

One You Kent Campaign 2017/18

This appendix has concentrated on the digital consumer marketing, adding to the information that was presented to the Health Reform and Public Health Cabinet Committee at its January meeting

Campaign Strategy

The campaign aim is to get residents to initially complete one of three call-to-actions;

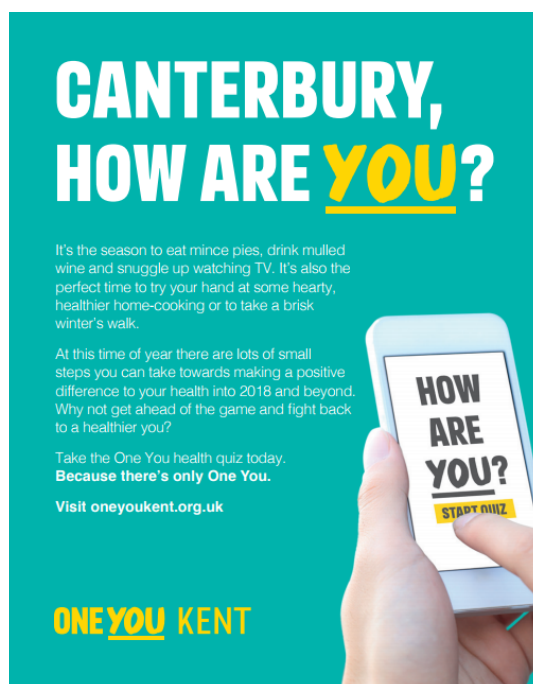
1. Take the HAY quiz
2. To visit the website for specific advice and support
3. To download a One You apps

By developing engaging content via the following strategies;

1. Localising content
2. Targeting individuals by motivations to make a lifestyle change
3. Develop messaging which ties to key seasonal periods, reaching residents during times when certain behaviours are triggered.

Examples of media aligned to strategies:

1a.




Quarter Page Press Ad, December 2017. Other versions include: Thanet, Sittingbourne, Sheerness, Gravesend & Dartford, Folkestone & Hythe, East Kent.

1b.

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 Like Page

Do you want to feel more energised but don't know where to start?



Dartford, how are you? Take the quiz

Being active is really good for your body, mind and health. Moving more will help you feel stronger, more flexible and full of energy. Get your **FREE** personalised health score today.

ONEYOUKENT.ORG.UK [Learn More](#)

Alongside Facebook Ads targeting all Kent residents, over a 3-month period, residents in the following areas were delivered localised ads like that above; Sevenoaks, Tonbridge, Tunbridge Wells, Canterbury, Thanet, Dartford, Shepway, Gravesham, Maidstone, Swale and Dover.

2a. Life change/Trigger: becoming a Grandparent

**WANT TO BE AROUND
FOR YOUR KIDS
AND GRANDKIDS?**

Begin the change.
Take the How are
You quiz [here](#).

BECAUSE THERE'S ONLY ONE YOU

 **Kent County Council**
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Take the One You #quiz to get your **FREE** personalised health score.



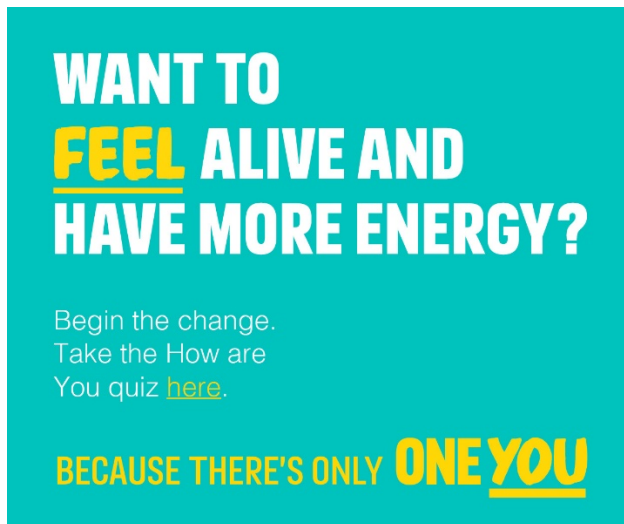
Kent, how are you? Take the quiz

Being a Grandma can be tiring, but you'd never give up those precious moments. Start your One You journey and find out how small changes could give you more time with ones you love.

ONEYOUKENT.ORG.UK [Learn More](#)

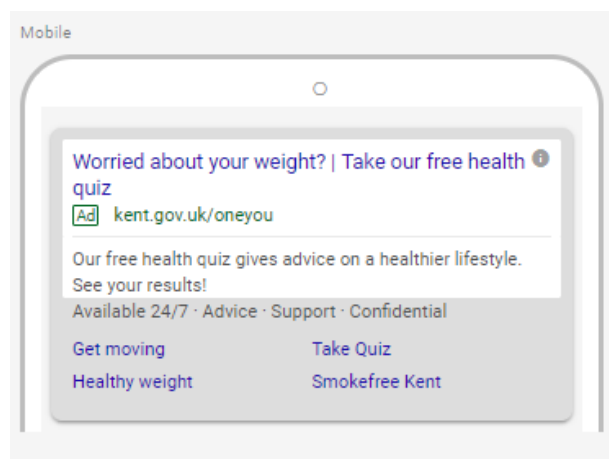
(left to right: Digital display ad, Facebook ad)

2b. Motivation: to feel more energised



(left to right: Digital display ad, Facebook ad)

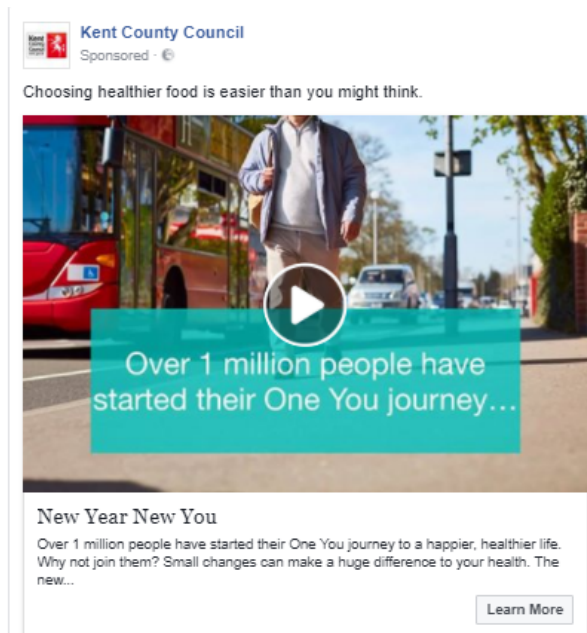
2c. Motivation: Lose weight



(left to right: Facebook ad, Google AdWords Search Ad)

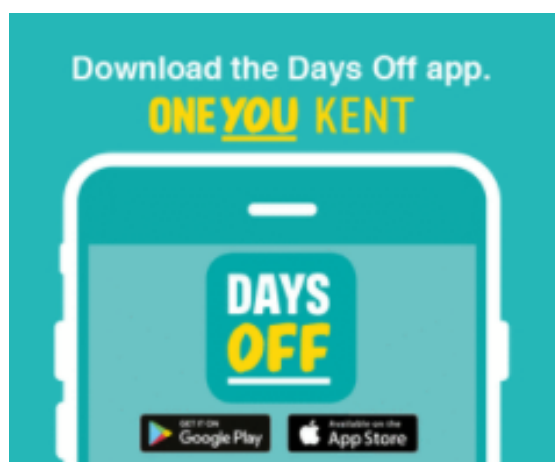
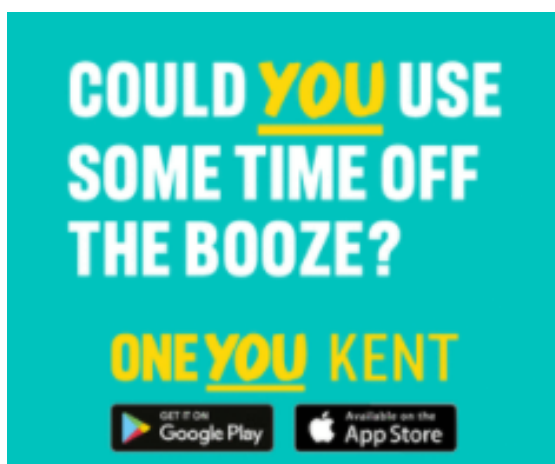
Other motivations and trigger include; aches and pains, ensure a sharp mind, be more social, for family, planning a holiday, wedding, moving house and starting a new job.

3a. New Year




(left to right: Facebook ad, Twitter Ad)

3b. Dry January




Digital display ad

3c. Post Dry January

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Did you have better sleep and more energy during #DryJanuary?
Keep the feeling going with the free Days Off app from One You.



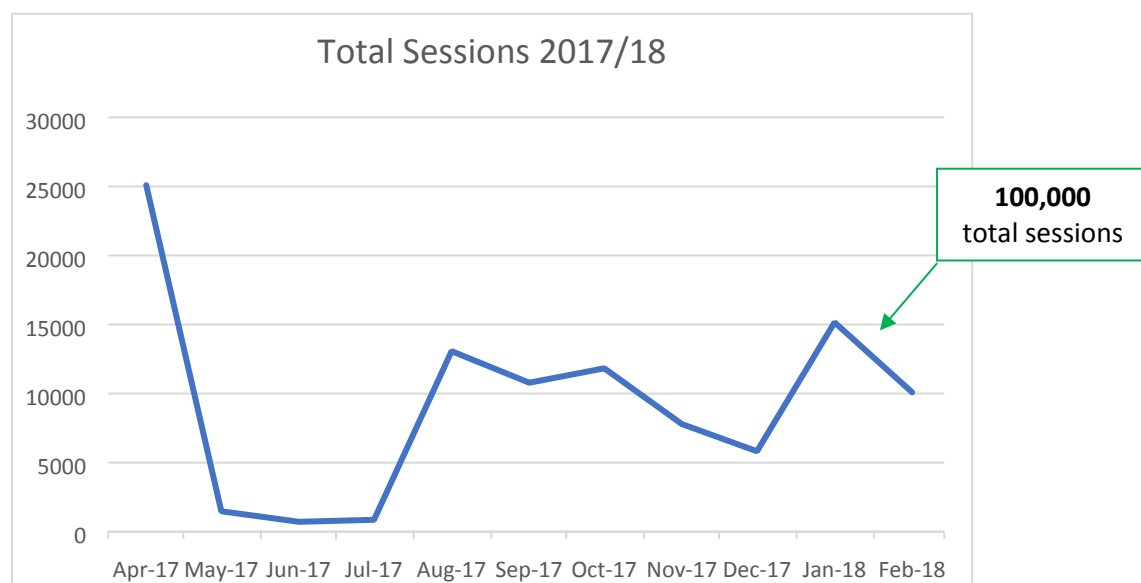
Free app - find out more
A simple and easy way to track the days you drink alcohol and the days you don't.
Feel healthier, lose weight and save money – simply nominate days to take off...

KENT.GOV.UK

Download

Further Activity is planned in March 2018 around National No Smoking Day.

Results



One You Kent webpages have achieved approximately the same total number of sessions as the Change4Life, Release the Pressure and Know Your Score combined, accounting for 2.3% of overall sessions on kent.gov.

Encouragingly, the number of returning visitors have continued to rise throughout the year – at 20% in April 2017 compared to 35% in January 2018 (at an average of 30% across entire year). This can be interpreted as an increased awareness and trust in the One You Kent brand, resulting in residents being more receptive to support from services.

Top 10 most visited One You Kent webpages

1. Homepage
2. Healthy Weight
3. Get Moving
4. Smokefree Kent
5. Alcohol
6. Healthy Weight Services
7. Alcohol and drug support
8. Get a Health Check
9. Know Your Score Quiz
10. How Are You Quiz