



BIG
LITTLE
MOMENTS



2019 CAMPAIGN CASE STUDY

WEBINAR · 5 NOVEMBER 2020

Why We're Here Today



The Campaign Background



The Challenge

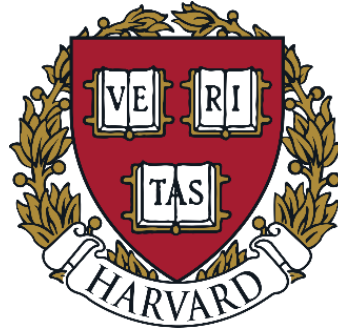




To increase the number
and frequency of
effective caregiving
interactions

The Approach

The Core Story of Early Childhood Development



The key scientific insights into early brain and biological development were drawn from the research, that underlined the importance of early years and caregiving

- **0 to 4 years** is the biggest and most rapid period of development in a human life.
- There is strong evidence that the **first few years of life** build the foundations for future health and wellbeing.
- Taking a **preventative approach** can improve the life chances of babies and children.
- Social, emotional and language capabilities are essential aspects of early brain development. **Built through rich interactions** with caregivers and their environment.
- Early social, emotional and language development (ESEL) are inextricably **linked and mutually reinforcing**.

15 key behaviours have been identified



These behaviours are simple, achievable ways for caregivers to interact with children during everyday situations, that promote children's social, emotional and language development, e.g.:

- **Caregivers engage actively in infants'/children's play inside and outside**
- **Caregivers read to and share stories with infants and children**

The behaviours drew heavily on three metaphors

Brain building



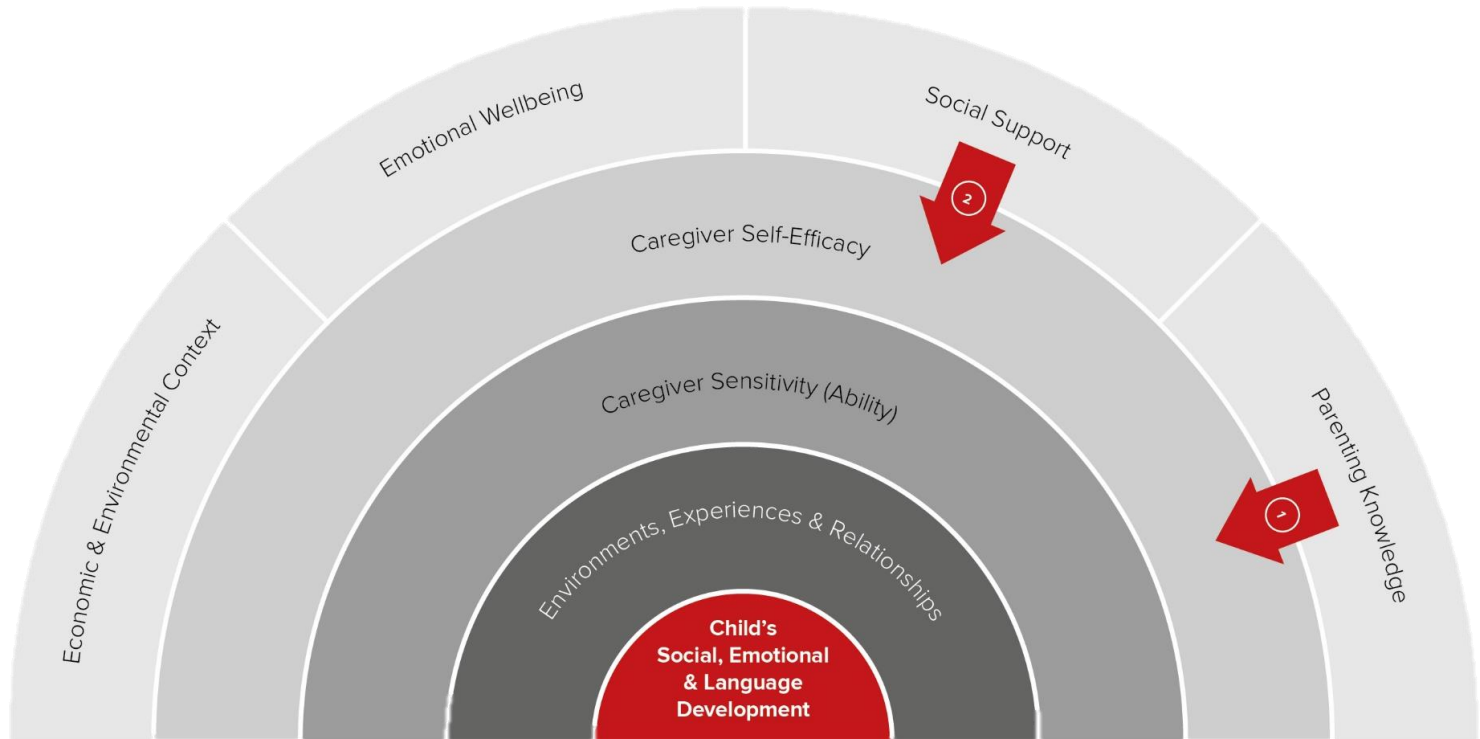
Serve & return



Rope weaving



Using the Theory of Change



The Creative Idea



A young child with braided hair, wearing a blue long-sleeved shirt and purple pants, is being held up by an adult. The child is looking up and smiling, with one hand raised. The adult's face is visible at the bottom right, also smiling and looking up at the child. The background is a bright, outdoor setting with green trees and a white building.

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MOMENTS**

These moments no matter how small
help to build your child's brain

Creative principles

Be positive, supportive and encouraging. Don't judge or point fingers

Focus on the process not the people involved - don't talk about 'your child'

Provide reassurance not just advice

Ensure characters appear gender neutral, friendly and positive

Do appeal to a diverse audience (socio-economic, ethnicity, English literacy levels)

Be flexible to allow for each programmes identities and services

Ensure TNLCF & Partnerships are always present

Keep copy/voice overs short, and appropriate for low levels of literacy

Ensure a high level of accessibility for all copy and logos

Ensure visuals and headlines match up in a literal way

Ensure the body copy uses the metaphors to explain why this matters

Show and focus on interaction between caregivers and children

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SHARING A STORY

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MOMENTS #2**



That's wonderful!

USING LOVING WORDS

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MOMENTS #3**



MAKING EVERYDAY MOMENTS FUN

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MOMENTS #4**



Hello little one!

TALKING TO THE BUMP

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MOMENTS #5**



Peek-a-boo!

MAKING TIME TO PLAY

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MOMENTS #6**



Wow! Is that me?

Look!

LISTENING AND RESPONDING

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MOMENTS #7**



Cat!

SAYING WHAT THEY SEE

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LITTLE
MOMENTS #8**



Yup! I'm playing on the boat!

SAYING WHAT THEY'RE DOING

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MOMENTS #9**



Twinkle Twinkle...

little star

SINGING SONGS AND RHYMING RHYMES

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MOMENTS #10**



Maybe because...

Why is it green?

ANSWERING ALL THEIR QUESTIONS

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MOMENTS #11**



GIVING HUGS AND HIGH-FIVES

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MOMENTS #12**



HAVING SKIN-TO-SKIN CONTACT WITH YOUR NEW BABY

**BIG
LITTLE
MOMENTS #13**



SAYING WELL DONE WITH STORIES AND PLAY

**BIG
LITTLE
MOMENTS #14**



What's that in dog language?

Woof!

MAKING WAITING TIME, PLAY TIME

**BIG
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MOMENTS #15**



What's that?

It's a mango!

TURNING SCREEN TIME INTO TALK TIME

BIG LITTLE MOMENTS #4



TALKING TO THE BUMP

Babies' brains are like houses, they need building and they're being built even before they are born. When you touch, sing or talk to the bump, you're laying a strong base that will help them learn and grow.

These little moments help your child in a big way.

For more moments, visit url.com



BIG LITTLE MOMENTS #7



SAYING WHAT THEY SEE

Making playful noises and pointing to things are some of the ways babies talk to you. When they do this, it's like they're throwing you a ball. When you respond you're passing that ball back, like a game of catch.

These little moments help your child learn and grow in a big way.

For more moments, visit url.com



Bringing the Campaign
to Life

A decorative border at the bottom of the page, consisting of a series of overlapping, rounded, pink shapes that resemble a scalloped edge or a stylized wave. The shapes are solid pink and set against a white background.

Five partnerships

The campaign was activated across the five partnerships:



And was delivered in two ways:

1. Launched through paid media.
2. And amplified by partnerships, using a mix of owned, earned and paid-for channels



Paid media

ANIMATED MPU BANNERS



ANIMATED FILMS



FACEBOOK POSTS



INSTAGRAM POSTS



Advocates videos



BLACKPOOL



BRADFORD



LAMBETH



NOTTINGHAM



SOUTHEND

Local amplification

Out of home resources

Local media campaigns can use these assets to amplify the campaign through out of home channels.

These assets can be adapted to suit most dimensions and big format specifications, including 6, 48 and 96 sheets.

- Available assets
- Bus rear
- Bus mega rear
- Bus superboards
- Taxi seats
- Taxi wrap



Big Little Moments - Campaign Legacy Toolkit

Print resources

These are the printed assets you can display across your sites to promote Big Little Moments.

These assets can be adapted to suit most dimensions and specifications, including 6 sheets and pull-up banners.



Big Little Moments - Campaign Legacy Toolkit

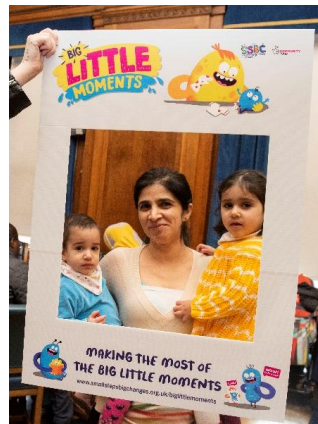
Digital resources

Here are the digital assets you can use on your website, on screens, and online, helping to spread the word.

A range of animated and static assets are available. You can download the animated assets directly from the links to the right of this page.



Big Little Moments - Campaign Legacy Toolkit



Paid Media Strategy and Performance

Media considerations

We worked with expert media strategists **December 19** to develop the paid-for media campaign plan, ensuring a variety of different channels were considered and compared against a set of key criteria:

Budget efficiency

The budget was limited, so it was vital we achieve the best value for money by maximising reach and awareness.

Geographic targeting

For efficiency, we wanted to reach as many caregivers as possible within the partnership ward areas only.

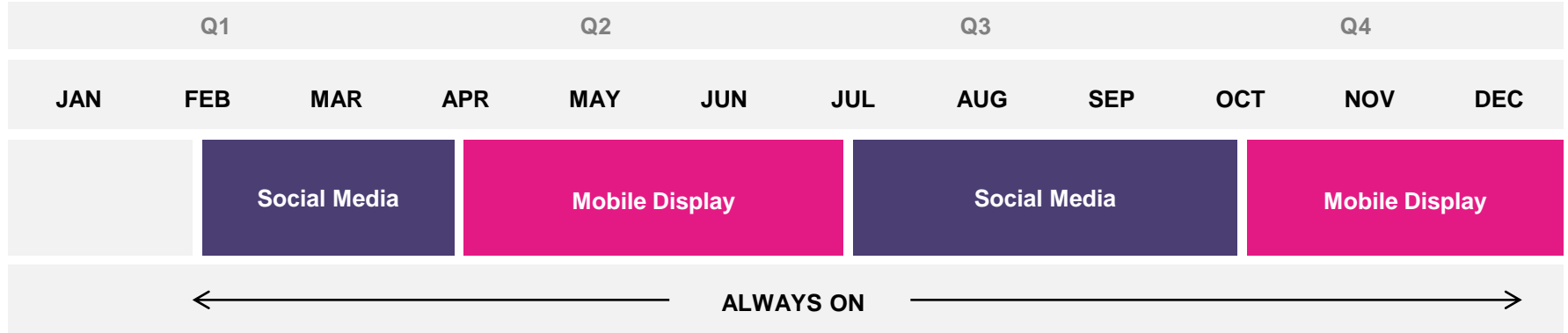
Demographic targeting

Our audience is broad, so we wanted to reach people en masse, but we could use indicators to focus in on those likely to have young children.

Stand out

Must cut-through, drive frequency to connect, and drive action from the busy audiences

Role of media



Social Media

Role:

To generate awareness and engagement, and promote sense of being seen 'by people like me'.

Formats:

static image posts, image carousel posts and video posts.

Mobile Display

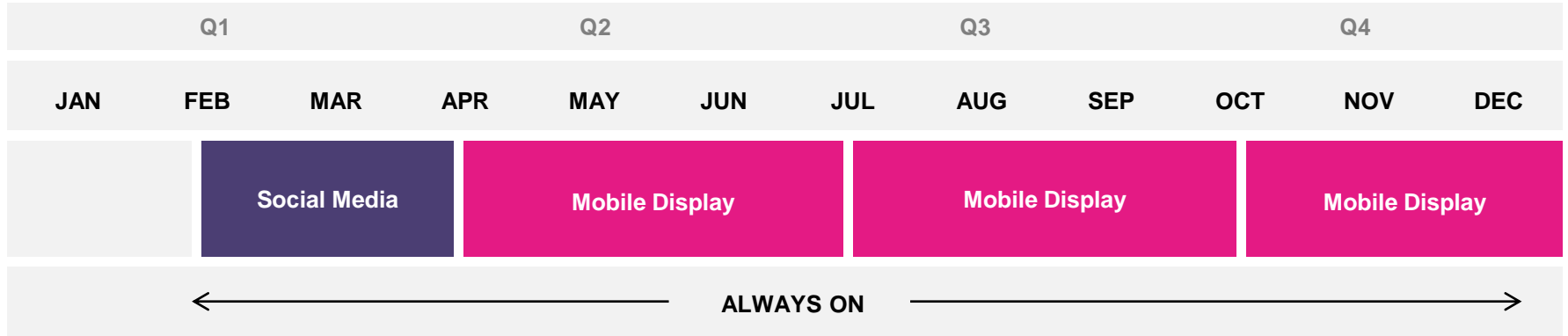
Role:

To keep the campaign front of mind, increases reach and broader awareness.

Formats:

MPUs, video and native advertising formats.

Optimising the campaign



Mobile Display performed very well in comparison to **Social Media** campaign and positive outcomes of increased impressions, good View Completion Rate and constant optimisation, led to the recommendation to proceed with the Mobile Display strategy for Q3 and Q4.

Summary of media campaign performance

	Total For 2019	Mobile Display Total 2019	Social Media Total 2019
Impressions	13,010,825	8,981,041	4,029,784
Unique reach	535,000 *	140,535 (average for Q2, Q3, Q4)	480,023 (just for Q1)
Clicks to landing page	66,791	54,905	11,886
CTR (image and video)	0.51%	0.61%	0.29%
Views of the video posts	550,154	450,670	99,484
VCR for video posts	14.33%	30.40%	1.39%

Campaign Evaluation

Evaluation focus

Assess impact of the campaign on caregiver awareness, knowledge and behaviour.

Awareness	Of the campaign
Knowledge	Of the behaviours promoted by the campaign
Understanding	Of the reason why each behaviours is beneficial to early childhood development
Intended Behaviour	Of caregivers, in relation to the extent to which they intended to adopt the promoted behaviours in the future
Actual Behaviour	Of caregivers, in relation to the extent to which caregivers did adopt the promoted behaviours

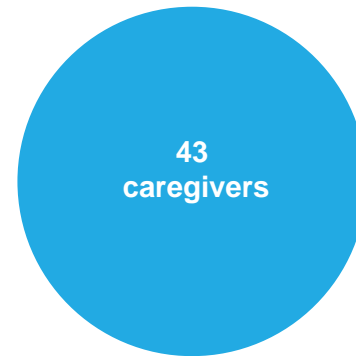
Evaluation executive summary can be accessed [here](#)

Evaluation method

Large scale survey of ABS sites and a comparison group to measure **change** in knowledge and behaviours before & after campaign....

...coupled with qualitative research with practitioners & caregivers to understand experiences & extent to which change could be **attributed** to campaign

	5 ABS sites	12 similar areas
Before campaign	~500 caregivers	~500 caregivers
After campaign	~500 caregivers	~500 caregivers



Impact = more knowledge & behaviour **after** campaign, & greater in ABS sites than similar areas.

Evaluation findings

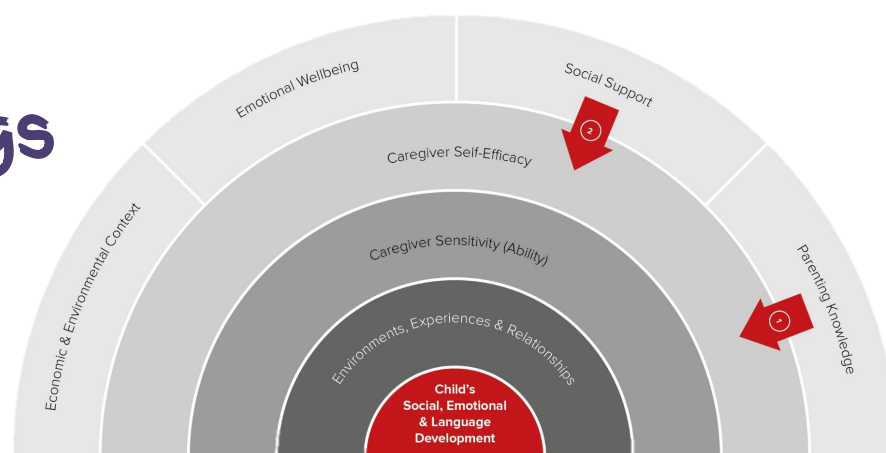
Awareness	Good levels of campaign awareness: 39% aware (& good reach with 'vulnerable' groups).
Knowledge	Good increases in knowledge: Knowledge of all promoted behaviours increased in ABS sites after campaign (on average 6.5%) & more so than in similar areas.
Understanding	Understanding did not increase after the campaign. Caregivers in focus groups' explanations on importance of behaviours didn't align with campaign messages/metaphors.
Intended Behaviour	Intentions to undertake promoted behaviours did not increase after the campaign.
Actual Behaviour	No increase in undertaking promoted behaviours after campaign, though good examples of behaviour change when practitioners used campaign materials with caregivers.

In sum, the campaign **reached the target audience** and **increased their knowledge** of the promoted behaviours.

But the rationale underpinning the campaign behaviours was not well understood by the target group.

There was not widescale behaviour change, but good examples of small-scale behaviour change.

Implications of findings



Learning	Implications
<p>The 'Big Little Moments' campaign increased caregivers' awareness of the promoted behaviours.</p> <p>However, it did not lead to behaviour change in the 12 months after the campaign launched.</p>	<ul style="list-style-type: none"> Continue to experiment with social marketing to understand whether increasing awareness is a more realistic aspiration for a social marketing campaign; or whether running campaigns in a different way could increase understanding & behaviour change Recognise that it takes more than 12 months to change behaviour
<p>The campaign materials did not increase caregivers' understanding of the behaviours.</p>	<ul style="list-style-type: none"> Consider simplifying campaign by reducing the number of promoted behaviours Consider designing campaign materials so it is clearer that they are aimed at caregivers and not children Consider how caregivers could be encouraged to read the messages linked to campaigns.
<p>Successful behaviour change often resulted from interactions with a trusted mediator.</p>	<ul style="list-style-type: none"> Direct work with caregivers helps explain the campaign & build caregivers' confidence Identify barriers to behaviour change & create materials that help caregivers address these barriers, for example low cost activities and how to fit behaviours into a busy schedule

What's Next

Summary of overall findings

- People **liked the campaign materials** and found the pictures easy to relate to.

*“It appeals to them... bright colours, it’s child friendly and parent friendly.”
(Practitioner, Nottingham)*

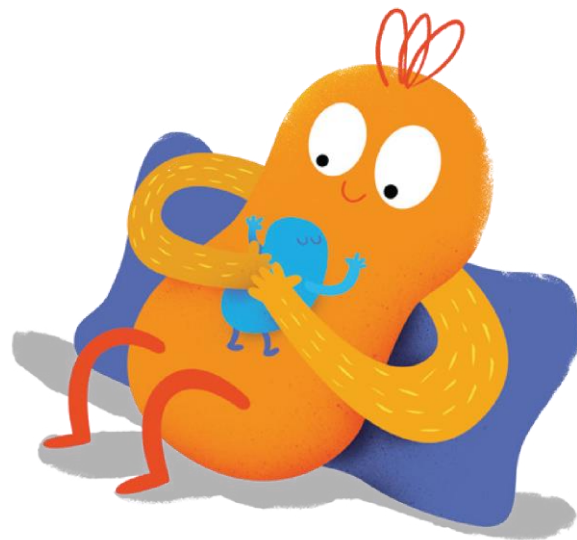
- The campaign did well at **raising awareness** and reaching parents and carers in the five areas:
 - Online campaign materials were displayed **over 13 million times**
 - **66,791 clicks** to the campaign web pages
 - **550,154 views** of video posts
 - **39% of people** we surveyed had seen the campaign.
- Parents and carers’ **knowledge** of the promoted behaviours increased after the campaign.

“It encourages us to enjoy the little things ...it gives me an idea of something I could try” (Caregiver, Lambeth)



Summary of overall findings

- The campaign promoted the science behind the behaviours, but the researchers didn't find any evidence that people's **understanding** of the science increased.
- The survey didn't show any overall changes in behaviour amongst parents and carers. However, interviews with early years staff show us that the campaign facilitated deeper conversations with parents and carers and there were examples of **changes in behaviours**.



Learnings and recommendation

Make it easy

The campaign might have led to greater behaviour change if it focused more on how parents and carers could overcome the barriers to doing these parenting behaviours (like finding the time to do them).

Simplify

The campaign might have had more impact if it promoted fewer behaviours; practitioners said there were a lot of behaviours and it was hard to remember them all.

Continue

Continue to promote the campaign for longer period of time and experiment with social marketing and local media.

The campaign seemed most effective when used as part of wider parenting support for parents and carers, rather than on its own.



Campaign Legacy

- **The toolkit include:**
 - Campaign overview outlining all behaviours and messages.
 - Range of creative recourses, with links to design files of all templates
 - Design guidelines and ideas on how to implement the campaign.
 - Localisation rules and principle.
- **A promotional video**
- **A slide deck** explaining in detail the science that underpins the campaign and how we developed this.

Available for download [here](#)

We hope that the recommendations from the evaluation will be useful and that people will use the materials developed to promote and encourage more Big Little Moments.



Thank you

Any questions to be sent to:
Abetterstart@tnlcommunityfund.org.uk

www.tnlcommunityfund.org.uk

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