Case Study/
Comic Relief

Using **social intelligence**
to drive a **positive change**

COMIC RELIEF

At a Glance/
Comic Relief

Background

Comic Relief

Established in 1985, Comic Relief is a major UK fundraising and grant-making charity which uses the power of entertainment to create long-lasting change.

Its vision is a just world, free from poverty. It strives to make this vision a reality by supporting poor, disadvantaged and vulnerable people in the UK and across some of the world's poorest communities to change their own lives for the better.

www.comicrelief.com

- Drew insights about US-based audiences to ensure a relevant user journey from the UK website to the US website.

- Brought social intelligence to a 30 year old organization

- Allowed for holistic social analysis of 23 different Comic Relief campaigns

2 million
social media mentions
analyzed over
two months

The Goal

Comic Relief is a major charity based in the UK. The organization's mission is to drive positive change through the power of entertainment.

Since the launch of Comic Relief in 1985, the UK charity has had three main goals;

- Raise millions of pounds, mainly through two big fundraising campaigns: Red Nose Day and Sport Relief
- Spend the money raised to tackle the root causes of poverty and social injustice in the UK and across the world
- Use the power and influence of the brand to raise awareness of issues where the biggest impact can be made

Red Nose Day has become something of a British institution. The event, held every two years, culminates with a night of TV watched by over eight million people across the United Kingdom on the BBC, with comedy and entertainment to inspire the nation to give generously.

Red Nose Day 2015 saw the charity pass a total of a billion pounds raised through its fundraising activities since the organization began 30 years ago.

The organization wanted to understand the impact that influential celebrities involved in the campaign had on reach, sentiment and how those metrics differed throughout the various campaigns.

The Challenge

In planning the Red Nose Day 2015 campaign strategy, Comic Relief was very aware it had a great mix of activity to work with, but had a limited view of the type of data that would help develop tactics to inspire their social media audience to take on active fundraising or increase their overall engagement with the campaign on social media.

Comic Relief wanted to grow its social media presence, but it needed a platform that would facilitate the measuring of the impact and reach of each campaign. However it had a limitied view of the type of data that would help develop tactics to inspire their social media audience to take on active fundraising or increase their overall engagment with the campaign.

A challenge Comic Relief had was that it couldn't see how many users were interacting with its campaigns directly on social media.

Understanding whether people were talking positively about Red Nose Day was not possible through traditional analytics, meaning the charity had no reliable method of determining if this social engagement translated into fundraising action - a key objective for the organization.

The Solution

Before implementing Brandwatch Analytics, Comic Relief previously relied on native Twitter and Facebook analytics to gauge how the content it posted onto social channels performed.

Brandwatch gave Comic Relief the opportunity to understand the content driving the most engagement and, more importantly, which topics of conversation these engaged audiences were having with networks on their own channels.

"We really liked the flexibility in creating Dashboards specific to exactly what we needed, meaning our reports were bespoke to the metrics we were most interested in measuring"
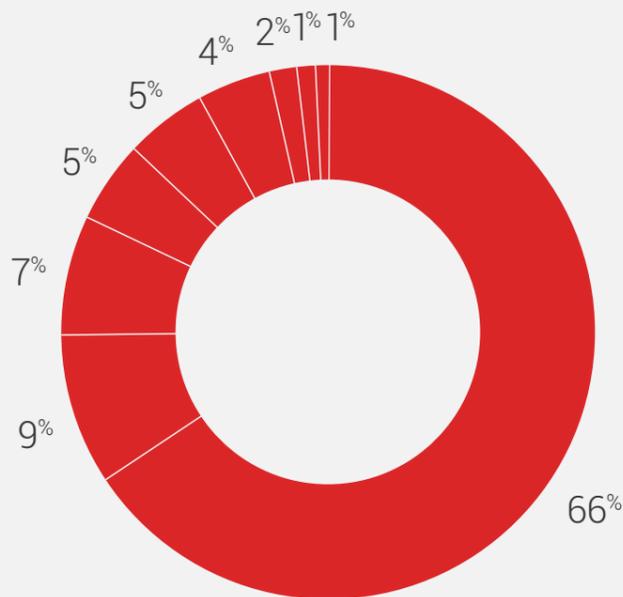
Krystle Lampshire, Digital Marketing, Comic Relief.

Social data at the forefront of campaign planning/

Using social data before, during and after the campaign provided **Comic Relief** with valuable metrics to help maximise the impact of their activities.

Comparing the campaigns:

Share of 306,000 positive mentions

66% Campaign 1 9% Campaign 2 7% Campaign 3
5% Campaign 4 5% Campaign 5 4% Campaign 6
2% Campaign 7 1% Campaign 8 1% Campaign 9

Red Nose Day Across the Atlantic

With Red Nose Day launching in the US for the first time in 2015, identifying engaged U.S. audiences was extremely important to Comic Relief.

Demographic insights from Brandwatch highlighted to Comic Relief which audience members were based in the US, helping the organization rework its online user journey and drive US audiences through to the Red Nose Day USA website.

"With the success of the campaign, Brandwatch is a valuable tool we will continue to use. It feels like we have only scraped the surface of the type of value we can get from the platform."

Krystle Lampshire,
Digital Marketing, Comic Relief.
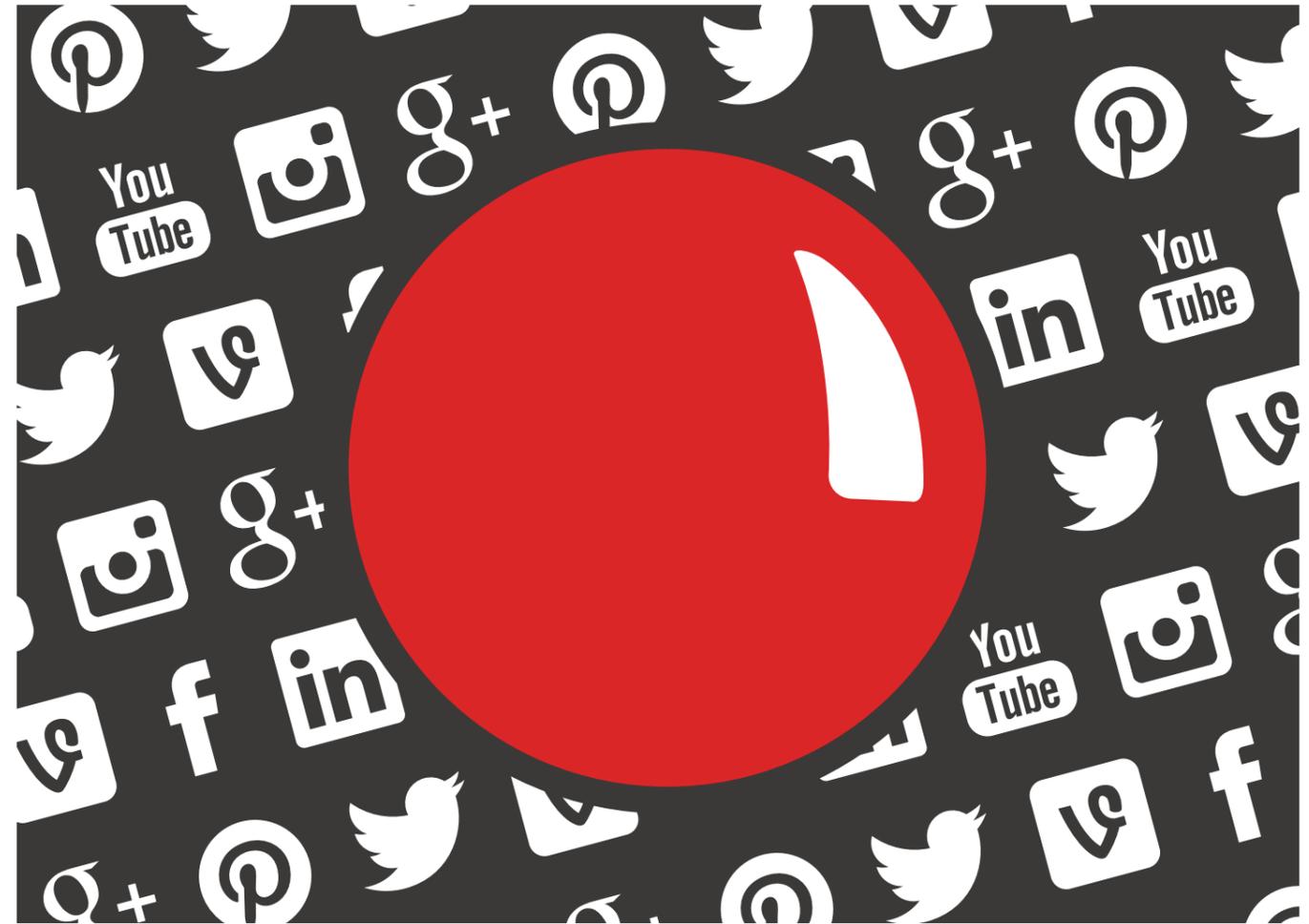
"The wealth of data we had available, both historically and in real-time, meant that there was no limit to the depth of analysis we could undertake. Never before have we had such a rich understanding of how our campaigns are performing"

Krystle Lampshire, Digital Marketing, Comic Relief.

Identifying Key Influencer Activity

In the build up to Red Nose Day, the Author features within Brandwatch Analytics clearly demonstrated that a particular influencer was causing an enormous spike in international conversation.

The influencer, otherwise known as the pop band 'One Direction', helped Comic Relief generate a huge volume of conversation from the United States.

Comic Relief saw an opportunity to use this activity to drive the US audience from the UK-based website to the Red Nose Day USA Website to optimize the potential for fundraising and engagement within the relevant territory.

Social at the Heart of the Campaign

The empirical data found within Brandwatch Analytics was injected into daily, weekly and ad-hoc reporting throughout the campaign period.

These valuable metrics were brought to the forefront of decision-making and enabled key stakeholders to access specific data relevant to the social media aspects of their projects and sub-campaigns.

Ultimately, this enabled Comic Relief to work towards a more unified approach to planning how its campaigns took advantage of social media.

The Future

The data made available to Comic Relief through Brandwatch Analytics allowed the organization to better understand the social shift and enabled a number of different teams to maximize opportunities, for what is a fast-paced channel over a short campaign period.

Comic Relief can now better understand its online audiences and develop even more effective messaging in the future to drive conversion from campaigns, and facilitate conversations its audiences are most passionate about, all in real time.

About/

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comicrelief.com

Brandwatch

Brandwatch is the world's leading social intelligence company. Its social media listening and analytics technology platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of $22 million. The Brandwatch platform, ranked highest in customer satisfaction by G2Crowd in the Spring 2015 social media monitoring report, is used by over 1000 brands and agencies, including Cisco, Whole Foods, Whirlpool, British Airways, Sony Music, and Dell.

Brandwatch. Now You Know.

brandwatch.com