



The Campaign to Defend UK Aid and Development

Digital Creative Pre-Testing - #BackToSchool 2020

Where we began

In 2018 the Campaign embarked on the first of our creative pre-testing activities, using **Facebook** to test a variety of new and existing content with our target marginally engaged audience. We chose Facebook because data provided by **AAT (now DEL)** told us that at least half of our target audience were using Facebook on a daily basis. **Our aim was to discover what type of content is most effective at engaging our target audience, with the longer term aim to move public opinion in favour of 0.7% and international development.**

Working in partnership with 89Up, we designed new pop up brands to create new Facebook Pages to reach thousands of people across the UK in key locations, from hyper local to nationally representative brands.

This presentation gives an overview of #BacktoSchool 2020, what we did and what we learned.



How it works

For all tests 89Up have used this matrix to score the performance of each video and standardised by measuring per 'reach of 1000 people'. This ensures that our results are comparable despite differences in spend within each region, and the different audiences sizes.

We run Facebook ads via our pop up brand Facebook Pages for a period of 2 weeks.

We test different social copy, including emotional and practical messaging. We also analyse results according to demographics such as age range, gender and political affiliation according to media consumption

In addition we monitor and respond to all comments left on each of our videos, engaging with those moderately opposed to aid with their aim of trying to encourage them to reconsider their views.

Operating in 39 different areas in 2020, this meant our latest #BackToSchool campaign included a total of **3,744** ads!

Type of engagement	Points
Video view (3-seconds)	1
Video view (100%)	5
Negative reaction	-20
Positive reaction	20
Negative comment	-30
Positive comment	30
Share	50

TOP LINE FIGURES

4 MILLION IMPRESSIONS

2 MILLION VIDEO VIEWS

Since we began

10 MILLION IMPRESSIONS

5 MILLION VIDEO VIEWS

The Content

Jenny – URC Minister
in Newport Pagnell
(best performing
content previously)



Debbie –
NHS worker
and mother
based in
Stevenage,
Herts



James – Teacher
based in Norwich
who has recently
returned from
volunteering
overseas



Amanda – FE
teacher
based in
Esher who
has
volunteered
overseas
with VSO



The Content (continued)

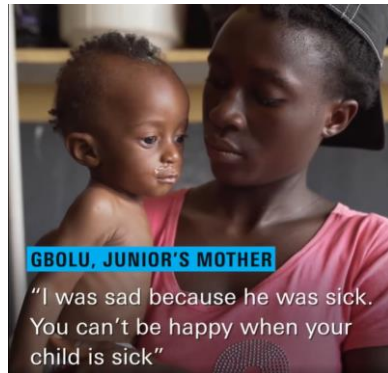
WaterAid – we created Two WA mashup videos using their recent rainbow content alongside content from their “Untapped” campaign



ChristianAid – Asha, a Rohingya refugee



Unicef UK – Liberia malnourished children



ActionAid – “The Impossible Question”, Starring David Morrissey as a father asked why some girls can't go to school



The Content (continued)

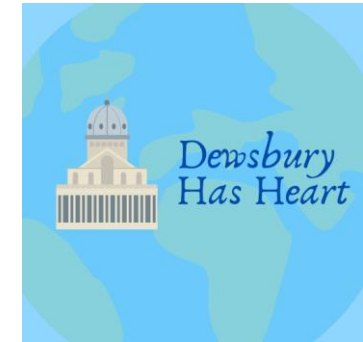
Olly Murs on
Soccer Aid



Our 2018
#BackToSchool
animation,
updated
to include
rainbows for
recognition amid
COVID-19



Some of our pop up brands





The Results

Best performing content

	Debbie - Local Content	Newport Pagnell - Local Content	Amanda - Esher and Walton Content	Christian Aid - Asha & The Rohingya Crisis	Olly Murs - Soccer Aid Unicef	James - Norfolk Content	Action Aid - 'The Impossible Question'	Unicef - Malnutrition in Liberia	WaterAid 1 - Rainbow/Untapped	Animation - Version 2020	WaterAid 2 - You can't have a rainbow without water (no voice over)
Post Engagement	497.393	403.898	362.706	26.129	67.308	169.874	11.292	3.323	9.870	2.016	4.550
Reach	461.444	361.859	390.467	48.228	94.975	255.744	17.376	8.646	16.064	3.574	8.948
Video views (3s)	496.275	403.257	362.124	25.960	67.182	169.063	11.284	3.233	9.859	2.013	4.545
Video views 100%	9.812	5.158	5.775	3.316	2.357	5.903	415	430	363	78	207
Positive reactions	706	327	218	50	65	396	5	28	8	1	4
Negative reactions	1	4	0	22	1	0	0	20	0	0	0
Positive comments	29	21	14	3	0	7	0	2	0	0	0
Negative comments	36	29	6	0	0	5	0	3	0	0	0
Shares	94	56	32	51	14	94	2	19	0	0	0
ENGAGEMENT SCORE per 1k of REACH	1,222.09	1,210.60	1,017.24	921.01	852.30	826.05	780.33	747.51	736.68	677.95	632.54



Jim Hedra

Lol, help each other by refusing to take your kids back to school then, yup education is important but things are not back to normal by a long shot



Mary Montgomery

What do you mean by children? Its 11 upwards who ask to wear masks in crowded corridors at school etc. Some young people don't take the virus seriously, its important to eradicate this disease once and for all. You have another idea then ? Until we get a vaccine , this is our only option.

Like · Reply · Message · 4 w



2



Gillian Hughes

It is not normal for children to be socially distanced and forced to wear masks. In fact it's an absolute disgrace and child cruelty. I find it totally distressing that children should be treated this way and told it is normal.😞😞😞

Like · Reply · Message · 4 w



1



Lynne Yeagers

Gillian Hughes the 'norm' has altered

Like · Reply · Message · 3 w



Gillian Hughes

Lynne Yeagers So are you telling me that we have to accept that?



Elsie Stewart

Great work you are doing bless you

Local content

By far the best performing content was the local content featuring Debbie and Amanda and Newport Pagnell. They each performed over seven times better than the WaterAid, ActionAid and Unicef films combined.

The comments were full of people discussing the impact of the pandemic on normal life. Some wanting school children to wear masks while others wanted things to return to normal, pre-COVID-19. Viewers, saw this as a **safe space to share their opinions** on local and national issues.

The production of these videos was **relatively low-quality** and this lent a level of credibility. With commenters praising the work the local groups were doing.


Content with children

Content focussed on children, with names and stories (advocating for themselves) performed fairly well and outperformed more generic content. This could be in relation to the “back to school” theme being about children in principle.



NGO content



Brian Love
More brain washing.  1

Footage from member NGOs performed less well overall. People are evidently **tired of seeing the same approach to aid & charity appeals**. The political climate of the last two years coupled with the economic decline due to the pandemic has aggravated these feelings.

Moreover, as they do not recognise the people or places in the films, they feel it is socially acceptable to leave negative comments and reactions on these films.

These videos were the **least related to the theme** and made up of re-edited footage. The high production quality of the films may have hindered their performance as they were more obviously ads and less native to Facebook.



Lorraine Kennedy

All very nice but i for one will not be giving to any other country but Britain in the future. We have to start looking after our own first. Countries abroad get money from the government which should cease. All countries have something to offer and need to start working for a living and stop expecting hand outs from other countries. If their governments are milking it they can be removed.



June Burgess

Years ago, Live Aid made and sent millions of pounds to get clean water for abroad. Heavens knows how many years later it is now but they are still wanting people to give two pounds a month for clean water. What happened to the Live Aid money? Doesn't make me want to give anymore. Sorry!

Like · Reply · Message · 4 w



1



John Jenner

About time there government took responsibility for them and started looking after their own people, if we needed any help to feed our people and look after them, thay would just laugh at us, to be honest with you, why should our old people and poorest pay for other's, we give more money in aid then any other country, and we have to stop doing it and think of our homeless, would be willing to help them, if thay learnt birth control, instead of having children all the time



Dave Smith

Instead of wasting small amounts of pointless money that's never achieved anything long term, use political pressure on these countries governments to look after their own people and end corruption

Like · Reply · Message · 4 w · Edited



Learnings

Local content performed seven times better (in terms of engagement) as generic, re-edited content from ActionAid, Unicef and WaterAid.

Lower quality footage appears more credible/authentic as coming from a local campaign group, and therefore potentially helps its performance against professionally produced content.

“Generic” local content that doesn’t specifically mention the local area still performs well because it is authentic