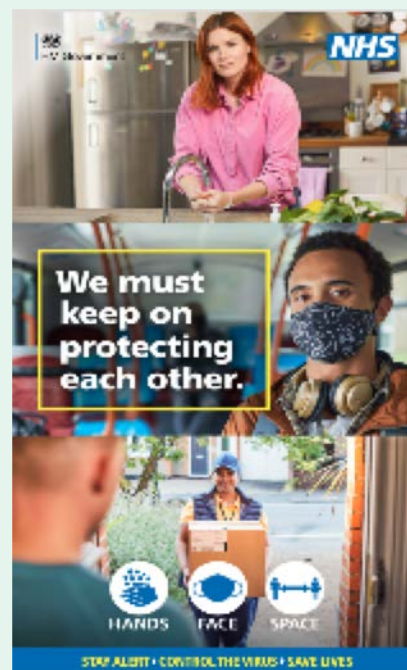
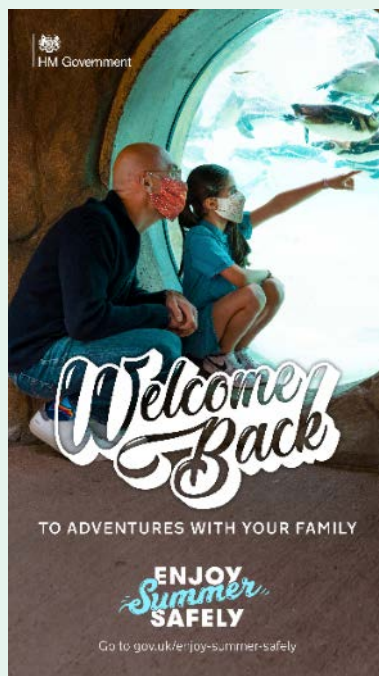
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Context

- CO Hub set up to provide 360 degree, always on communications response to Covid-19
- Focus on ‘protecting lives & livelihoods’
- Communications – a key lever for behaviour change and to ensure compliance
- Fast-moving, unprecedented challenge – requiring unprecedented level response
- Major multi-channel campaigns delivered within 10 days

14 major campaigns to date



What we've learned

- 'Listen, learn, optimise' – actionable insight
- 'Communications is total'
- Digitally-driven behaviour change campaigns
- National to hyper, hyper local
- The power of other voices
- Nothing is impossible, if you carry on learning

‘Listen, Learn, Optimise’

- Daily polling and twice-weekly focus groups to test policy & creative -often focused on specific target audiences (e.g. SMEs, BAME, 18-24, lone parents)
- Daily digital “pulses” to review and optimise all digital (5 day burn out)
- Embedded evaluators, behavioural insight specialists and decision scientists ensuring constant improvement



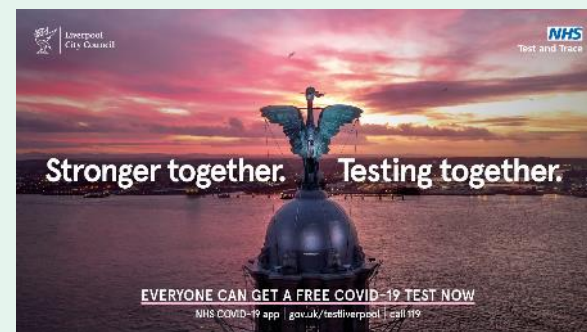
‘Total Communications’

- PM Press Conferences average 4m viewers/day
- 28m viewers for PM Address to Nation
- 40-50 organic posts/a day – highest performers (3m+) promoted onwards by paid for campaign for further reach
- Government and citizen actions have major impact on compliance/trust



‘National to hyperlocal’

- Liaising with local authorities and delivering comms down to postcode & street level
- Street teams in **50 locations** across London, Birmingham, Wolverhampton, Derby, Coventry, Huddersfield, Leeds, Bradford, Manchester, Sheffield, Norwich
- Liverpool mass testing pilot – from brief to action in 5 days with brilliant local co-operation



Credible Voices

- Especially important for under-represented audiences and youth
- 200+ brand partners/influencers including high street names such as Boots, Lloyds, Tesco, Carex, Dettol, BT, LadBible, TikTok
- 160,000+ wider local/charity partners are using our campaign materials to support their communications
- Substantial in-kind value and separately negotiated free of charge media opportunities



Thank you

Contact me at conrad.bird@trade.gov.uk

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