



# Vodafone 'CUT-it-Out' Campaign

## case study

### Summary:

Mobile phone bullying is becoming more prevalent amongst UK teenagers (especially girls) who are using their phones as a means of anonymous bullying via text and video messaging. Vodafone's Corporate Responsibility division briefed Threepipe to create a consumer PR campaign that would educate teenagers in the responsible use of mobile phones as well as providing practical advice to teachers and parents. Threepipe devised a teenage film making competition in partnership with bullying charity Beatbullying and teen magazine 'Bliss' to encourage teenage girls to script a short film about the role of the phone in mobile bullying. This would be shown across all Vue cinemas and made available for Bluetooth download in all cinema foyers. The campaign ran for five months from October 2007, reaching over 74 million people and generated an AVE of £520,000 and PR value of £1.5 million.

### Objectives:

Vodafone's objectives for the consumer campaign were to:

- Encourage teenagers to think responsibly about mobile phone usage
- Provide practical advice to teenagers in coping with and helping others being bullied
- Educate teachers and parents in how to support affected children
- Highlight Vodafone as making a positive contribution to tackling mobile bullying
- Work to limited budgets and create a measurable programme that could be extended if successful





# threepipe

## Solution:

Threepipe created the Vodafone 'Cut it Out' campaign, a film making competition in partnership with Beatbullying, Bliss Magazine and Vue cinemas. The winning film would be shown for a month throughout all Vue cinemas. Threepipe worked closely with Beatbullying to create the format of the competition which would ask teenagers to script a storyboard for a short film in response to one of the three typical bullying scenarios – from the perspective of the bully, the person being bullied or as a friend of the person being bullied.

The competition was launched in Bliss magazine and on mybliss.co.uk via a page interview with Beatbullying ambassador Shayne Ward (previous X Factor winner) who was chosen for his appeal to teenage girls and also because of his own personal experience of teenage bullying. Shayne additionally took part in a series of press and radio interviews to launch the campaign (delivering coverage including The Sun Online and Radio One) as well as participating in a photoshoot which provided branded image collateral for ongoing media use.

A dedicated campaign microsite was built (bullyingcutitout.co.uk) which featured further competition details as well as content provided by Beatbullying for those seeking advice and help. Shayne Ward launched the microsite via a webchat which was promoted across key teenage and music websites and blogs. The site was regularly updated as competition entries arrived and was promoted via regular Bliss magazine email newsletters, Bliss magazine editorial and ongoing media coverage. The campaign was additionally promoted within the 347 Vodafone UK retail stores via their consumer magazine, 'Seasons'.

A HTML mailshot was sent to all secondary schools encouraging teachers to incorporate competition entry into lesson planning and teaching. The classroom materials were available for download from the campaign microsite and also featured practical advice for teachers on how to spot and deal with mobile phone bullying. This activity was supported by a media relations campaign into secondary schools media which secured strong results in key titles.

The film storyboard entries were shortlisted into regional finalists by the competition partners and promoted throughout the respective local media which engaged parents across the UK. These were then shortlisted to three final entries and the teenagers were invited to London for a weekend to help turn their ideas into real films! Each finalist worked with a professional director, cameraman and a theatre school to

create short films which were filmed at a school location. Threepipe arranged media interviews for the three finalists, Vodafone and Beatbullying spokespersons to further promote the campaign. Highlights included BBC London Tonight and IRN coverage.

The three films were then posted on the Bliss microsite, Youtube and Vodafone live! and teenagers were asked to vote for their favourite film. The voting was promoted within the regional media of the shortlisted entries and via national radio interviews with Claire Cooper, a member of the cast of Hollyoaks (teenage drama series) who had recently featured in a bullying storyline.

The winner was chosen and unveiled as 15 year old Sarah Craig from Glasgow. Threepipe arranged for an exclusive screening of the film at her local Vue cinema and invited Scottish national and local Glasgow media to attend. Highlights included BBC Scotland TV and radio coverage.

The film is currently being screened across all Vue cinemas as part of their film programming as well as being shown on all cinema foyer TV screens and available for download by Bluetooth straight to cinema goer phones. Vue cinema's participation was provided free of charge in exchange for media coverage and association with the campaign.

## Results:

Threepipe's creative concept was successfully managed from inception to completion to all agreed budgets. Bringing four independent organisations together to create the Vodafone backed campaign required intense management but led to great success.

Vodafone's Cut it Out campaign was successful in reaching its key audiences via multiple communications platforms including mobile, TV, cinema, print, radio and online media. The campaign generated over eighty pieces of coverage and reached 74 million people with an AVE value of £521,000. All coverage was positive and mentioned Vodafone, Cut it Out and Beatbullying. The total cost of the campaign including fees and expenses was £45,000 delivering a Return On Investment of 12:1.

Twenty five thousand people clicked through to the Cut it Out microsite from the Vodafone live! mobile portal and over 400,000 will see the Vodafone branded winning film shown on the 607 screens throughout 62 UK Vue cinemas. Over 300,000 will download the Vodafone film to their handset within the cinema foyers.

[www.threepipe.co.uk](http://www.threepipe.co.uk)

## Enough about Vodafone, can we talk about you?

- Call Jim Hawker or Eddie May: 020 7632 4800
- Email us: [tellmemore@threepipe.co.uk](mailto:tellmemore@threepipe.co.uk)
- Meet us at our place in Covent Garden or wherever suits you.