



**UK digital champion working with Race Online 2012 partners to ensure that
8.7 million people who aren't online are inspired, encouraged and supported
to go online by end of the Olympic year, 2012**

Recruiting and activating thousands of digital champions Marketing & PR plan

1 Introduction

This marketing and communications plan has been developed by Race Online 2012 with support from the BBC and UK online centres (UKo) so its partners are aware of:

- The strategy to recruit and activate thousands of digital champions
- Key timings

This plan requires the support of partners, and pro-bono support from marketing service agencies such as Engine and Esri UK to make it a success.

To contribute towards this campaign, Race Online 2012 can:

1. Support the BBC and Engine to mobilise partners' to take part
2. Work alongside the BBC and UKo to develop a user journey and message matrix
3. Advise on the use of the Go ON badge
4. Distribute/provide a hub of comms assets developed by other partners e.g. Engine/BBC
5. Provide support with securing PR opportunities

Race Online 2012 partners are invited to:

1. Read the plan and discuss with your marketing and communications teams.
2. Inform [Race Online 2012](#) if you require further information
3. Decide what activity you are going to undertake as part of the campaign to recruit and activate digital champions by the end of July 2011.
4. Advise [Race Online 2012](#) of this activity and provide a main contact to share info.

2 Background

With over 40 million internet users, technology already makes a £100 billion contribution to the UK economy (7.2% of GDP) with growth estimated at 10% pa (BCG, 2010). Inspiring the final 9 million people to get online would deliver additional economic benefits of more than £20 billion to UK economy (PwC, 2009).

Our ambition is to make the UK the world's first networked nation where everyone has the skills to enjoy not only the huge individual benefits of being online (average household savings of £560) but can also contribute to:

- o **GWB**, 96% users say improved life, 85% say more contact with family/friends
- o **GNP**, higher skilled economy, 90% of new jobs require IT skills
- o **Govt efficiency savings** - £2.2 billion pa if just 30% G2C contacts online

Main barriers for non users are lack of motivation (64%) and cost (23%). The 30 million daily internet users in the UK can help. BBC research shows that family and friends play a key role in helping new users, and that a third of internet users are willing to pass skills on to others.

It is only by getting the 30+ million people who use the internet everyday and know friends and neighbours and customers who are aren't online to help that we'll make real progress in getting a sizeable chunk of the 8.7 million people who've never used the internet online

Why are local Digital Champions so important to Race Online 2012?

- **Many people will need a friendly nudge to get online** – 64% of non internet users lack an understanding of the benefits of internet use (Ofcom).
- We have a **huge pool of potential local digital champions** as 40m people in the UK have used the internet and 30m use it every day.
- **Everyone can do it.** It's about informal as well as formal training. Courses are great but not for everyone, recent BBC first click research suggests location and mobility are two key barriers with attending courses.
- We know that **people are motivated to help others** as a third of internet users in the UK say they are already passing their skills on and helping their friends and family to get online and find new websites (BBC 2011)
- We know that **everyone's interests are different** and that people like help to get started from someone like them. It's not a one size fits all communication solution.

In May 2011, [14 Race Online 2012 partners committed to securing over 100,000 local digital champion volunteers](#) to inspire and support family, friends, customers and people in their communities to get online. It was announced by Martha Lane Fox in local and national press, and national television that this would be the UK's largest ever cross sector volunteer force.

These digital champions will help by:

- Inspiring people with the benefits of the internet
- Showing them how to use it (or as part of an event or local course)
- Advising on how to get connected and signposting hardware and connection deals

Resources and guidance on how to do this are/will be available on the website for digital champions (www.go-on.co.uk/champions):

- A welcome pack
- Films and resources from the BBC
- Local training postcode finder
- A link to where they can donate equipment
- A link to a digital champion qualification provided by learndirect
- A map of Wi-Fi and computer access

3 Communications objectives

Communications activity in Q3&Q4 will therefore be focused on:

1. *Inspiring a wider group of people to help others to use the internet*
2. *Recruiting these people to join the digital champion network so post 2012, partners can continue to promote local action*
3. *Supporting the network to take immediate action (by providing updated tools, tips and info focused on removing the three barriers to participation: Attitude/ Skills/Access(cost))*
4. *Increase equity of Go ON so communications from all partners has the necessary 'cut-through' in noisy market to the target audience.*

4 Target audience

Clearly the 30 million adults who are using the internet every day is a very broad audience to develop messaging for. The most lucrative audiences are likely to be:

- 1) 12 million people (approx) who are most likely to use their spare time to help a friend or family member

NB: According to Institute for Volunteering Research 41% of adults volunteered formally in 2008/09 and most volunteers were typically 35-49 year old women in higher or lower managerial positions <http://www.ivr.org.uk/Volunteering+stats#who>.

- 2) People who are more likely to know one of the 8.7 million people who are offline,

NB: Use data from [Office of National Statistics](#) to focus activity. E.g. adults with parents offline, those with access to those with disability (4M), those who know have access to widows (1M etc), Northern Ireland (28.6% of pop), Merseyside (23.8%), and five regions in England with a higher than national average of 17.5% (North East, North West, Yorkshire and Humber, East Midlands, West Midlands

5 Key online messages – business as usual

- *If you know one of the 8.7 million people in the UK who has never been online, you can help them to access all the benefits the internet can bring.*
- *Being their digital champion doesn't have to be difficult.*
- *You can find out how to inspire someone to use the internet, as well as links to low-cost hardware at www.go-on.co.uk/champions*
- *Join the digital champion network at www.go-on.co.uk/champions*
- *Or give internet beginners the freephone number 0800 77 1234 so they can find a local, low-cost internet beginners course*

NB: Engine is developing message matrix for Q4 campaign and when business as usual messages are switched on/switched off.

6 Key identity for champions

- The current identity 'Go ON Pass IT on – help someone get more out of life online' contains too many messages and needs to be simplified for the audience.
- BBC currently uses bbc.co.uk/firstclick friends as the identity linking through to 'Go ON Pass IT on'.
- Q4 campaign will also include Go ON, with give an hour being the call to action.
- All top tier partners to adopt Go ON with min drive for use on govt channels.
- All regional activity will use Go ON e.g. Go ON 'Leeds' Go ON Liverpool'

7 Measuring success¹

The aspiration is to inspire thousands more people to support someone to use the internet by June 2012. Suitable indicators are as follows:

- Thousands of people signed up to digital champion network by the end of June 2012 (with the BBC aiming to deliver editorial coverage and on air marketing support) with a clear call to action)
- 100,000 people signed up to the digital champions network database (in the absence of the above) (currently 2,000+)
- 100,000 'Likes' on Facebook (currently 1,500)
- 10,000 (520k/annum) average weekly unique visits to the digital champion website (depending on where a sign-up mechanism sits) (currently 1,500 of which 63 visits via bbc.co.uk)
- £10,000,000 PR spend (including the PR value of 2.9m obtained in May 2011)
- 30,000,000 Opportunities to See

NB: These figures need to be revised in-line with specific support/ own targets.

¹ NB: 330,000 like Red Nose Day/Comic Relief
162,000 like Glastonbury Festival
54,000 like Change4Life
73,000 like Macmillan Cancer Support
7,000 like Voluntary Service Overseas

8 Phases

Start now – ongoing

Make the digital champion online experience more compelling, ensuring this supports (and is supported by) Go ON places initiative.

Ideas	Dependencies
Customer journey review including urls	BBC and UK Online centres e.g. First Click Friends url v helppassiton.co.uk url v campaign url
Adding Wi-Fi & hardware access points to the map	UK online centres Race Online 2012 to contact WeFi Support of all partners to provide API of their internet access
Go ON places sub-communities on digital champion Facebook site for Go ON places	Engine to provide advice UK online centres and Race Online 2012 to execute
Train the trainer courses/ qualification displayed/linked on to site	Learndirect
Mobilisation of their network to provide more formal volunteering opportunities	Learndirect, Age UK and UKo, Digital Unite, Association of Chief Librarians
Search for voluntary positions	Youthnet via Do-it.org site
Section outlining useful links on disability on digital champions website.	Race Online 2012, AbilityNet, BBC
Free gifts for champions and competitions	All commercial partners: Asda, Samsung, John Lewis, O2, TalkTalk, Mecca
Exclusive connectivity and hardware vouchers	All technology partners

Phase 1: Make it easy for 100,000 champions already committed by Race Online 2012 partners to sign up to the digital champion network

Ideas	Dependencies
CSV file upload of contacts provided by partners (OK if using work email address)	Race Online 2012, Mecca Bingo, John Lewis, Post Office, Age UK, Scouts, BT and Jobcentre Plus
Promotion of existing web banner, standard content and call to action by bundling it up	Race Online 2012 to promote Adoption by partners who were part of the announcement as a minimum
Sign up to champion network widget	UK online centres budget Union Learn, Sky have requested + other partners
Partners to provide social media activity plan to support this	Mecca Bingo, John Lewis, Post Office, Age UK, Scouts, BT and Jobcentre Plus i.e. all partners who have signed up to mobilise champions
Website/comms people of Race Online 2012 partners are given 'moderator' access to digital champion Facebook page.	Race Online 2012, Mecca Bingo, John Lewis, Post Office, Age UK, Scouts, BT and Jobcentre Plus
Syndicated content Race Online 2012 to use @handle of our partners on the digital champions Facebook page.	Race Online 2012 UK Online centres

Phase 2: BBC leading a campaign to raise awareness of the digital champion network and supporting Go ON week/month activity in Sept-November (see appendix A for Give an Hour concept)

Ideas	Dependencies
Message matrix for this campaign	Engine to develop. BBC and UK online centres to agree
Development of online assets including, campaign hub, pledge device, and widget and standard content.	Engine will design Pro-bono support and/or budget from Race Online 2012 partner required
Mapping this information to make it useful (and inspiring) to other digital champions	ESRI UK (promise)
Development of digital champions recruitment viral video	BBC
Use of online assets	All Race Online 2012's partners should use on websites. Internet Advertising Bureau members (following pitch to ask for advertising space) http://community.brandrepublic.com/blogs/iabblog/archive/2011/05/16/the-need-for-speed.aspx Google free advertising to charities i.e. UKo
Exclusive content on red button	BBC
TV and Radio trailers	BBC
CTA's at the end of programmes	BBC
Content and links on other things to do in the hour	NHS Choices online 'Life Check' health MOT tool
Base of people to complete their digital champion pledge	People already signed up to the network Age UK via Itea & biscuits Community Service Volunteers around their campaign on loneliness Race Online 2012 partners who have already committed to securing champions

PR underpinning this activity

Use PR platform to drive awareness of digital champion initiative, encourage sign ups, promote low-cost PC offers and promote Go ON Liverpool/ Leeds initiatives.

Ideas:

- Work with core Partner PR leads to place 'real life' digital champion stories in high-circulation national print magazines and on online channels e.g. Chat, Bella, Take a Break etc (timing July – December 2011)
- Work with core Partner PR leads to place 'real life' digital champion stories in high-profile online media/blogs e.g. Mumsnet (timing July – December 2011)
- Build on relationship with The Sun to deliver high-impact reader offer and support low-cost offer e.g. Get Online@Home and leverage additional editorial within employment and women's pages
- Support BBC campaign to maximise local and national media coverage via access to BBC talent, MLF and digital champions for interviews where required.
- Kick start opportunity to develop national supplement pull out in key national tabloid to support Christmas campaign e.g. The Mirror. ***Intel already agreed to sponsor in principle.***
- Where relevant, work with Marketing Director Partner leads to secure access/comment/support from existing celebrity endorsement portfolios (in conjunction with Q4 campaign)
- Secure local media partnerships to support Go ON region roll-out plan – tell real life stories of regional digital champions and highlight low-cost recycled offers.

Phase 3: Activating digital champions

Provide digital champions (substantially grown database) with ideas of things to do, offers and encouragement

Ideas	Dependencies
Promoting Go ON week events up and down the country helping people to get online	Marketing messages follow on from Give an Hour recruitment campaign Uko centres (including 4,500 libraries) Mecca, Asda, Post Office, Job Centre Plus and 3 to promote these via their channels?
Promote the hardware vouchers to the additional database of people and also give them ideas on things they can do on Christmas day.	Hardware partners
Thank you Christmas card (free training/low cost voucher etc)	ASDA online shopping voucher John Lewis TalkTalk free broadband Money Supermaket.com
Free training voucher to support Get More Out of Life Online campaign run sent to the database.	UKo

9 Key timings

WEEK COMMENCING	28-Jun	27-Jun	04-Jul	11-Jul	18-Jul	25-Jul	01-Aug	08-Aug	15-Aug	22-Aug	29-Aug	05-Sep	12-Sep	19-Sep	26-Sep	03-Oct	10-Oct	17-Oct	24-Oct	31-Oct	Nov ->	
PROJECT TIMING																						
ACTIVITY & DELIVERABLES DESCRIPTION																						
Final course architecture plan, campaign final MC & Partners meeting																						
Yinc on base' course architecture platform completed & circulated																						
Develop detailed social media plan																						
Review and sign off course architecture platform & deliverables list																						
Review and sign off SM plan																						
Q1 On 'More on show' Campaign/Activity																						
Yinc on base' creative bank & final development																						
Agreement of Yinc on base' creative visual ID																						
Development of final MC assets and templates																						
Approval of final MC assets and templates																						
Upload on to web portal for Partner access																						
Begining asset & content updates uploaded																						
ACTIVITY/CREATION																						
Partner activity confirmed and grid agreed																						
Partner activation brief developed detailing what they need to do																						
Agreement of Partner activation brief by key stakeholders																						
Distribution of activation brief & Yinc on base' campaign postal final MC link																						
Confirmation of partner support																						
Q1 On 'More on show' Pledge Form & Pledgeletter																						
Development of Pledge Form and Pledgeletter page design and copy																						
Review and approval of creative bank and final																						
Approval of creative bank and final																						
Build																						
Build approval																						
Up and testing																						
Bank live																						
Q1 On 'More on show' Support Collection (inc online content & MC)																						
Timings to be confirmed post meeting with UK online center																						
MC																						
Timings to be confirmed post meeting with MC																						
Q1 On 'More on show' Campaign Live on MC																						
On call Yinc on base' recruitment campaign build up																						
Digital champions sign up to pledge on base & final pledgeletter																						
MC programme build up																						
On DW Yinc on base' action pledge: D Day																						
On DW Yinc on base' on call																						
Partner post campaign support & follow up content																						

Appendix A: Give an Hour

To make a difference we need hundreds of thousands of people to take action. The literature on behavioural theory, including well known books like 'Nudge' and observation of highly successful volunteering events like Comic Relief and the Macmillan Coffee Morning gives us some simple principles. If you want people to do something:

1. Set a date
2. Be specific
3. Make it easy
4. Make it fun
5. Get everyone doing it.

Set a date

On the weekend of 29/30 October the clocks go back. Everyone in Britain has an extra hour on that day. Sunday is also a day where family and friends are more likely to be able to get together and so spend some time with someone.

The call to action could be along the lines of: Use your extra hour on 30 October to show someone how they can get more out of life online.

Be specific

The idea of inspiring someone to get online should also be tangible (just as Oxfam made giving tangible through their Give A Goat gift-cards) so that the journey starts with the first action. Everyone has different interests, particularly the digital champion and the person who isn't online, so the initial action needs to be something that both can enjoy.

One single action / mechanism for measuring participation such as an online pledge will help us to record participation. This would sit on a campaign hub (outside of the BBC but pointed to by the BBC) and will deliver email addresses of digital champions. With permissions we could also display champions who are happy for their details to be shared via the map so that other people could contact them, and if not, this data could be made anonymous.

Make it easy

The online experience needs to be very simple as the internet beginner will be with the digital champion. It needs to be really clear on what someone needs to do when they first visit the site e.g. upload a picture. We also need to consider that many of the internet beginner events happen through outreach activities.

Make it fun

Content must be light-hearted so it's enjoyable for both people

Get everyone doing it

It's crucial that people with mobile phones and tablets can participate so the pledge mechanism should be available through smart phones and on tablets, as well as online.

Organisations should also be able to display an iframe/app on their site so people can undertake the activity without leaving the site too.