

NHS COVID-19 App Launch Campaign Activation


September 2020

WE'RE AIMING FOR BROAD REACH, BUT ALSO TARGETING SPECIFIC AUDIENCE SEGMENTS TO TACKLE KNOWN BARRIERS


41.3m
England & Wales
smartphone users
(86% penetration)



BROADCAST:
67% of audience = 27.6m


HEALTH FOCUSED 


Focus on reducing the spread of the virus, feel app will reduce risk to them & others
20% of Audience

COLLABORATION FOCUSED 

Supporters of the app but worried that not enough people will download it
21% of Audience

NORMALITY FOCUSED


Just want to get back to normal, but need to be reassured that the app isn't inconvenient
15% of Audience 

REJECTORS 


Unengaged, but could be motivated by suggestion app could help us return to normal life
11% of Audience

16-65
ABC1 skew

TARGETED:
33% of audience = 13.7m

PRIVACY FOCUSED 

Open to using the app but need reassurance about data privacy
18% of Audience

FUNCTIONALITY FOCUSED 

Need reassurance on ease of use and data privacy
15% of Audience

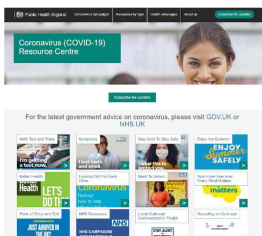
16-29, ABC1

50+, C2DE, Female

BAME

ONBOARDING COMMUNITY INFLUENCERS, PARTNERS & LOCAL BUSINESSES

LOCAL AUTHORITY & COMMUNITY SETTINGS



Drive to Campaign Resource Centre with 155k contacts signed-up for Covid campaign updates

NHS WORKFORCE



Continue to engage NHS workforce to support

GP SURGERIES



Content on GP screens in 4,500 GP surgeries

PHARMACY



Promotional materials in 11,500 community pharmacies

TRUSTED VOICES



Build a support network of trusted advocates for the app. A cross government and inter-agency approach to mobilise existing relationships with national and local BAME HCPs, ethnic media owners, community organisations and faith leaders

LOCAL BUSINESSES



Target the main cities (and specific locations) where there are high BAME populations using multi-lingual teams ambassadors to increase awareness and understanding of the app as well as support for downloading QR posters

ENGAGING BAME AUDIENCES WITH BESPOKE CONTENT ACROSS SPECIALIST MEDIA

TV



BAME edits of 'Reasons to download' content across high penetration TV channels in multiple languages

Supportive voices on lifestyle and news programmes demo'ing the app for viewers and debunking misconceptions

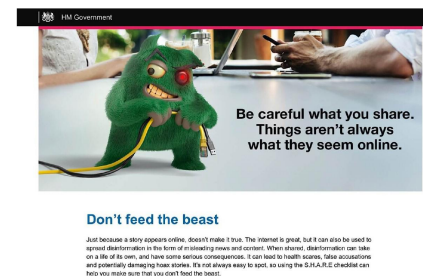
RADIO



'Reasons to download' audio content across key stations in multiple languages

Supportive voices on lifestyle and news programmes talking about the importance and the benefits of the app

SOCIAL



Suite of targeted content for media and community influencers to share via their owned channels