



Objectives

To drive a new generation of people to work in adult social care ('ASC') and help fill the sector's 110,000 vacancies in England. Specifically, to:

- Increase the number of new applications to ASC jobs by 10,000 by April 2019
- Increase interest in and consideration of a job in ASC among target audiences by 10% by April 2019
- Increase the number of vacancies advertised online by employers on job boards by 20% by April 2019

Target Audiences

- 20-39 year olds in England, C1C2D, with the right values to work in ASC as research shows this group are most likely to consider a job in ASC in the next 12 months
- ASC workforce to harness the influence of referrals and recommendations in driving applications from care workers with the right values

Evaluation sources

- Online survey with care providers across England generating 756 completed responses
- Online survey of over 3,000 people in England aged 20-55 (including a representative sample of the target audience 20-39s C1C2D)
- Advertising metrics
- Digital and website metrics

Key highlights

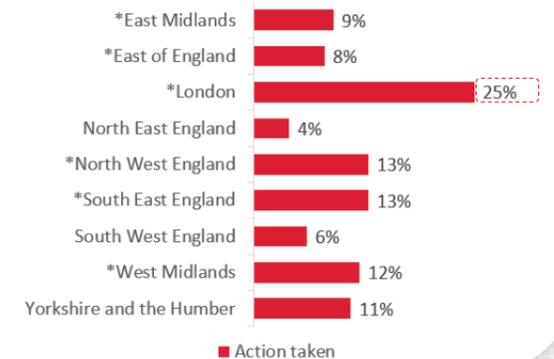
- **Driving intention to apply:** The campaign successfully drove more interest in, and applications* to jobs in ASC.
 - **Campaign approach:** Was highly effective in driving job seekers through the pathway. National PR, OOH and radio significantly increased the campaign's reach, cost-effectively driving awareness of ASC. Digital and social media performed above industry benchmarks to drive prospects from consideration to action.
 - **Regionality:** Action taken as a result of the campaign was mostly higher in regions where advertising was upweighted to reflect higher vacancy rates.
 - **Sector support:** The campaign drove action amongst care providers who advertised 23% more care vacancies on DWP Find a Job helping to overcome poor local job visibility.
- * Applications measured through proxy measures

Outcomes: What happened as a result of the activity?

Number of job applications and intent to apply	<ul style="list-style-type: none"> - Applications: +14% (21,083) clicks on the 'Apply' button for job titles containing 'care' or 'carer' during the campaign compared to the preceding period on DWP Find a Job overall. Of which, 8,560 of these clicks were from the campaign website. - The true number of applications driven by the campaign is likely to be much higher with applications to the sector also submitted on other job boards, using different job titles, through offline channels (e.g. walk-ins, phone enquiries etc.) and through organic search (prompted through the radio, PR and outdoor posters). - Job searches: 97% more searches for jobs containing 'care' or 'carer' in the job title on DWP Find a Job overall vs previous period - Consideration: 29% of 20-39 year olds C1C2D have considered in the last 3 months, compared to 27% before the campaign – however consideration is significantly higher for those who recognized the campaign vs those who didn't (46% vs 17%). <p><i>Sector fragmentation means there is no mechanism to accurately measure the exact number of sector job applications. Proxies have been used, including feedback from care providers.</i></p>
Taking action	<ul style="list-style-type: none"> - Over half of those aged 20-39 years old C1C2D took action as a result of seeing the advertising campaign (54%) <ul style="list-style-type: none"> - 15% of these searched online for a job and 11% applied for a job either through DWP Find a Job or directly with an employer. - More than one in ten (13%) visited a local ASC provider
Sector engagement	<ul style="list-style-type: none"> - Advertising more vacancies: Care providers advertised 23% more social care vacancies on DWP Find a Job (vs 20% target) - Sector advocacy and campaign impact: <ul style="list-style-type: none"> - One in four (26%) care staff surveyed saw an increase in either enquiries, applications, interviews or vacancies filled - 14% saw an increase in job applications since January 2019 - 17% saw an increase in enquiries about jobs since January 2019 - 58% agreed that the campaign will attract people to work in ASC - 82% of those surveyed are very likely or somewhat likely to recommend a job in ASC



Action taken as a result of the campaign:
Base: All who recall seeing the campaign Adults, 20-55 years old



More action was taken as a result of seeing the campaign in the five regions where advertising was upweighted

One in four (26%) care staff surveyed saw an increase in either enquiries, applications, interviews or vacancies filled

Outtakes: How did people respond and engage with the content?

Campaign take outs	<ul style="list-style-type: none"> - Interpretation of the campaign: <ul style="list-style-type: none"> - Over half the target audience of 20-39 yrs C1C2D liked the campaign: 59% females and 56% males liked the campaign (vs 55% 20-55 yrs) - 40% females and 31% males said the adverts made them want to find out more about working in ASC - 49% said the campaign conveyed that every working day is different in ASC - 42% said the campaign conveyed that working in ASC is emotionally rewarding - 13% said the campaign conveyed that ASC offered career progression. Messages around career progression opportunities need upweighting in future activity - Overcoming barriers to application: <ul style="list-style-type: none"> - Post campaign, fewer people said (i.e. this is a positive for the campaign) they: <ul style="list-style-type: none"> - didn't think they would qualify (37% to 35%) - they weren't sure how to apply for an ASC job (37% to 32%) - they didn't think there were jobs available locally (12% to 10%) - Those who saw the campaign perceive the sector better than those who did not recognise the campaign. Significantly higher ratings across most of the perception areas including three of the key drivers: <ul style="list-style-type: none"> - suitable for someone like me (48% amongst campaign recognisers vs 27% non-recognisers) - offers flexible working hours (46% amongst campaign recognisers vs 28% non-recognisers) - is financially rewarding (34% amongst campaign recognisers vs 16% non-recognisers)
Campaign engagement	<ul style="list-style-type: none"> - Campaign Facebook engagement: <ul style="list-style-type: none"> - Reach: 660,680 impressions and 3,528 Facebook followers - Best performing content: <ul style="list-style-type: none"> - Posts with case studies (both video or written) created the most engagement. 55 case studies were posted - Best performing came from Claire, one of the care workers who featured in campaign advertising: 2,191 engagements reaching 20,363 people, shared 92 times and received 110 likes. - Twitter engagement <ul style="list-style-type: none"> - 5,905 organic mentions of the campaign hashtag #everydayisdifferent - Quiz engagement: 'Could you care?' (on EDID.com) <ul style="list-style-type: none"> - 26,960 landed on quiz start page - 61% conversion rate of quiz starts to finishes from 26th Feb to 7th April
User journey	<ul style="list-style-type: none"> - Website engagement: Everydayisdifferent.com (12th Feb-7th April) <ul style="list-style-type: none"> - Awareness: 197,861 unique users (proxy comparator of 7k unique visits during the pilot's activity in November) - Site engagement: average dwell time per session: 1 min 5 secs - Interest in applying: 59,280 unique clicks on 'find a job' button to DWP Find a Job
Sector engagement	<ul style="list-style-type: none"> - Sector awareness of the campaign: <ul style="list-style-type: none"> - 68% of care providers had heard about the campaign, but 32% had still heard nothing and 40% only a little – so greater information cascading is needed through the sector - Action taken amongst care providers: <ul style="list-style-type: none"> - Amongst those who had heard about the campaign, at least 6 in 10 did something to support it. - 65% of care provider respondents said that the campaign images make them proud to work in adult social care. - 62% of respondents thought that the campaign realistically portrays what working in adult social care involves. - 40% shared the campaign with someone they knew - Of care providers/workers surveyed without recruitment responsibility, 56% did something as a result of the campaign (e.g. liked the Facebook page, advertised on DWP, used the campaign materials etc.) and 84% of those with recruitment responsibility did something

Best performing social media post

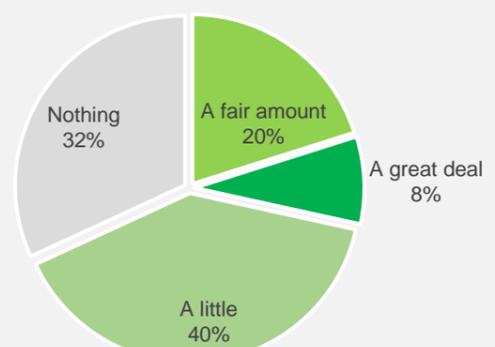


Interactive quiz



Campaign awareness amongst care staff surveyed:

68% of care providers surveyed said that they had seen, heard, or read at least something about the campaign. However a **third (32%)** has still heard nothing.



Outputs: What was delivered as a result?

Advertising reach and recognition	<ul style="list-style-type: none"> High reach and frequency delivered: <ul style="list-style-type: none"> Overall, paid advertising reached circa 91.9% of all 16-34 year olds in England approx. 9.3 times**. High campaign recognition: <ul style="list-style-type: none"> 29% of all 20-55 year olds recognised the campaign when prompted, significantly increasing amongst 20-39 year olds C1C2Ds to 42% males and 37% females, indicating the media buy targeting strategy worked. Strong channel performance: <ul style="list-style-type: none"> Radio was the best awareness driver and recognised by a fifth of the target audience (23% males and 20% females) OOH was recognised by 1 in 4 target males (24%) and almost 1 in 5 females (18%) Online adverts delivered a 0.12% click-through-rate 'CTR' (an indicator of engagement) vs 0.08% benchmark Paid search (adverts appearing on Google after a keyword search) delivered a 6.13% CTR vs 3.49% benchmark Paid social media adverts re-targeted people who'd previously seen an advert leading to 15,481 clicks on the 'Find a Job' button on the campaign website to DWP Find a Job (conversion rate of 0.09%, 4x benchmark of 0.02%) Job board adverts (e.g. on Reed.com) delivered a 0.16% CTR vs 0.12% benchmark, with the Leisure and Tourism sectors receiving the highest share of voice 	
		**approximate figure based on OMD media planning tools
PR and media reach	<ul style="list-style-type: none"> National coverage: 22 pieces (13 broadcast, 2 print, 7 online), approx. reach: 27.4m Regional coverage: 42 pieces (16 broadcast 20 print, 6 online), approx. reach: 4.6m Trade coverage: 11 pieces, approx. reach: 118k pre-launch, 188k since launch 	73% pieces of trade and regional press were positive, 26% neutral, 1% negative
Sector engagement	<ul style="list-style-type: none"> + 150 care providers supplied case studies and participated in national and local PR activity Use of campaign partner materials (between 31st Jan and 7th April): <ul style="list-style-type: none"> 6,791 views of the campaign website resources page 3,869 downloads of all campaign materials (e.g. toolkit, posters, leaflets) 53% of care providers surveyed said they'd downloaded the campaign materials. GCS Local engagement generated 60 social media posts from local stakeholders (predominantly local authorities and local JobCentre Plus). 148 users of the campaign's basecamp sector discussion board 	

Outdoor posters



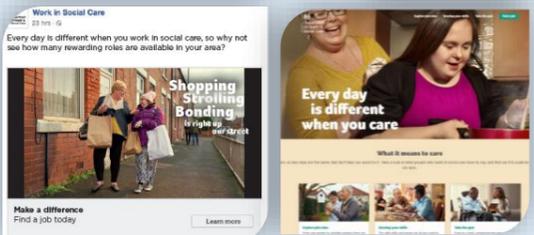
Sector Materials



Digital



Social media and Website



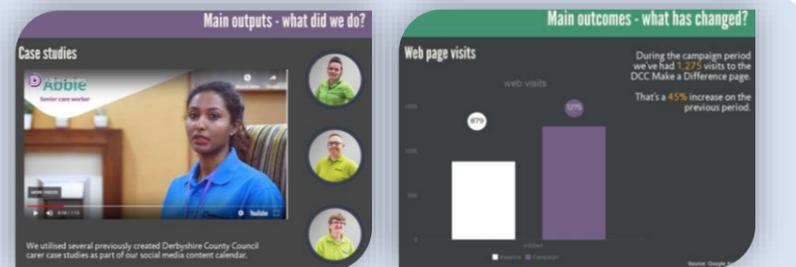
Photographs from the Photography Exhibition



Case Study: driving local adaptation and action

Derbyshire County Council used the spike in interest and campaign materials to signpost to their own recruitment website. As a result, they saw:

- 45% increase in website visits compared to the same period the previous month
- 54% increase in expressions of interest and a 124% increase on the previous month before that



Media Coverage Highlights



Qualitative Campaign Feedback

Facebook

- **Organic posts:** posts performed best when featuring the **current workforce** – such as case studies.
- **Paid posts:** are critical in engaging prospects, but often triggered higher levels of negative comments than organic posts. Common themes were over **structural issues** such as pay and working conditions (e.g. hours) – rather than on the campaign itself. Debate was balanced and self-moderated effectively.
- The campaign featured the current workforce supporting people in their own homes and depicted their every day scenarios. There was appetite for the campaign imagery to reflect a **broader spectrum and variety of care work**.

"We are professionals who are treated with no respect, paid very low wages & most of us are on 0 hours contracts. Treat us with the respect we deserve, pay us a professional wage, give us contracted hours & paid travel time & then it might be a job young people could aspire to"

Care provider survey

The most common reason cited by care staff for not downloading campaign materials was that the majority **were not aware that the assets were available**, but would have used them if they'd known.

"I will use them now [they have] been brought to my attention"

"I have worked in social care for 24 years, I started as a carer at 16 years old and now own my own home care company that employees 26 care staff. I am creating jobs with amazing job satisfaction and supplying fabulous care to people who need it. If I could start life again id do exactly the same. Please consider becoming a carer, it is like no other job, the rewards are massive as is the impact of the service on others."

Key learnings and considerations

Sector awareness	<ul style="list-style-type: none"> Sector use of the campaign is crucial. Awareness amongst employers can be increased by building further on partnerships with sector bodies at the national and regional level. The campaign toolkit and materials have been popular. Impact can be enhanced further by being tailored to different segments of the ASC sector/local areas.
Creative assets	We will consider whether additional scenarios can be added to create greater sector tailoring.
Campaign messages	Identify opportunities to dial up messages on career progression and skills requirements to drive greater shifts in those outtake metrics.
Localisation	More scoping is required to define how localisable national activity can be made through sector consultation and innovative use of media buying and PR.
Maintaining momentum	An 'Always-On' advertising plan supported by peaks would keep up momentum throughout a longer campaign period.