



European Agency Awards 2024 Entry Form

SECTION A – YOUR DETAILS

Organisation Name	Climbing Trees
Contact Name	Frankie Brookton

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

SECTION B – SELECT YOUR CATEGORY

5. Best Not-for-Profit Campaign	<input checked="" type="checkbox"/>	Please complete section C
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SECTION C – CAMPAIGN AWARDS

Entrant Name(s), Client Name & Campaign Title

Climbing Trees & Essex Violence & Vulnerability Unit: Knife Harm Paid Media Campaign

Objective(s) & budget (1-10 points)

Background

Essex Violence and Vulnerability Unit (EVVU) is a partnership of local and national government bodies, formed to tackle violence at its root cause for safer, more secure communities in the UK county of Essex.

Youth knife crime is a major concern in Essex. Yet so many parents/guardians are simply unaware their children are at risk. Or they don't have the tools or knowledge to have conversations with their children about it.

Having already produced four hard-hitting youth knife crime videos with communications agency Mobius, EVVU turned to Climbing Trees to devise/implement a 4-week digital paid media campaign.

Objectives

1. Cost-effective views of films

Make the most of a very limited £15,500 budget so that as many Essex-based parents/guardians as possible see the films to raise awareness – measured against these overall objectives and/or platform-specific benchmarks (all objective sources based on our media plan unless otherwise specified):

- Overall Impressions: 2,300,000
- Number of views: Overall = 347,000; Meta = 146,000; Programmatic = 17,300
- Cost per view (CPV): Meta = £1.95; YouTube = £0.02
- Cost per click (CPC): Google Ads (inc Gmail) = £1.00 re media plan + £0.48 re Google
- Number of clicks: Meta = 8,785; Google Ads (inc Gmail) = 1,000
- Click-through rate (CTR): Meta = 0.90%; YouTube = 0.15% re media plan + 0.65% re Adstage report benchmark; Google Ads (inc Gmail) = 0.46%
- Cost per mille (CPM): Programmatic = £10.94 re Quantcast

2. Actionable behaviour

Ultimately awareness needed to effect actionable behaviour, to be assessed by a third-party post-campaign survey measuring effectiveness in prompting Essex parents to engage more with knife crime:

- Speak with their children about knife crime.
- Look online for more information about how to speak to children about knife crime.
- Speak to other parents about the films.
- Visit EVVU's website.
- Download resources for the EVVU website.

Budget breakdown: Total = £15,500

Channel	Total Cost
Google Ads (inc Gmail)	£1,000
Reddit (formats in feed ads)	£1,000
Meta (Facebook & Instagram)	£4,500
Programmatic Display	£3,500
Programmatic Video	£1,500
YouTube	£1,500
Agency Fees	£2,500

Target audience & strategy (1-10 points)

Target audience

Essex-based parents/guardians of all socio-economic demographics and ages, particularly those with children aged ten and above.

Strategy

Deep audience analysis and comprehensive segmentation first layered Essex population density with local crime levels. This revealed that we should focus on higher density areas, which have more knife crime. Next, our online behaviours review found that parents/guardians are likely to:

- Engage in digital activities after putting kids to sleep.
- Be part of social media parenting groups, especially Facebook.
- Enjoy tutorials and how content from Reddit.
- Spend time on G Suite, YouTube, Facebook, Reddit and Instagram after visiting websites like Mumsnet.

This became the basis for budget allocations, to leverage the right mixture of channels in the highest density areas, so films were seen by as many relevant parents in Essex as possible.

To build maximum campaign impact, our full funnel approach covers any entry point within the target audience journey:

Discovery

Awareness that knife crime is there, and that EVVU is an expert voice.

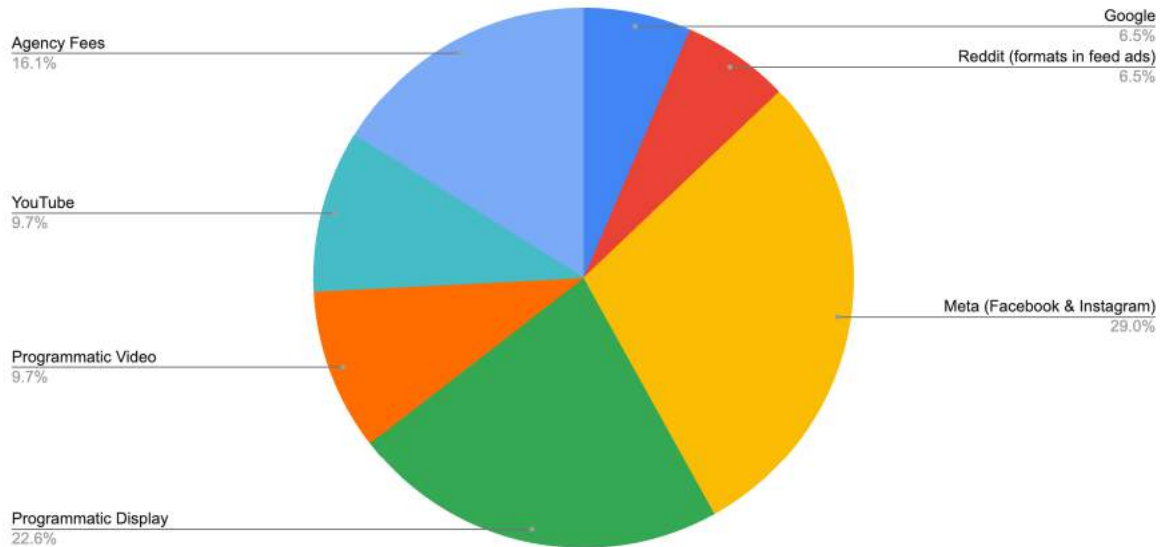
Platforms: YouTube, Facebook, Instagram, Reddit, Programmatic Display/Video.

Consideration

Parents who are actively searching/interested in learning more about knife crime.
Platforms: Google Ads (inc Gmail), Facebook, Instagram, Reddit.

High intent

Targeting parents searching for EVVU or have already visited the website.
Platforms: Google Ads (inc Gmail), Facebook, Instagram.



Implementation & creativity (1-10 points)

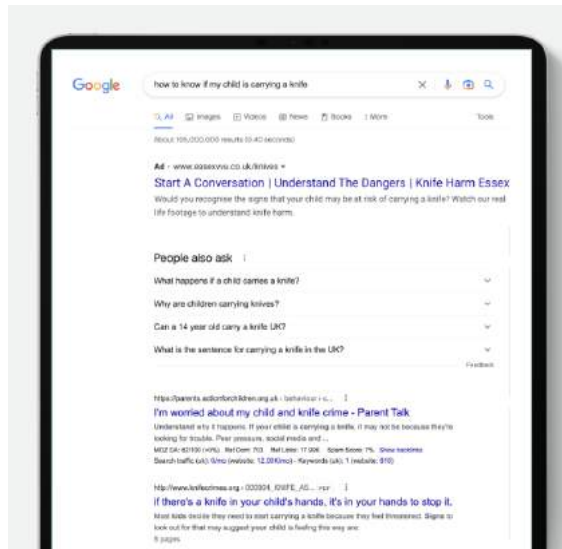
Each video is personal, first-person narrative about the effect youth knife crime had on them. To drive engagement and support retargeting, videos were cut into 15 and 30-second edits and GIFs for platform/programmatic ad use. No online journey is linear, so our campaign accounts for many, with all roads leading back to EVVU's website.

Example journey

The mum of a young girl is on Mumsnet, where she sees an EVVU programmatic banner ad about girls' carrying knives, based on one of the films. She thinks "Wow, I never associated girls with knives" and leaves it at that. Later, whilst browsing on Facebook, mum sees the 15-second edit as a reel. Five days later, things are playing on her mind so she Google searches "Are girls involved in knife crime?". That brings up an EVVU google text ad. She clicks through to EVVU's website to learn more.

Google Ads: Putting EVVU at the top of knife harm related searches

Display EVVU's expertise when parents are searching for related terms (eg Knife crime Essex) to improve share of search and build momentum for spreading awareness.



Example: Google ad

Gmail: Making inbox impact

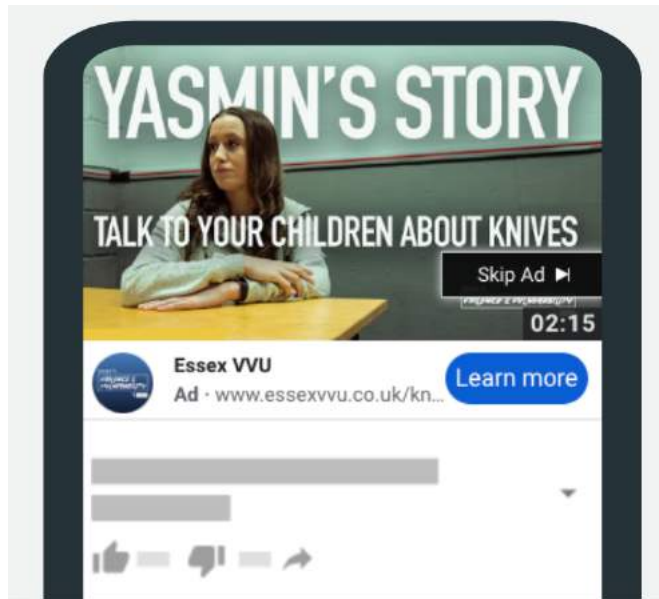
Audience research showed parents spend a lot of time across the Google Suite, making Gmail a smart place to attract people to learn more and start conversations around knife harm.



Example: Gmail ad

YouTube: Increase clicks via display prospecting

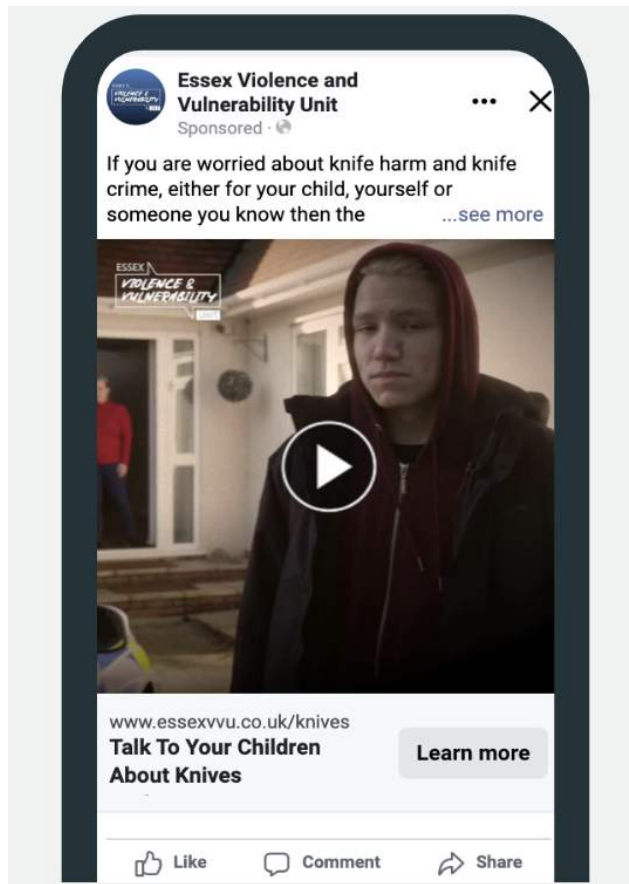
Research also showed parents are extremely active on YouTube, making it a prime location to start conversations/grab attention about the video stories.



Example: YouTube ad

Paid Social: Facebook/Instagram

74% of Essex parents are on Meta, giving EVVU a huge reach of up to 1.1M people across various placements: stories, search, in-articles, messages and apps.



Example: Facebook ad

Reddit: Position EVVU as 'go to' support for advice

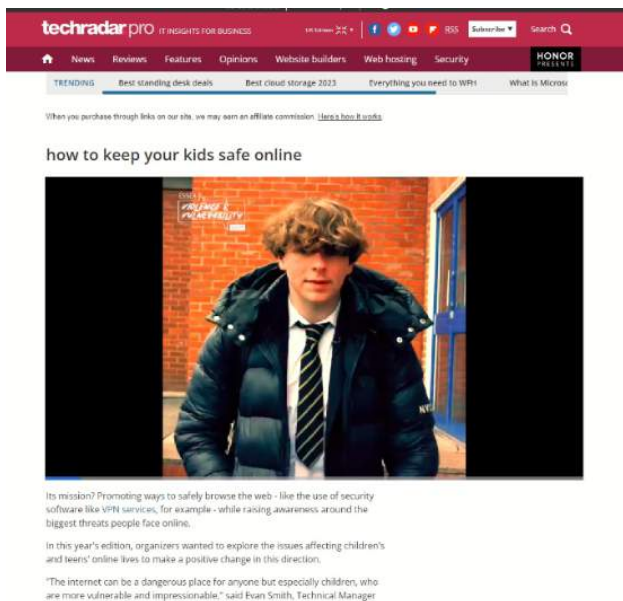
Due to their subtle nature, many users don't mind Reddit ads, making it easier to reach desired communities through targeted and promoted posts.



Example: Reddit ad

Programmatic

Hyper targeted audience creation across Essex using programmatic tools – particularly higher density, higher crime areas – with ads showcased across authoritative websites such as supernanny.co.uk and mumsnet to send traffic to EVVU.



Example: Programmatic ad

Details of any challenges faced and how these were overcome (1-10 points)

Our number one challenge? Our ads had to use the word 'knife' and everyone blocked our ads. Our campaign was just four weeks long, so this could have been disastrous.

We appealed virtually, but became stuck in automated bot feedback loops. The only way to overcome this? Get in touch with humans by phone and support chat and explain that we were doing the very opposite of promoting knife crime. No easy feat if you've ever tried to speak to humans at all these companies!

Persistence (and a few sleepless nights) paid off. Within a couple of days, everything was approved on all platforms for the rest of the campaign.

Results & evaluation (1-10 points)

Despite losing a few days due to our blocked ad challenge, these outstanding results prove our strategy really made the limited budget count across all platforms – and especially in those with the biggest investment proportion – so that as many Essex-based parents/guardians as possible saw the films:

Overall campaign: All channels

- More than 100% of Essex parents saw the videos – 535,806 views across all channels versus approximately 347,000 parents in Essex means that we reached many parents more than once!
- Total impressions surpass target by 108% – 4,776,154 impressions more than double 2,300,000 media plan objective.

Meta (Facebook and Instagram combined): 29% of budget

- Number of clicks +255% vs media plan objective (31,191 vs 8,785).
- Views +88% vs media plan objective (274,531 vs 146,000).
- CTR smashes benchmark by 556% (5.90% vs Meta's 0.90% average).
- £0.16 CPV was 11x better than our £1.95 target.

Programmatic Display & Video: 22.6% of budget

- Careful localised audience handpicking led to +822% views against objective (159,539 vs 17,300).
- £2.39 CPM was 3.5x better than Quantcast's £10.94 estimate.

YouTube: 9.7% of budget

- 16.57% CTR transcends 0.15% media plan objective by 10,947% – that's also +2,449% vs 0.65% benchmark in AdStage's Paid Media Report 2024.
- By applying audience insights learned from Programmatic, our 0.02p/view objective halved to 0.01p/view.

Google Ads (inc Gmail): 6.5% of budget

- Number of clicks +743% vs media plan objective – that's 8x more than expected (8,427 vs 1,000).
- CTR betters Google's benchmark by 167% (1.23% vs 0.46%).
- £0.12 CPC was 7x better than our £1.00 target – also 3x better than Google's £0.48 benchmark.

Why should your campaign win? (1-10 points)

Watching the films was essential, but more important was for parents to act on what they'd seen. A third-party survey conducted by Qa Research proves the campaign's effectiveness in prompting Essex parents to engage more with knife crime:

- 84% felt videos were effective at encouraging them to speak to their children about dangers of carrying knives.
- 75% agreed they were more likely to speak to their children about knife crime and visit EVVU's website.
- 68% spoke with their children about knife crime.
- 48% looked online for more information about how to speak to children about knife crime.
- 43% spoke to other parents about the films.
- 43% visited EVVU's website.
- 27% downloaded resources from EVVU's website.

Our team put heart and soul into this campaign. We're Essex-based, so we all know someone for whom the knife crime message could be the difference between a child's life and death. In today's world where there's often backlash against where our tax money is spent, it's truly heart-warming to see such a successful localised campaign.

URLs

1. Yasmin's story: <https://www.youtube.com/watch?v=guVbp5iGv5g>

Peer pressured into carrying a knife, she ended up stabbing someone and ruined her future.

2. Luke's story: <https://www.youtube.com/watch?v=NcyOFxY-ELY>

He loses his friends to knife crime.

3. Charlie's story: <https://www.youtube.com/watch?v=GCySPD-TOGM>

Reflects on his youth and how he lost his best friend.

4. Jon's story: <https://www.youtube.com/watch?v=fohGpqNTppU>

Jon speaks about his parents' reaction to his untimely death due to knife crime.

EVVU website: <https://www.essexvvu.co.uk/knives/>

Please detail any supporting documents you are including as part of your submission

n/a