

TRiFOCAL LONDON

DIGITAL ENGAGEMENT

CASE STUDY



**SMALL CHANGE
BIG DIFFERENCE**

January 2020



DIGITAL ENGAGEMENT CASE STUDY



SMALL CHANGE
BIG DIFFERENCE

This case study considers how digital media (social media and website) was used in the delivery of Small Change Big Difference to achieve wider reach to the target audience in London.

In this case study, we present:

- Our audience?
- The channels we used, and how
- Our results
- Challenges and successes



WHY DID WE WANT TO USE DIGITAL MEDIA

- To support print advertising and local events
- To ensure advertising is directed at desired target audience
- To incorporate feedback from focus groups who favoured digital content
- To provide a constant reminder of the key messages throughout the campaign period

**SMALL CHANGE
BIG DIFFERENCE**



AUDIENCE

SMALL CHANGE
BIG DIFFERENCE

- Target audience aged 18-34 years within two specific segments, representing 37% of the population
 - Young, busy and digitally engaged audience who are passionate about everything in their lives including food
 - Those that lead busy lives that require a balance between their love of cooking and their need for convenience
- Variance in borough geographical size, population and demographics
- Tailor activity to meet different borough audience requirements

Channels

**SMALL CHANGE
BIG DIFFERENCE**

SMALL CHANGE BIG DIFFERENCE

#SmallChange

Twitter: @SmallChangeFood

Instagram: @SmallChangeBigDifference

Facebook: @SmallChangeBigDifferenceLondon

Web: *smallchangebigdifference.london*



HOW DID WE USE THE CHANNEL?

SOCIAL MEDIA (INSTAGRAM, FACEBOOK)

- Creative produced specifically for social media
- Use of video content for maximum impact
- Relevant and current
- Mixture of paid and organic posts:
 - Organic posts managed by boroughs' own accounts
 - SCBD account posted organic content
 - Paid advertising by boroughs or agencies

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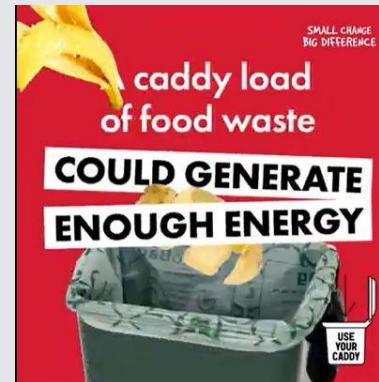
- Used to promote local events and drive footfall
- Directs traffic to website for event details, menus and articles
- Encourage competition entries

HOW DID WE USE THE CHANNEL?

SOCIAL MEDIA (TWITTER)


- Pinned informative animated posts
- News on workshops, market stall presence and cookery classes
- Update on campaign successes

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WELCOME

LATEST RECIPES



CHEESE END BUSTING SCONES
Use up any of your leftover cheese for these savoury scones. This recipe is brought to you by Ann Storr at storrcupboard.com



VEGAN PUMPKIN MUFFINS WITH SWEET POTATO CINNAMON FROSTING
This tasty cupcake recipe is brought to you by Sneaky Veg.

[SEE ALL ▶](#)

House of food waste
910,000 tonnes of food goes to waste from London households every year. Our Small Change, Big Difference campaign aims to raise awareness of the impact of the city's food waste which, if sent to landfill, would be responsible for releasing 420,000 tonnes of CO2 into the atmosphere.

WRM food waste house Small Change

Our 'House of Food Waste' video has been created to highlight the fact that well over half of all food waste produced in the UK goes to waste.



WHAT'S ON

Food lovers rejoice, London is the place to be.

All across London, people are creating fabulous food experiences and we can't wait for them to join in with our #SmallChangeLondon events.

Check in here for nights out, cook-ins, workshops and general great stuff happening near you.

HOW DID WE USE THE CHANNEL?

CAMPAIGN WEBSITE

- Hub for directed social media traffic
- Informative, with up to date content
- Location for menus and articles
- Event details and sign ups
- Competition hosting



Project supported by LIFE funding

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WHAT DID WE ACHIEVE?

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DELIVERY HIGHLIGHTS (DIGITAL)

Cookery
workshops

Rube Goldberg
video

House of Waste

COMPLETE DELIVERY RESULTS

Campaign website

Small Change Big
Difference social media

WHAT DID WE ACHIEVE?

SMALL CHANGE
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FOOD WASTE RECYCLING VIDEO



Rube Goldberg

- Views: 631,944
- 5,426 reactions = likes, shares & comments
- Audience mainly 18 to 35 year olds and a fairly even split of men and women.

WHAT DID WE ACHIEVE?

HOUSE OF FOOD WASTE VIDEO

Facebook (Short edit):

Reach – 55,434

Impressions – 75,553

Instagram post:

Reach – 71,666

Impressions – 81,333

Facebook (Long edit):

Reach – 48,514

Impressions – 81,333

Instagram story:

Reach – 64,123

Impressions – 80,552



WHAT DID WE ACHIEVE?

COOKERY SKILLS WORKSHOP

- 85 items of coverage in total with an OTS of 12.9 million
- 57 items of media coverage and 27 items of influencer based coverage
- 17 items of coverage from the Ethical Influencer's cookery class
- Media highlights include Londonist x 2 and London on the Inside as well as trade coverage on Business Green

Source: <https://rlsd.co/p/wW5blw> (Barley Communication Report)

SMALL CHANGE BIG DIFFERENCE

The Good Cause Of The Month: Small Change, Big Difference

In Green & Ethical Living by ene.lister@qinetiq.com / October 17, 2019 / 8 Comments

As you know, every month I introduce a charity organisation on my blog in order to raise awareness for them. Since I have this fantastic platform, my blog, I try to use it to support good causes too. This month, I'd like to introduce: Small Change, Big Difference.

A few weeks ago, I was invited to a great event organised by Ethical Influencers and hosted by The Sustainable Food Story and Small Change, Big Difference. This event was a zero waste cookery class that I really enjoyed as I'm on my mission to eliminate food waste in my own kitchen as well as to inspire others to do the same. Of course, it's impossible to eliminate food waste completely, but with little little effort, we can drastically reduce it.



Energy Live News

NEWS EVENTS VIDEOS TV & PODCASTS INDUSTRY NEWS JOBS SEARCH

Efficiency & Environment Features: Latest Videos: Top Stories

Cooking up an appetite to reduce food waste

The Small Change Big Difference campaign is showing Londoners how they can reduce the food that is waste and encouraging them to recycle the inedible bits.

By Priyanka Shrivastava
More Articles
Wednesday, August 21st

ELN TV
Daily News Updates
Subscribe

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XPO
05.11.20
Register Now

A London-wide campaign is encouraging people to eat more healthily and sustainably, reducing the food that is wasted and recycling more of the inedible bits.

Small Change Big Difference - run by food reduction charity WRoP, the London Waste and Recycling Board and Groundwork London - is holding free workshops and classes across the capital to show people how they can use up leftovers and items lurking in fridges and

THE GOOD CAUSE OF THE MONTH

SMALL CHANGE, BIG DIFFERENCE

WWW.CAPTAINBOBCAT.COM

WHAT DID WE ACHIEVE?

SMALL CHANGE BIG DIFFERENCE

Twitter

Followers: 1,025

Posts: 364

Impressions: 576,192

Facebook

Followers: 7,337

Posts: 199

Impressions: 2,435,973

Engagement: 60,470

Instagram

Followers: 2,632

Posts: 174

Impressions: 147,553

Engagement: 2,600



SMALL CHANGE BIG DIFFERENCE



WHAT DID WE ACHIEVE?

**SMALL CHANGE
BIG DIFFERENCE**

SMALL CHANGE BIG DIFFERENCE WEBSITE

Figures for the Project since 01 March 2017 – 01 January 2020

	Small Change Big Difference website
Average visit duration (minutes)	00:01:02
No of individuals	37915
Page Views	82386

DIGITAL CHALLENGES

**SMALL CHANGE
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SUCCESSSES

Ensuring the project is a priority for all stakeholders



Being reactive based on intelligence and history and adapting to tailored responses



Extending the reach by creating an established following that will continue with fresh exciting content



LEARNINGS

Establish the project expectations from the outset with robust plans and allocation of responsibilities

Adapt visual and interactive online formats that can be shared with constant monitoring of reactions

Engaging with partners and influencers during the project lifetime to ensure continued post project communications

DIGITAL CHALLENGES

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SUCSESSES

LEARNINGS

Insufficient resource to constantly post social media content to keep pace with partner delivery



Ensure adequate project team to prioritise delivery and monitor quality

Reluctance of boroughs to use Small Change Big Difference content directly



Collaborate with boroughs to design appropriate content for use

DIGITAL SUCCESSES

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SUCCESSSES

Planned, well thought out and targeted messages, regularly updated



LEARNINGS

Schedule a constant variety of messages, audiences and timings throughout the project lifecycle and beyond

Keeping people informed of events and associated activities through social media



Use of videos and interactive online formats increased sharing activities and directs traffic to specific landing pages

Continuation with messages to facilitate change beyond the life of the project



Engaging with partners, external stakeholders and influencers is vital to developing a long term approach

BEHAVIOUR CHANGE ON SOCIAL MEDIA

SMALL CHANGE
BIG DIFFERENCE

Small Change Big Difference
Posted by Buffer
7 March at 08:26 · 🌐

Roll up. Roll up. Homemade fruit roll-ups only need 3 ingredients! Just combine honey, pureed fruit & lemon juice to make this healthy snack. 🍓 + 🍋 + 🍯 = TASTY! Check out the recipe for this tasty snack in the comments below.



██████████
██████████ OMG gonna so do this x

1 w Like Reply Message

██████████
Need this 👍 1

Thankyou for inspiring me to make this :)
Sliced broccoli roasted in olive oil with garlic and crushed cashew nuts. Very very delicious! Tasted wonderful.
No more waste from this plant anymore.



██████████
Why do I feel like the only one that didn't know it was edible 😞😞

3 w Like Reply Message 👍 😄 4

Small Change Big Difference
You're not alone! That's why we're sharing this fun fact. 😞😞

3 w Like Reply 👍 3



Like Comment Share

👍 🙄 ██████████ and 4 others

██████████
Can you? 😄

2 w Like Reply

██████████
██████████ yes 😄 I am trying to only eat meat at home when I'm eating dinner with my family. Once that becomes a habit I will decrease it more and more.

2 w Like Reply 👍 😄

BEHAVIOUR CHANGE

SUCCESSSES

**SMALL CHANGE
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Social media provides a valuable touchpoint to support other campaign activity and therefore a constant encouragement for audiences to change their behaviours



Responses on social media indicate a shift in behaviour change action as it becomes a habit



Focus group participants after wave 3 reported doing something differently as a result of seeing the campaign.

As a family we are incorporating more left overs into meals to reduce our waste. [...] We started off doing a few bits with what we saw directly from the campaign but have now started to incorporate it in day to day meal times. F

CONCLUSIONS



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- Activities in multiple boroughs running at the same time brought greater digital impact for the campaign across London
- Adequate available resource is key to promoting the campaign and its success
- Being engaged with the target audience to increase awareness of the three key campaign messages increased the likelihood of changing behaviour