



## 'Party Animals'

A Content Marketing Campaign

*for*

Aberdeen City Alcohol & Drugs Partnership  
and Drugs Action

December 2015

***Prepared by:***

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## Introduction

Citrus Mix created a drink safety awareness campaign for Aberdeen City Alcohol & Drugs Partnership (ADP) and Drugs Action to encourage people to enjoy the festive season and act responsibly with regards to alcohol consumption.

## Creative

A series of posters were designed featuring the targeted audience enjoying the party season under the theme of 'Party Animals' supported with soft messages that nevertheless gave good advice:

- Party Animals: In town slow down (x2)
- Party Animals: It's cool to wrap up!
- Party Animals: Stick together.

The posters signed off with the statement 'Enjoy the festive season responsibly'.



## Media

It was initially proposed to project the images on to buildings as an illumination in high density areas. Unfortunately, this was not possible due to access constraints, while offers to complement other public information campaigns were not appropriate given the specific content and concern over mixed messages.

Four Citybox posters, chosen for high footfall and dwell time, were placed within Bon Accord & St Nicholas Shopping Centre.

One hundred A3 posters of each execution were printed and distributed for display in the premises of participating pubs and clubs in the city.

A series of Facebook ads for display on mobile and desktop news feeds were served to specific target audiences.

## Campaign Period

The ads were scheduled to run throughout December 2015 and finished on 4 January 2016.

## Target Audience - Facebook



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 41–65+

Gender: Male



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 18–39

Gender: Female



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 18–40

Gender: Male



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 18–65+

Gender: Female

## Action

This was about awareness, reach and engagement with the opportunity to download a full set of posters for personal and business use.

Our primary focus was to deliver a message and to do this required people to view the video. The action directed viewers to download as it was important not to take them off message. Social actions on these posts divert a lot of attention through to the parent Facebook Pages. As there was no support or complementary articles on either website, there was no need to include a 'Learn More' link through to a webpage article. Therefore, given the intent of the awareness campaign, the action was set to 'download' to encourage reach online and offline with as little friction as possible.

## Placement

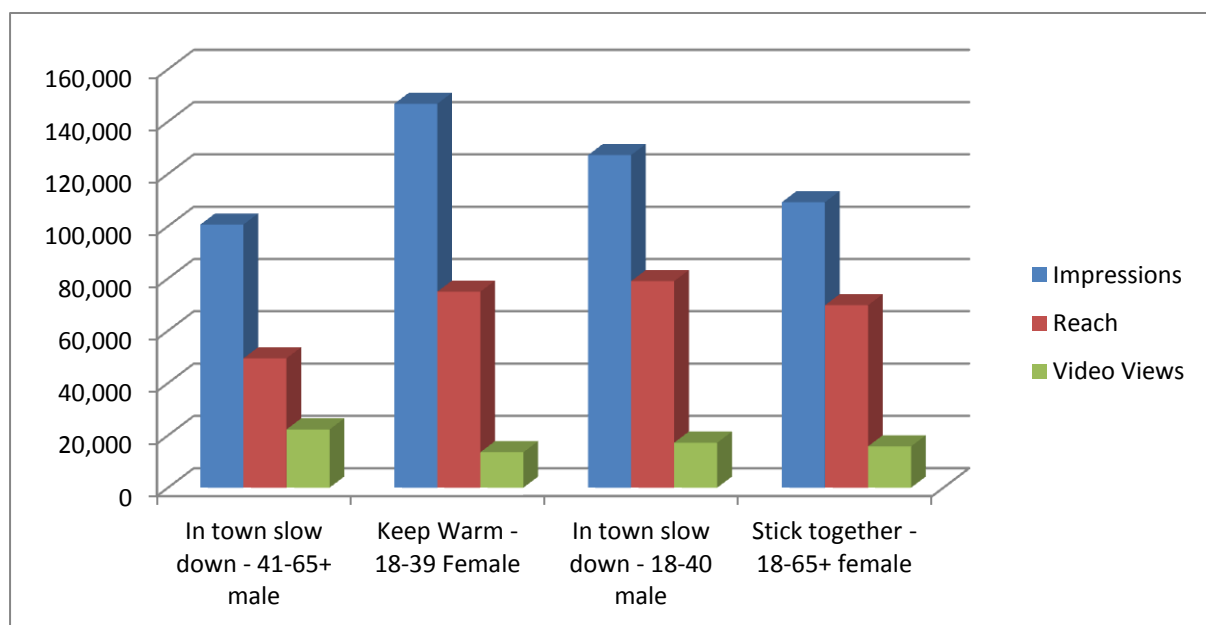
Audience Network, Mobile News Feeds and Desktop News Feeds. Mobile/Tablet viewers were offered a single pdf file with all of the posters when they clicked 'Download'. This was to overcome any issues with mobile/tablets not having an app installed to recognise .zip files.

## Campaign Results

### Facebook – total campaign

- Budget spend £1200
- 483,738 Impressions
- 109,850 Individuals reached
- 68,783 Video views
- 80% of the total video was viewed on average (8 seconds)
- 4,429 Clicks on the posts (website, Facebook page, play video, etc)
- 483 Website clicks
- £2.48 Cost per website click
- 346 Post likes
- 19 Post comments (nearly all tag to other Facebook users)
- 85 Post shares

### The campaign in detail



*Looking at top line stats per ad set*

### In Town Slow Down – Male 41–65+

- 100,609 Impressions
- 52,347 Individuals reached
- 22,254 Video views
- 77% of the total video was viewed on average (8 seconds)
- 1,207 Clicks on the posts (website, Facebook page, play video, etc)
- 131 Clicks to ‘download’
- £2.27 Cost per website click (£297.79)
- 116 Post likes
- 6 Post comments (nearly all tag to other Facebook users)
- 40 Post shares

### Keep Warm – Female 18–39

- 146,781 Impressions
- 74,932 Individuals reached
- 13,541 Video views
- 84%/87% desktop/mobile of the total video was viewed on average (8 seconds)
- 1,030 Clicks on the posts (website, Facebook page, play video, etc)
- 95 Clicks to ‘download’
- £2.27 Cost per website click (£278.83)
- 60 Post likes
- 3 Post comments (nearly all tag to other Facebook users)
- 9 Post shares

### In Town Slow Down – Male 18–40

- 127,169 Impressions
- 78,978 Individuals reached
- 17,200 Video views
- 79%/77% desktop/mobile of the total video was viewed on average (8 seconds)
- 1,091 Clicks on the posts (website, Facebook page, play video, etc)
- 126 Clicks to ‘download’
- £2.44 Cost per website click (£308.10)
- 88 Post likes
- 5 Post comments (nearly all tag to other Facebook users)
- 17 Post shares

### Stick Together – Female 18-65+

- 109,179 Impressions
- 69,753 Individuals reached
- 15,788 Video views



- 78%/79% desktop/mobile of the total video was viewed on average (8 seconds)
- 1,101 Clicks on the posts (website, Facebook page, play video, etc)
- 131 Clicks to 'download'
- £2.41 Cost per website click (£315.28)
- 82 Post likes
- 5 Post comments (nearly all tag to other Facebook users)
- 19 Post shares.

## Conclusion

On Facebook this was an advertising campaign that extended beyond both ADP and DA's social networks. It provided a platform to support organic posts but reached out to a new and wider audience. It was always the intent to deliver safety messages around alcohol rather than promote the respective organisations.

All four ad sets delivered reach in terms of the number of individuals that were served the ads.

The campaign action was to view a video and it was encouraging that they were viewed eight seconds on average, more than enough time to get the message across.

## Recommendations

Enhance the 'Party Animals' theme this year with additional content on ADP and DA's web pages, focusing on useful tips to survive the festive season. The ads would direct the viewer to these pages.

Segment the audience profile and extend reach to additional audience segments with suitable imagery or video content that reflects the respective audience profile.

Target the corporate market with posters, leaflets and general advice – a survival guide to the festive season.

Increase the number of poster sites to include passenger panels (bus and rail), Adshels and other roadside media with the call to action directing the target audience to dedicated web pages.

Establish and mature relationships with pubs and clubs and support with posters, leaflets, beer mats, etc all directing 'Party Animals' to online media.

## Glossary of Terms

We know some of the words used in this report may require explanation ...

### Impressions

This represents the number of times the post was shown to a user. Impressions can represent multiple views by a single user.

### Reach

This figure represents the number of individuals who were served your post/ad.

### Video views

The number of times the video was viewed.

### Clicks on the post

The total number of clicks on your advert. This may include off-site clicks to your website, page likes, post comments, etc.

### Cost per click

The average that you paid for each action associated with your objective. In this case the objective was website clicks.