



#UnAwards18 ENTRY // NOMINATION FORM

Please complete this entry form and email it to admin@comms2point0unawards.co.uk by 25 October 2018 (midnight)

You are able to send one piece of supporting information to help with your entry (but please only send one as our judges will not be able to look at any more than this)
Thanks.

your name	Joanna Jacobson
your email address	JoannaJ@poppyfactory.org
your organisational @twitter	@poppyfactory
your personal @twitter [optional]	
category entered	Best Comms/Digital Team
name of organisation/team/individual being entered/nominated	The Poppy Factory
name of entry	#1000messages Campaign
date project delivered [to / from]	25 th June – 30 th June 2018 (with follow up over the months until 6 th September 2018)
campaign/project budget	£2,300
brief description of objectives	<ul style="list-style-type: none"> To increase the profile of The Poppy Factory amongst key audiences. To support our aim of getting 1,000 wounded, injured and sick veterans into employment by the

	end of summer 2018.
brief outline of strategy/plan	<p>The Poppy Factory supports wounded, injured and sick veterans back into work across the UK. The charity ran an awareness campaign to reach more veterans during Armed Forces Week in June 2018.</p> <p>Armed Forces week is an opportunity to show support for the men and women who make up the Armed Forces Community and celebrate their service.</p> <p>At the start of the campaign The Poppy Factory had helped over 950 veterans into work (since the <i>Getting you Back To Work</i> programme started in 2010) but wanted to hit 1,000 by the end of the summer.</p> <p>The strategy was to have the public get behind our Armed Forces Week campaign and help us reach more veterans to achieve our goal.</p>
what did you deliver and how did you measure it?	<p>On Monday 25th June The Poppy Factory launched their Armed Forces Week #1000messages campaign asking the public to help us reach our target of 1000 wounded, injured and sick veterans into work by giving veterans a good luck message and/or tip for their first day in their new job. By including the phrase #1000messages in posts on social media during Armed Forces Week (25th – 30th June), people were helping The Poppy Factory connect with more veterans with health conditions across the UK, ensuring each one can harness their unique skills and abilities and move into long term employment.</p> <p>The aim: 1,000 messages for our 1,000 veterans.</p> <p>The first day of a new job is nerve-wracking, especially when it's doing something you have never done before, and for many veterans, this could be their first civilian job since leaving the Forces. A good luck message could really help give confidence to someone on their first day.</p> <p>People were able to share their messages by video or image on Facebook, Twitter and Instagram using #1000messages and tagging The Poppy Factory - Twitter: @poppyfactory / Facebook: @ThePoppyFactory / Instagram: @thepoppyfactory)</p> <p>The Poppy Factory also had stands across the country during the week, asking for messages of support from</p>

	<p>the public. These were then posted on social media.</p> <p>There were celebrities who supported us throughout the week including Kate Garraway, Tony Hadley, Richard Arnold, Sharon Marshall and Alison Hammond, Anna Williamson, and Perry Fenwick.</p> <p>The campaign reached its peak on Armed Forces Day (Saturday 30th June) when we secured a package to run on SKY News throughout the day encouraging people to use #1000messages on social media to show their support.</p> <p>Here is a video we created for staff to highlight the success of the campaign: https://www.dropbox.com/s/d11ofd1jnt6vx0v/AFW%20Internal%20Video_FV.mp4?dl=0</p>
<p>what were the outcomes/benefits?</p>	<p>The campaign was a huge success with The Poppy Factory reaching the milestone of supporting 1,000 veterans with mental and physical health challenges back into meaningful work before the end of the summer.</p> <p>On 5th September the charity celebrated at Clarence House with their Patron, The Duchess of Cornwall, who wrote the one thousandth message of support.</p> <p>We also published a book of some of the messages for our veterans to see as well as celebrated with Danny, our one thousandth veterans into work.</p> <p>The campaign also resulted in a huge increase in awareness for such a small charity:</p> <ul style="list-style-type: none"> • Over 165,000 people reached on social media. • Over 2,500 engagements. • 33,000 views of our celebrity videos. • Over 1,000 new visitors to the campaign webpage. • 16 million people reached through press. • £67,600 Advertising Value Equivalency. • 81 hours of volunteering to support the campaign. • 15 days of events across the country to ask for messages of support.
<p>tell us why you should win [in no more than 100 words]</p>	<p>The Poppy Factory was founded in 1922 but only in the last year has it established a fully formed communications team of four. This was only the second integrated campaign from Team Poppy Factory and we are hugely proud of our success.</p>

	<p>The Poppy Factory is a separate charity from The Royal British Legion so creating that brand distinction is vital. This campaign took a creative approach to quickly change the lives of 50 individuals who thoroughly deserve it after giving so much to protect our country.</p>
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