

One You Kent Campaign

1. Introduction

- 1.1 During the consultation period for the re-design of healthy lifestyle services in Kent the public commented that they were not aware of the services that were available, and were unsure of where to go if they wanted further support.
- 1.2 Whilst the re-design work was underway, Public Health England (PHE) launched the One You brand to promote healthier lifestyles with the intention to create a brand awareness as strong as that of Change 4 Life (over 90% brand recognition). The One You brand is supported by a series of PHE apps to support people , including apps to support giving up smoking, to encourage activity, and healthy meal planners.
- 1.3 The KCC Cabinet Member for Social Care and Public Health took a key decision for lifestyle services to be integrated and for the resulting service to be called One You Kent in order to take advantage of the national investment in the One You brand, and associated behavioural research.

2 The One You Campaign in Kent

- 2.1 As a part of a planned programme of campaign work, KCC commissioned two agencies to work on ensuring that the One You message is promoted across Kent. in line with the findings from the behavioural insights report. These two agencies have specific remits:
 - Zest have been engaged to deliver a programme of consumer led work
- 2.2 iFour have been engaged to work with partners, providers, stakeholders and channels across Kent to understand how the One You message can be effectively spread, and what materials could be developed to support each of these groups to promote healthier lifestyles in a consistent way (using standardised wording and messaging).
- 2.3 To complement all elements of the campaign, a hub has been created at www.oneyoukent.org.uk which can be used as the unique call to action in the marketing messages.
- 2.4 The consumer marketing campaign elements launched with a burst during March and April. (with the intention of priming, and of creating a greater brand awareness of One You). This promotion will continue but with a reduced programme from June to December when the contract will come to an end.

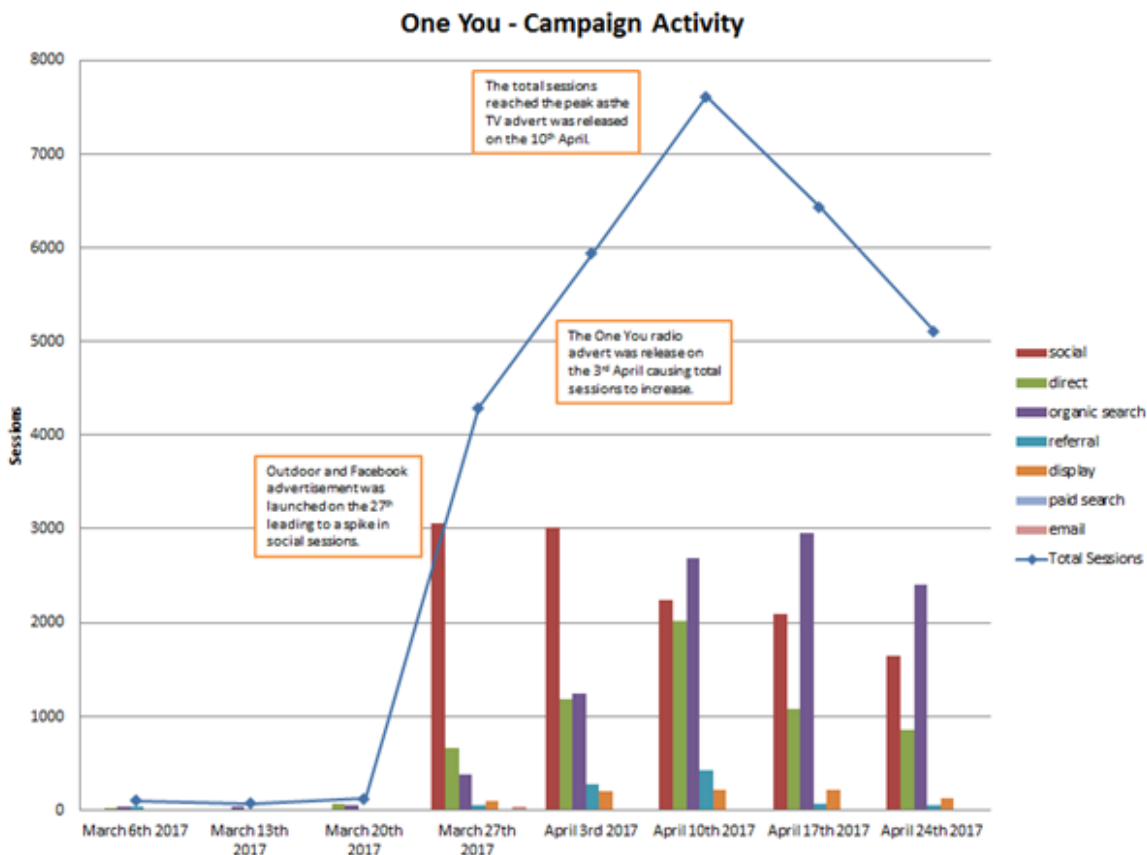


2.5 The initial burst of activity consists of:

- Out of home advertising (six sheet adshells, passenger bus panels, pharmacy bags)
- Radio – advertising on Heart/KMFM
- TV (Sky Adsmart/ITV on demand) – this element was phased to coordinate with national TV advertising
- Print – hospital magazines
- Social media (Facebook)
- Digital (Network, PPC, Kentonline)
- Experiential events in Dover, Margate and Maidstone

The call to action of all of this advertising has been for people to either search One You Kent (radio/tv), to visit www.oneyoukent.org.uk or to click on the digital/social media ad to come through to the website.

In the first phase of the campaign over 30,000 Kent residents have visited the www.oneyoukent.org.uk site, with more than 12,000 people taking the How Are You (HAY) quiz.



3 One You services in Kent

- 3.1 The rationale for driving people to the One You Kent website rather than the national site is to ensure that there is a simple customer journey that will support the resident to access the level of support they need. They may take the HAY test and be reassured they are on the right track, or alternatively they may like to download one of the PHE apps to help them begin their journey.
- 3.2 Alternatively, if a resident feels that they are in need of more intensive support the central website, has a search facility to find services, or a co-designed form a resident can complete that is then directed to the right provider based on location.
- 3.3 During the next few months the KCHFT website www.kenthealthandwellbeing.org.uk will be de-commissioned. Any visitors to this site at the moment are redirected to www.oneyoukent.org.uk , this ensures that residents do not get confused by competing websites.
- 3.4 The intention is to keep improving the features of www.oneyoukent.org.uk as the integrated service develops and matures

Examples of further localising content in Kent

- 4.1 Within the PHE brand guidelines there are conventions for further localising content, for example by using the How Are You tag line, e.g. Sevenoaks, How Are You.
- 4.2 In Ashford, Ashford Borough Council (ABC) are keen to support healthier lifestyle interventions and arranged for a shop in one of their precincts to be used for a four month period as the One You Shop in Ashford. This has been staffed by services

commissioned by KCC, and promoted jointly by ABC and KCC. An insert was placed in the Council Tax mail-out with the message Ashford, How Are You, with details of the shop, and www.oneyoukent.org.uk on the reverse.



- 4.6 In the experiential events in Margate, Dover and Maidstone there was a pull up with the name of the town and How Are You, with the rest of the material and the staff branded One You Kent, with the overriding CTA to visit www.oneyoukent.org.uk

5. Conclusion

- 5.1 The One You brand presents us with a unique opportunity to promote healthier lifestyles to our residents.
- 5.2 It is important that we present a coherent brand and core messages to people, and ensure that they enjoy a straightforward customer journey.
- 5.3 The initial consumer burst shows that people in Kent are receptive to these messages, with a click through rate on online advertising of nearly 4%, 40 times greater than the communications industry standard of 0.09%