

How to use this campaign summary deck

- We have created this slide deck to provide you with an overview of the We Are Undefeatable campaign, background and aims for the year ahead.
- This slide deck has been designed for you to use in presentations to other partners about the campaign and features slide notes for future information.
- Please note that the messages within this presentation are not designed to be public facing (B2C). Refer to the [WAU Affiliate Brand Guidelines](#) for campaign messaging.
- If you would like further information about how the campaign was developed please read our Insight Pack or watch our [webinar](#) which took place on 17th December



Please remove this slide ahead of use in presentations

**WE ARE
UNDEFEATABLE**

Supporting people with long term health conditions to be active



**BREAST
CANCER
NOW**



BritishRedCross



**VERSUS
ARTHRITIS**



**MACMILLAN
CANCER SUPPORT**

**ROYAL
VOLUNTARY
SERVICE**

Stroke
Association

PARKINSON'S^{UK}



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

Background to the campaign

- **Working together in collaboration** as 15 health charities with Sport England and in partnership with PHE and other key stakeholders to change the way we talk about physical activity with people living with long term conditions
- **Establish a unified voice** and create an emotionally engaging marketing campaign to reach our target audience and drive sustainable behaviour change
- **Understand our audience** (people with LTCs who are doing little or no activity each week) and test campaign development at every stage
- **Launch a 6 week campaign** with social media channels, website, TV and radio advertising and charity activation from September 2019



Why is it important?

- Prevalence of long term conditions and multiple conditions
- People with long term conditions twice as likely to be inactive as those without
- The evidence is clear about the role physical activity can play in:
 - supporting people to maintain or increase quality of life
 - helping manage and reduce the risk of health conditions
- Significant barriers for this audience



Opportunity for Change

Attitudes and motivations of people living with a health condition

The people around them who they get advice from: carers, family, charities, HCPs & media

Sport and physical activity opportunities

THE CAMPAIGN

AID ACTIVATION / MAKE MORE SEAMLESS JOURNEYS



Key themes from research that shaped We Are Undeatable

1



**Being active
v
Being sporty**

2



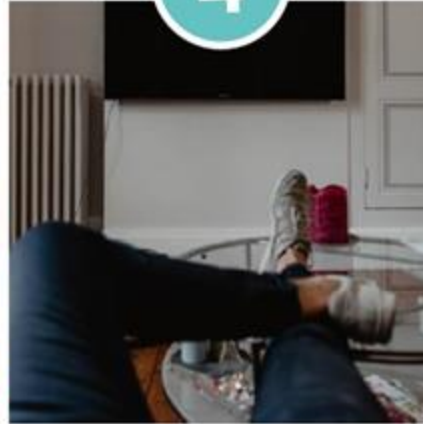
**Positive /
Negative
Balance**

3



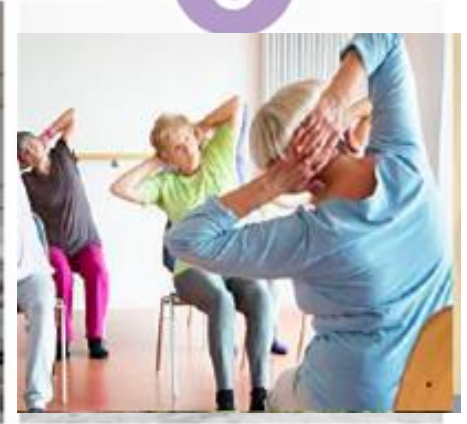
**Belonging,
part of life /
society**

4



Targeting

5



**Realistic,
attainable &
sustainable
activity**



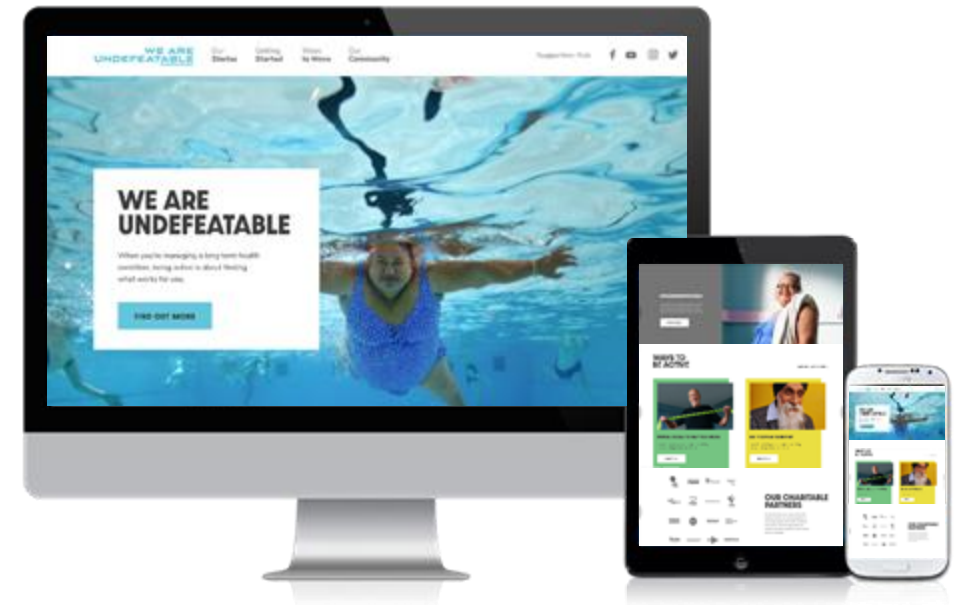
WE ARE UNDEFEATABLE



WAU Website: Our Stories and Tips

We created the website to inspire and reassure individuals looking for ways to get active with a health condition. The website features;

- Cast member stories and content films
- Behavioural change tips and guidance on ways to get started
- 'My Daily Undefeatable' activity downloadable planner
- Multiple click through opportunities for condition specific advice on charity landing pages
- Signposting to relevant resources such as iPrescribe, National Trust, Active 10 etc.
- An Integrated social media wall to showcase user generated content in 'Our Community'
- A Supporters Hub for partners to access marketing assets and toolkits





Activation of the campaign launch August 2019

- TV and radio adverts
- PHE sent HCP assets to every GP surgery and pharmacy
- Website & Supporters Hub with suite of assets
- Organic and paid social media
- PR
- Charity activation across all their owned channels
- Supporters getting behind the campaign in innovative ways
- UK Coaching resource hub for physical activity sector
- 10 local activation areas

Campaign Amplification : Media, PR & Supporter Comms

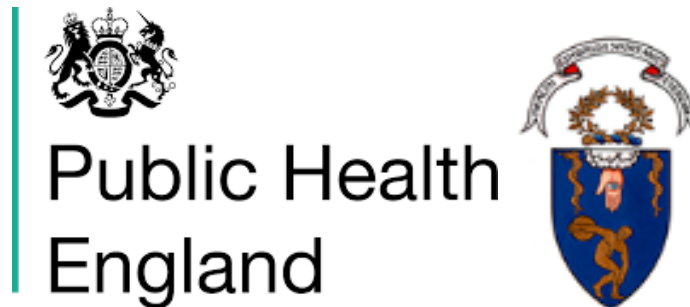
Use mass media



Campaign packs to GP surgeries, pharmacies etc.



Seek support and endorsement from PHE, Royal colleges, faculties, health bodies



Work with Physical activity, leisure & sport organisations



Create heavy weight PR to drive buzz



Generate HCPs recommendations via Moving Medicine & other resources



Cascade through volunteer and carer networks



Engage other charity supporters and membership organisations



Campaign Launch Results

**WE ARE
UNDEFEATABLE**

83%

**UNDERSTOOD THE
PRIMARY MESSAGE**

40%

RECALL OF CAMPAIGN

44%

**TAKEN ACTION DUE
TO THE CAMPAIGN**

(from those who recognised it)

CAMPAIGN CONSIDERED TO BE:

Inspiring	Important	Inclusive
Uplifting	Positive	Relevant
Encouraging	Informative	Motivating
Empowering	Relatable	Powerful
Reassuring	Interesting	Thought provoking

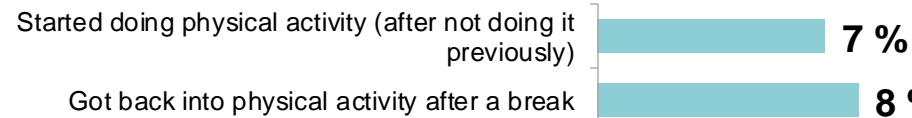
Campaign Launch Results

WE ARE UNDEFEATABLE

Proportion of those aware of the campaign who have taken any action as a result ...

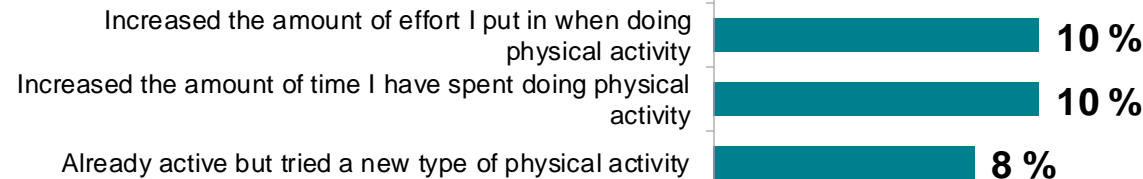
NET

Started or re-started activity



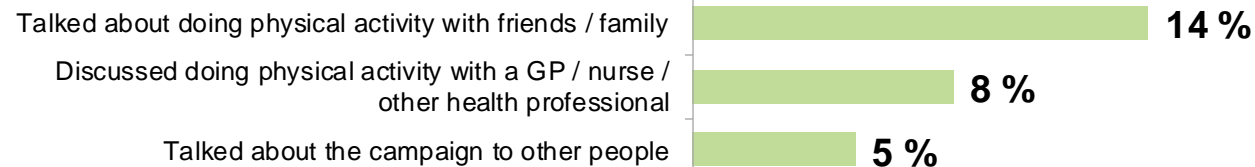
13%

Increased activity



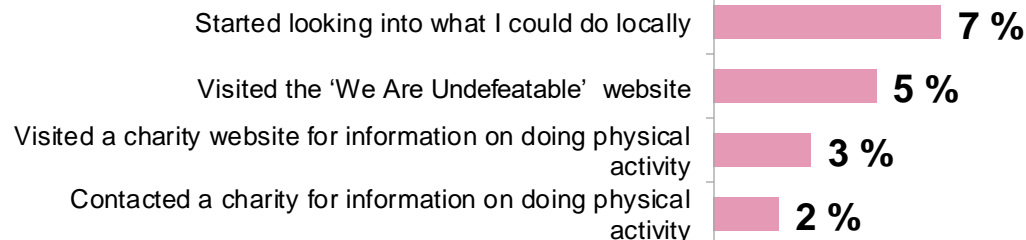
16%

Talked to others



21%

Information gathering



12%

Considering



Campaign Plans 2020

February/March

- Campaign went live from the 17th February for six weeks.
 - 2x 30 second TV adverts
 - 1x video On-Demand advert using a case study video
 - Paid and organic social media
 - Outdoor adverts in 20 locations signposting to PHE's Active10 App
- PHE's Campaign Resource Centre continued to support the campaign with posters, conversation starter leaflets and activation brief resources
- Organic promotion of My Daily Undefeatable behavior change tool

April/May

- In response to the COVID-19 lockdown, we have introduced a period of heightened media activity from the 23rd April – 27th May
- Updated the website with COVID-19 guidance page and additional tips and ideas to get active in line with government guidance
- Created a 30 second TV advert to provide support and inspiration to move at home
- Developed 2 x radio adverts using our case studies
- Developing offline materials

June/July

- TV adverts
- Radio
- PR activity
- Social media promotion

September/October

- TV adverts
- Radio
- PR activity
- Social media promotion

April/May Block Plan

	Apr 23rd	Apr 27th	May 4th	May 11th	May 18th	May 25th
TV	PRIME: HERO				HERO	HERO
BVOD	PRIME: HERO					
SOCIAL	PRIME: HERO					
SOCIAL	PROMPT: Case Studies					
Radio	PROMPT: Case Studies					
OOH			PROMPT: HERO			
PPC	PRACTICAL: Website					



Support the campaign

1. Visit www.weareundefeatable.co.uk and register on the [Supporters Hub](#) to access assets for social media to help promote the campaign.

2. Visit the PHE [campaign resource centre](#) for assets

- Activation brief
- Posters
- Conversation starter
- Conversation starter dispenser
- Digital screen
- Social media assets



3. Check out the UK Coaching resources aimed at coaches supporting people with health conditions to be active, which can be accessed via their [resources hub](#).

Questions and further information

- Visit the website for [FAQs](#)
- Get in touch weareundefeatable@ageuk.org.uk

