



Keep Wales Safe – Reasons Campaign Plan March 2021

This document sets out the direction for the new Keep Wales Safe Reasons campaign activity as stay home restrictions begin to ease from March 2021.

Much of the activity will be highly targeted towards specific audiences, and will supplement the UK Government's Hand Face Space Air campaign on protective behaviours that will be across mainstream media with copy, assets and channels specific to Wales.

Objectives

To motivate people to maintain positive protective behaviours and to understand the rules still need to be followed to avoid restrictions being re-introduced.

Comms objectives

- To encourage people in Wales to maintain positive protective behaviours as restrictions ease using a mix of all media channels
- To identify and persuade specific audience groups, who are less likely to comply with the protective behaviours, using local and hyper local targeting and social influencers focusing on specific social situations

Audience

- **All Adults** to combat message fatigue and complacency of following the rules as restrictions start to ease
- **Those who are less likely to comply with protective behaviours:**
 - 18-30's – much more likely to be gathering in groups, not social distancing, increased socialising
 - C2DE – lower socio economic group therefore financial drivers may mean they are less likely to self-isolate with symptoms, or socially distance due to work environments. Also a hard group to change any public health behaviours
- **Those groups who are harder to reach and who may not be getting the key messages:**
 - Black, Asian and Minority Ethnic audiences - language and media consumption barriers, multi-generational families

Key protective behaviours we want everyone to maintain:

- Wash hands regularly
- Keep social distancing
- Wear a face mask when required
- Meet outdoors / fresh air
- Avoid crowded spaces
- Keeping number of contacts to a minimum
- Get tested when required

- Self isolate when required
- Get the vaccine when offered and continue with protective behaviours

Strategy

UK Government are running a mainstream advertising campaign on key protective behaviours. This will be delivered in Wales across social, digital out of home, press, digital display and radio. The campaign will cover the following strands: *social distancing, face coverings, hand washing and fresh air, testing, self-isolation and vaccine.*

The strategy for Wales is to supplement the UK campaign with specific messaging to influence Welsh people with:

- A stronger sense of what we're doing is working... but not a "Thank you".
- A stronger sense of togetherness –collective responsibility / social contract.
- Positive imagery of Wales and Welsh people to increase relevance.
- Integration with Keep Wales Safe and consistency with previous work.
- Deliver a consistency of message across the different narrative strands in Wales.

For **All adults**, the focus will be on **informing and reminding** of the behaviours they need to follow.

For **18-30 and C2DE** in specific contexts, focus will be on **reinforcing** key behaviours building on the reasoning and why specific behaviours are not safe and highlighting the positive behaviours needed.

For **Black, Asian and Minority Ethnic** audiences a concerted effort to ensure information is accessible via key community influencers, community engagement, not relying on printed formats, but producing accessible content that is easy to share in relevant languages.

Implementation / Tactics

Reasons campaign

The Reasons campaign has been developed as way to encourage people to follow and maintain the protective behaviour using the concept that we all have a reason to do so. To protect the things people love. Family. Jobs. Businesses. But also the simple things like seeing friends and family or going for a meal as restrictions allow.

This concept has tested very well and resonates with people across all demographics.

Implementation / Tactics – All Adults

- Use of imagery / messaging reflecting positive behaviours, with a positive and encouraging tone to the messages.
- Using mass media including TV, Radio, OOH, Social including Facebook and Instagram and digital channels.
- This will also be supplemented with PR, Partnership and influencer marketing.

Implementation/ Tactics - 18-30 and C2DE Audience in specific contexts

- Focus on the easing and opening of different sectors, with very specific messages being delivered by geo-targeting.
- Sectors to include, but not limited to: Outdoor hospitality, Gyms, and Retail, as well as indoor hospitality as restrictions ease further.

- Creative approach will use different typography and colours with moving assets, adapted to channel and scenario.

Above the line advertising

- This will include engagement across platforms such as Instagram, YouTube, SnapChat and TikTok
- Content will be creative and not governmental in its style and messaging
- Geo targeting using display media, the messages will reach users across a wide variety of websites in Wales, purely based on the user's location or venue. They will then be retargeted the following day to help reinforce the positive behaviours.

Below the line

Use of Social influencers and partners will engage a younger audience and have a stronger impact.

There is already a bank of influencers that were used at previous phases of the campaign. The aim is to reuse some of these with the new "Reasons" messaging, as well as find new influencers to target different audiences within this demographic.

Briefing will be provided, with content being created by the influencer for authenticity– and to improve engagement.

Implementation/ Tactics – Black, Asian and Minority Ethnic Audiences

- Continuing to engage with Ethnic Minority Faith and Community Groups
- Briefing identified individuals to act as trusted voices within their community and supporting them to tackle Covid and vaccine misinformation
- Co-authoring relevant and accessible bespoke content to directly address the concerns within their communities

Stakeholders

All assets will be shared with stakeholders to disseminate further to their audiences. Sector specific assets will be shared with the sectors to enable them to use and share on their channels.

Evaluation

- Evaluated on reach, impact and engagement as well as amplification of the #KeepWalesSafe and #DiogeluCymru on social media channels including on influencer's channels
- Feedback from stakeholders directly, stakeholder endorsement
- Check regular polling work for measurements of behaviour change.