



CAMPAIGN PLANNING AND OASIS MASTERCLASS

JUNE 2022

INTRODUCTIONS



Rishi Moulton

Data and Insight Manager – Westco

I have worked in local government research, data and analysis for 7 years.

Over the last half a decade I've been working to develop Westco's approach to campaign insight, monitoring and evaluation.

As the data environment for public sector communications continues to evolve I am continually seeking to improve how we use data to improve our campaigns.

AGENDA

- / What is evaluation and why is it important?
- / What is GCS Comms Evaluation 2.0? How does it work?
- / How to plan evaluation during the campaign design stage
- / How to activate evaluation/monitoring
- / Ways of reporting evaluation and monitoring

EVALUATION IS LIKE A STORY...

Evaluation is the story:

- / What happened on your campaign?
- / What you did?
- / How did the campaign impact (or fail to impact) your target audience?
- / Did the campaign achieve its stated objectives?

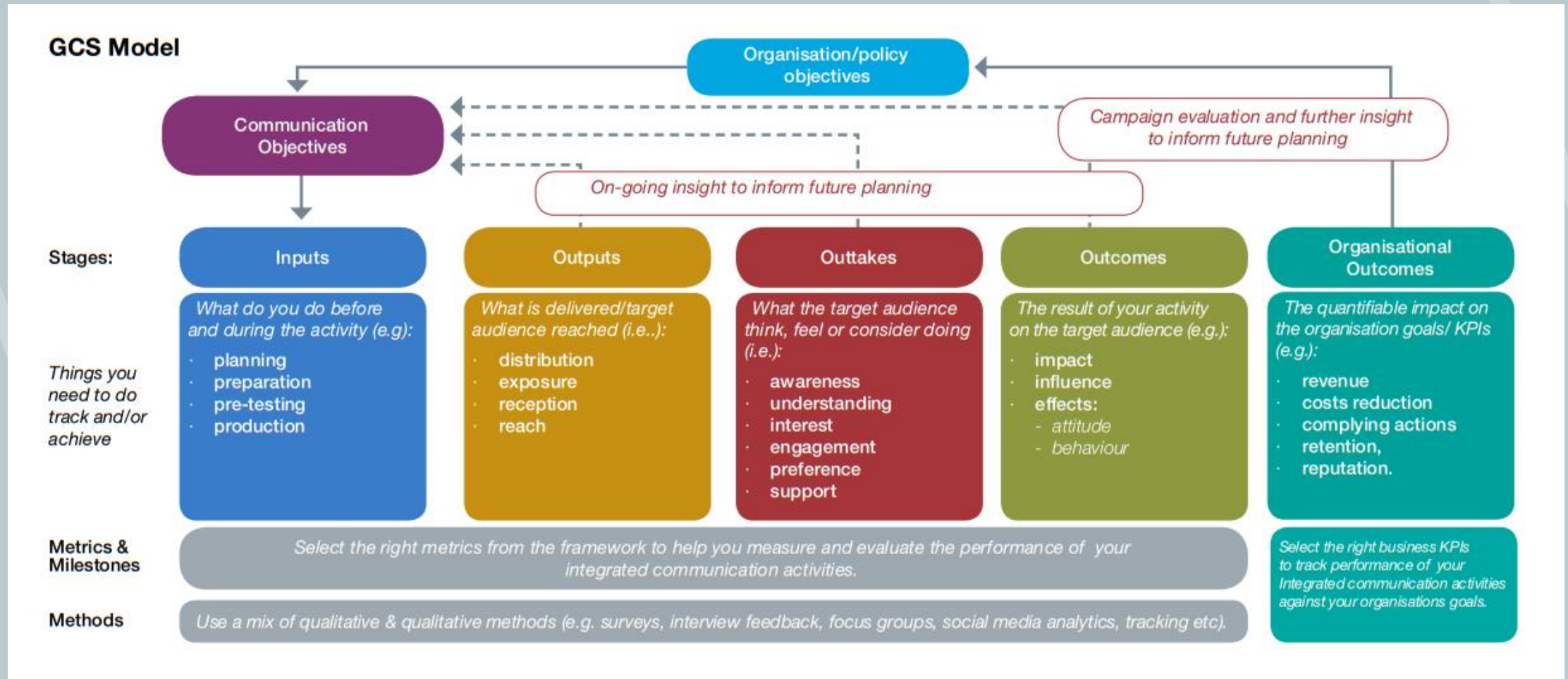
What's the difference between 'evaluation' and 'monitoring'?

- / Evaluation typically takes place at the end of a campaign
- / Monitoring takes place throughout the campaign to enable course correction

Why are evaluation and monitoring important?

- / Monitoring ensures that resources are used efficiently during a campaign on strategies that work
- / Evaluation shows how effective the campaign is and demonstrates the campaigns value
- / Learnings from both can ensure that current and future campaigns are more effective

GOVERNMENT COMMUNICATIONS SERVICE (GCS) EVALUATION FRAMEWORK



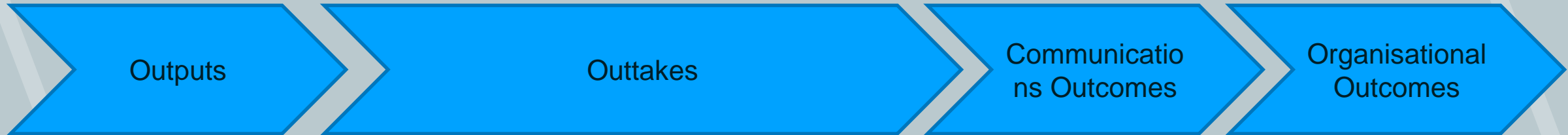


- Raise awareness
- Increase relevance

- Create buy-in
- Provide solutions
- Engage

- Drive action
- Facilitate behaviour

- Contribution to business objectives



- Have we reached our target audience?*
- Reach
 - Impressions
 - Readership
 - Listenership
 - Viewership
 - Footfall

- How is the target audience thinking or feeling as a result of the campaign?*
- Engagement rate
 - Playthrough
 - Comments
 - Clicks
 - Click-through-rate
 - Sessions
 - Session length
 - Pages visited

- Is the target audience doing what we want them to do?*
- Sign-ups
 - Applications
 - Expressions of interest

- Has the campaign achieved organisational goals?*
- Service data
 - Customer journeys
 - Savings

METRICS

Outputs – Have you reached your target audience?

/ Impressions

/ Reach

/ Readership/listenership/viewership

Outtakes – What does the target audience think or feel as a result of your campaign?

/ Engagement

/ Interactions

/ Likes

Outcomes – Have you achieved your communications/business objectives?

/ Recruits

/ ROI

/ Applications



METRICS

The GCS Comms Evaluation Framework 2.0 sets out suggested metrics for several types of campaigns:

- / Behaviour Change
- / Recruitment
- / Awareness

Full list of suggested metrics can be found here:

<https://gcs.civilservice.gov.uk/publications/evaluation-framework/>



PLANNING EVALUATION

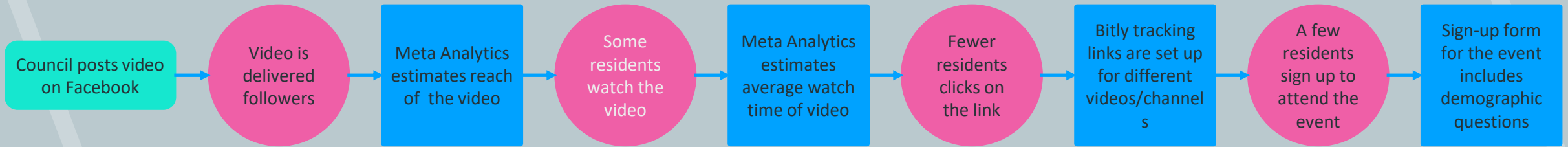
1. C-SMART Objectives (Challenging, Specific, Measurable, Attainable, Relevant, Timebound)
 - a) Use research to establish baselines/benchmarks (through previous campaigns, surveys, national benchmarks etc.)
 - b) Calculate the size of the audience (through service data, population projections etc.)
2. Select appropriate metrics (in tandem with objective setting)
3. Select appropriate data collection methods

Inputs	Outputs	Outtakes	Outcomes
Facebook	Reach (Meta Analytics)	No. Likes (Meta Analytics) No. Shares (Meta Analytics) CTR (Meta Analytics)	% vaccination uptake amongst target audience % of target audience that say would likely take the vaccine
Twitter	Reach (Twitter Analytics)	No. Likes (Twitter Analytics) No. Retweets (Twitter Analytics) Engagement rate (Twitter Analytics) Adoption of campaign hashtags (Twitter Analytics) CTR (Twitter Analytics)	% of target audience that feel well informed about the vaccine (Benchmarking data)
Instagram	Reach	No. Likes (Instagram Analytics) No. Saves (Instagram Analytics) Engagement rate (Instagram Analytics) Shares (Instagram Analytics) Adoption of campaign hashtags (Instagram Analytics) CTR (Instagram Analytics)	Vaccine uptake data compared to population projections NHS data
Council Newsletter	No. Opens	Open Rate (MailChimp)	
Webpage	No. Sessions	No. of page visits per unique visitor (Google Analytics) Engagement rate (Google Analytics)	
Local/National News	No. of press releases picked up by target publications Readership of publications	Sentiment analysis (Media scoring)	
YouTube	No. Views (YouTube)	View time (YouTube) CTR (YouTube) No. Likes (YouTube) No. Shares (YouTube)	

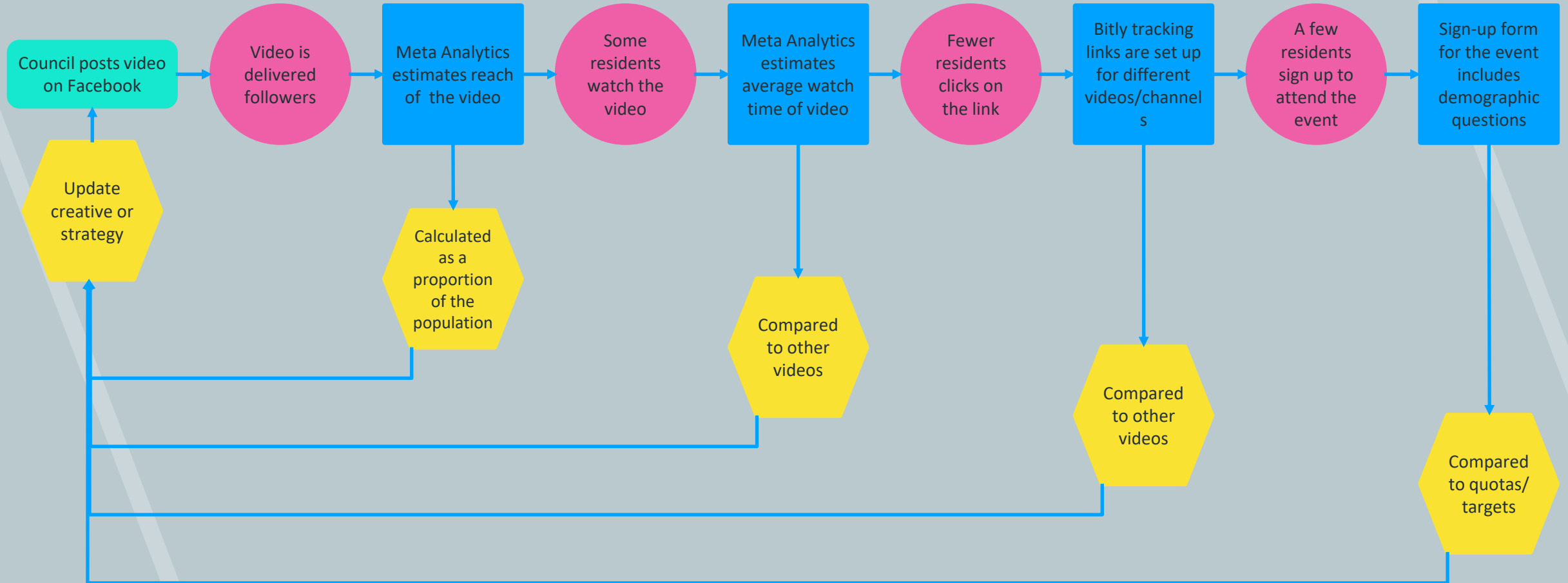
CONSIDERATIONS

1. How are you able to identify the target audience in your data?
2. How are you able to identify different tactics/strategies/creative approaches in your data?
3. How are you able to prove causation between outputs/outputs/outcomes?
4. How are you able to track outcomes?

ACTIVATING EVALUATION

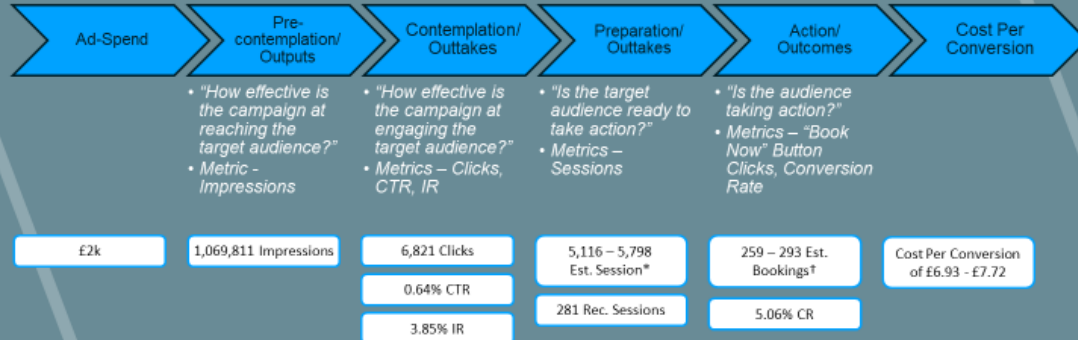


ACTIVATING EVALUATION



ACTIVATING EVALUATION

Campaign funnel overview



*Estimated Session (Est. Sessions) is based on an estimated drop off of between 15-25% from Clicks to Sessions. Recorded Session (Rec. Sessions) is lower than estimated sessions because Google Analytics cannot record sessions made on TikTok's In-App browser.
 †Estimated Bookings (Est. Bookings) is based on the conversion rate recorded by Google Analytics and applied to the Est. Sessions.



Headline Stats:

- 1,069,811 Impressions
- 3.89 Impressions per resident (15-34 years old)*

Positives:

- Programmatic ads have allowed for strong penetration into target audiences

Negatives:

- None

Actions:

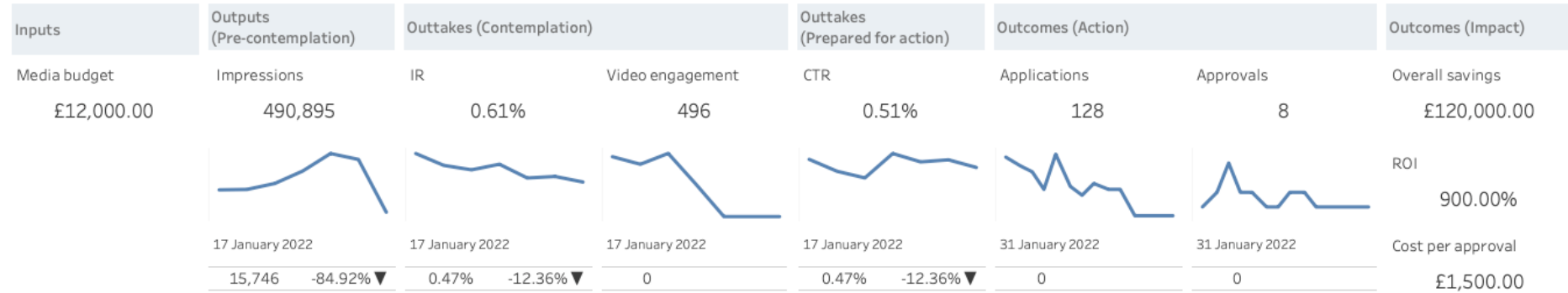
- N/A

* Based on population projects of people aged 15-34 years old in Surrey by 2021, source: <https://www.surreyl.gov.uk/dataset/2jh6/population-projections-2016-2041>

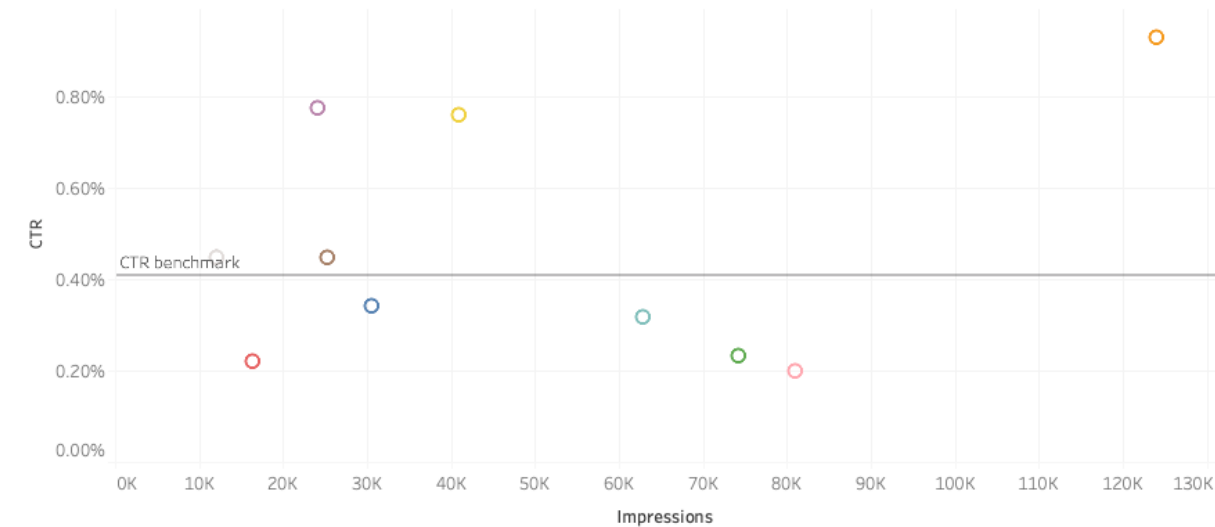


ACTIVATING EVALUATION

Foster care dashboard



Creative performance



Last week

