How can digital be used to tackle taboo topics?

Jude Hackett
Head of Strategy & Planning
Hitch Marketing
Taboo
(təˈbuː/)
noun
a social or religious custom prohibiting or restricting a particular practice or forbidding association with a particular person, place, or thing.

“many taboos have developed around physical exposure”

adjective
prohibited or restricted by social custom.

“sex was a taboo subject”
My three taboos

1. Sexual health
   Audience: Men aged 18-50 in Hertfordshire UK
   Campaign: #GETCHECKED

2. Prejudice & discrimination
   Audience: The worried middle in C2DE occupations
   Campaign: Open Arms

3. ALCOHOL CONSUMPTION
   Audience: Increasing risk drinkers
   Campaign: Dry January
1. #GETCHECKED

HAD UNPROTECTED SEX?

HAVE YOU GOT THE BALLS TO #GETCHECKED

HAD UNPROTECTED SEX?

HAVE YOU GOT THE BALLS TO #GETCHECKED

For free confidential advice, contact Sexual Health Hertfordshire on 0300 008 5522, speak to your GP or visit our website www.hertsdirect.org/getchecked

When used correctly, condoms help to protect against pregnancy and sexually transmitted infections (STIs).

@ Hertfordshire County Council - Apr 2013
<table>
<thead>
<tr>
<th>#GETCHECKED</th>
</tr>
</thead>
<tbody>
<tr>
<td>47% of men preferred online as a source of information.</td>
</tr>
<tr>
<td>Color Switch (a gaming app) resulted in a CTR of 2.81%.</td>
</tr>
<tr>
<td>Co-creation helped us to refine the target audience.</td>
</tr>
<tr>
<td>Research found that men were most likely to click on ipads in the evening.</td>
</tr>
<tr>
<td>An integrated campaign with digital channels as a priority.</td>
</tr>
<tr>
<td>Campaign used a facebook page and paid-for advertising.</td>
</tr>
<tr>
<td>Pinpoint mobile advertising on relevant websites and apps.</td>
</tr>
<tr>
<td>Other digital included use of Twitter App Periscope and digital toolkit.</td>
</tr>
<tr>
<td>Click through rate (CTR) of 0.94%; the industry benchmark is 0.5-0.7%.</td>
</tr>
<tr>
<td>Increase in HIV testing kits to correlate with the campaign.</td>
</tr>
</tbody>
</table>
1,000
People accessing sexual health information.

10,000
Social media ‘shares’ by influential stakeholders.

SHARE

Media articles, online and press.

Media articles, online and press.

700 views of the Periscope video stream.

“...there has been an increase in queries and use of services due to the great comms campaign.”

- Key Stakeholder
Primary intervention is contact (through service design/provision leading to education and information).

Using the application of contact theory – meaningful contact between two groups can reduce prejudice and discrimination.

Project is funding grassroots projects at a local level to provide activities that support this contact, for example soccer.

Facebook across earned, owned and paid-for to promote the activities.

Social, online and traditional media will also be used by the activity providers to promote the results of their involvement.
BID BOOZE GOODBYE, KEEP JANUARY DRY.

CAN YOU TAKE THE 31 DAY CHALLENGE?

SIGN UP TODAY AT www.dryjanuary.org.uk

FOR INFO AND HELP EMAIL THE TEAM AT INFO@DRYJANUARY.ORG.UK OR CALL 020 7566 9000
3 DRY JANUARY®

- Integrated campaign, heavily reliant on digital.

- What started with 4000 sign-ups in 2013 became a national and global success - the #DRYJANUARY hashtag had 6 billion impressions globally in 2017.

- YouGov poll suggests 5 million Britons attempted Dry January in 2017 – making a Dry January a social norm, rather than a taboo.

- Clearly a successful ‘big conversation’ that has grown and grown.

- Support and tips though digital an important part of the social marketing interventions mix, helping people break bad habits with alcohol and build up confidence to say no to a drink.

- 67% of participants had sustained reduced levels of drinking six months after completing Dry January (2016).
The future of using digital to better understand taboos
- emotional analytics
Thanks for listening...