Thread & Fable

Awkward Moments

IMPACT

REPORT

SUMMARY

2022

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INTRODUCTION

This impact report summary outlines the ambitions for the online digital consent project, Thread & Fable's approach and delivery and a summary of how this was measured and evaluated.

One of the most important factors from the campaign was to influence a behaviour change amongst the target audience when it comes to conversations about consent. Closely aligned to this was the importance of involving youth voice from the start of the process - in developing the brief and insight behind it, the commissioning of an agency to delivery the project and then throughout.

The framework we put in place to develop the campaign has combined qualitative and quantitative data points to give us the best chance of understanding any significant impacts and changes the campaign offers.

Learnings and recommendations from the impact report were shared with the commissioning partners and steering group in Autumn of this year to inform wider roll-out and ongoing engagement with the campaign.

You can visit the campaign website here at awkwardmoments.co.uk

You can also view a research summary from the commissioned research here

BRIEF

FILM RESOURCE

The brief required one or more films to be created and distributed online to 16-19 year olds in Scotland.

A breadth of existing research was already available including some that had been commissioned specifically by the commissioning partners, looking into the communications skills of young people when it came to consent.

Digital channels (owned and paid) were to be used to distribute the content and a microsite to host the content.

The resource needed to reflect the research as well as ongoing input from young people, as well as be fit for the different channels it would appear on.

YOUTH ENGAGEMENT

The audience needed to be represented within the content; how people looked, sounded and behaved.

Young people would inform the campaign through a youth panel as well as need to be consulted throughout.

This would expand to testing the concepts, scripts and edits to ensure that meaningful engagement of young people was at the heart of the campaign.

> THE MORE COMFORTABLE YOUNG PEOPLE ARE ABOUT TALKING ABOUT SEX, THE MORE LIKELY THEY ARE TO TALK ABOUT CONSENT WITH THE PERSON THEY ARE WITH

RESEARCH COMMISSIONED IN 2019 FOUND

APPROACH

In response to the brief, the specialists on the team would provide the expertise and deliverables to meet the below points that underpinned the strategy for the campaign.

1

Translating research into messaging framework

A key part of the youth engagement was to develop a messaging framework to inform the creative process. What key points were prevalent from the research and how could they be used to improve conversations about consent?
The framework could then ensure that key messages were covered across the different assets that were created and help guide the creative process.

2

Creative strategy

Guided by the insight and youth panel, the creative process would identify key routes the campaign could take, centred around a 'hero' concept and then further detailed for the different channels that the campaign would be made from.
These concepts would be stress-tested not just by the youth panel involved but through 'blind' groups and specifically targeting diverse groups to ensure how the campaign would land was well understood before launch.

3

Representative content

Young people would be involved in the casting of the content and 'real' young voices would feature within it too. Sessions would be facilitated by an experienced insight expert and inform the content.
Actors would be proactively sourced and non-gender/sexuality-specific roles would be cast to ensure that the focus is on the conversation within each scenario. Social content would be informed by the youth panel and the design would also be tested, along with edits throughout the process. Scottish accents and slang would be integrated within the content to ensure it meets the target audience.
Accessibility was also an important factor; content would be developed and tested to make it inclusive.

4

Digital strategy & measurement

A survey would be used before and during the campaign to monitor any sentiment shift, as well as simple analytics to understand engagement and sentiment towards the campaign.
The paid advertising campaign would run across digital channels for an 8 week period, at the end of the academic year, over Summer break and just covering the return to school/college/uni. A two-week testing period will be used to inform the approach for the right platforms and reviewed throughout to adjust the campaign accordingly.
The organic posts from the commissioning partners and targeted stakeholder group will further amplify the campaign in this time.

DELIVERY

Key assets created:

- Five scenario films, each featuring a key message identified through the research
- Hero montage film, with clips and key message of the campaign
- Group chat filmed with 'real' young people, discussing some of the key themes explored through the films and insight
- Survey running before/during campaign to understand current 'mood' and any changes
- Microsite to host all content and signpost stakeholders
- Cues.ai set up on home page of microsite to get instant response to campaign and link to survey

- Workshop created to allow youth workers/teachers/leaders to run session and include films
- Practitioner survey and feedback opportunities through steering group
- Digital ads created for all platforms tested
- Social media posts, graphics and other assets available to download from site to support distribution
- Press release to share with commissioning team comms (and then distributed to Scottish media)
- Internal briefing document for launch

| CONTENT	DETAILS	TESTING
Scripts for scenarios	Written to elicit discussions based on messaging framework	• Feedback from youth panel • Blind testing via workshops delivered through steering group
Casting	Casting note shared via Glasgow acting groups, national actors pages and sent to groups for black, asian, non-binary and trans actors to encourage them to apply.	• Youth panel feedback on cast • Steering group • Blind testing
Scenario films	5 films each directed based on messaging framework and desired conversation	• Edits with youth panel and steer group • Blind tested via workshop session
Social media posts	Series of posts and pictures	• Youth panel feedback

MEASUREMENT & EVALUATION

After edits were tested and finalised, content was placed on the microsite AwkwardMoments.co.uk and shared through organic channels; commissioning partners, steering group and key stakeholders following a briefing note outlining the campaign. A media release was shared to 'launch' the campaign and give stakeholders opportunity to further profile the activity.

A period of two weeks was used to test the advertising on paid digital channels identified as relevant to our 16-19 year old audience who were finishing term/preparing for summer. The channels used in testing were;

- YOUTUBE PRE-ROLL ADS
- FACEBOOK STORIES
- INSTAGRAM STORIES
- SNAPCHAT
- SPOTIFY
- TIKTOK

Awkward Moments Paid-Ad Impressions Per Platform
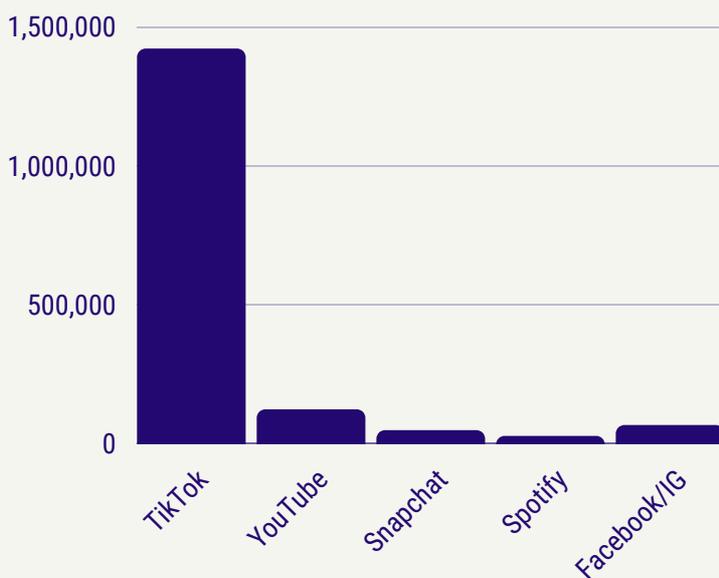
Awkward Moments Ad Clicks/Engagement Per Platform
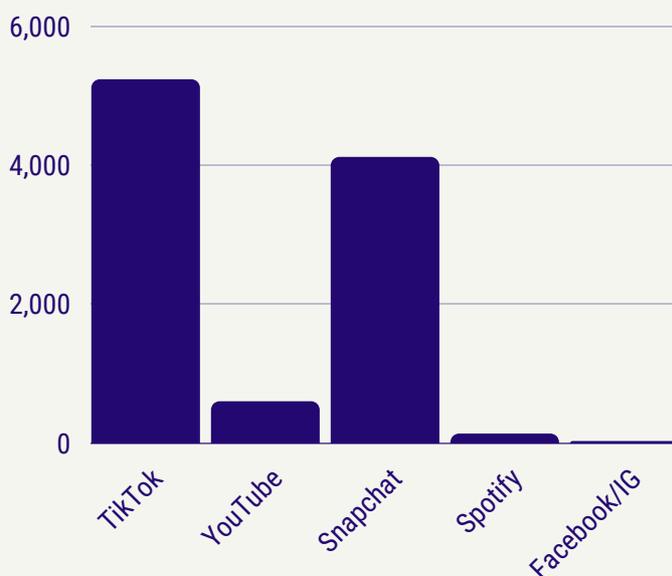
1.6M
Impressions across the paid-ad campaign

10K
Over 10,000 clicks through the ads to find out more

3 X
More confident about conversations about consent vs those who aren't having seen the films

3.5K
Individual visitors to the microsite since its launch

36K
Over 36,000 views of campaign film content

CONTENT ANALYTICS

Cues.ai was put in place on the microsite to get some insight into visitors' interactions with the film and led to a key question; whether people felt more confident about talking about consent having watched them. This is a tool that effectively popped up to new visitors to ask a simple question about whether they'd watched the campaign and if they felt more confident communicating about consent as a result. Over 2000 cues were generated, and of those who had watched the campaign and responded, 48% said they were more confident vs 15% who said they were not more confident (i.e. visitors to the site reporting they'd watched the campaign were three times as likely to say they were more confident than those who'd watched the campaign and reporting that they were not confident)

Following the internal briefing about the campaign, content was shared through the commissioning partner networks and steering group networks as well as owned (organic) social media channels. More than 2000 practitioners have been engaged through internal emails, closed facebook groups, and networks with the campaign, including every secondary school in Edinburgh & Lothians, dozens of youth groups, linked to on the Health Improvement Resource website among others.

It was shared through partners' social media channels, resulting in several thousand impressions and click throughs to the campaign along with additional organic activity through owned channels of the sexual health teams.

- Since launching microsite it has had **more than 3.5k** unique visitors, with **over 4.5k** sessions in this time.
- The majority of visitors have come through direct links; so emails and newsletters generating a lot of traffic. The next biggest place visitors come from is social media, particularly during the paid advertising phase coupled with organic traffic
- July saw the biggest numbers in terms of daily traffic
- Average viewing time on the site is **almost 3.5 minutes** with professionals spending typically more time on their page with the majority of other traffic spending time on the home page with the content there.
- Over **36k** views of film content across Vimeo and YouTube from the campaign launching.
- The Montage film has been the hero piece of content and became part of the advertising content as a longer-form piece of content over the campaign - with more viewers watching over half of the longer ads by the end of the campaign.

2000
Over 2000 practitioners across the network had the campaign shared to them

3X
Those who'd watched the campaign were three times as likely to say they felt more confident about communicating consent than those who said they didn't feel more confident

36K
Over 36,000 views of campaign videos on YouTube and Vimeo

SURVEY EVALUTAION

A survey aimed at our youth audience was put in place prior to the campaign running and then as the campaign rolled out to guage how young people felt about any education they'd already had on consent and what the key messaging/take away points they got from it. The numbers are still relatively small, however do indicate a positive shift in confidence around communicating about consent.

Prior to the campaign running:
- The majority (**60%**) of young people said that they'd only had a "wee bit" of education around consent
- Most of the respondents (**42%**) saying they weren't sure/couldn't remember when it came to what they took from it.
- **34%** said they learned about the legal aspect with just **29%** saying they took anything away about communicating about consent in their own relationships and **19%** saying they had examples they could use themselves.
- Over half (**52%**) said that talking about consent was a sign that things were going well but **8%** admitted they didn't talk about it in their own relationships
- **58%** said they were between 7-10 when it came to being able to talk about or show/communicate consent in their own relationships (where 0 is not at all)

After the campaign launch (specifically asking how they felt having seen the Awkward Moments campaign with a survey on the microsite)
- **62%** said they had examples of how to check in with someone they are with
- **46%** said they felt more confident to have awkward conversations about consent following the campaign
- **43%** said they learned how to communicate consent in their own relationships
- Only **4%** said they didn't talk about consent in their own relationship, a drop of **50%** from the survey before the campaign.
- **67%** said they were between 7-10 on a scale of how able they feel to show/talk about consent in their own relationship

62%
Said the campaign gave them examples of how to check in with someone they're with

50%
Drop in young people saying they didn't talk about consent in their own relationship after campaign ran

9%
Rise in young people saying they feel confident in being able to show/talk about consent in their own relationship

43%
Rise in respondents saying their education on consent gave them examples of how to check in with someone they're with

OTHER FEEDBACK

From the workshops we ran with the panel as well as through the wider steering group (for the blind group testing as well as some targeted groups - such as a young straight male group for instance) we were able to get some useful feedback that informed the campaign and could inform further activity.

- In one of the blind-testing groups the discussion around which scenarios they liked/disliked centred around 'The Car' and how much they disliked the relationship. On expanding this, the group had identified the fact that one partner was huffy made them feel uncomfortable. This had been a subtle direction and while they didn't 'like' the scenario, they'd picked up on the response to the conversation not always being positive which definitely meant we wanted to keep with the edit as it was. It also showed that our target audience seeing 'real' examples of conversations could determine what 'good' should look like.
- Particularly from the male groups on the messaging theme feedback for scripts, the discussion over things stopping came back to it feeling personal and rejection. This helped to reinforce the need for content to engage each partner involved in the conversation about consent; i.e. whether that's someone who wants to speak up about what they want OR someone who needs to create space within a situation for that to take place. This drove some of the language/tone for social posts and could drive that sense of checking in with yourself and the person you're with for future content.
- Much of the feedback from groups discussing the campaign came back to things being discussed in 'real life' vs something thats dramatised/created for a campaign. The group chat idea involving young people was formed to compliment the creative content and add context to the campaign that made it more accessible. These have purely been used on the microsite rather than in any posts/advertising. Clips could be used within posts through the steering group/commissioning partners as a fresh way to engage organic traffic to the campaign.
- On TikTok we were surprised to get so many comments and engagements regarding the ads. Some debated whether they would bring it up, some speculated if a couple was really together and some even credited a campaign showing the importance of having the conversation. Even the negative comments around not rating whether a couple would say that, or debating whether they liked someones' response within a scenario were all indicators of the content being engaging and creating a conversation. Showing a conversation about a subject invited more conversation as opposed to a directional message of something young people must do around consent.

FURTHER INFORMATION

There is, of course, a breadth of information involved in this campaign. If you would like any more information about Thread & Fable's approach please email info@threadandfable.com

Some other marketing/communications information which you may find useful;

- We used the AMEC framework for measurement and evaluation, mapping out a breadth of activities and indicators to help us understand not only how content was performing but how our target audience group was demonstrating improved confidence and understanding.

- We also developed a youth engagement framework to outline an effective way to engage young people throughout the campaign and this included our approach to casting and script writing in a way that helped us proactively seek to include actors regardless of backrgound, identity, ethnicity or sexuality.

- We used a breadth of measures, many of which are still in place to continue to track and inform the campaign.

- Awkward Moments has also been cited in an academic article on the British Medical Journal as an example of best practice for engaging young people within sexual health work. You can read this here

THANK YOU