



2020 APAC Effie® Awards Gold Winner

"The Mensus"

Categories:

Government/Institutional (Gold)

Small Budget-Services (Silver)

Positive Change Social Good – Non-Profit (Bronze)

Product/Service Classification: Government and nonprofit

Brand: Jollibee

Client: Movember

Lead Agency: BC&F Dentsu

Original Version

Executive Summary

THE RESEARCH PROJECT THAT BECAME A CAMPAIGN.

In 2017 Movember created their boldest campaign yet. A single letter – yes, just one – raised \$1.7m, won Effie Gold, and most importantly saved lives in the fight against male suicide. Our next challenge: how to fight even more effectively. So we took the research project for Movember's new campaign and made it into the campaign itself – the "Mensus", a census to gauge how men are feeling.

The results: 36% more "mo's" grown and a 40% increase in donations to \$2.4m – a new record. All with a media budget of \$0.00.

The "Mensus" is now Movember's most effective campaign ever.

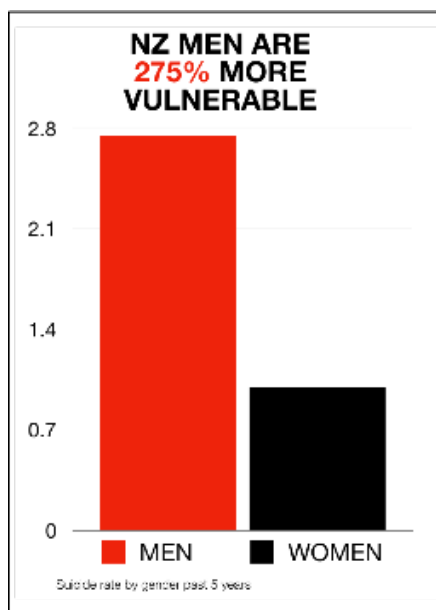
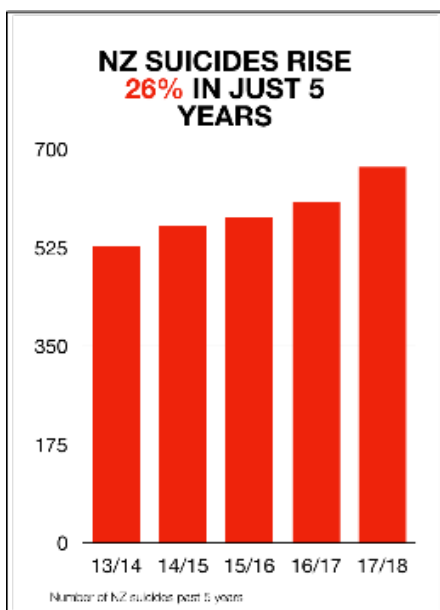
Market Background

WHAT'S KILLING OUR MEN?

NZ is famous for being a clean, green, rugby-loving paradise with the occasional lost hobbit. But there's one horrific statistic that few people know: Our nation is suffering from an epidemic of suicide (Chart 1), particularly for men.

That's right. New Zealand is a world-leader in one of the worst ways possible. Our men kill themselves at a shocking rate of nearly three times that of female suicide (Chart 2).

This is a true crisis: even a national emergency. And as our largest male charity, Movember could not stand by and just watch men die. So we made men's mental health our #1 priority and set to work urgently trying to understand this puzzling and tragic situation.



State of the Marketplace & Brand's Business/Strategic Communication Challenge

MOVEMBER, HEAL THYSELF.

Trouble was, Movember wasn't in the greatest shape itself. Because there's another thing that New Zealand is #1 at too: we are now the world's most crowded charity market (Chart 1). According to charities.govt.nz New Zealand has more charities per capita than anyone else. With new charities starting up almost daily, older brands like

Movember were declining as the novelty wore off.

Facial furniture like moustaches had also become fashionable, crowding out our campaigns. With the rise of the hipster, it was getting hard to tell Movember from any other month of the year.

So Movember needed to help itself so it could help others. This led to a major strategic reset in 2017, with a new creative partner and disruptive new approach that snapped the brand back to life and cleaned up

at the effectiveness awards. But spectacular as this was, in order to help with long-term social issues like suicide this new approach needed to be sustainable - a true turnaround, not a one-off blip. This new 2018 campaign would be the test.

UNDERSTANDING THE BIG "WHY?"

The challenge was understanding the root causes: Why men? Why New Zealand? Why were things so bad? From the outside we are a prosperous, democratic, middle class country set in a famously "100% Pure" environment - hardly the worst place in the world to live. But look a little closer and the "why" begins to emerge. It turns out the predictors for unhappiness, and even suicide, are firmly baked into the masculine culture of our nation.

CROWDED OUT: NZ IS #1 IN CHARITIES PER CAPITA

	Population	Registered Charities	Equivalent Population per Charity
New Zealand	4,700,000	27,800	169
United Kingdom	64,100,000	160,000	401
Canada	35,160,000	85,136	413
Australia	23,100,000	53,500	432
USA	324,000,000	500,000	648
China	1,357,000,000	600,000	2,262

Audience

KEY DEMO: ANYONE WHO CAN GROW A MOUSTACHE

In this modern world of hyper-targeting and detailed audience segmentation it's nice to have a brief that's so simple: literally, anyone who can grow a moustache. So, a little under 50% of the population.

This is a problem in other ways however. Movember have got a massively broad audience to talk to that's also spread right across the country, and no media budget to do it with.

As we couldn't pay for our audience, we'd have to do it the old-fashioned way: go out and earn it.

We'd have to create a truly engaging idea that our target audience would want to participate in and share, and that would also be powerful enough to get our SECONDARY DEMO on our side : powerful media networks, businesses and influencers who to help us spread the word.

Objectives & KPIs

OBJECTIVE: MAKE SOMETHING OUT OF LITERALLY NOTHING.

Actually, we had to make *two* objectives out of nothing - literally \$0.00 media spend.

1. To beat the \$1.7k in donations we received in 2017, even though that was 50% up from the previous year.
2. To get New Zealand, and especially New Zealand men, talking about men's mental health

If we were to have any chance of achieving our objectives with no budget and so many other charities competing for attention, we needed to find a way to stand out. Having a worthy cause simply wouldn't be enough.

We needed to find a new way to generate talkability. If we could get the nation talking, men would be reminded to participate and they would be talking about their mental health - Movember's ultimate goal.

Sourcing: Section 1

1. Chart 1 - Mental Health Foundation of New Zealand
2. Chart 2 - Mental Health Foundation of New Zealand
3. Chart 3- Periscope New Zealand Charity Research

Insight

THE NEW ZEALAND MAN, ALONE.

Our archetypal male is the rugged pioneer, a self-reliant and solitary fellow of few words and even fewer emotions. The classic NZ novel is even called "Man Alone" (1)!

This "Man Alone" template shapes our male social expectations. "Be tough", don't "whinge", "just harden up". You have to be self-reliant; needing other people is "weak". And it comes with a sting in its tail: if things go wrong, that can only be your fault. You must be a failure, a loser.

This "man alone" myth is a dangerous one. Humans are not independent and solitary, but interdependent, social creatures like our primate ancestors. Isolation and silence predict unhappiness - a quarter of men 35-65 years old have no-one to confide in (2), and 1 in 8 of all men have no close friends (3).

The world is so complex and unpredictable no-one has absolute control over their lives. The self-sufficient "man alone" is an impossible model for men to conform to. No wonder so many die trying.

As one media report put it, "Part of [NZ men's suicide rate] stems from our inability to talk about our emotions; our mental well-being and state of mind".(4)How could Movember begin to help men break their silence and talk honestly about their emotions and experiences?

We began a research project to find out the answer...and then realized that it could be the answer itself...

The Big Idea

If New Zealand men won't talk about their feelings, we can at least help them "tick" about them instead.

Sourcing: Section 2

- 1."Man Alone", John Mulgan, 1939, a widely recognised classic of New Zealand literature.
- 2.Movember research
- 3.Movember research
- 4.The "She'll Be Right" Attitude Is Killing Us - Stuff.co.nz

Bringing the Idea to Life

THE "MENSUS": THE RESEARCH PROJECT THAT BECAME A CAMPAIGN.

We had the light bulb moment: just by doing research into why men don't talk about their lives, *we were in fact asking them to do just that*.

As a frugal charity, if Movember's campaign objective was to encourage men to talk, why didn't we use our research project as the campaign itself? Instead of running traditional groups, why not take the project above the line and get *all* New Zealand men involved?

So the Movember "Mensus" was born; like a census, but just for men. It would be published nationally as a full page survey in online media and also in daily newspapers. To get around the barrier of our cultural reluctance to talk, they could start by simply ticking a form either online or in a newspaper.

It was also designed to be shared with male friends, giving unspoken permission for them to express their feelings too.

MAKING RESEARCH FUN.

We designed the Mensus with empirical rigour, but it also needed to be fun. Here's a typical question:

1. How do you see yourself?
 - a. Bit of a dropkick.
 - b. Room for improvement.
 - c. People seem to like me.
 - d. I like who I am.
 - e. I'm the man!

Creativity and humour was also the key to getting media to contribute space and partner brands to get involved.

The Mensus would become a news story about men's mental health, generating news interest in the result and giving social permission for men to open up.

TAKING THE "MENSUS" OUTSIDE MEDIA.

Men aren't known for their avid media consumption, so we planted the Mensus in key channels like sport, music, travel - and of course, beer - where light-reading males might also find it.

- We partnered with NZ's #1 beer brand Speights, with its "rugged" persona, to promote the Mensus through their social channels and licensed bars.
- We created a special "check-in" guide for Jetstar, using their social channels and in-flight magazine to grow the Mensus and encouraging men to "check-in" with their mates during Movember.
- The hugely popular Alternative Cricket Commentary, spread the word on air and shared their completed Mensus via personal social channels, along with All Blacks Brodie Retallick and Josh Kronfield.
- The boys from Kiwi hip-hop collective SWIDT had just released a powerful song about male suicide in New Zealand, so they were a perfect fit to share the campaign.

CREATING A NATIONAL CONVERSATION.

As well as the "Mensus" questions, the results also appeared in national print, magazines, social media and broadcast TV. This snapshot of our male psyche became a news story in itself.

Most importantly, we were building a national conversation about our men - and they didn't need to say a word. As well as charitable fundraising, the Mensus data is now part of the government's New Zealand

Mental Health Inquiry(1), which was being carried out throughout November.

Sourcing: Section 3

1.Voxy.co.nz - Let's Talk About Our Feelings- Movember

Results

THE RESEARCH PROJECT THAT BECAME A HIT.

The Movember Mensus was Movember New Zealand's most successful fundraising campaign ever. Donations flooded in, up an amazing 40% from 2017 - itself a record year - hitting a new record of 70,000 individual contributions.

11,472 men grew Mo's for Movember, surging past last year's peak by a bristling 36%. (Chart 1)

People gave \$2,400,000 in just one month, up \$700,000 (more than 41%) from the previous Effiewinning campaign and up an amazing *3x* from the level prior to Movember's strategic rethink. (Chart 2)

With just \$6,558 in hard cost to the charity (the cost to build the Mensus survey), we achieved an R.O.I. of \$1 spent to an amazing \$366 earned.

CREATING A NATIONAL CONVERSATION ABOUT WHAT WE DON'T TALK ABOUT.

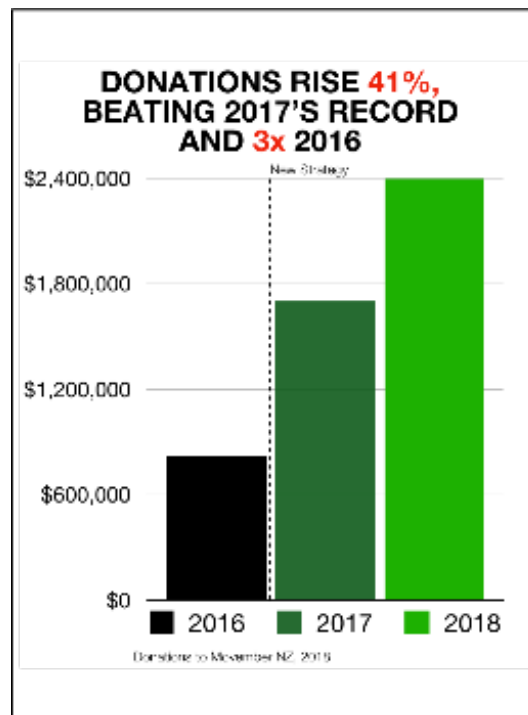
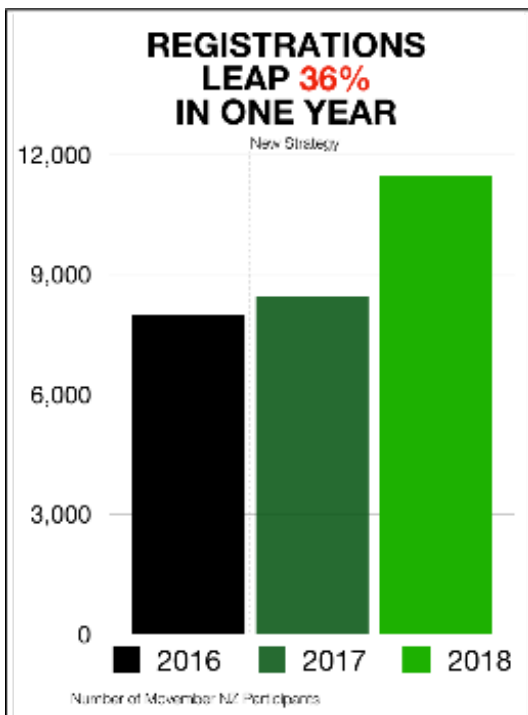
Despite zero media budget, The Mensus reached 1,400,000 Kiwi men (3) and got Movember into the national discussion, with more Kiwi men growing Mo's and donating than ever before. With \$500,000 in earned media, the campaign resulted in our highest amount of unpaid media coverage to date(4).

The Mensus created a national conversation about men's mental health, but by virtue of it being a survey we also created a statistically sound dataset. 1,500 participants typically gives us a robust 3% margin of error, which we easily surpassed with 2,700 men completing the Mensus. The results and insights have now been delivered to the NZ Government's Ministry of Health, and form a baseline for ongoing research into this complex and terrifying problem. Actions prompted by the Mensus have also been promoted within community and local government programs to educate men on how to stay on top of their mental health.

OUR "MO"ST EFFECTIVE CAMPAIGN EVER.

Our Movember campaign has been a spectacular success by every metric. But we'll leave the last word to our client, Robert Dunne, who manages Movember in New Zealand.

"2018 was our most successful fundraising campaign to date, which makes me extremely proud of the team that worked on the campaign. It is fantastic to see that men want to be more proactive about their health and the health of their friends and family. The key with men is to talk to them in their language, informally, and create a platform where they feel comfortable. This is where we had the most success and to see men not only be proactive but be so open with their own experiences is as big a success as the funds raised."



Additional Marketing Components

	Coupons		Other marketing for the brand, running at the same time as this effort
	CRM/Loyalty Programs		Pricing Changes
	Economic Factors		Weather
	Giveaways/Sampling	<input checked="" type="checkbox"/>	None
	Leveraging Distribution		Other :

Other Contributing Factors

No other factors.

Sourcing: Section 4

1. Chart 1 - Movember Post Campaign data
2. Chart 2 - Movember Post Campaign data
3. Agency media modelling
4. Nielsen data

Media Addendum

Paid Media Expenditures

Current Year: 2019		Year Prior: 2018	
<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M	<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M
<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M	<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M
<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M	<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M
<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over	<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over
		<input type="checkbox"/> Not Applicable	

Compared to other competitors in this category, this budget is:

- Less About the same More

Compared to overall spend on the brand in prior year, the budget this year is:

- Less About the same More Not Applicable

Movember has no media budget and relies entirely on the power of its marketing to earn media and partner coverage and donation of space.

Owned Media

Our main website nz.movember.com is our main owned channel that lets our donors donate online, and Movember to keep in touch with them. We also have strong social media presences with Facebook and #movembernewzealand on Instagram.

Sponsorships

NA

Communications Touchpoints

<input type="checkbox"/> Branded Content	<input type="checkbox"/> Mobile/Tablet	<input type="checkbox"/> Product Design
<input type="checkbox"/> Cinema	<input type="checkbox"/> App	<input type="checkbox"/> Professional Engagement
<input type="checkbox"/> Consumer Involvement/ User Generated	<input type="checkbox"/> Display Ad	<input type="checkbox"/> Closed Loop Marketing (CLM)
<input checked="" type="checkbox"/> Consumer Generated	<input type="checkbox"/> In-App or In-Game Ad	<input type="checkbox"/> Congresses
<input checked="" type="checkbox"/> Viral	<input type="checkbox"/> Location-based Communications/ Real Time Marketing	<input type="checkbox"/> Continuing Engagement
<input checked="" type="checkbox"/> WOM	<input type="checkbox"/> Messaging/Editorial/Content	<input type="checkbox"/> Detail/E-Detail/ Interactive Visual Aids (IVAs)
<input type="checkbox"/> Direct	<input type="checkbox"/> Other	<input type="checkbox"/> Informational/ Documentary Video
<input type="checkbox"/> Email	<input type="checkbox"/> OOH	<input type="checkbox"/> In-Office
<input type="checkbox"/> Mail	<input type="checkbox"/> Airport	<input type="checkbox"/> Radio
<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Billboard	<input type="checkbox"/> Merchandising
<input type="checkbox"/> Events	<input type="checkbox"/> Place-Based	<input type="checkbox"/> Program/Content
<input type="checkbox"/> Guerrilla	<input type="checkbox"/> Transit	<input type="checkbox"/> Spots
<input checked="" type="checkbox"/> Ambient Media	<input type="checkbox"/> Other	<input type="checkbox"/> Retail Experience
<input type="checkbox"/> Buzz Marketing	<input type="checkbox"/> Packaging	<input type="checkbox"/> In-Store Merchandising
<input type="checkbox"/> Sampling/Trial	<input type="checkbox"/> Point of Care (POC)	<input type="checkbox"/> In-Store Video
<input type="checkbox"/> Street Teams	<input type="checkbox"/> Brochures	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Tagging	<input type="checkbox"/> Coverwraps	<input type="checkbox"/> POP
<input type="checkbox"/> Wraps	<input type="checkbox"/> Electronic Check-In	<input type="checkbox"/> Retailtainment
<input type="checkbox"/> Interactive/Online	<input type="checkbox"/> Video (HAN, Accent Health)	<input type="checkbox"/> Store within a Store
<input checked="" type="checkbox"/> Brand Website/Microsite	<input type="checkbox"/> Wallboards	<input type="checkbox"/> Other
<input type="checkbox"/> Contests	<input type="checkbox"/> Other	<input type="checkbox"/> Sales Promotion
<input type="checkbox"/> Digital Video	<input checked="" type="checkbox"/> PR	<input type="checkbox"/> Search Engine Marketing (SEM/SEO)
<input checked="" type="checkbox"/> Display Ads	<input type="checkbox"/> Print	<input checked="" type="checkbox"/> Social Media
<input type="checkbox"/> Gaming	<input type="checkbox"/> Custom Publication	<input type="checkbox"/> Sponsorship
<input type="checkbox"/> Geo-based Ads	<input type="checkbox"/> Magazine - Digital	<input type="checkbox"/> Trade Shows
<input checked="" type="checkbox"/> Mobile/Tablet Optimised Website	<input type="checkbox"/> Magazine - Print	<input type="checkbox"/> TV
<input type="checkbox"/> Podcasts	<input checked="" type="checkbox"/> Newspaper - Digital	<input type="checkbox"/> Branded Content
<input type="checkbox"/> Video Skins/Bugs	<input checked="" type="checkbox"/> Newspaper - Print	<input type="checkbox"/> Interactive TV/Video on Demand
<input type="checkbox"/> Other	<input type="checkbox"/> Trade/Professional	<input type="checkbox"/> Product Placement
<input type="checkbox"/> Internal Marketing		<input type="checkbox"/> Sponsorship
		<input type="checkbox"/> Spots
Other:		