

Dóchas Now More Than Ever Campaign 2021

Digital Advertising Experiment Evaluation

Introduction

The following document is We the People's evaluation of Dóchas' digital advertising experiment based on the Now More Than Ever 2021 campaign to maintain or increase Official Development Assistance (ODA) in the Budget 2022.

Approach

The Now More Than Ever campaign was multifaceted and included public affairs, media relations, organic earned social media PR and a small digital advertising element.

The experiment was designed to see how Dóchas' varied audiences, as defined in Behaviour & Attitudes' Worldview Research, would engage with the campaign content and our messages.

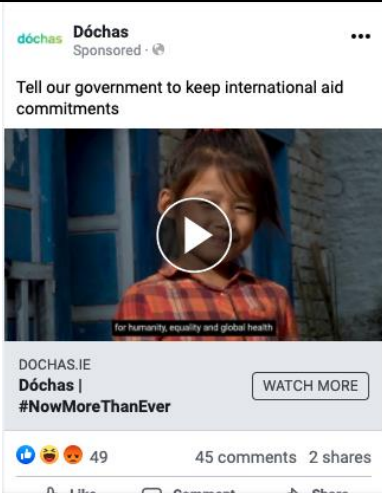
We produced varied content to be used organically across social media, however we decided to use the [campaign video](#) as the piece of content most relatable to all audiences. As the video runs for almost two minutes, it has space for nuances and more complex messaging. This was considered the most appropriate piece of content to run as an ad across Facebook and Instagram.

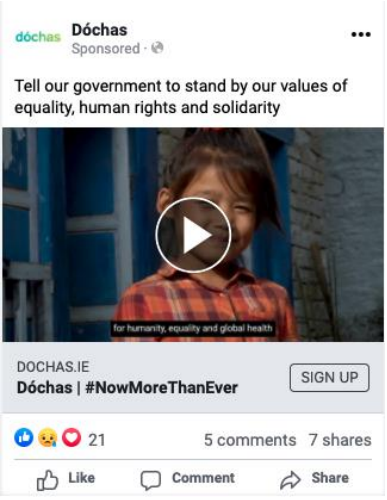

We set up five versions of the ad, using the same video content, each with different headline copy written to appeal to the motivations of each of our audience cohorts - in line with the Worldview research. These ads were set to target our audience cohorts as closely as possible using the Worldview research data as a guide. The ads ran for one month in September 2021.

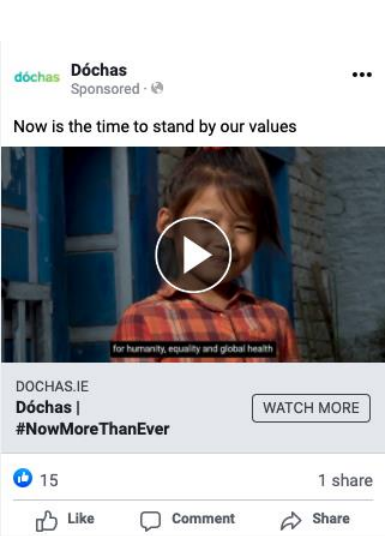
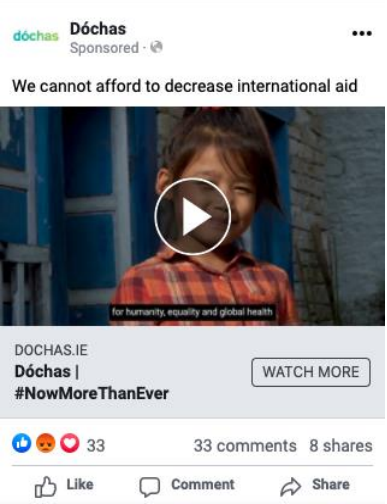
Challenges

The most significant challenge we experienced in running this campaign was targeting our audience cohorts. As there is no category in Facebook’s audience targeting tool called “European Multilateralists” we had to improvise and use the targeting tools available from within Facebook’s Ads Manager to replicate this audience as best as possible. It is not an exact science.

Facebook’s algorithm is set up to serve ads to those who are most likely to engage with it. This means the targeting is constantly evolving. So the targeting we established at the beginning may morph during the course of the campaign as Facebook’s algorithm believes it is doing us a favour. This may have a slight effect on the results.

Audiences	Creative & copy	Targeting	Clicks	Reach	Impressions	Cost per result	Amount spent (EUR)
Dóchas Global Citizens		<p>Location: Ireland</p> <p>Age: 20-39</p> <p>People who match: Interests: Human rights, Homelessness, Humanitarian aid, Aid, The Irish Times, World News Now, International development, Climate change, Solidarity, Global Citizen, Africa, Politics or Housing</p>	254	10,662	31,067	0.38	€97.78

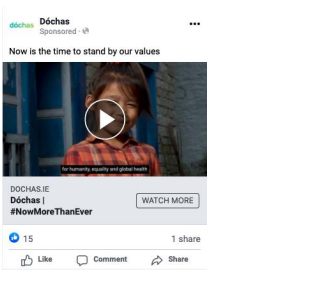
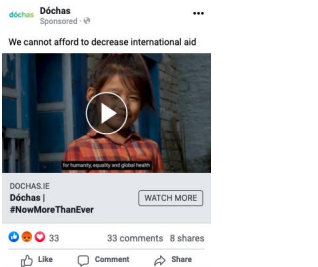
<p>Dóchas Community Activists</p>		<p>Location – Living in: Ireland</p> <p>Age: 18-40</p> <p>Gender: Female</p> <p>People who match: Interests: Human rights, Humanitarian aid, Social equality, Activism, Aid, Local food, Economy, community, Gender equality, Healthcare, Irish Independent, Economic development, Politics or Local government</p>	242	8,434	28,316	0.40	€97.77
<p>Dóchas European Multilateralists</p>		<p>Location – Living in: Ireland</p> <p>Age: 50-65+</p> <p>People who match: Interests: European Union, The Irish Times, World News Now, Economy, European Parliament, Europe, Health & Wellbeing, health, Politics or Council of Europe</p>	379	13,249	32,464	0.26	€97.87

<p>Dóchas Empathetic Reactionaries</p>		<p>Location – Living in: Ireland</p> <p>Age: 18-34</p> <p>Gender: Female</p> <p>People who match: Interests: Love Island, Homelessness, The Real Housewives, Love at first sight, RuPaul's Drag Race, Paris Hilton, Geordie Shore, Made in Chelsea, Primark, Climate change, I'm a Celebrity...Get Me Out of Here! (UK TV series) or Housing, Behaviours: Uses a mobile device (19-24 months)</p>	149	7,360	25,725	0.66	€97.69
<p>Dóchas National Pragmatists</p>		<p>Location – Living in: Ireland</p> <p>Age: 60-65+</p> <p>People who match: Interests: Hospital, Community issues, Gardening, Newstalk, Economy, RTÉ Radio 1, Local news, RTÉ Television, health, Healthcare or Newspapers</p>	313	10,262	25,647	0.31	€97.74
<p>TOTALS</p>			1,337	44,757	143,219	0.36563 2012	€488.85

Reactions and Comment Analysis

Facebook reactions and commentary varied throughout each advert. Below is a breakdown of the reactions (Like, Love, Care, Haha, Wow, Sad, Angry) and the comments per post, noting which were pro-campaign, against or neutral. It should be noted that Facebook users post substantially more negative than positive comments on business pages, with a ratio of 2 to 1.

Audiences	Creative & copy	Like	Love	Care	Haha	Wow	Sad	Angry	Comments & Replies	Pro	Against	Neutral
Dóchas Global Citizens		27	0	0	14	0	1	7	45	2	11	0
Dóchas Community Activists		16	1	0	0	0	2	1	5	0	4	1
Dóchas European Multilateralists		37	4	3	3	0	1	5	53	0	16	0

<p>Dóchas Empathetic Reactionaries</p>		15	0	0	0	0	0	0	0	0	0	0
<p>Dóchas National Pragmatists</p>		20	2	1	0	0	0	10	33	0	9	1
<p>TOTALS</p>		115	7	4	17	0	4	23	136	2	40	2

Learnings

- All of our ads performed very well in the context of the modest campaign budget allocated to each of the ads. A cost per result of €0.26 for European Multilateralists is extraordinarily low, and is a hugely significant success. The average cost per result was €0.37. To give this context we have included the average Cost Per Click on Facebook Ads by Industry.
- It is interesting to note that the further down the engaged pyramid we went, down to National Pragmatists, this didn't result in hugely lower engagement numbers, 31k at its highest dropped to 25k at the lower end of the pyramid, suggesting that even our most disengaged audiences were interested in the content somewhat.
- Commentary on some of the ads was lively and contentious. The decision was made to enable commentary and not to disable it when it became challenging. We also decided not to engage with or respond to any negative commentary on the advertisements.
- Given that we were intentionally targeting the National Pragmatist audience who may have more national focussed views, this was to be expected.
- European Multilateralists, Global Citizens and National Pragmatists targeted ads generated the most conversation. Comments tended to be

negative across the board (with the exception of Global Citizens, expectedly).

- The most popular conversational theme across all was 'looking after our own' and 'Ireland gives enough away.'
- A future campaign could take on the challenge of negative comments and focus on positive ways to manage them such as correcting fake news and responding to neutral comments, and 'hiding' anything featuring profanities or offensive conversations.
- Interestingly, the "angry" reaction was used the most by National Pragmatists, closely followed by Global Citizens, indicating perhaps that the former was angry at the ask and the latter was angry at the injustice.

Industry	Average CPC
Apparel	€0.39
Auto	€1.93
B2B	€2.17
Beauty	€1.56
Consumer Services	€2.65
Education	€0.91
Employment & Job Training	€2.34
Finance & Insurance	€3.25
Fitness	€1.64
Home Improvement	€2.52
Healthcare	€1.14
Industrial Services	€1.84
Legal	€1.14
Real Estate	€1.56

Retail	€0.60
Technology	€1.09
Travel & Hospitality	€0.54